

Messages and Media

Message and media

The Dictionary of Media studies(2006), published by A. & C Black, defines 'media' as: the various means of mass communication considered as a whole, including television, radio, magazines, together with the people involved in their production.

Now there is a complexity in use of this term which extends beyond mass communication and its producers.

We find patterns of media use involving the various means available to different people, at various times and for different functions.

A professional in the mediated world is surrounded by computers, the internet and email, MSN and facebook, videos, DVDs, CDs and MP3s as well as mobiles and texting.

Guess the person who did these things in a day

- Played radio and listened to music and news
- Switched on laptop and read news online
- Read a magazine in a doctor's waiting room
- Read food levels & adverts at a supermarket
- Played radio in car
- Read advertising hoardings at traffic lights
- Read, wrote and sent emails on computer

- Opened word files to continue writing
- Searched the internet for definition of a word
- Received and sent texts from mobile phone
- Received & made calls from mobile & landline
- Printed photos from picture files on computer
- Played a CD
- Helped a friend draft a report on laptop
- Watched TV

Media Communication Audits

A communication audit is an analysis of how much and what kind of communication takes place. Large organizations often conduct them. They look at the way information flows in terms of channels that are selected and the content that is communicated.

Focus is often on two types of communication:

- Horizontal communication- between peers
task related talk
- Vertical communication- between different
levels of organization's hierarchy by means of
newsletters and email

Communication is also audited in terms of whether it is one directional or two way.

Channels themselves are in terms of technologies and in terms of which channel is preferred for which purpose, and by whom.

Media for life

Media technologies are unevenly distributed across the globe, as well as between different social groups occupying the same place. In one country there may be a television set in nearly every room of the house; in another country there may be places where every one gathers around a single television set in the middle of the village.