

COM 107 Final Study Guide

Big Topics in COM 107

- Evolving powers of the media
- Media's purposes: to inform, persuade, and entertain audiences... ethically
- Publics: to interpret, reconfigure, reject messages...but also interact and create
- Ownership...major players...business models...advantages and disadvantages now
- Advertising, marketing, branding
- Content...what's there and what's not? Who controls it? When do we consume it?
- Technology...delivery systems...platforms
- Costs...access...privacy
- Global impact to local-local
- Appeals of media to publics...how media is used (not used)
- Effects of media...to reflect? Expose? Stimulate? society

Final Exam

Thurs. 12/12 3-5P.M. worth 200 points or 20% of the course grade. The short answer, multiple choice, and true/false portion of the final exam will cover lecture and reading material since the second exam. But unlike the first two tests, the final exam will include one or two challenging essay questions that will cover the entire span of the course.

Final Chapters

- Chapter 4, 5, or 9
- Chapter 15: *Media Effects and Cultural Approaches to Research*
- Twitchell, *Twenty Ads that Shook the World*, pp. 118-146, 162-174
- Twitchell, *Twenty Ads that Shook the World*, pp. 204-217
- Chapter 3: Digital Gaming and the Media Playground

Multiple choice, T/F, and short answer information

Music Industry

- Entails publishing, sound recordings, live performances
- Publishers control the words and music of the composition
- **Synchronization licensing:** playing the song in a TV show
- **Mechanical royalties:** right to reproduce music, paid by the record label to the publisher (every time a song is downloaded, streamed, or manufactured on a CD)
- **Performance royalties:** licenses to TV, radio, etc. (every time a song is broadcasted in public)
- Sound recording survived the advent of radio because the radios had to pay royalties to the music companies when they played their songs
- Rock and Roll blurred the cultural and moral borders between the blacks and the whites, high culture and low culture, females and males, and the north and the south
- **The British Invasion:** when the Beatles invaded America and the Rolling Stones, the Who, and many other British artists followed
- **Major music companies:** Universal Music Group, Sony Music Entertainment, and Warner Music Group
- Independent labels are so important to the music industry because they are the industry's risk takers because they discover new trends and musicians
- **Parties who receive profit when a song is downloaded, streamed, etc:** record company, song publisher, song writer, the artist, and the medium it is played/bought through (ex: iTunes)

Magazines

- The second golden age = NOW
 - Driven by advertisers and networks go after niches
- Magazines go for niche audiences (ex: Sports Illustrated, Rolling Stone, Playboy)
- About 12,000 magazines in America
- Magazine with largest circulation = AARP Magazine
- Magazines are adjusting well to the digital era → online magazines
- Contributions of magazines:
 - Investigative reporting
 - Personality profiles
 - Photojournalism
 - Aesthetic appeal (covers and graphics)
 - Have targeted audiences so there is a diversity of appeals and views

Radio

- Most popular medium in the world and the last medium you hear before going shopping, etc. so it is a good way of selling

- Don't have to be educated to use the radio because you don't have to be literate
- Geographically accessible and cheap to access
- Diversity in topics/shows
- Clear Channel = largest radio owner
- **Edward R. Murrow:** worked for CBS Radio in the 1930s and broadcast WWII to us from abroad
- WWII was a radio war that became a TV war

War Coverage

PHILLIP KNIGHTLEY'S "FIRST CASUALTY" TRACED WAR COVERAGE FROM ALL SIDES:

- Keep up the morale on the home front
- Demonize the enemy → make us hate them
- Sanitize the actions and effects of war shown at home → must make the call on whether to show graphic images and may differ depending on who the reporter is
- Control the information → command the platform and agenda via censors, pools, and embedded reporters
- Give new information without a larger context → we can only know our side of military operations
- Decide if the journalist is a: propagandist, myth-maker, patriot, conduit for authority, or watch-dog

**After the war...the truth may emerge via fuller coverage in histories, novels, poetry, plays, films, documentaries...often powerful and artistic

Socialization: how we come to adopt behaviors, values, and attitudes of a group

- Complex process that takes place over a substantial amount of time
- **Agents of socialization:** parents, friends, family, school, media
- **What we know through personal experience:** education, doctor visits, how family works, religion
- **What we know through the media:** war, politics, economy, romance, law, big crimes, trends, occupations
- **Use and gratifications theory:** we go to media for information, personal identity, social interaction, and entertainment
- **What can counter media's influence:**
 - o Our individual selectivity
 - **Selective exposure:** what we chose to expose ourselves to
 - **Selective perception:** how we perceive media in our own abilities (ex: smokers respond different to smoking ads than non-smokers)
 - **Selective retention:** we forget what is too painful or important and remember reinforcing messages
 - o Our interpersonal relationships → we believe our opinions (ex: you are more open to gays if you know one rather than just knowing what the media shows)