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

- 32% On a TV
- 25% On a computer
- 20% On a mobile device
- 5% On a console video game player
- 6% On a radio
- 6% Print
- 4% Movie theater
- 3% CDs
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
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”
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.
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.
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
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 MUCKRACKERS

- 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
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
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
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
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

- 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
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
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?