

Contents

New Mass Media - In-class notes 11.09.2019	1
What are mass media?	1
Khan Academy video on mass media	1
Talking about the text	1

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What are mass media?

- mass -> popular, common, for the masses
- media -> something that transmits something else, transmits something, channel

Khan Academy video on mass media

- video on four different types of media analysis:
- media also has a teaching function, but falls short of that often
- promotes stuff through ads
- *Functionalist Perspective*: what media actually does, how it influences society, entertainment; spread messages (teach norms), set framework; but sometimes media portrays criminals as cool -> contradiction; socialization
- *Conflict Perspective*: how the media portrays and handles conflicts (between social groups) in our society, amplifies or soothes them
- *Feminist Perspective*: feminist perspective on the whole shebang, how media handles gender roles etc., dominant figure tend to be male, women tend to be in second place; not always the case
- *Interactionist Perspective*: how we connect with other people through media
- mass media often reflects the dominant ideology
- gatekeepers govern what the media shows, they are often rich, white men
- tokenism instead of actual integration

Talking about the text

- linear model: sender sends message to audience in straight line, through gatekeepers:
- audience receives and decodes the message
- gatekeepers are e.g. editors, governments, corporate powers. . .
- this model assumes that there is no distortion of the message
- message can be stopped, misunderstood. . .
- e.g. Euro-jargon: very specific terms that only the elite (or informed) understand, bad for communication with the masses, they will not understand it or dispise it because of the jargon
- another problem might be a language barrier that leaves part of the audience in the dark
- the medium is also important, some media are better suited than others for specific audience, e.g. specific TV programs for targeted advertisement
- message can be re-told by others and they will re-code and maybe change the message, distorting it
- filtering information by what we like or not like, what interests us, how much information there is in what time, just because there is too much to consume it all
- Sections of Communication History: Oral, Written, Printed, Electronic, Digital
- Group 1: Oral and Written Era
 - local information spread, hard to circulate, very elite (writing)
 - writing left someting from that time for us to analyse vs. oral tradition
 - oral communication is limited in time, distortion is very common
 - written was only for the most important messages of rich and wealthy people
 - drawbacks: slow, locally bound, inefficient, elite (writing/reading), only few copies of information, destruction is very common -> loss of information forever
- Group 2: Printed Era

- print made reproduction a lot easier, took away the human work for a lot of the steps -> mechanization -> actual mass media can emerge
- reading became more common, literacy increased
- drawbacks: sets information in stone, books can still be burned
- print is still based on physical media -> limitation
- Group 3: Electronic Era
 - TV, radio, telegraph
 - easier to use, actually mass media, as it's not bound to physical media
 - now replication actually can hit everyone
 - now propaganda became a lot more effective
- Group 4: Digital Era - find examples for medium, (why did this get unmatched), what came next, what are the drawbacks?
 - medium is the internet
 - videos, streaming, pictures, blogs, online news(papers), radio, books, all the traditional stuff, converged to this
 - everyone can do it, it's not difficult to start producing content, very different from previous periods, where serious capital was needed
 - drawbacks of this convergence are an absolute flood of information, misinformation because there are no gatekeepers, decentralization, maybe democratization, less control of the internet by governments etc. could lead to crime, breaking the law... , there is no one telling you what is true and what is false, you have to see for yourself, can be swamped by information, there is no one holding your hand, the flood of information might also drown out/devalue individual contributions, tricky advertising and changing of our perception
 - information is out there for ever, you can never really erase something that was once on the internet
 - privacy is a big concern, not that it really exists anymore