

## Comm 1101 Chapter 1 Notes

### The Convergence Generation

- \* Millennials - Those born since 1980; babies of baby boomers, born after World War II.
- \* Most technologically savvy generation in history
  - \* More focused on achievement with more respect for authority
  - \* Grasshopper Mind - The Millennial's inclination to leap quickly from one topic to another.

### Media Literacy

- \* Media Literacy - The ability to understand and make productive use of the media in your life; understanding the effect media can have on you and the society around you.
- \* There are at least two different but related perspectives to media literacy:
  - \* Media Criticism- The analysis used to assess the effects of media on individuals, on societies, and on culture. Doesn't necessarily have to be negative, but has to consist of analysis based on well-reasoned argument.
  - \* Career Preparation- Learning how to use media through media literacy

### Basic Terms

- \* Communication- The process of human beings sharing messages
  - \* Interpersonal Communication- Individuals interacting face-to-face
  - \* Group Communication- Few enough members to interact face-to-face
  - \* Organizational Communications- When the groups are large enough to need to communicate through devices like email and telephones.
  - \* Public Communication-Public speaking
- \* Feedback- Messages that return from the receiver of a message to the source of the message
- \* Noise- Anything that interferes with the feedback process

### Mediated Communication

- \* Mediated Communication- Any type of sharing of messages conveyed through an interposed device, or medium, rather than face to face.
  - \* Medium- An interposed device used to transmit messages (plural Media.)

### Mass Communication

- \* Mass Communication- Consists of mediated messages that are transmitted to large, usually widespread audiences.
- \* Mass communication differs from interpersonal communication in several ways:
  - \* Mass media do not talk back
  - \* Gatekeepers determine which messages are sent
    - \* Gatekeepers- The producers of mass messages; determine which

messages will be delivered to media consumers, how those messages will be constructed, when they will be delivered.

- \* Mass media have wide impact

### Mediated Interpersonal Communication

- \* Mediated Interpersonal Communication- The sharing of personal messages through some form of interposed device.

### Converging Communication Media

- \* Convergence - Any type of coming together; three types of mergers:
  - \* Those involving technologies- Merging of computer, telephone, and mass media technologies.
  - \* Industries- Corporate mergers that allow companies to combine their media technologies.
  - \* Content- A natural extension of technological convergence; involves bringing together mediated interpersonal messages with the messages of traditional mass communication.

### American Dominance of World Media

- \* There are several reasons why American media products dominate the global scene:
  - \* The English language
  - \* Freedom of expression
  - \* Audience diversity
  - \* Big business's ability to produce big-budget popular entertainment

### Cultural Imperialism

- \* Cultural Imperialism- The displacement of their traditional culture with American culture.
- \* Foreign media also has a huge influence in the American culture, though, as many directors, etc. draw their ideas from foreign media.

### Reasons for Corporate Media Growth

- \* Economies of Sale Increase Profits
  - \* Economies of Sale- The savings that come with mass production.
- \* Synergy: Parts Working Together
  - \* Synergy - Any combination of forces that results in a whole that is more than the sum of its parts.
  - \* Cross-Merchandizing - When selling the product in one form promotes sales of the product in some other form.
- \* Global Competition Favors Larger Companies

## Patterns of Ownership

- \* Groups and Chain Ownership- A system in which one company owns the same type of medium in more than one market area
- \* Conglomerates- Large companies involved in many different types of businesses; form in various ways:
  - \* Vertical Integration- A business model in which a company owns different parts of the same industry, thus controlling both production and distribution facilities (ex. Newspaper company buys paper, ink companies)
    - \* Antitrust Laws- Activated when a firm vertically integrates for the sole purpose of making it impossible for other companies to compete with them.
  - \* Horizontal Integration- Occurs when a company buys many different types of businesses (ex. Radio station buys newspaper company.)
  - \* Monopolies - Economic situations in which one company dominates an entire industry.
    - \* A monopoly becomes illegal only when it performs an action in restraint of trade.
  - \* Oligopolies- Economic situations in which a small number of companies dominate an industry
  - \* Entrepreneurial Start-Ups- Owned by individuals who invest time and money to start a new business and are usually someone who is willing to take a considerable risk on a new idea.

## Media and Governments Around the World

- \* Several types of media-government relationships exist in the world today:
  - \* Government Ownership- A system calls for the government to own and operate the media.
  - \* Private Ownership, Government Control- The media is privately owned but still requires media organizations to be controlled by the government.
  - \* Libertarian- Calls for media to be privately owned and to be free of government control.
  - \* Mixed Model- Varying degrees of government control and ownership of media.
  - \* The U.S. Model- The American media and the American government are interrelated in three important ways:
    - \* Regulation - Very minimal because of fears of censorship.
      - \* Censorship- A broad term that includes any action that prohibits an act of expression from being made public.
      - \* Adversarial Relationship- While the U.S. Government does have some regulatory control over the media, the media act as an unofficial watchdog of government actions.
        - \* Fourth Estate- The American media as the unofficial fourth branch of government, designed to observe and report on the executive, legislative and judicial branches.