

GS 434 MASS MEDIA & SOCIETY



UNIT - 01: Introduction to Mass Media

UNIT OBJECTIVES



What is Mass Media?

- Definition of Mass Media
- Definition of Mass Communication
- Key Elements of Mass Communication



Importance of Mass Media



Key Concepts and Models of Mass Media

- Profit-centered Business
- Technological Developments
- Politics, Society and Culture



WHAT IS MASS MEDIA?

Mass Media: Media technologies used for mass communication.

- ❑ Mass media thus include books, newspapers, magazines, recordings, radio, movies, TV and the Internet.
- ❑ Mass media sometimes also include the organizations/businesses which control these technologies.



Communication?

It is exchanging of information by speaking, writing, or using some other medium.



- Exchange: two-way process
- Information? (data, statistics, news, etc.)

Types of Communication

There are 3 types of communication:



1. Intrapersonal Communication – a communicator's internal use of language or thought.

For example: self talk or thinking in mind



2. Inter-personal Communication –
an exchange of information
between two or more people.

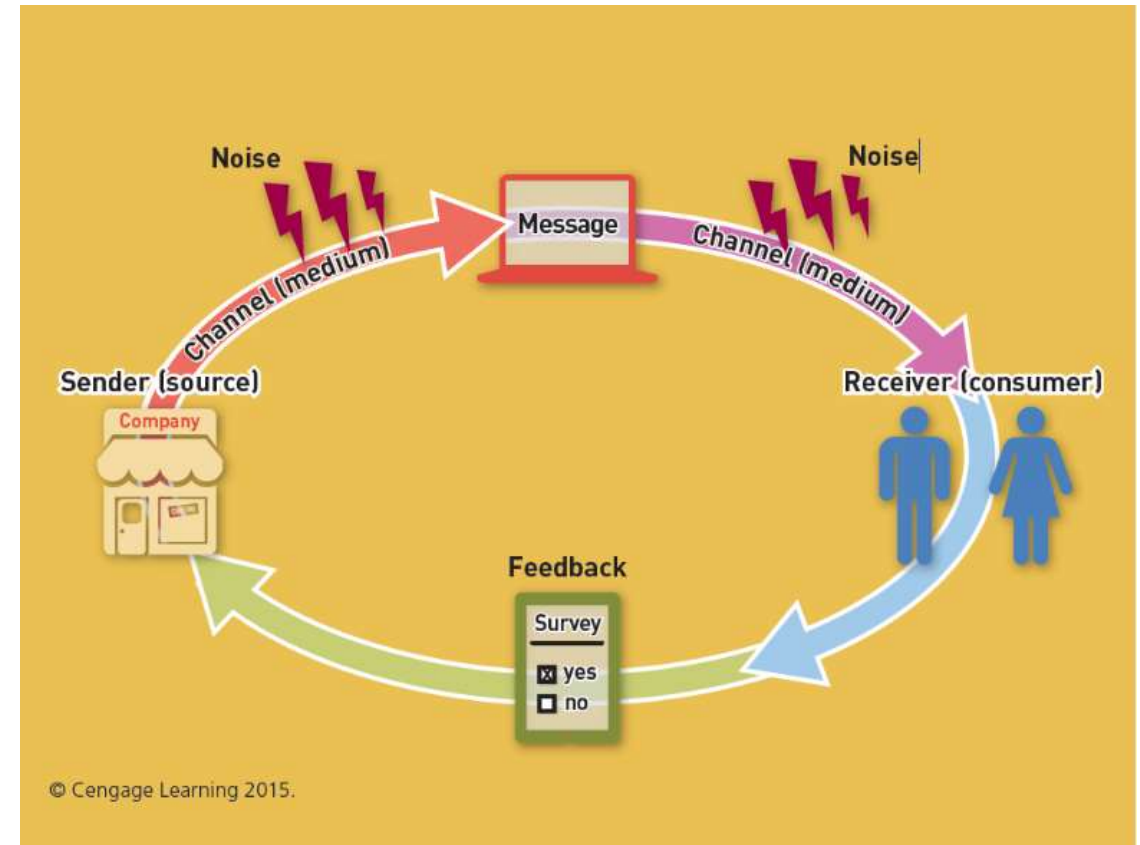


3. **Mass Communication** – the communication from one person or group of persons through a transmitting device (a medium) to large audiences or markets.

Key Elements of Mass Communication

1. **Sender** (also called **source**): The one who sends a message.
2. **Message**: The information that is sent.
3. **Receiver**: The one who receives the message.
4. **Medium** (also called **channel**): The means by which a message reaches the audience (**Media**: Plural of the word medium).
5. **Noise**: Distortion that interferes with clear communication (such as static or a dropped connection).
6. **Feedback**: A response sent back to the sender from the person who receives the communication (that response changes subsequent **messages** from the **source**).

The Process of Mass Communication



An Example of Mass Communication

- Your satellite company (**sender**) sends an ad for a new movie release (**the message**) through the signal (**medium**) into your TV set (**medium**). If you (**the receiver**) use the controls on your TV remote to stream the movie, the order you place (**feedback**) ultimately will bring you a movie to watch.



This entire loop between sender and receiver, and the resulting response (feedback) of the receiver to the sender, describes the process of mass communication.



IMPORTANCE OF MASS MEDIA



Average time Americans spend using mass media each day – this shows how mass media is important in their lives.

Mass
Media
provide
:

⑩ News

- about current affairs, both local and global, regarding politics, sports, weather, etc.

⑩ Promotion of Businesses

- The means for the **promotion** of businesses and ideas through ads, etc.

⑩ Entertainment

- through dramas, movies, music, etc.

⑩ Information

- about events, people, countries, and organizations through documentaries, discussions, etc.

⑩ Awareness

- about crimes, diseases, and people's rights.



❑ Mass media influence:

- **Culture** – by influencing how people dress, eat, speak (e.g. globalization, English, Western clothing).
- **Buying habits** – by influencing how people spend money in store or online and in bulk or small quantity, follow trends or just look for our needs.
- **Politics** – by influencing how people interact with governments (campaigns, news, protests).
- **Economics** – by influencing stock markets through news and businesses through ads.





KEY CONCEPTS AND MODELS OF MASS MEDIA

❑ Three important concepts and models can help to organize our thinking about mass media and their impact on society:



1. The mass media are profit-centered businesses.
2. Technological developments change the way mass media are delivered and consumed.
3. Mass media both reflect and affect politics, society and culture.



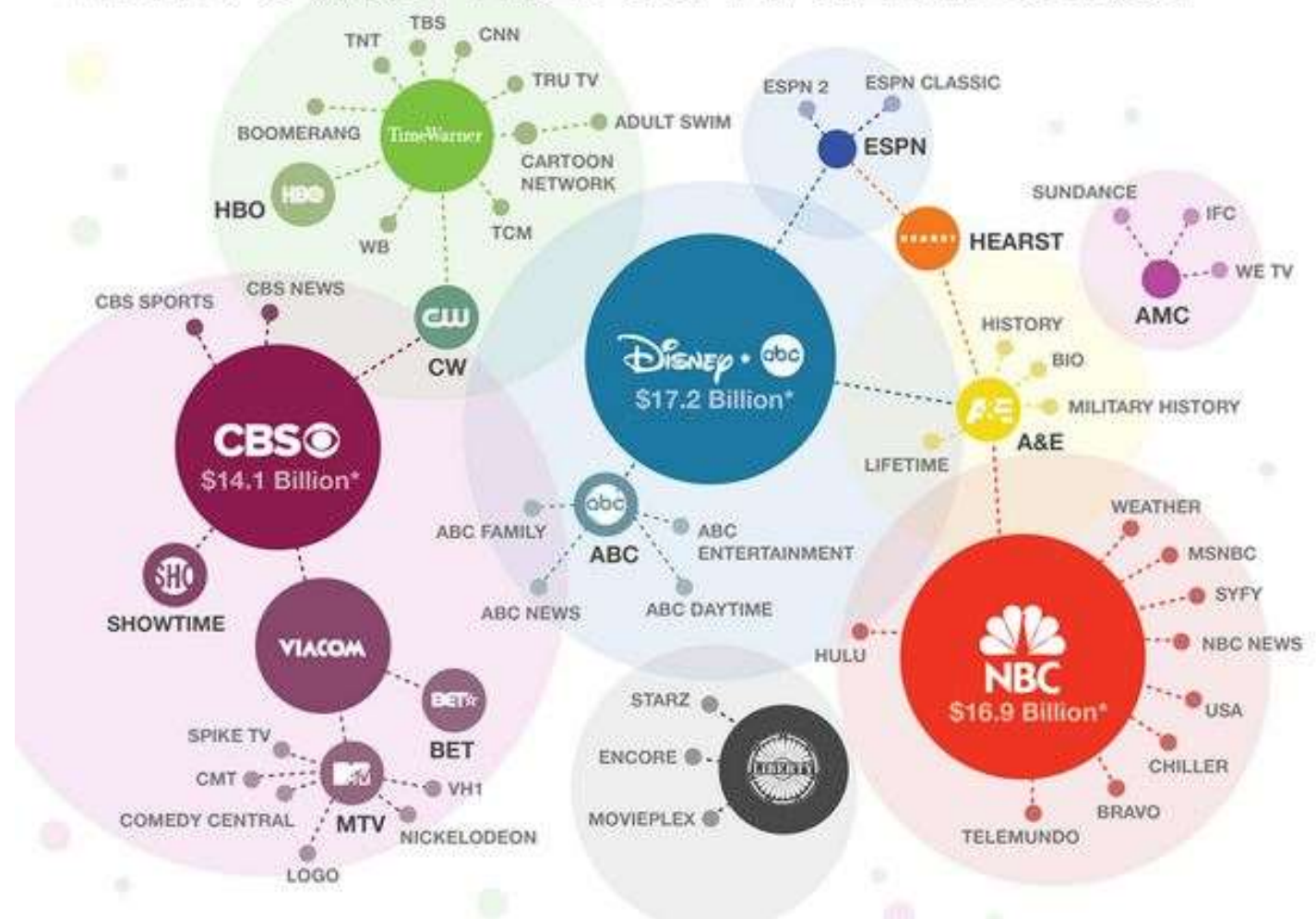
1. The mass media are profit-centered businesses

- The products of mass media businesses are information and entertainment that depend on attracting an audience of media consumers to generate income.



- ❑ There is a current trend of large companies buying smaller companies so that fewer companies own more types of media businesses. This trend is called **Concentration of Ownership**.

WHO OWNS THE BIG TV NETWORKS?



❑ **Concentration of Ownership** can take following four business models:

1. **Chain:** A company that owns several newspapers.
2. **Broadcast Network:** A broadcast network is a collection of radio or television stations that offers programs during designated program times; for example ABS, CBS, and Fox in the USA and BBC in the UK.
 - Stations that use network programming but are owned by companies other than the networks are called **Affiliates**.



3. Conglomerates: A conglomerate is a company that owns media companies as well as other businesses that are unrelated to the media business.

- For example, Sony (Sony Pictures, Entertainment, Sony Music Entertainment and Sony Electronics) also owns Micronics, a medical diagnostics company.



SonyMusic™
G R O U P



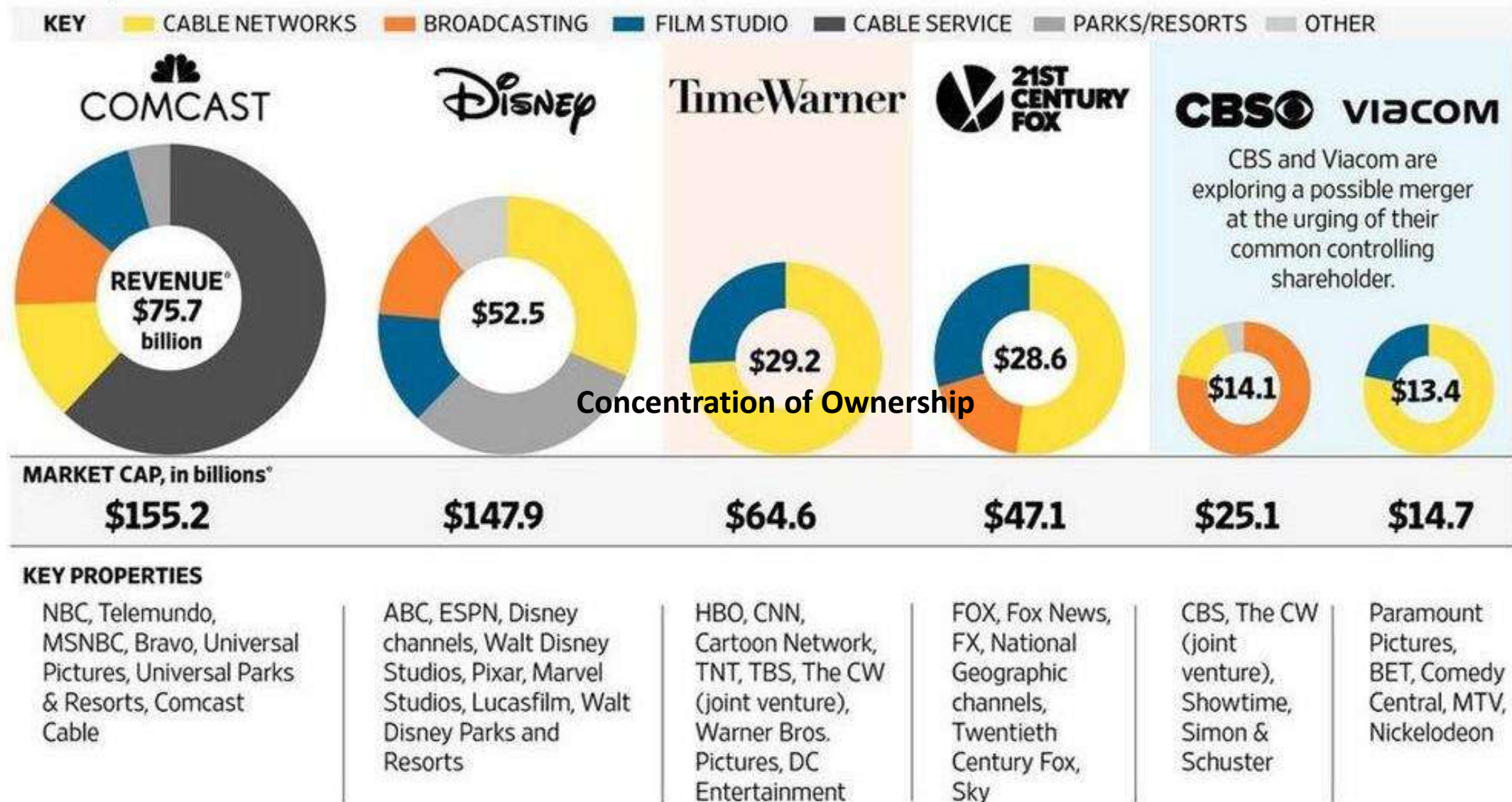
micronics

4. **Vertical Integration:** A business model in which one media company simultaneously controls several related aspects of the media business. For example, many media companies own more than one type of media property: newspapers, magazines, radio and TV stations.
- **EXAMPLE:** The Walt Disney Company is a vertically integrated media corporation—a company that owns several different types of media businesses, with each part of the company contributing to the others.



On April 15, 2013, Mickey, Minnie and Goofy helped celebrate the 30th anniversary of Tokyo Disneyland.

Vertical Integration of Mass Media in the USA



THE WALL STREET JOURNAL.

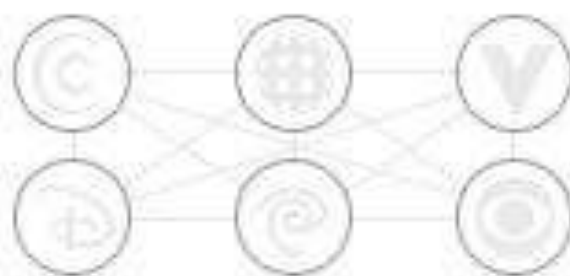
1983



In 1983, 90% of U.S. media was owned by 50 companies



2012



Now 90% of U.S. media is controlled by 6 media giants



COMCAST



NEWSCORP



DISNEY



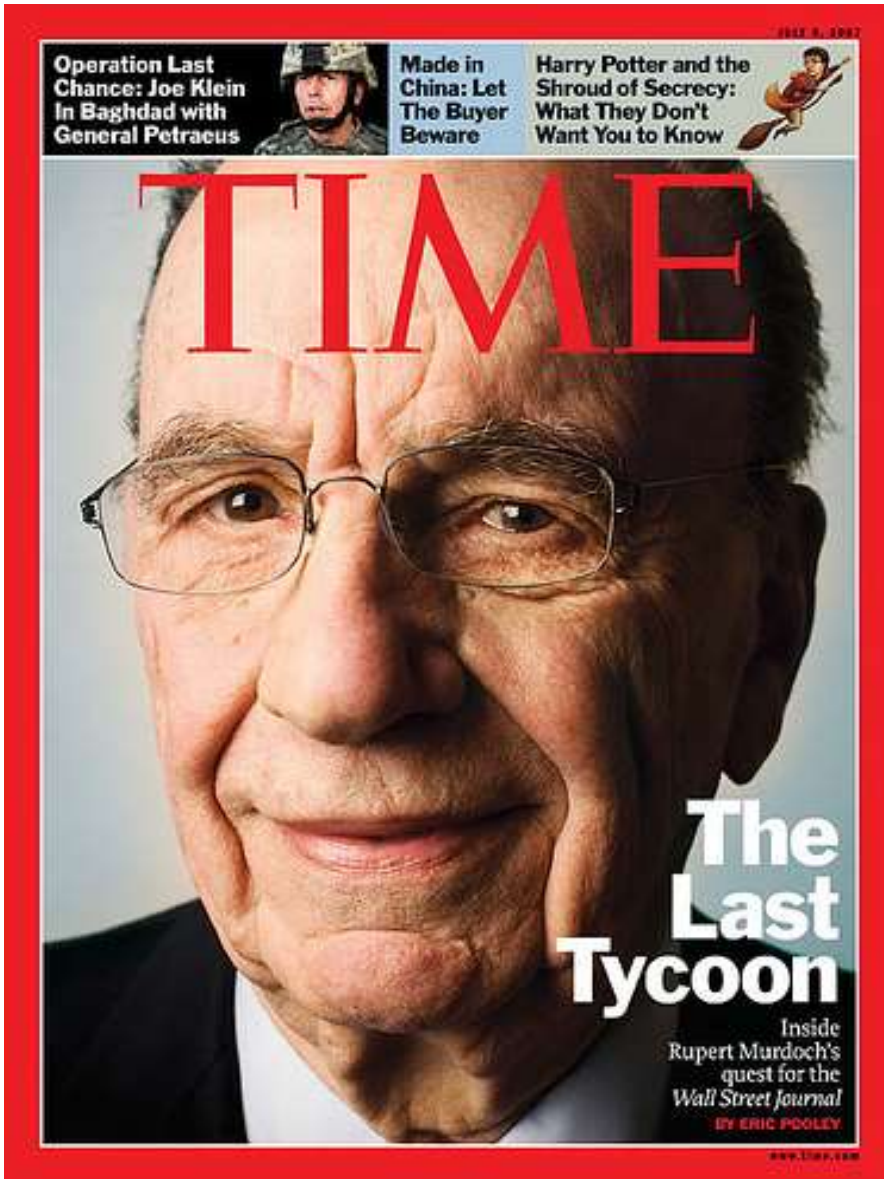
VIACOM



TIME WARNER



CBS



- Unlike other global media empires such as Time Warner and Disney, **NewsCorp** was created, built and is dominated by one man, **Rupert Murdoch** - an Australian-born American media tycoon.

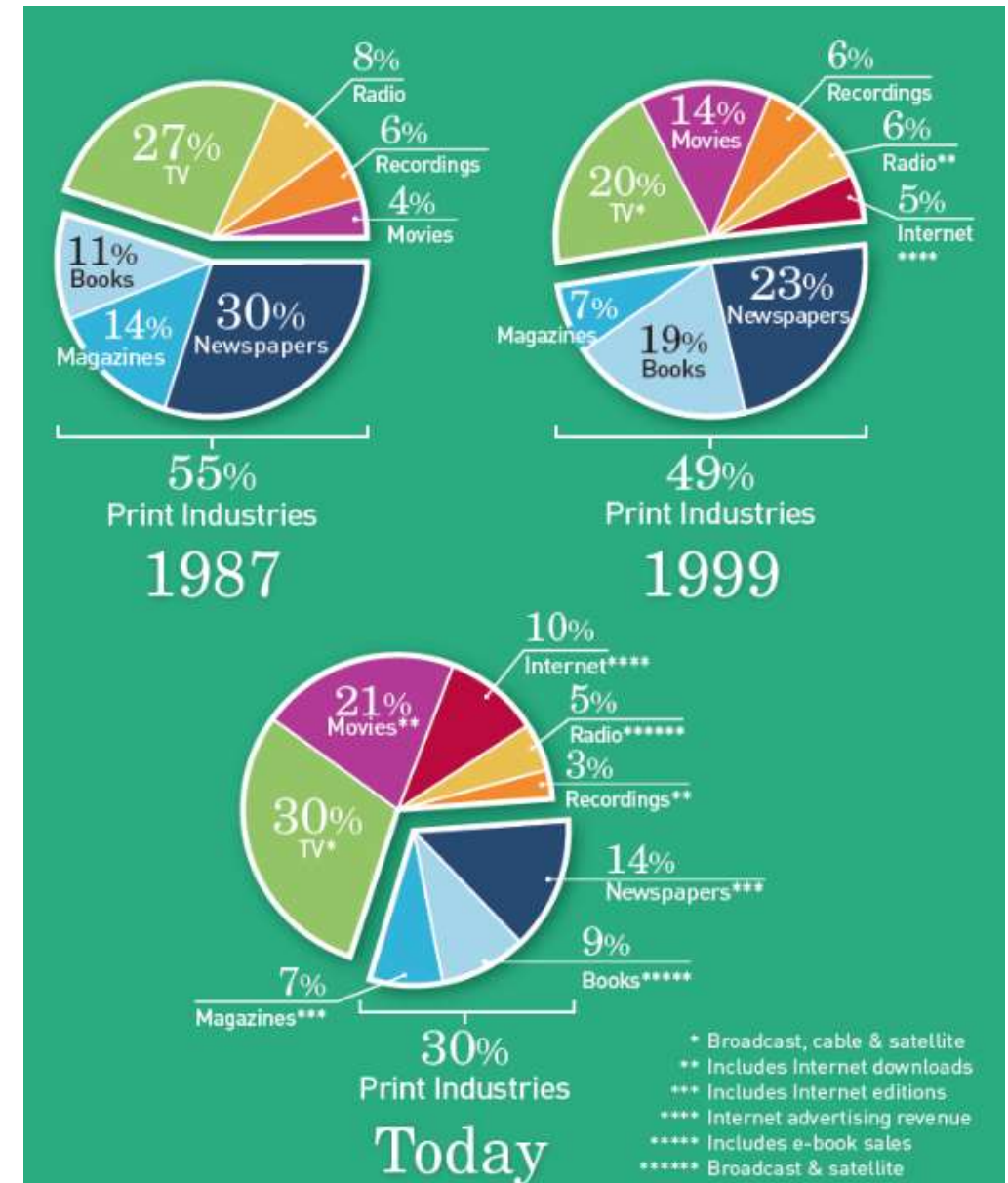
Convergence dominates the mass media business:

- **Media convergence:** The process by which previously distinct technologies come to share tasks and resources.
 - **EXAMPLE:** A cell phone that also takes pictures and video is an example of the convergence of digital photography, digital video, and cellular telephone technologies.
- Media convergence describes two developments taking place simultaneously:
 1. The merging of the communications, computer and electronics industries because of advances in digital technology (e.g. smart phones).
 2. The economic alliance of different types of media companies with each other so they can offer the variety of services that technical advancements demand (e.g. newspapers and mobile apps).



U.S. Mass Media Industries Annual Income 1987–Today:

This historical graphic shows how the distribution of media industry income since 1987 has shifted from print media (books, newspapers and magazines) to television and the Internet.



2. Technological developments change the way mass media are delivered and consumed

- ❑ Three major revolutions have taken place in information communication in relation to technological development:
 - i. Phonetic Writing: The First Information Communications Revolution
 - ii. Printing: The Second Information Communications Revolution
 - iii. Computer Technology: The Third Information Communications Revolution



i. Phonetic Writing: The First Information Communications Revolution

- Early attempts at written communication began modestly with *pictographs*.
 - **Pictograph:** A symbol of an object used to convey an idea.
- The Sumerians of Mesopotamia carved the first known pictographs in stone in about 3500 BC.



Pictograph

- Pictographs as a method of communication developed into phonetic writing in about 1000 B.C. when people began to use symbols to represent sounds. Instead of drawing a picture of a tree to convey the idea of a **tree**, scholars represented the sounds **t-r-e-e** with phonetic writing.
 - **Phonetic Writing:** The use of symbols to represent sounds.



- In 200 BC, the Greeks perfected parchment, made from goat and sheep skins, to write on.



- By about 100 AD, the Chinese had invented paper, which was much cheaper to produce than parchment. Europeans didn't start to use paper until more than a thousand years later, in about 1300 AD.

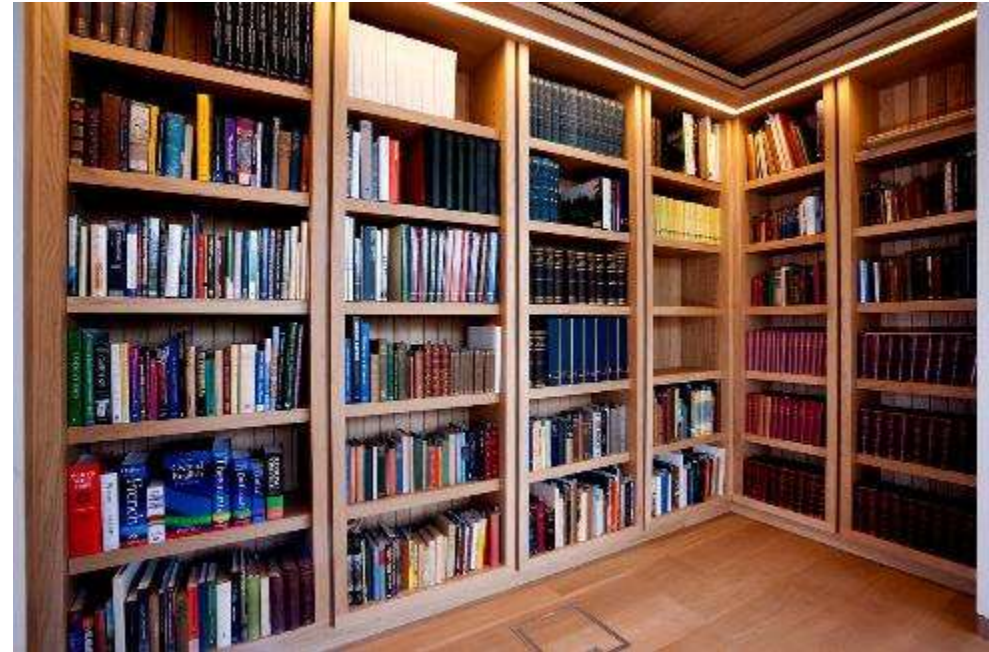


ii. Printing: The Second Information Communications Revolution

- As societies grew more educated, the demand for books increased, but a scribe could produce only one copy at a time.
- In about 13th century, the Chinese had invented a printing press that used wood typing, and the Chinese also are credited with perfecting a copper press in 1445.
- In 1455, when Johannes Gutenberg printed a Bible on a press in Germany that used movable type.



- Knowledge, which had belonged to the privileged few, became available to everyone in the form of books. Printing was one of the essential conditions for the rise of modern governments, as well as an important element of scientific and technological progress.
- For the first time, knowledge became portable and storable as books. Libraries now could store vast amounts of information in a small space.



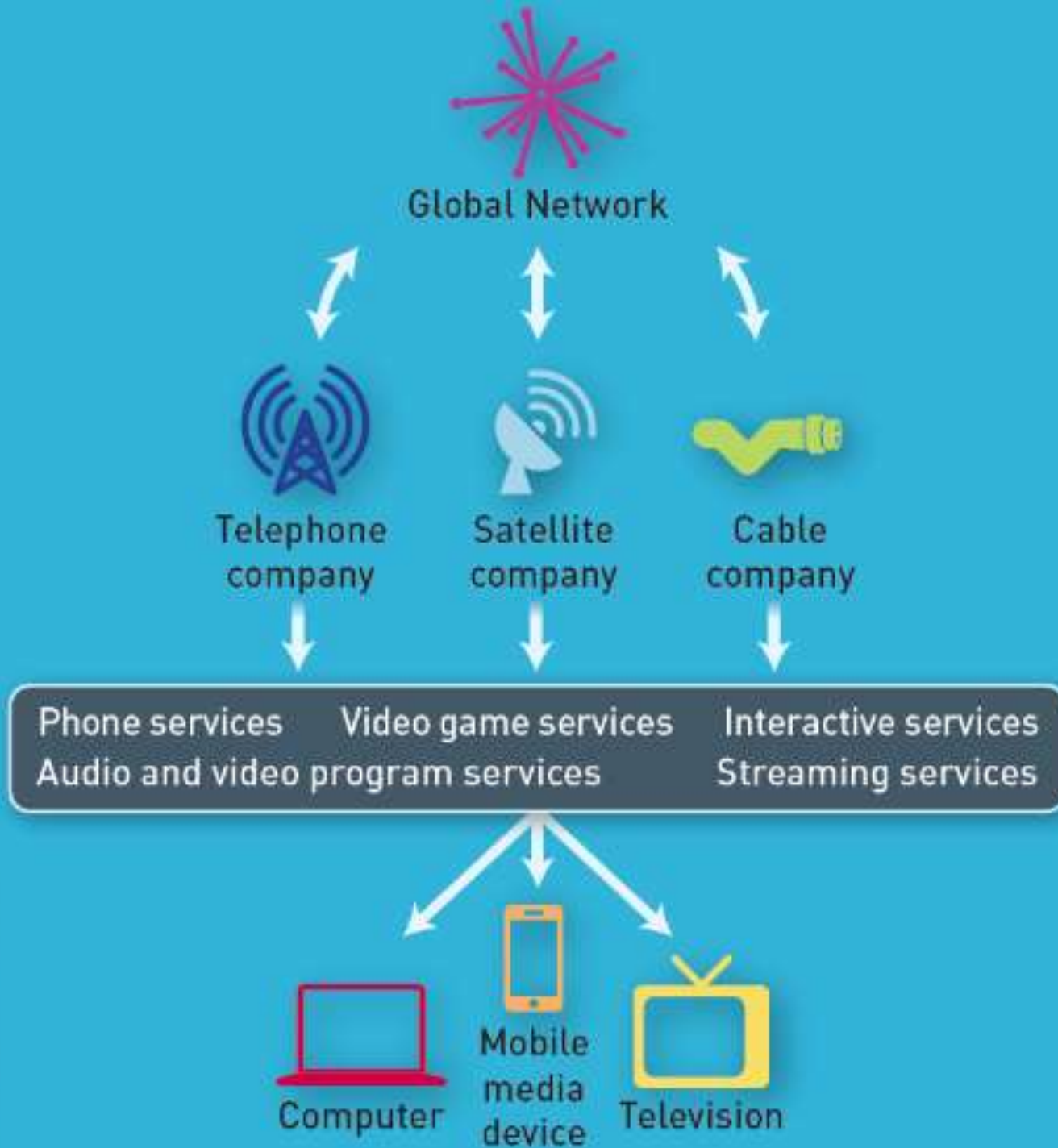
iii. Computer Technology: The Third Information Communications Revolution

- In today's age of communication, computers have become the electronic storehouses and transmitters of vast amounts of information that previously relied on the written word.



In the 1960s, the concept of a useful portable computer was still a dream; huge mainframes were required to run a basic operating system.





- **How the Global Communications Network Works?**

Today's communications network combines different elements of broadcast, cable, telephone, satellite, cellular and computer technology to create a global digital communications service.

- The economics of the communications industries makes digital delivery very important. All the industries involved in building and maintaining this interconnected network—broadcast, cable, telephone, computer, software, satellite and the consumer electronics industries—want a share of the estimated \$1 trillion in global revenue that digital delivery represents.
- Leaders of the media industries in the U.S. are among the central driving forces in this network because many of the companies that are developing digital products—such as Apple, Microsoft, Intel and Facebook— are based in the USA.



- ***One-Way Versus Two-Way (Dumb Versus Smart) Communication***

A standard television set is a “dumb” appliance; it can only deliver programming. You can change the channel to receive different programs, but you can’t talk back to the people who send the programming to your television set to tell them when you’d like to see a particular program.



Today’s delivery system has evolved into a two-way, interactive system that can send and receive messages simultaneously and that works more like a combination of television, telephone and computer.



Interactive Videogames are becoming popular these.

3. Mass media both reflect and affect politics, society and culture

- ❑ The media industries provide information and entertainment, but mass media also can affect political, social and cultural institutions.



□ Although the media actively influence society, they also mirror it, and scholars constantly strive to delineate the differences.

- For example, when President Obama announced in February 2015 that he planned to move ahead with immigration reform despite Congress' objections, the public conversation about the relationship between Congress and the presidency played out through public events scheduled by both sides in the debate.



- ❑ Does advertising cause you to buy products you don't need? Is there a one-to-one relationship between how much money a company devotes to advertising a product and the success of that product? And, if so, how does an advertiser reach a specific customer for a product when mass media delivery today is so diffused?
- ❑ Marketers try their hardest to reach people at home, when they're watching TV or reading newspapers or magazines.
- ❑ But consumers' viewing and reading habits are so disorganized now that many advertisers say the best way to reach time-pressed consumers is to try to catch their eye at literally every turn.



❑ Why you should understand mass media and everyday life

- Mass media influence is ever increasing on social, economic and political spheres of human activity.
- Analysts today envision an even bigger technology imprint on people's everyday lives. They describe a future called the **Internet of Things (IoT)**, where all aspects of consumers' lives—from media, to medical information to fitness to home security to the temperature of their air conditioners—will be managed through their connection to the Internet.



Thanks

Any Questions?