

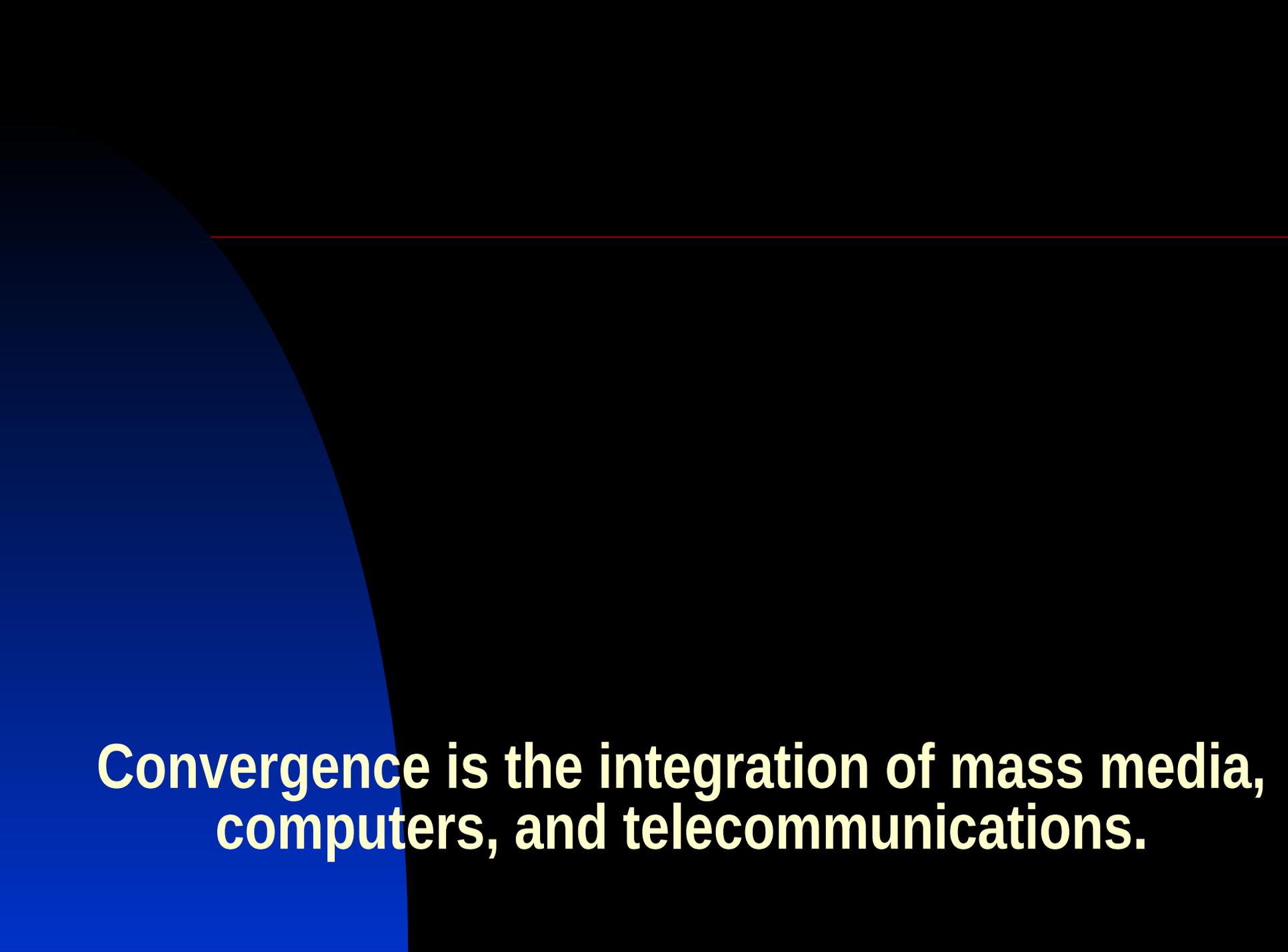


PART ONE

Mass media is one-to-many communication delivered through an electronic or mechanical channel.



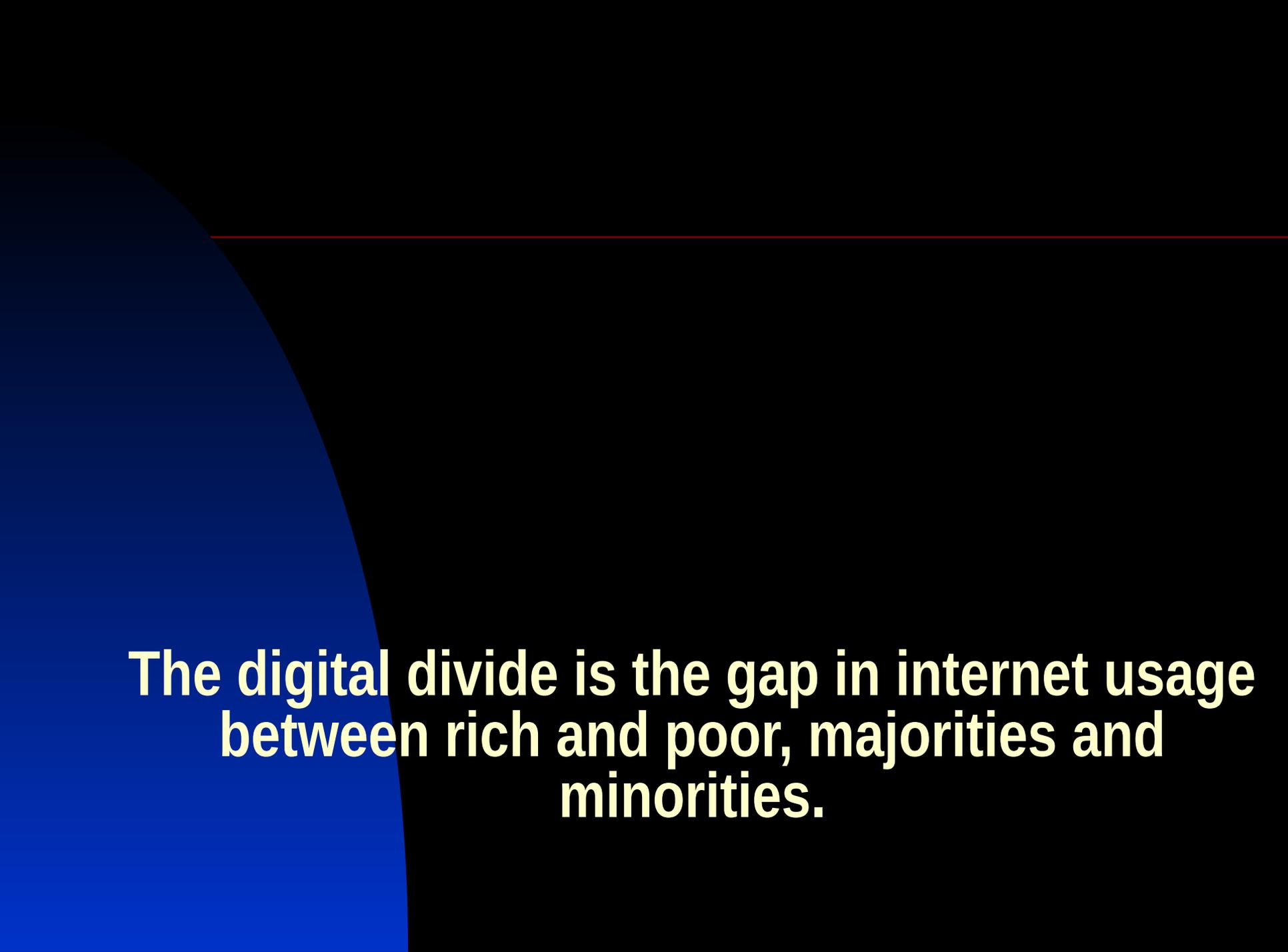
**We now work and play in an information society
in which the exchange of information is the
predominant economic activity.**



Convergence is the integration of mass media, computers, and telecommunications.



Media convergence occurs when information technology and media converge in the information driven society.



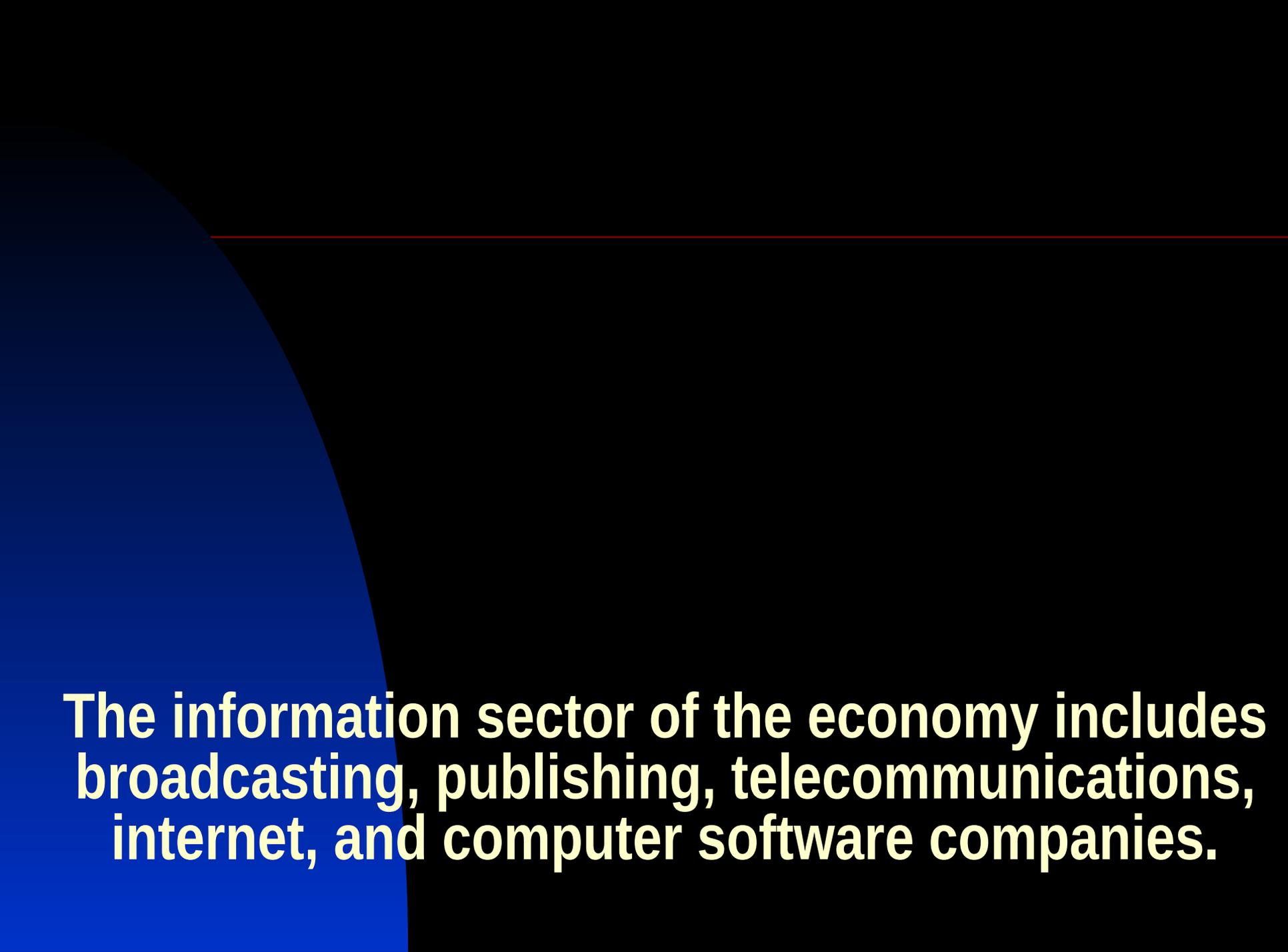
The digital divide is the gap in internet usage between rich and poor, majorities and minorities.

Information Society

- **Culture: social issues and consumer issues**
 - **Regulation**
- **Industries: Media, Computers, and Telecommunications**
 - **Technologies and Standards**

Digital television promises wider and better pictures, improved sound, more channels, and interactivity.

Interactive communication uses feedback to modify a message as it is presented.



The information sector of the economy includes broadcasting, publishing, telecommunications, internet, and computer software companies.

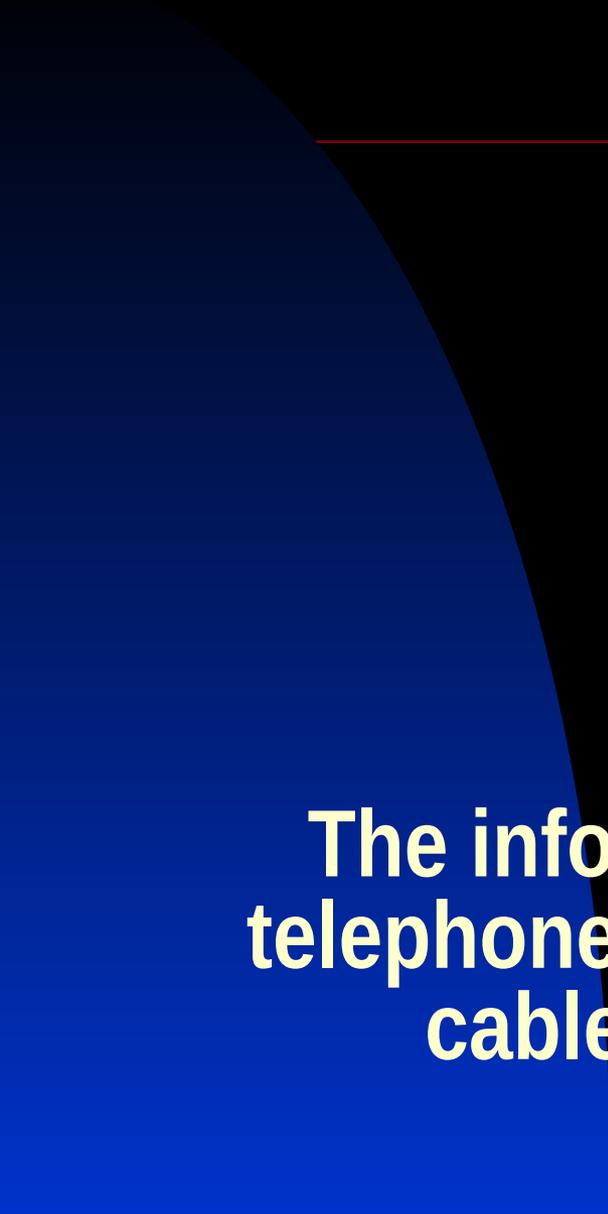
The changing media introduce us to new ways to live such as banking and shopping online.

These changes can mean more life choices, lower prices, better entertainment, and more contacts. Nonetheless, new media might also degrade human relationships by replacing them with impersonal computer transactions, and providing means for lower quality of public discourse and popular culture.



The Telecommunications Act of 1996 is federal legislation that deregulated the communications media.

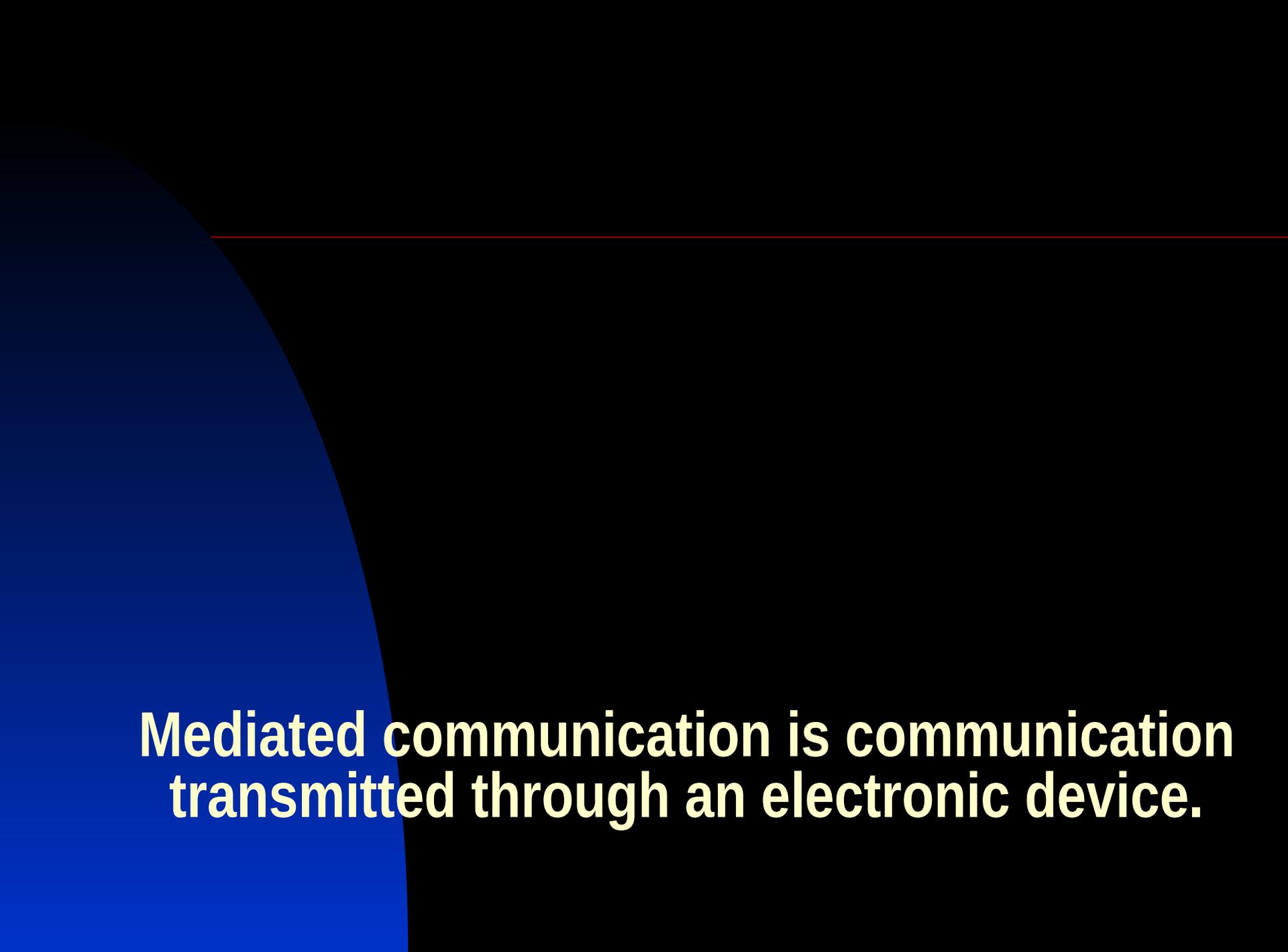
- ## **Changing Media Throughout History**
- Pre-agricultural Society: depended on oral tradition**
- Agricultural Society: utilized written communication**
 - Industrial Society**
 - Information Society**



**The information society consists of:
telephone, print media, film, recordings,
cable/satellite tv, broadcasting**

The classic model that stresses the dominance of the media was developed by Wilbur Schramm, credited as the founder of mass communication studies.

He created the SMCR (Source-Message-Channel-Receiver) model of mass communication describing the exchange of information as the message passes from the source to the channel to the receiver, with feedback to the source.



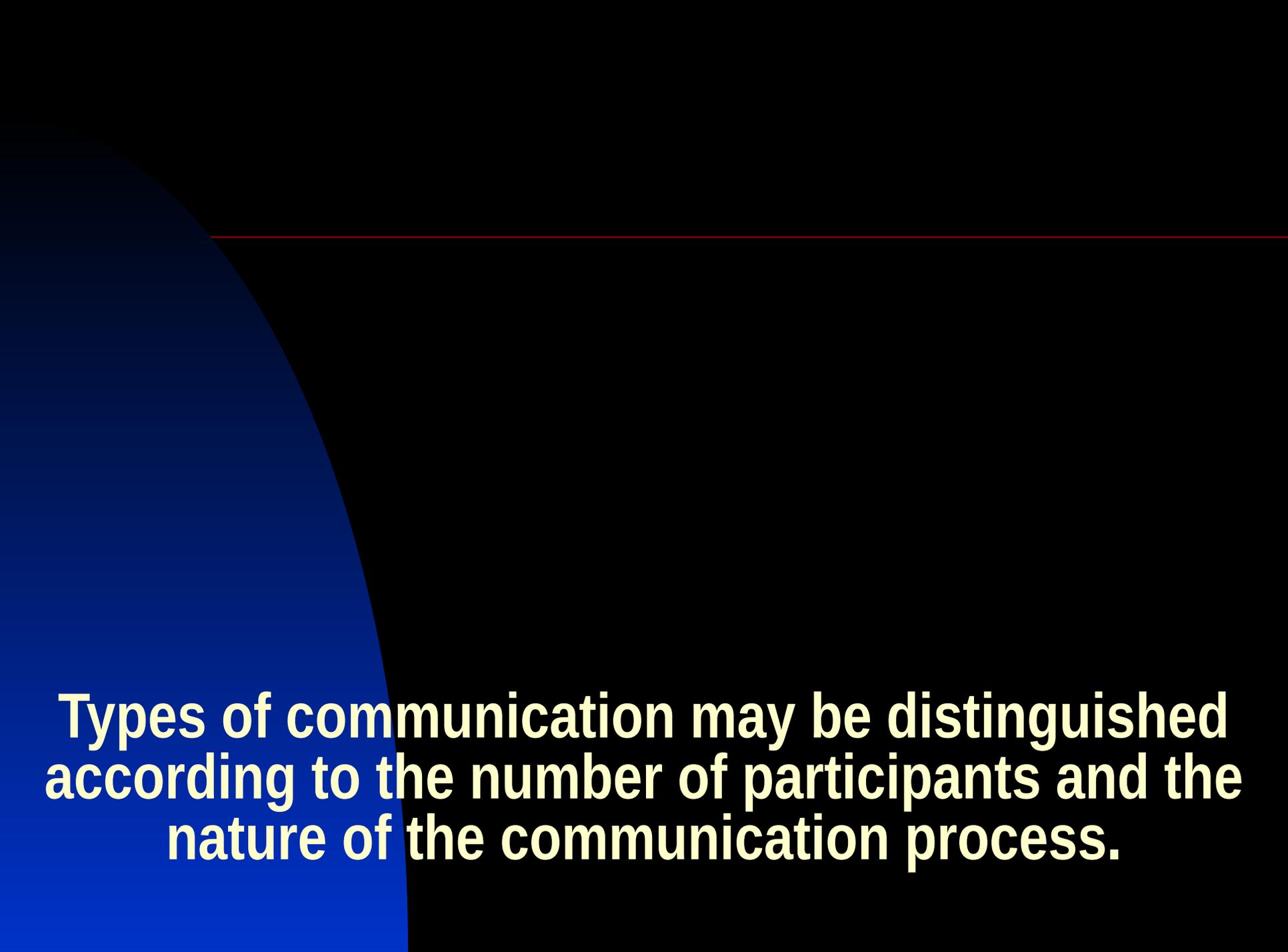
Mediated communication is communication transmitted through an electronic device.

**Communication is the exchange of meaning, and gatekeepers decide what will appear in media.
The channel is the system that links sources (gatekeepers) to receivers.**

In the SMCR there are: the source, the message, the encoder, the decoder, the channel, feedback, and possibly noise.

Today's media is dominated by: digital means and digitization (combining text, image, and sound in two-way communication channels), interactivity, audience-generated power such as blogs, asynchronous communication, narrowcasting, and multimedia forms.

Asynchronous media are not consumed simultaneously by all members of an audience, and narrowcasting targets media to specific segments of an audience.



Types of communication may be distinguished according to the number of participants and the nature of the communication process.

Types include:
intrapersonal (2-few), interpersonal, group,
small-group (fewer than a dozen), large-group
(dozen to hundred), organizational, and
intercultural

Organizational communication takes place in formally structured organizations and spans the entire spectrum of communication types as classified by size while affected by people's position and function within the organization.



**Intercultural communication takes place
across international and cultural boundaries.**