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COMM 101

Exercise 6

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1. Mass media and social media are similar because, of course, they are both media. They both are used to send messages to a multitude of people. It’s a form of communication. But they are different because social media is a way of communicating back in forth between several people, the messages are normally created in real time, the content is transparent, and can be personal. While traditional mass media is normally a message that we prewritten to a specific audience and is a “one way” communication. Mass media is opaque and is not created in real time since it is somewhat like a product.
2. I do not participate heavily in social media. But I do use programs like Facebook and Yik Yak every once in a while. I use Facebook in order to keep up to date on my friends and current big events that are going on. I also use it to contact somebody if I am friends with them but do not have their number. I use Yik Yak for recreational purposes, for fun, but also to find out what’s going on and what people are thinking around the Boise State campus.
3. CBS News shows headlines about Detroit’s power outage, how police cops can be aided by “smart guys”, and bombings in Iran. ABC News shows headlines also about Detroit’s power outage, a gamer’s murder, soap operas, and nutritional facts. Each of these sites has a slightly different taste of what’s happening in the world because of agenda setting. In fact “Agendas vary among different media” (Worley & Soldner, 309). Meaning that each site will have slightly different headlines because they choose what they want to show.
4. I noticed that some of the advertisements used the problem and satisfaction methods quiet often. The problem step is where the advertisement claims that there is an issue or a lack of something, and that it can be solved. They make you feel like you have this problem too. The satisfaction method is where they show you the solution to the problem and what it would be like if you bought their product and had all your problems solved.
5. This assignment challenged me because I had to think about why it is that I use the media sites that I do. Which isn’t something that people normally think about on a day to day basis. I also had to think about how advertisements are slyly trying to convince people to buy the products, and how exactly they are doing it.