

Vortex- a whirlpool

- A descent into the maelstrom
 - o Man gets sucked into vortex in Norway and survives but comes out old man
 - o McLuhan*
 - Canadian; “Your media is like a vortex”- 1960’s
 - Worried about bombardment of media
 - “media does not want to let you go”

Who is in charge? You or your mobile device?

Hot media- media that appeal to only one sense; reading a book, listening to radio

Cold media- appeals to multiple senses; TV; Movie; Youtube

Hot media is better for critical thinking

- Challenge what we’re told

Cold Media is bad for critical thinking because when our brain is trying to catch all input; we can’t think critically

“the medium is the message”- McLuhan

- the way a particular medium effects your brain and society is more important than the message the medium contains

Dopamine response to Twitter/Facebook notifications

Top of mind awareness- first thing that comes to your mind

- Taco bell commercial
 - o You don't want taco bell in that moment

What is mass communication?

- Mass media
 - o Transmit info, ideas, ideologies, culture
- Does a fish know its wet?
 - o No, but it lives in water
 - Do we know how much social media you use?

What is communication?

- 3 parts: sender-> message-> receiver
 - o who? Says what? Through which channel? To whom? With what effect?
 - o (diagram)
- communication isn't always simple
 - o we make our own meanings

- o we agree with a message
 - o disagree
 - o disregard
 - o don't understand
- The media carry our messages
 - o Computers, cellphones, books, iPods, tv
- What if...
 - o We don't share ideas, meanings, language?
 - o We don't hear, act, or care?
 - o There is noise?
- *Communication is the process of shared meaning
 - o we encode/decode
- Interpersonal communication
 - o Two way
 - o One on one (or few)
 - o Not anonymous
 - o Changeable
 - o Feedback-immediate
 - o Response and reaction are flexible
- Mass communication- process of created shared meaning between mass media and an audience
 - o One-way