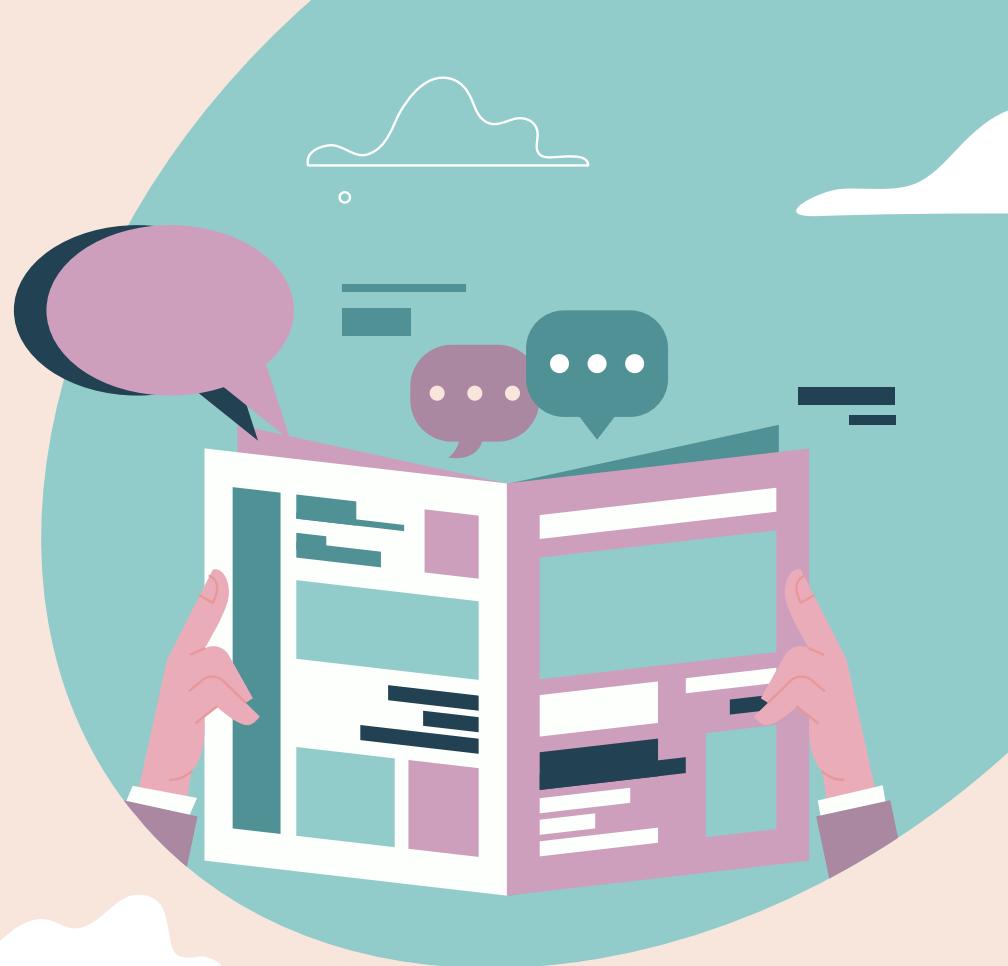


— + —

# MEDIA ¶ THE PUBLIC

## Week 2: Foundation

Ryan Wang  
[ryanyang@psu.edu](mailto:ryanyang@psu.edu)



# WHAT IS POLITICAL COMMUNICATION ABOUT?



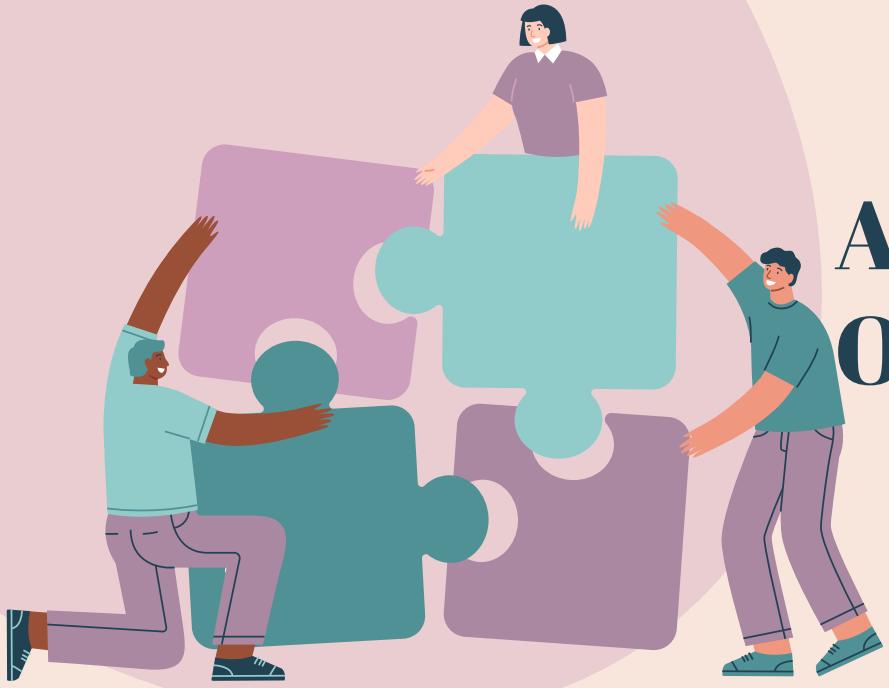


# The intellectual origins of political communication

+

- Voting studies
  - Media influences on group membership and group identity
- Symbolic politics
  - Rhetoric, image, language and semiotics
- Psychology
  - Persuasion and propaganda; information processing; cognition
- Institutional approach
  - Structure, organization, and regulation of media
- Signaling approach
  - Collective action: new technologies have changed both the costs and the processes of political organization
- Media economics
  - Market segmentation based on consumers' political preferences

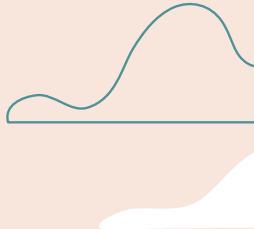
+



# A BRIEF HISTORY OF MEDIA (EFFECT)



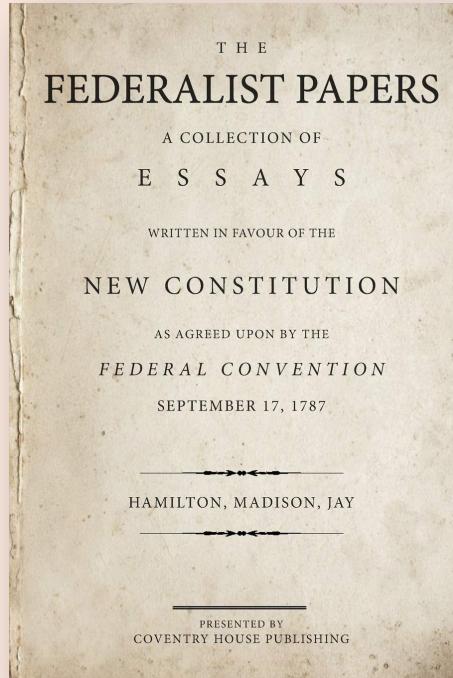
# The evolution of media



The image shows a full-page spread of the New-York Daily Times from September 18, 1851. The masthead is prominently displayed at the top center. Below it, the main news column begins with "THE NEW YORK EVENING TIMES" and "THE NEW YORK DAILY TIMES". The page is filled with dense text in two columns, covering international news, politics, and local events. At the bottom, there are several smaller columns and a large advertisement for "PATERSON'S PATENT SOUP".



# The evolution of media





# The evolution of media





# The evolution of media





# The evolution of media



# BLOGGER™

CREATE YOUR OWN BLOG!

Blogger offers you instant communication power by letting you post your thoughts to the web whenever the urge strikes.

[Start Now!](#)

**RECENTLY UPDATED CREATED**

**THE 10 MOST RECENTLY UPDATED BLOGS**

5:41 AM Transmogrify  
The Mata Chronicles  
Iluent

5:40 AM j o h n s b l o g  
SomayKimo  
UptodateNews.net  
Message in a bottle  
Managed Care Magazine  
Daily Dose...

5:39 AM jenn.nu  
These Dreams Dot Net  
-> WEBLOG

[More Fresh Blogs >>](#)

**BLOG OF THE WEEK**

**U2Log**

I can't believe the news today. Oh, I can't close my eyes and make it go away. But that's ok. It's news about the biggest band in the world. U2. And this blog proclaims itself the biggest log in the world! Their new album, All That You Can't Leave Behind is released this week. And you can bet there will be

**WHAT'S UP**

If you pick up this week's [New Yorker magazine](#), you may recognize the face on page 102 as that of Pyra co-founder, Meg Hourihan (aka, [Megnut](#)). The story, "You've got Blog," is an account of part of Meg's online life, as well as a version of the behind-the-scenes story of Pyra and Blogger. Frankly, much of it makes me cringe, but you might want to check it out.  
- Ev. [11/8/2000 4:32:10 PM] +

**Blog\*Spot reaches 2mo., 10K:** On September 3rd, we launched our free blog hosting service, [blog\\*spot](#). Yesterday, the 10,000th blog was created there. As of right now, the count is 10,162. That's a lot blogs in two months. When will the madness end? :-)  
- Ev. [11/8/2000 3:48:50 PM] +

**Using Blogger for business?** If you're using Blogger for any kind of small-business intranet, virtual team collaboration space, or other business use, [please let me know](#). Tell me how you're using it, and if we can use what you say in marketing materials. (BTW, you might also mention what other functionality or features would make Blogger more useful for your business purposes.) Thanks!  
- Ev. [11/6/2000 12:13:33 PM] +

CNet's [Media Mojo](#): "Overall, Blogger is a highly flexible tool that will transform you from procrastinator to prolific writer in no time at all."  
- mathowie [11/1/2000 3:14:32 PM] +

**Announcing: No-Branding Blogger.** Now there is a way to use Blogger for your (or your client's) corporate site without having to include our name or a link back to Blogger, as is normally required by our Terms of Service.  
- Ev. [10/31/2000 7:52:02 PM] +

[BLOGGERTRICKS.COM](#)

Blogger gets a nice mention in today's [Wall Street Journal](#). If you don't have a subscription, you can check out the article [here](#).  
- meg [10/30/2000 5:09:07 PM] +

**Web2000** is taking place all week, here in San Francisco. **We'll be in the Web2Wireless Pavilion, 3** from Wednesday through Friday. Attendees using the [wireless modem-equipped Palm V](#) units will be able to create a Blogger account and start a blog at

**AMPHETAMINES FOR YOUR WEBSITE**

**CONFUSED? AFRAID?  
TAKE THE TOUR!**

**HOME**  
**ABOUT**  
**PRODUCTS**  
**HOW TO**  
**DIRECTORY**  
**SEARCH**  
**DISCUSS**

**SIGN IN**  
If you have a Blogger account, please sign in.  
username   
password   
 Remember me [?]  
[sign in](#)  
[Forgot your password?](#)

**SIGN UP**  
If you don't have a Blogger account, sign up!  
username   
password   
confirm password



# The evolution of media



The screenshot shows a MySpace profile for a user named 'Tom'. The profile includes a photo of a smiling man, his name 'Tom', a status message 'Merry Christmas and Happy Holidays!', and a mood indicator 'Unwrapping'. It also shows his location 'Los Angeles, California, USA' and his last login date '1/24/2010'. A red arrow points to the 'Last Login' information.

**Tom**  
Merry Christmas and Happy Holidays! **Mood:** Unwrapping  
Posted at 4:37 PM Dec 25, 2009 from Mobile  
view more  
View My: Photos Videos Blog Playlists Gifts

Tom Anderson  
34 / Male  
Los Angeles, California, USA  
Last Login: 1/24/2010

The screenshot shows a MySpace music player interface. It displays a song by 'Get Busy Committee' titled 'I Don't Care About... (explicit)'. The player has a 'Pop Out Player' button, a play button, and a ringtone download button. A red arrow points to the music player area.

**music** Pop Out Player  
Ringtones  
I Don't Care About... (explicit)  
Get Busy Committee  
00:00 - 03:56

The screenshot shows a 'Status and Mood' feed on MySpace. It lists two posts: one from 'Tom Anderson' and another from 'Tom Anderson'. The first post is a status update with the same message and mood as the profile. The second post is a comment on a video with the mood 'HAHAHA' and a laughing emoji. Red arrows point to both the status update and the comment.

**Status and Mood**

Tom Anderson Merry Christmas and Happy Holidays!  
**Mood:** Unwrapping  
Posted at 4:37 PM Dec 25, 2009 from Mobile

Tom Anderson thinks this video is hilarious! http://lnk.ms/01NMF  
**Mood:** HAHAHA 😂  
Posted at 9:54 PM Dec 17, 2009



# The evolution of media

Thefacebook is an online directory that connects people through social networks at colleges. We have opened up Thefacebook for popular consumption at **Harvard University**.

You can use Thefacebook to:

- Search for people at your school
- Find out who are in your classes
- Look up your friends' friends
- See a visualization of your social network

To get started, click below to register. If you have already registered, you can log in.

[Register](#) [Login](#)

about contact faq terms privacy  
a Mark Zuckerberg production  
Thefacebook © 2004

facebook

Mark Zuckerberg's Profile

Information

Account Info  
Name: Mark Zuckerberg [add to friends]  
Networks: Harvard, Facebook, San Francisco, CA  
Last Update: August 14, 2006

Basic Info  
Sex: Male  
Relationship Status: In a Relationship  
Residence: Kirkland  
Birthday: May 14, 1984  
Hometown: Dobbs Ferry, NY

Contact Info  
Email: mzuckerberg@fas.harvard.edu

Personal Info  
Activities: lots of facebook  
Interests: information flow, exponential growth, minimalism, meditation, driving, writing, making things, social dynamics, domination  
Favorite Music: green day, franz ferdinand, weezer, fall out boy, my chemical romance  
Favorite Books: mostly biographies and textbooks  
Favorite Quotes: never run out of ammo.  
About Me: i make things that increase information flow between people.

Education Info  
College: Harvard  
High School: Psychology, Computer Science  
Phillips Exeter Academy '02

Work Info  
Company: Facebook  
Time Period: 2004 – Present  
Description: I like making things.



# The evolution of media

A collage illustrating the evolution of media, featuring:

- A smartphone displaying a BuzzFeed article titled "The Opinion Pages" with a black and orange graphic.
- A laptop screen showing the BuzzFeed homepage with a banner for "NEWS BUZZ LIFE" and various reaction buttons like LOL, win, omg, cute, fail, wtf, and a graph icon.
- A desktop browser window showing the HuffPost homepage with a large headline: "SLEW OF SUBPOENAS: RUDY GETS THE 1/6 PROBE". Below the headline is a photo of Rudy Giuliani in a suit and glasses, looking down at papers.

# McQuail's four phases model (2005)

+  
*Strong/Powerful media effect*      *Limited media effect*      *Revisit of strong media effect*      *Negotiated/transactional media effect*





## Strong/powerful media effects era

+

- Time: World War I to 1930s
- Assumption: the media are not that influential
- Media: omnipotent power to shape opinion and belief, to change habits and audience behavior
- Audience: defenseless against the stimuli of media

+



# The invasion from Mars?





## Limited media effects era

+

- Time: 1930s to 1960s
- Assumption: the effects of the media on the population would be exceedingly strong
- Characteristics:
  - Selective exposure and selective perception
  - Opinion leader and two-step flow
  - Social group formation

+



# The renaissance of strong media effect

+

- Time: 1960s to 1970s
- Assumption: The media could overcome some audiences' selectivity processes in a highly media-saturated environment (i.e., TV)
- Characteristics:
  - Profound long-term effects/consequences
    - Availability and application of survey data and content analysis; more sophisticated methods like time-series analysis.
  - Examples: agenda-setting, framing, knowledge gap, cultivation.

+



# The negotiated/transactional effects era

+

- Time: 1970s
- Assumption: media outlet construct meanings about various aspects of the social world and present these in a systematic way to audiences; while audiences interact with the symbolic constructions offered by the media
- Characteristics:
  - The audience is active and participatory in a process of meaning construction that involves a continuous negotiation between the audience's worldview and the meanings offered in the mass media.
    - Qualitative and ethnographic research methods

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# WHAT HAVE CHANGED?





# A new era of media and politics?

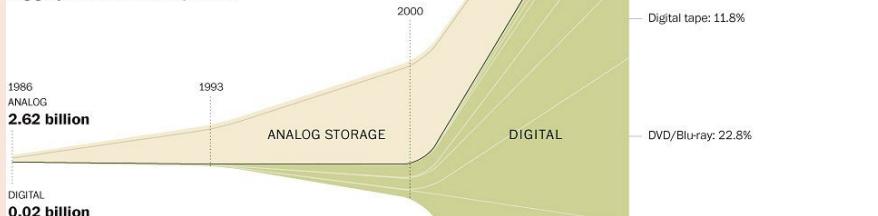
**The Washington Post**

## Exabytes: Documenting the 'digital age' and huge growth in computing capacity

### THE WORLD'S CAPACITY TO STORE INFORMATION

This chart shows the world's growth in storage capacity for both analog data (books, newspapers, videotapes, etc.) and digital (CDs, DVDs, computer hard drives, smartphone drives, etc.)

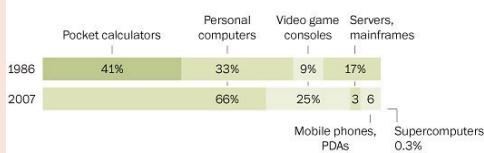
In gigabytes or estimated equivalent



### COMPUTING POWER

In 1986, pocket calculators accounted for much of the world's data-processing power.

#### Percentage of available processing power by device:



By Brian Vesteg  
Washington Post Staff Writer  
Thursday, February 10, 2011; 11:17 PM



Source: [Hilbert & López \(2012\)](#)



## A new era of media and politics?

+

- The composition of audiences
- The delivery of information
- The experience of politics itself

+



# A new era of media and politics?

+

- The composition of audiences:
  - Less dense memberships in a group-based society networked through political parties, churches, unions, and service organizations
  - The fragmented audience in an era of selective exposure
- The delivery of information
  - The increasing capacity of consumers to choose from a multitude of media channels (which also enable user-generated content)
- The experience of politics/political information
  - The demise of the inadvertent audience

+

# **What have changed in media? (traditional offline media vs. Internet/Social media)**



- Content production and distribution
- Consumption

# END OF MASS MEDIA?

