

Intro to Comm and Media: Lecture Notes

Prof. Garlic, Fall 2024

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“[The Congress shall have Power . . .] To promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries.”	17
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August 21, 2024 (Wednesday)

Schedule for Today

- Update on Canvas
- Chapter 1 Textbook Overview
- Meet with Me

Update on Canvas

The Canvas site is live and will be updated with the survey and room number for my office hours.

Chapter 1 Textbook Overview

- Marshall McLuhan - *The Medium is the Message*
 - Bio <https://www.marshallmcluhan.com/biography/>
 - Video in Textbook
- Definitions
 - mass
 - medium / media
 - culture
 - shared values, attitudes, beliefs, and practices of a social group, organization, or institution
 - pop culture

- media, products, and attitudes considered to be part of the everyday life for the mainstream of a given culture
- Historical perspective of mass media
 - <https://prezi.com/-ibd5ojx6ssd/historical-perspective-of-mass-media/>

August 26, 2024 (Monday)

Schedule for Today

- Review of Survey Results
- Newspaper Announcement
- Chapter 1 Textbook Overview (contd.)
- Media Effects Activity

Review of Survey Results

- Tech brought to class
 - 88% laptops
 - 12% mobile phones

Chapter 1 Textbook Overview (contd.)

- Convergence
 - Distinct technologies → sharing of content, tasks, and resources
 - Examples?
 - Niche communication relics
 - Polaroid cameras



Figure 1: Polaroid camera circa 1980s

– new Polaroid



Figure 2: Polaroid camera circa 2020s

- Individuals - passive consumption to multitasking
 - Harmful or maybe not?
- Shaping Culture
 - tastemakers / influencers - introducing new ideas, music, videos, products
 - gatekeepers - what becomes public
- Media Literacy
 - Five Key Questions of Media Literacy https://www.medialit.org/sites/default/files/14B_CCKQPoster+5essays.pdf

Media Effects Activity

- How does media shape individual beliefs and behavior?
- Consider media form (“media is the message”) and content.

August 28, 2024 (Wednesday)

Schedule for Today

- Listening to Textbook Illustration (iPad/iPhone)
- WPHU Radio Announcement
- Media Effects Activity Review
- Chapter 2 Textbook Overview
- Student Media Clips Example

Listening to Textbook

- Voiceover <https://www.apple.com/accessibility/iphone/index.html#:~:text=VoiceOver%20is%20a%20revolutionary%20screen,with%20every%20built%E2%80%91in%20app.>

Chapter 2 Textbook Overview

Media Effects

What is a theory? *Idea(s) about why or how something happens.*

Media Effects Theories

- How media affects us

- Direct Effects
- Two-Step Flow
- Agenda Setting
- Spiral of Silence
- Cultivation Analysis (Mean World Syndrome)
- Why we are drawn to certain types of media
 - Uses and Gratifications
- How we interpret media
 - Symbolic Interaction
 - Media Logic

Media Messages

- Objectivity and Bias in News
- Propaganda and Persuasion in Politics
- Stereotypes

Black Women in Media <https://www.youtube.com/watch?v=2teqoyPe3TU>
- Consumerism

Top Fashion Trends <https://www.youtube.com/watch?v=m0IPlbYnLf8>

 - How many references to consumerism do you notice?
 - What other positive or negative effects might there be?

Student Media Clips

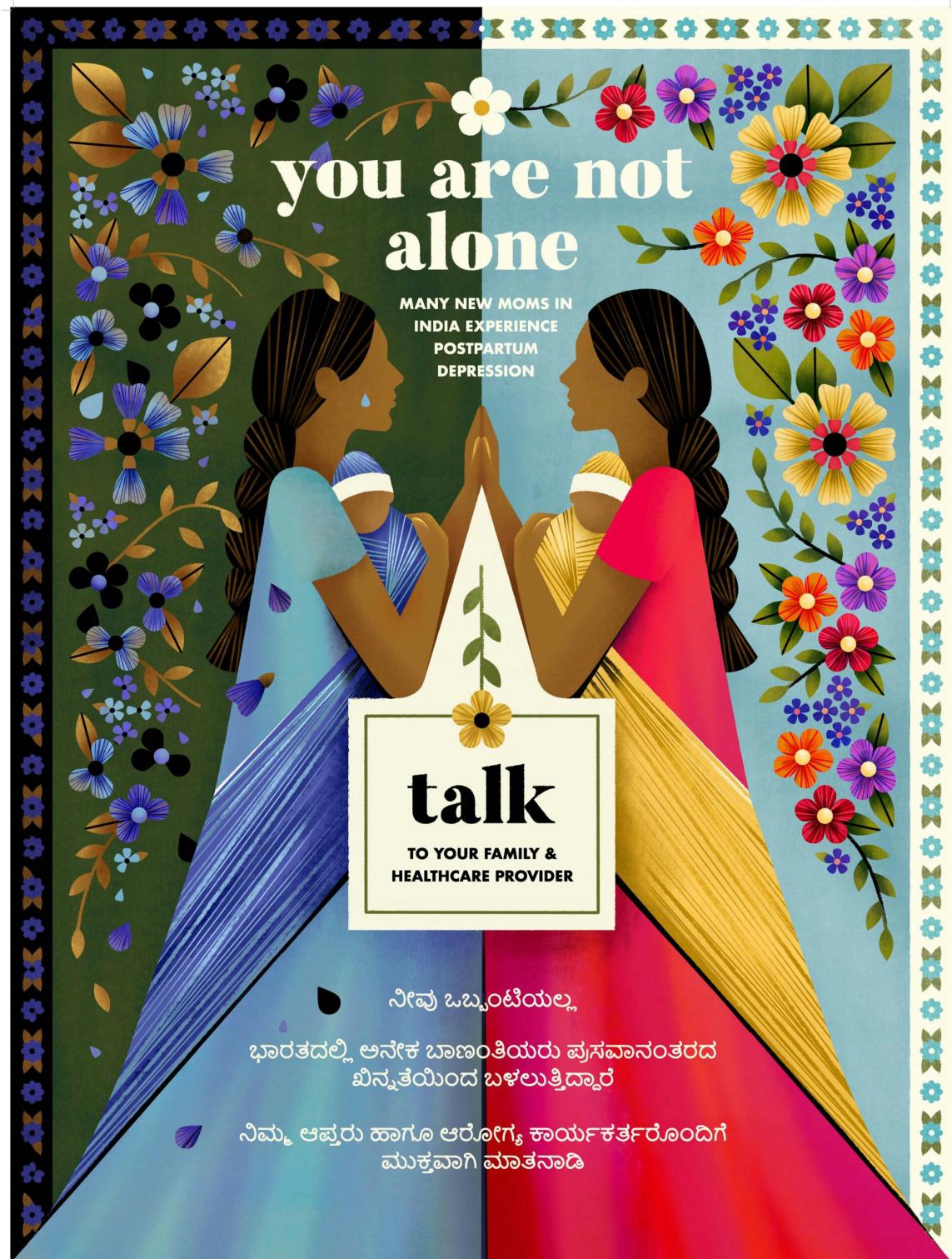
September 3, 2024 (Wednesday)

Schedule for Today

- Research as Art Competition (\$250 cash prize)
- Quiz Comments
- Student Media Clips

- Books
- Next Quiz and SMC Reminder

Research as Art Competition



- Submit here: https://jefferson.co1.qualtrics.com/jfe/form/SV_2gY6DXezMy8xwou
- Deadline October 4, 2024

Student Media Clips

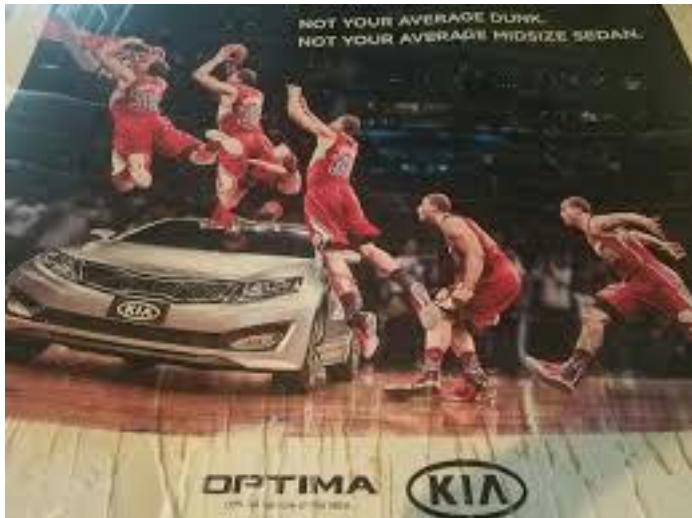
Media stereotypes (Adriana)

Mean Girls too gay

<https://www.youtube.com/watch?v=bSmULnvv-lg>

Two-Step flow media effects (Sean)

Blake Griffin dunks



Direct effects (Kaci)

Peacock show trailer

lcvelslanddd

https://www.tiktok.com/@lcvelslanddd/video/7401569226743500075?_r=1&_t=8pHFQHGNI34

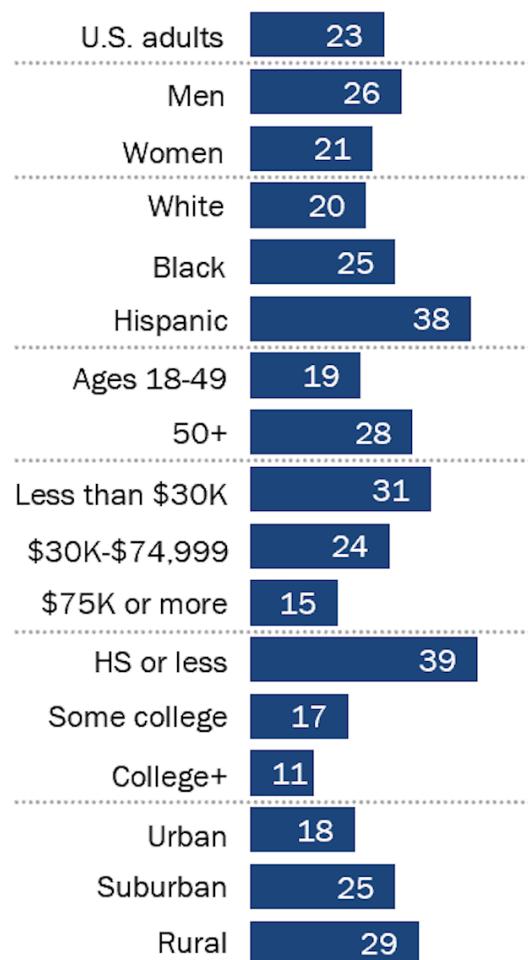
- Passive or active acceptance?

Books

Who reads/doesn't read books now?

Who hasn't read a book in the past 12 months

*% of U.S. adults who say they have
not read a book in any format in the
past 12 months*



Note: Respondents who did not give an answer are not shown. White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race.

Source: Survey conducted Jan. 25-Feb. 8, 2021.

PEW RESEARCH CENTER

https://www.pewresearch.org/short-reads/2021/09/21/who-doesnt-read-books-in-america/ft_2021-09-21_nonbookreaders_01-png/

History of books

Egyptian papyrus



<https://www.britishmuseum.org/blog/preserving-papyrus-caring-4000-year-old-documents>

Early Buddhist Texts



<https://www.metmuseum.org/art/collection/search/40250>

The Codex and Beyond



https://www.youtube.com/watch?v=_YqYtdPUis4

Books Affecting Culture



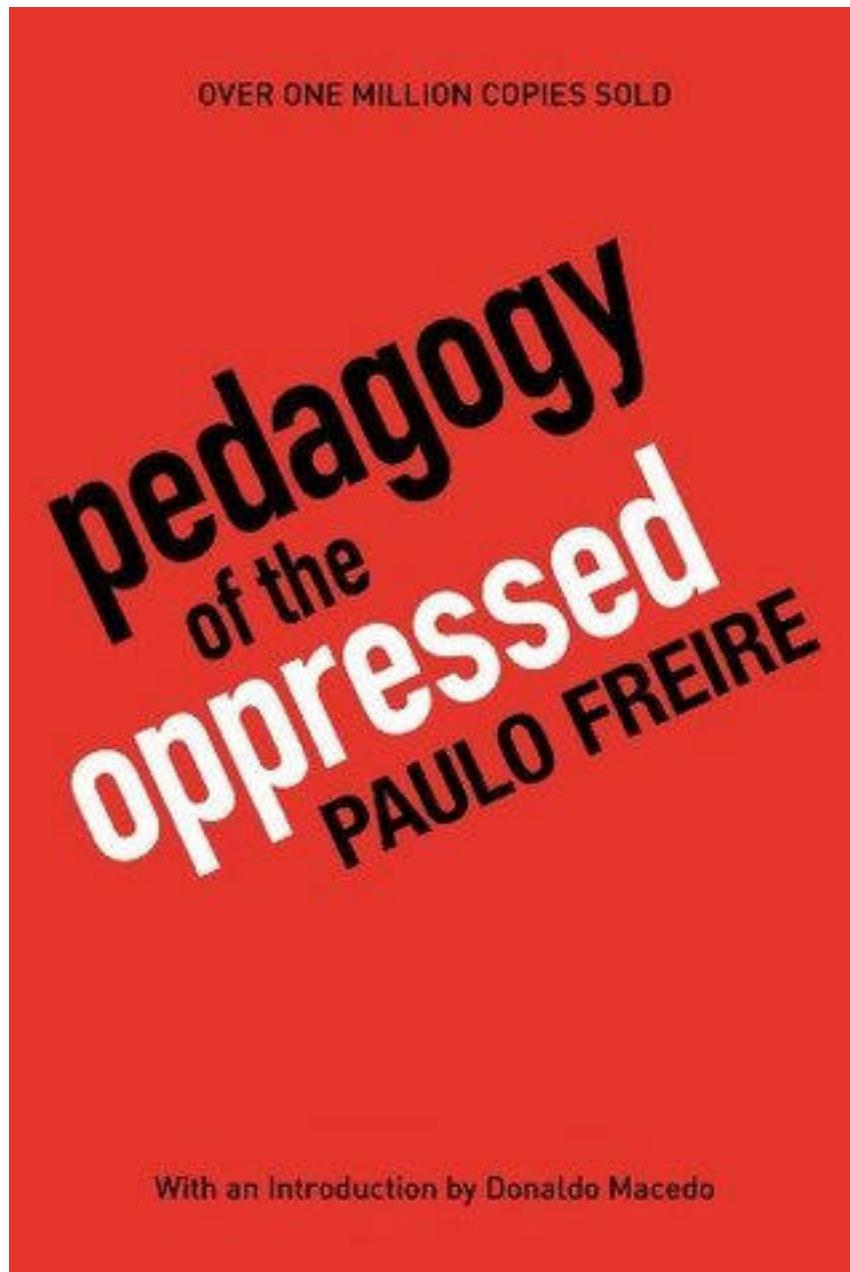
UNCLE TOM'S
CABIN

ILLUSTRATED

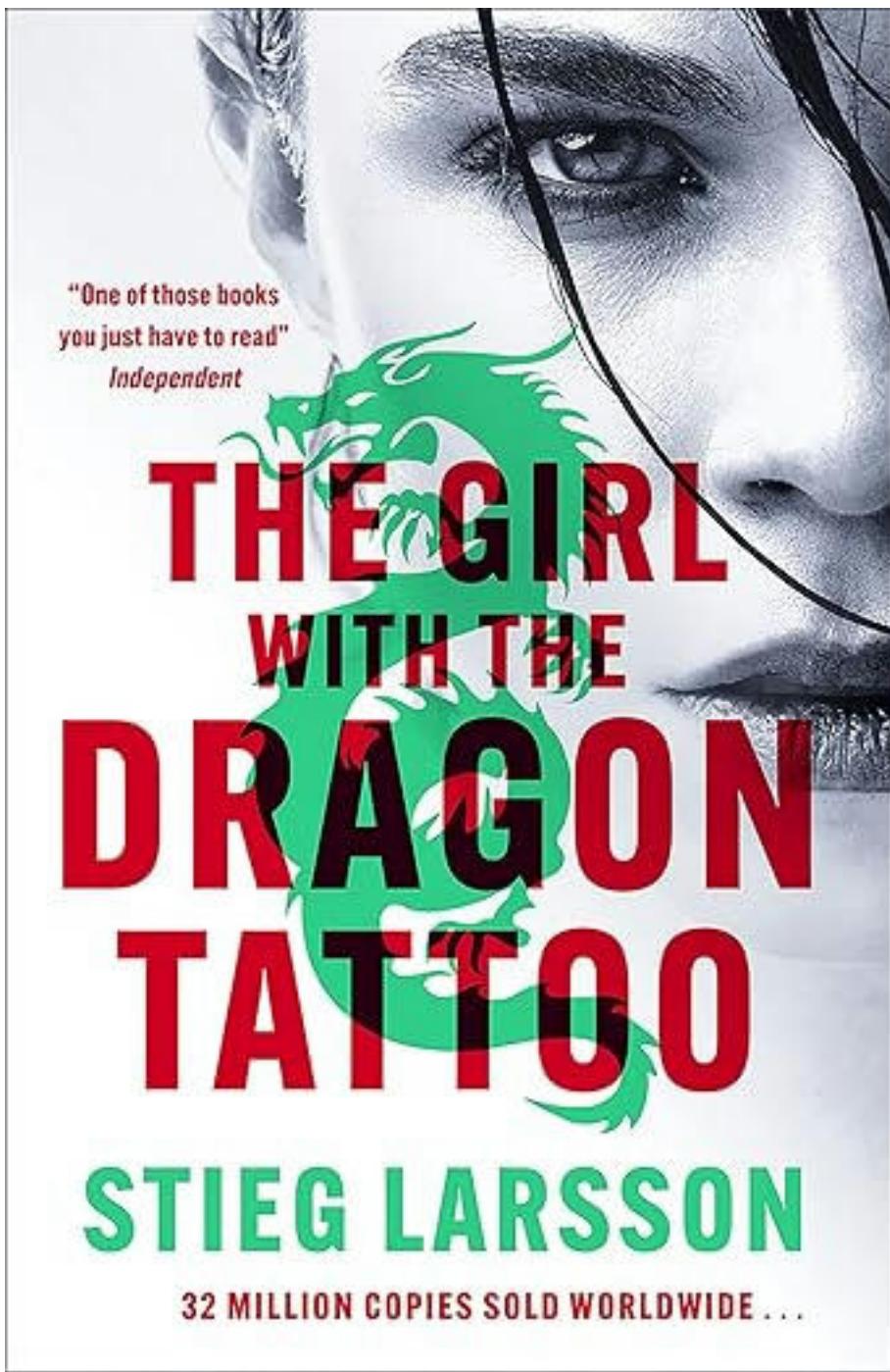


HARRIET BEECHER STOWE

<https://www.harrietbeecherstowecenter.org/harriet-beecher-stowe/uncle-toms-cabin/>



https://www.goodreads.com/book/show/72657.Pedagogy_of_the_Oppressed



https://www.amazon.co.uk/Girl-Dragon-Tattoo-Millennium-Book-ebook/dp/B0048009L4/ref=sr_1_2?qid=1ZF7AI6ZS58VK&keywords=The+Girl+With+The+Dragon+Tattoo&sr=1-2

Copyright and Fair Use

History

- Statute of Queen Ann (1710) - 14 years exclusive rights to book publishers
- U.S. Constitution Statutes

 Article I, Section 8, Clause 8:

“[The Congress shall have Power . . .] To promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries.”

https://constitution.congress.gov/browse/essay/artI-S8-C8-1/ALDE_00013060/

- Statutes, e.g., Copyright Law of 1790

Basic Definitions

Copyright: Exclusive right to copy, distribute, and adapt

Public Domain: public property (expired copyright or never covered)

Fair Use

- criticism
- commentary
- news
- teaching
- research/scholarship

Fair Use Learning Activity

<https://www.arl.org/know-your-copyrights/>

- Groups of 3
- Click on 3 sections you find interesting

September 9, 2024 (Monday)

Schedule for Today

- Weekly Assignment Due Dates
- Student Media Clips
- Books (contd.)
- Newspapers

Weekly Assignment Due Dates

Quizzes and SMCs now due by Sunday night each week

Student Media Clips

Public Domain illustration

- film compilation (Joana)



Public Domain Films



David Daniel Ducker

Playlist • 248 videos • 119,860 views

Public domain films, mainly in the action and adventure genres. Subgenres such as western, jungle opera, c ...[more](#)

▶ Play all



<https://www.youtube.com/playlist?list=PLTYZuvjJPVnGYIXEiFujZFQNk6WMIp6u7>

Works that recently entered the public domain

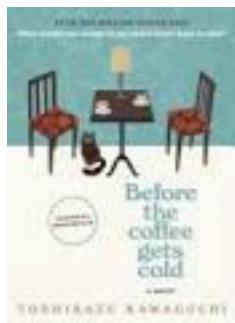
- <https://blogs.loc.gov/copyright/2024/01/lifecycle-of-copyright-1928-works-in-the-public-domain/>

Other sources for finding public domain materials

- <https://www.hathitrust.org>

E-books

- Before the Coffee Gets Cold (Sanjay)



The Lovers

"Oh gosh, is that the time? Sorry, I have to go," the man mumbled evasively, as he stood up and reached for his bag.

"What?" the woman said.

She looked at him with uncertainty. She hadn't heard him say it was over. But he had called her—his girlfriend of two years—to come out for a *serious conversation*...and now he had suddenly announced he was going to work in America. He was to leave immediately—in a few hours. Even without hearing the words, she knew now that the *serious conversation* was about breaking up. She knew now it was a mistake to have thought—to have hoped—that the

4 hrs 7 mins left in book

1%



Book Formats

- Hardback
- Paperback
- E-books
- Audiobooks
- Differences / similarities / What would McLuhan say?

Newspapers

- Overview
- American Experience: Citizen Hearst



<https://www.pbs.org/wgbh/americanexperience/films/citizen-hearst/#part01>

September 16, 2024 (Monday)

Schedule for Today

- Newspapers Recap
- Student Media Clips
- Magazines

Newspapers Recap

- What stood out to you from Hearst's life?
- Where are newspapers going?

Student Media Clips

- Lady and the Trump (Jonathan)

WEDNESDAY, JANUARY 20, 2016 / Some sun, 35° / Weather: P. 39 ★ **LATE CITY FINAL** nypost.com

\$1.00



LADY AND THE TRUMP

Sarah, Donald make love in Iowa

As if Donald Trump's campaign needed more spice, firebrand Sarah Palin threw him her support in Iowa yesterday, saying, "Media heads are spinning — this is going to be so much fun!"

PAGES 8-9

- Jersey Evening Post (Emily)



News

Jersey government to seek lease on seabed for wind farm

16 September 2024

THE government will seek support from States Members to lease Jersey's seabed, "potentially" by the end of next year.

- Advertisement -

3 Different
staycation
experiences...

Most Read



Five aircraft types withdrawn from Jersey International Air Display

12 September 2024



Takeover of Condor will improve service, says Brittany Ferries boss

14 September 2024



Not such a sweet tooth... TV star and entrepreneur praises Jersey sandwich

15 September 2024

<https://jerseyeveningpost.com>

Magazines

History

- Early history



The Delineator - Fashion Magazine

https://www.ebay.com/itm/305655624808?itm_meta=01J7XW9E73ZCS4T6271EC5M10C&hash=item472a7eb468:g:h80AAOSw6A9mhujG&amdata=enc%3AAQAJAAAawMxmj%2BiGvOveHXEBCIPb29jddVF7kHtaL2KUF0nta1MTiydsEkFIJn36DPtftCS9djOcffDGl9vdteQ8G2armqLuGo7e8TyePFXbeeKQ5Jax%2BdXeJl4yQL9SG2Ii0CV3kSbIE7X%2Fob2GmvQ7zOtBGJewJal2%2BDIT%2BGyFMwke2UIMsauSelrPNDO4Fp7djHmJ7IA%2BPhRCpA4ZO6VabeToEwb8ixo0LdMSmDbtmCYjs8TggJw2jwWK1yZx2zNVI6MOcg%3D%3D%7Ctkp%3ABk9SR87jpby_ZA

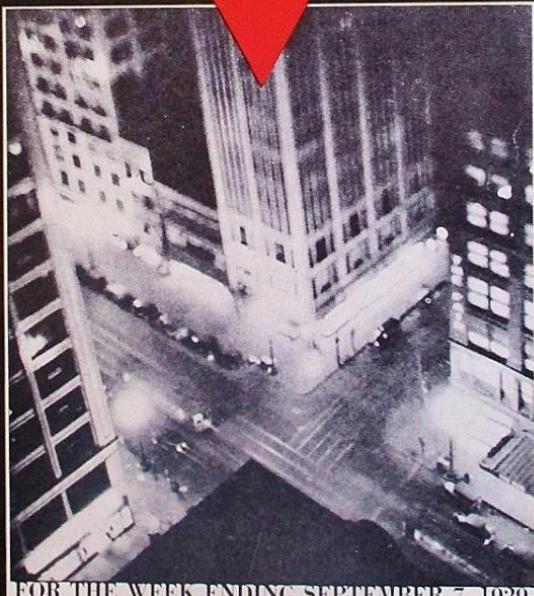
- Batman comics

<https://www.dc.com/blog/2019/03/19/batman-a-history-of-heroics-the-beginning>

Businessweek Example

- Businessweek 1929 Cover

THE BUSINESS WEEK



FOR THE WEEK ENDING SEPTEMBER 7, 1929

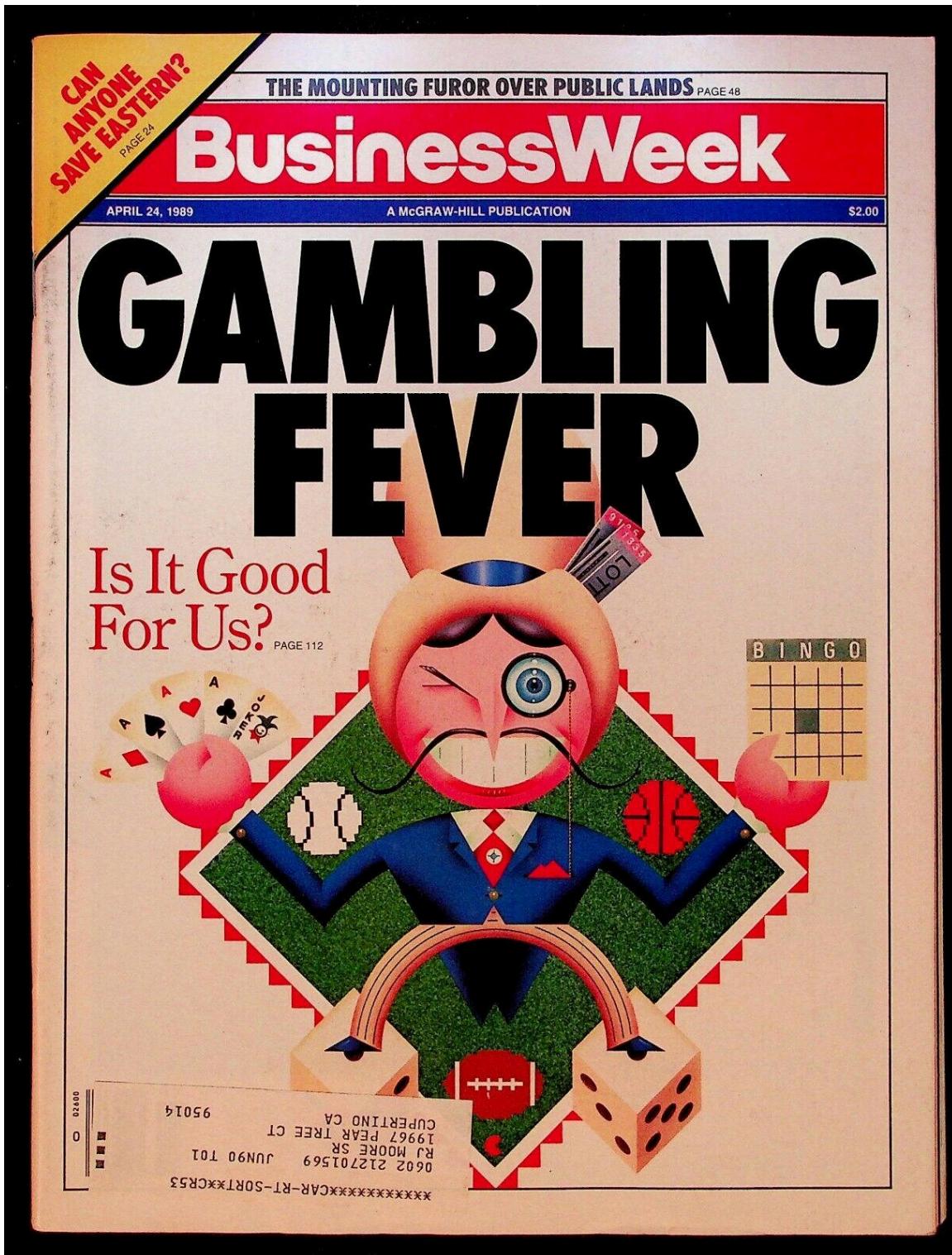
A McGRAW-HILL PUBLICATION
15 CENTS

A 30TH
ANNIVERSARY
SOUVENIR

i “The Business Week always has a point of view, and usually a strong opinion, both of which it does not hesitate to express. And all the way through, we hope you will discover it is possible to write sanely and intelligently of business without being pompous or ponderous.”

Malcolm Muir, McGraw Hill (publisher)

- Businessweek 1989 Cover - Gambling in Indian Casinos



- Businessweek 2014 Cover - Ebola Virus

Bloomberg Businessweek

September 29 — October 5, 2014 | businessweek.com



The U.S. had a chance
to stop the virus in its tracks.
It missed

- Role of advertising
- Magazines geared towards youth in the 80s and 90s
 - Tiger Beat Magazine

https://www.ebay.com/itm/364975252947?_skw=tiger+beat+magazine+80s&itmmeta=01J7XWR94VA8BN0B77YRDQYVBR&hash=item54fa3865d3:g:JZgAAOSwKG5mfhbW&itmprp=enc%3AAQAJAAA8HoV3kP08IDx%2BKZ9MfhVJKIHwXdFfPdkF4nLpVYq%2BnwcksbmXVFvPEx5eR00Wo43s8QHuzOg3JuNv5i31Gv2otog%2FvUPTIFR1OX0OHNbQFGKcqNU2RQagZfM8W%2FXJ61GNoc5Q3NUhcR49Rawc5X%2BXdnP%2FqTraMPcDy7kWUT9jJo5pNxpXrl5eNbu6xsNIVZLrhOBYLyYlsYlvwDpQBhxI8d%2F1Gqhg9DNagjaseZfjKEozzPCvjynTsJJiarJmoEpfxp0wciVQs5wepWvZjh0%2F5TLDDdPQZkqvuv9M4tv2KuuvsGKp5r3f1KkGEonG1JtxA%3D%3D%7Ctkp%3ABk9SR76S4by_ZA

- Right On Magazine
- https://www.ebay.com/itm/356029603261?_skw=right+on+magazine&itmmeta=01J7XWNY326JHGRG7GH1BW4DQW&hash=item52e5049dbd:g:~KsAAOSw4Upmw7J9&amdata=enc%3AAQAJAAA8Mxmj%2BiGvOveHXEBCIPb29iqsQ9BAfpw1UENtkXMrO4Zp4QSE3Prhe5L9l1on5Lv7vnZ4TeVAWfaTeQdsQEWerxjsjTyCfy4tAQYDU1NJSXEdc266Z0hwdd3Hvq052YIVtO5Sy%2BTOHuR194PeTkEcXzfruzikW0pksOM%2F0lupQvCLfdymabyS3rr5%2BsQt34lxVaqUY9D0IK4l0mJc1zGtfUul%2FMfoFE6g0qq7bQg%2FhbikbjXdvev7RHrVDMOhMzkTSvNz5LjUArS--z3hEG8gfOd1coA%2Ffczkh16hCVtcdbGV%2BzsoA8CRWqdVIWzcx%2FPQ%3D%3D%7Ctkp%3ABk9SR8zh17y_ZA
- Current day magazines - where are magazines going? print . . . online . . .



<https://www.teenvogue.com/story/greta-thunberg-climate-strike-teen-vogue-special-issue-cover>

- Class project - editorialize a magazine

- potential subjects: sports, fashion, news, finance, celebrity, relationships . . .
- Select from:
 - news articles
 - short fiction
 - poetry
 - advertising
- Format
 - print
 - online
 - both

September 18, 2024 (Wednesday)

Schedule for Today

- Quiz Review
- Magazines (contd.)
- Final Media Project

Quiz Review

- negative v. positive newspaper examples
 - Center for Integrity in News Reporting



<https://www.cfinr.org/awards>

- media bias: <https://www.allsides.com/media-bias>
 - Guardian example
<https://www.allsides.com/news-source/guardian>
- economic interests
 - non-profit news



Figure 3: logo for spotlight news

<https://www.spotlightpa.org/about/>

≡ Menu

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Investigative Journalism in the Public Interest

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“A Real Overhaul Is Long Overdue”: Lawmaker Calls On State Leaders to Reform New York’s Beleaguered Guardianship System

A new bill asks Gov. Kathy Hochul and state legislators to overhaul New York’s broken guardianship system. It cites a ProPublica investigation that found the elderly and infirm living in dire conditions while under court-mandated oversight.



Dominic Bodden, special to ProPublica

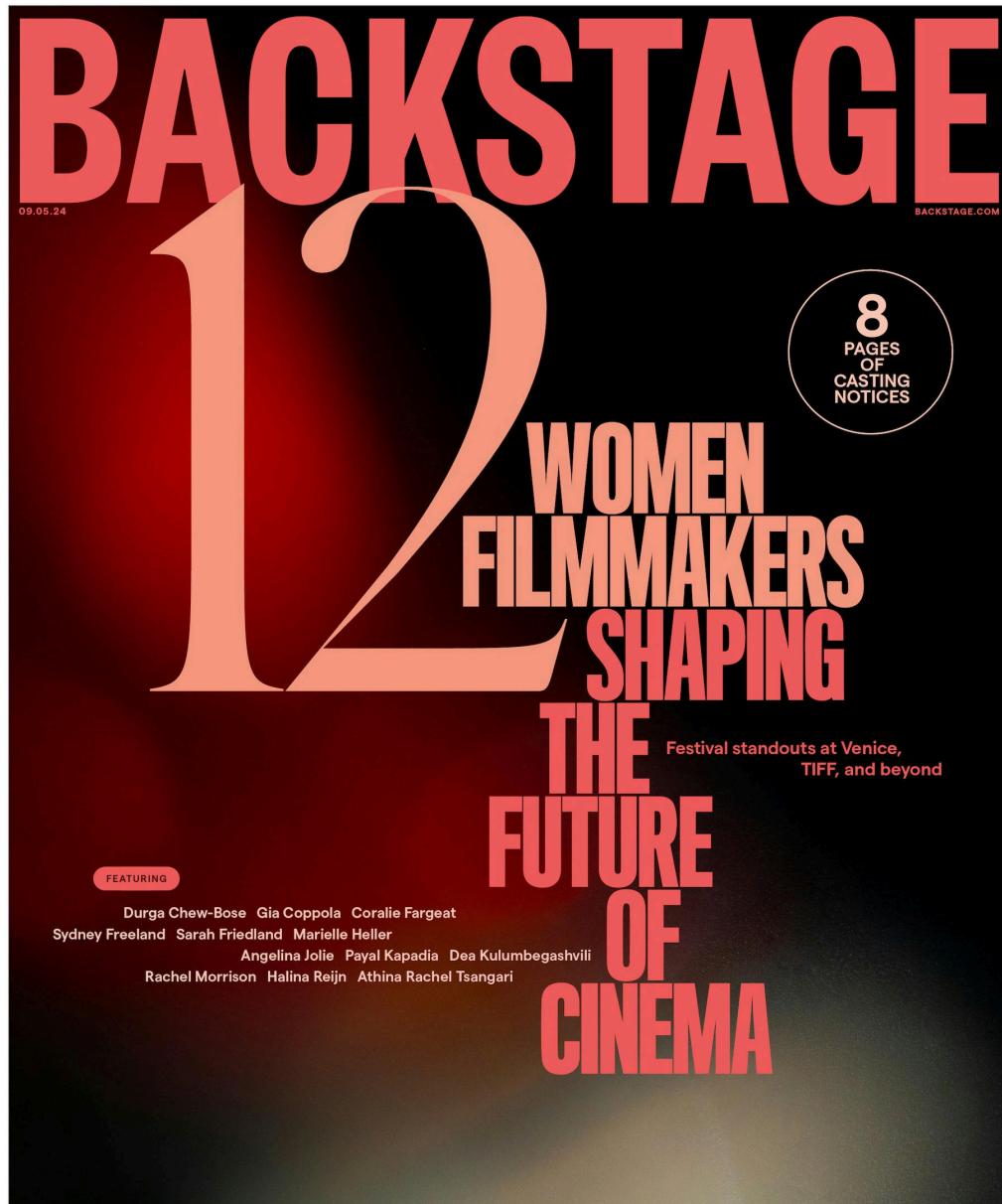
<https://www.propublica.org/article/new-york-city-guardianship-oversight-reform-hochul>

- Russian News on YouTube

<https://www.youtube.com/hashtag/rtnews>

Magazines

- Editorialize a magazine class project report out - use whiteboards
- Speciality Publications
 - Professional Trade Publications
 - Backstage



<https://www.backstage.com/>

- Scholarly Journals
 - Journal of Communication
- Religious Magazines
 - Christian Science Monitor

- Political
 - The American Conservative
- Hobbies / Special Interests
 - Architectural Digest



<https://www.architecturaldigest.com/>

- Comic Books
 - Rise of Comic Book Culture

<https://www.youtube.com/watch?v=LIFIDuc07ok>

Final Media Project Overview

- Module - Final Media Project - Final Media Project