Media Studies 120

To Recap:

The term ***media*** is the plural form of ***medium***. ***Medium*** may be defined as: a system or channel used for transmitting information, expression or entertainment. Understanding who is transmitting and who is receiving is important for understanding media.

Examples of media include:

Historically. . .

* Speech, handwritten messages, signs, and drawings and painting could only be received by a small number of people.
* Messages were mostly local.
* The invention of the printing press enabled those who had the means (e.g., churches, universities, book publishers, governments and newspaper publishers) to transmit messages to more people, and to any place on Earth where a printed message could be carried.

Then . . . BOOM! (enter 20th century electronic media explosion)

* Radio, movies and television enabled senders to transmit messages and information around the world and to vast numbers of ***receivers*** (people).
* In most cases, the ***senders*** were businesses or other large organizations, and the receivers were individuals.
* Individuals could also use electronic media to be senders, such as the telephone.

**MASS MEDIA**

***Mass media*** are those media (technologies) that can transmit messages and information to vast numbers of people at the same time.

Examples of ***mass media*** are:

Through common use, the word "media" has also come to mean more than just the neutral channels that carry our messages. We now also use "media" to mean:

**1) the companies and programs (the people) that deliver the news (also referred to as the news media)**

**2) the companies and programs that deliver electronic entertainment (e.g., movies, music videos, apps TV shows, video games, recorded and broadcast music)**

Which meaning above, applies to the following statements?

*"The media treated the death of Nelson Mandela with the greatest respect."*

*"The media exposes children to 400 realistically simulated murders per year."*

*"The media isn't telling us the whole story about that war!"*

*"We've got to get the media to pay more attention to this problem."*

*"I don’t like how the media glorifies violence and drug use."*

*"I love the media! I'm plugged in 24-7. How do people live without it?"*

The Roles that Mass Media Play in our Lives

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**Activity:** Find a current example of a mass media product (newspaper, TV shows, film, music, posters, social media, radio, etc.) for each of the six key roles described above, and explain how each example is fulfilling that role. Display your findings in a PowerPoint presentation or word document.