



Mass Communication

From One to Many



Mass Communication

- Mass media are the cultural industries that produce and distribute:
 - Songs
 - Novels
 - TV shows
 - Newspapers
 - Movies
 - Video games
 - Internet Services



Eras in Communication

- Oral communication
- Written communication
- Printed communication
- Electronic communication
- Digital communication



The Digital Era

- Digital communication redefined news and social interaction.
 - Bloggers have become an important part of the news industry.
 - E-mail has assumed some of the functions of the postal service.
 - Social media like Twitter and Facebook connect people in a new way.



The Linear Model of Mass Communication

- Senders (authors, producers)
- Messages (programs, ads)
- Mass media channel (TV, books)
- Receivers (viewers, consumers)
- Gatekeepers (editors, executive producers, media managers)
- Feedback (messages from receivers back to senders)



The Evolution of a New Mass Medium

- Emergence or novelty stage
- Entrepreneurial stage
- Mass medium stage
- Convergence stage



Media Convergence and Cultural Change

- Changes in how we consume and engage with media culture
 - Watch TV shows on Hulu and Netflix or DVR/On-Demand options
 - Make media choices based on social media recommendations
 - Upload our own media
 - Discuss programs as we watch them through “live-tweeting”



Stories: The Foundation of Media

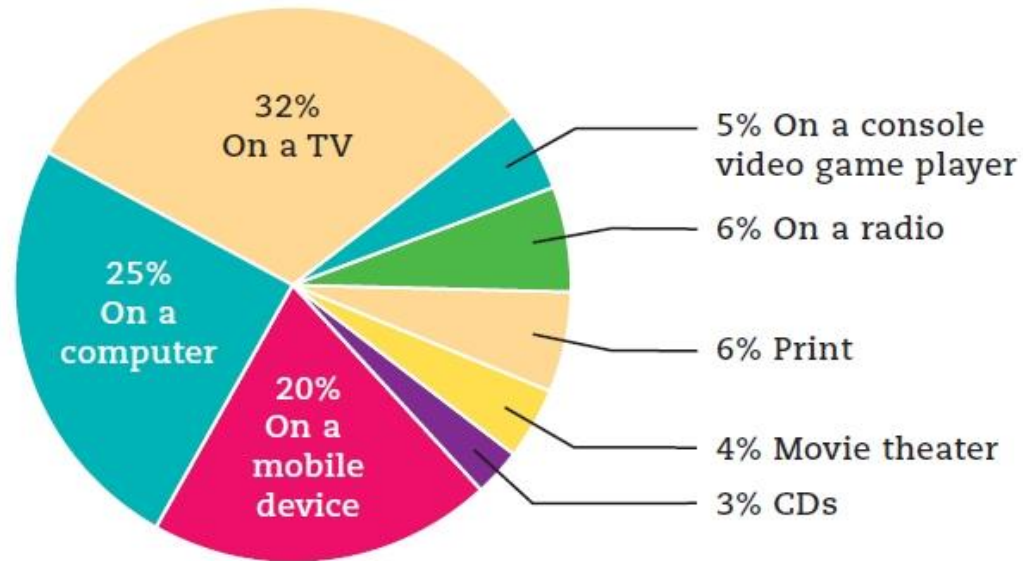
- Stories we seek and tell are changing in the digital era.
 - Reality TV and social media dominate.
 - Ordinary citizens are able to participate in, and have an effect on, stories told in the media.
 - Media institutions and outlets are in the **narrative** business.



Contemporary Culture

- Cultural critics are concerned about:
 - The quality of contemporary culture
 - The overwhelming amount of information now available
- How much the media shape society is still unknown.

Figure 1.1: Daily Media Consumption by Platform, 2010 (8- to 18-Year-Olds)





Critiquing Media and Culture

- **Media literacy** is a critical process that takes us through the steps of:
 - Description
 - Analysis
 - Interpretation
 - Evaluation
 - Engagement



Benefits of a Critical Perspective

- Allows us to participate in a debate about media culture as a force for both democracy and social progress
- New, blended, and merging cultural phenomena challenge us to reassess and rebuild the standards by which we judge our culture.