

THE CHANGING FACES OF US MEDIA TODAY

Dr. Richard T.
Craig

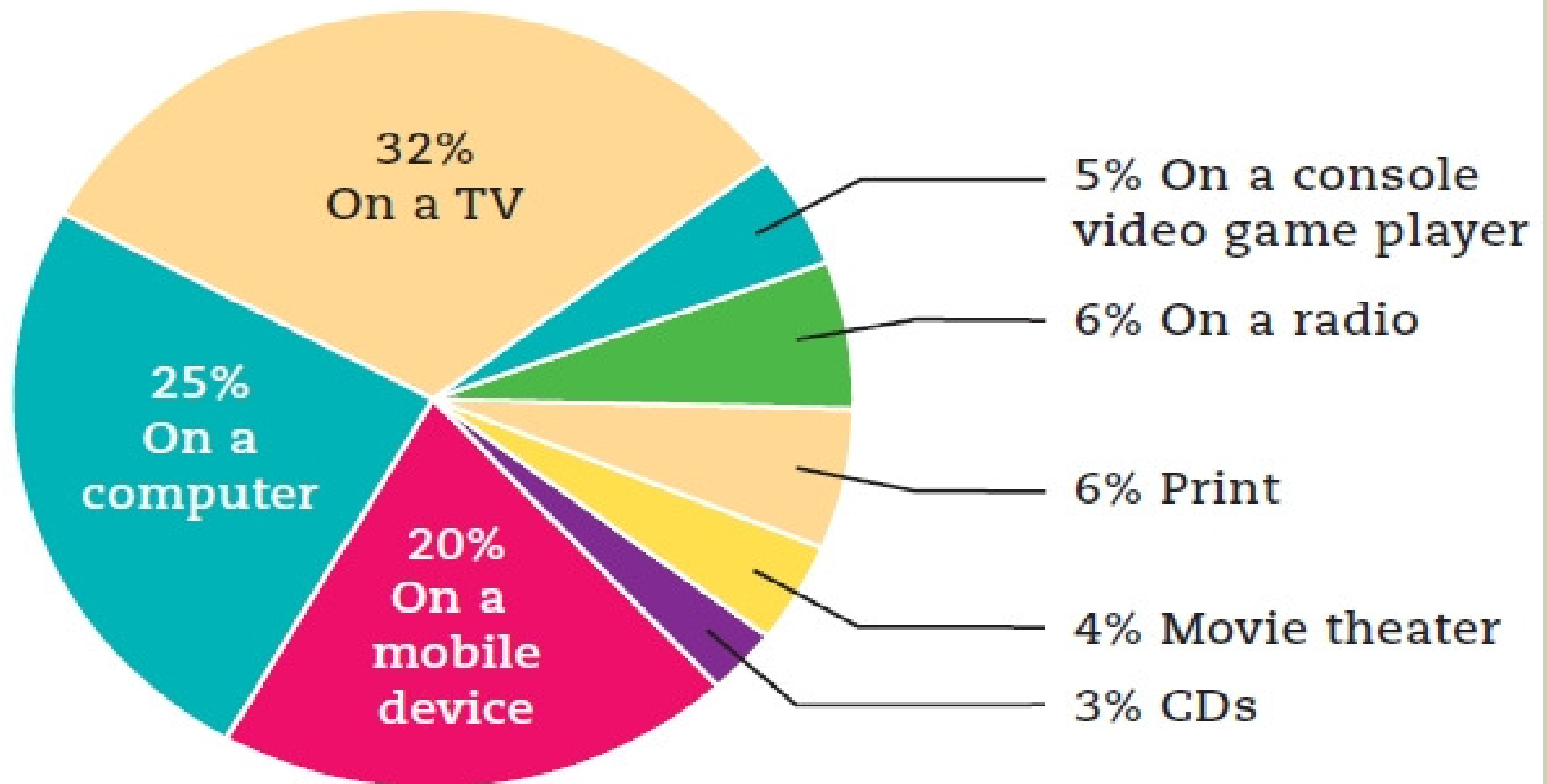
- **What is the purpose of the media: to educate and inform or to prod people into specific action?**

CULTURE AND THE EVOLUTION OF MASS COMMUNICATION

○ Mass media are the cultural industries that produce and distribute:

- Songs
- Novels
- TV shows
- Newspapers
- Movies
- Video games
- Internet Services

FIGURE 1.1: DAILY MEDIA CONSUMPTION BY PLATFORM, 2010 (8- TO 18-YEAR-OLDS)



CULTURAL MODEL FOR MASS COMMUNICATION

- Recognizes that individuals bring diverse meanings to messages
- Audiences actively affirm, interpret, refashion, or reject the messages and stories that flow through various media channels

ERAS IN COMMUNICATION

- Oral communication
- Written communication
- Printed communication
- Electronic communication
- Digital communication

THE DIGITAL ERA

- **Digital communication** redefined news and social interaction.
 - **Bloggers** have become an important part of the news industry.
 - E-mail has assumed some of the functions of the postal service.
 - Social media like Twitter and Facebook connect people in a new way.

MEDIA CONVERGENCE

- Dual roles
 - Technological merging of content across different media channels
 - Cross platform, the consolidation of media holdings under one corporate umbrella

MEDIA CONVERGENCE AND CULTURAL CHANGE

- Changes in how we consume and engage with media culture
 - Watch TV shows on Hulu and Netflix or DVR/On-Demand options
 - Make media choices based on social media recommendations
 - Upload our own media
 - Discuss programs as we watch them through “live-tweeting”

THE IMPACT OF MEDIA CONVERGENCE AND MOBILE MEDIA

- Media consumption is mobile and flexible.
- Merging of media onto one device blurs distinctions between what used to be separate media
 - Formats are morphing
 - We can experience media in multiple manners simultaneously

STORIES: THE FOUNDATION OF MEDIA

- Stories we seek and tell are changing in the digital era.
 - Reality TV and social media dominate.
 - Ordinary citizens are able to participate in, and have an effect on, stories told in the media.
 - Media institutions and outlets are in the **narrative** business.

CONTEMPORARY CULTURE

- Cultural critics are concerned about:
 - The quality of contemporary culture
 - The overwhelming amount of information now available
- How much the media shape society is still unknown.

■ NEWS

THE PENNY PRESS ERA: NEWSPAPERS BECOME MASS MEDIA

- Penny papers
 - Made possible by technology
 - Sold on the street
- *New York Sun*
 - Favored human-interest stories
- *New York Morning Herald*
 - Independent paper for middle- and working-class readers

THE PENNY PRESS ERA: NEWSPAPERS BECOME MASS MEDIA (CONT.)

- Penny papers were innovative.
 - Reported local news and crime
 - Separated news and editorial
 - Neutral toward advertisers
- Associated Press
 - Founded by six New York newspapers in 1848
 - First major news wire service

THE AGE OF YELLOW JOURNALISM: SENSATIONALISM AND INVESTIGATION

- Yellow journalism
 - Overly dramatic stories and investigative journalism
- *New York World*
 - Pulitzer encouraged plain writing and the inclusion of illustrations.
- *New York Journal*
 - Hearst was unscrupulous, but a champion of the underdog.

SOCIAL REFORM AND THE MUCKRAKERS

- Magazines allowed journalists to write in depth about issues.
- Muckrackers
 - Investigative journalists
 - Raised awareness, leading to the Pure Food and Drug Act, the Meat Inspection Act, and antitrust laws

TV INFORMATION: OUR DAILY NEWS CULTURE

- Network news
 - NBC's *Meet the Press* (1947)
 - *CBS-TV News* (1948)
 - First news show to be videotaped for rebroadcast on affiliate stations (1956)
 - *ABC World News Tonight* (1978)
- Cable news
 - First cable news channel was CNN
 - Created a 24/7 news cycle

- How do we feel about journalism today?
 - Is there a focus on investigative journalism?
 - How would you describe the content of mainstream news delivered to audiences?
 - Are the news media performing as the “fourth estate”, the watchdog branch of democracy?

The Digital Era

READERSHIP DECLINES IN THE UNITED STATES

- Decline began during the Great Depression with the rise of radio.
- Dropped in the 1960s and 1970s
 - Competition from TV and weeklies
- Dropped again in the 2000s
 - Online readership increased
- Other nations have experienced increases in readership.

THE WORLD BEGINS TO BROWSE

- World Wide Web
 - Developed in the late 1980s
- HTML (hypertext markup language)
 - Allows computers to communicate
- Web browsers
 - Allow users to navigate the Web

USERS LINK IN THROUGH TELEPHONE AND CABLE WIRES

- **Internet Service Providers (ISP)**
 - Connect users to their proprietary Web system
 - Broadband connections have largely replaced dial-up ISP services.
 - Major ISPs
 - Verizon, Time Warner Cable, CenturyLink, Charter, and Cox

PEOPLE EMBRACE DIGITAL COMMUNICATION

- **Digital communication**
 - Image, text, or sound is converted into electronic symbols, which are transported and reassembled as a precise reproduction.
 - Includes e-mail and **instant messaging**

SEARCH ENGINES ORGANIZE THE WEB

■ Search engines

- Automated route to finding content on the Internet
- Built on mathematic algorithms rather than manually entered data
- Google became a major success largely due to its new algorithm based on a page's popularity.

WHAT ARE SOCIAL MEDIA?

- Venues for social interaction
- Virtual communities that are multiplatform, participatory, and digital... truly democratic
- Platforms that enable the interactive Web by engaging users to participate in, comment on, and create content as a means of communicating

TYPES OF SOCIAL MEDIA

- Blogs
- Collaborative projects
 - Wiki Web sites
- Content communities
- Social networking sites
- Virtual game worlds and virtual social worlds



WIKIPEDIA
The Free Encyclopedia

You **Tube**



Instagram



SOCIAL MEDIA AND DEMOCRACY

- Tools for democracy and for undermining repressive regimes
 - Arab Spring protests
 - Occupy Wall Street movement
 - Increasing mass communication and exposure to the outside world in China

■ **What's Next**

NEW MODELS FOR JOURNALISM

- New business model ideas
 - Developing new ventures
 - Support from wealthy universities and/or Internet companies
 - Newspapers as nonprofit entities
 - Public radio and TV focusing on local news
 - Universities becoming sources of news reporting
 - National Fund for Local News

THE NEXT ERA: THE SEMANTIC WEB

- Semantic Web
 - Will place the basic information of the Web into meaningful categories
- Apple iPhone's Siri
 - Uses conversational voice recognition to answer questions, find locations, and interact with various iPhone functionalities

THE INTERNET AND DEMOCRACY

- Commercialism
 - May be the biggest threat to the Internet's democratic potential
 - Internet's potential for widespread use by all could be partially preempted by narrower commercial interests.
 - **Net Neutrality**

WHERE DOES MEDIA GO FROM HERE?!?!

- What is the remaining life span for newspapers?
- How does radio maintain relevance in the digital world?
- Will Television continue to rein supreme as the preferred source of information/entertainment?
- How will the digital platform continue to revolutionize how we experience information/entertainment?