Mass Communication

The Basics

Communication

○ Petroglyphs

○ 1500 BC – Egyptian hieroglyphics and early paper

○ 1455 – Johann Gutenberg invented moveable metal type

Does a fish know it’s wet?

○ What media mediums have you been exposed to today?
○ We are saturated in media
  ● Clock Radio
  ● Television
  ● Newspaper
  ● Billboards
  ● Painted company vehicles
  ● T-shirts

Communication

○ Simplest form
  Source → Receiver

○ Who?
○ Says what?
○ In which channel?
○ To whom?
○ With what effect?

Communication - Revised

○ Basic model is rather one sided
  ● Interpersonal communication goes both ways

○ Mass Media
  ● Medium carries a message to large numbers of people at one time.
  ● Feedback is deferred and most by inference

(FYI...medium is singular, media is plural)

Cultural Definition of Communication

○ James Carey (1975)
  “Communication is a symbolic process whereby reality is produced, maintained, repaired, and transformed.”
Communication and Culture

- Culture
  - Learned behavior
  - Social group
- Limits and liberates
- Defines
- Differentiates
- Divides
- Unites

Scope of Mass Media (1999)

- 98 percent of home have Televisions
  - On for 7.5 hours a day on average
- 2/3 of U.S. adults read the newspaper each day.
- Average person spends 3,523 hours per year consuming mass media content
  - That's 60 percent of waking hours

Scope of Mass Media

- Role of Technology
  - Is it the technology or how it is used?
- Role of Money
  - Haves and have nots
  - Advertising sales

Current Trends in General

- Concentration of Ownership
- Convergence
- Globalization
- Audience Fragmentation
  - Narrowcasting, niche marketing or targeting
- Hypercommercialism
  - Fewer owners, less concern about backlash
  - Payola