

1. Why is it important to tell the story about the world before mass communication?
  - a. It is important to the story about the world before mass communications because it shows us the value and importance of mass media and mass communications play in society today. It forces us to realize how much easier it is to reach out to people and how fast we can get a hold of people nowadays. "We are better able to consider and appreciate how various forms of mass media influence individual and social behavior in our world today. Thinking about oral cultures helps us ask questions and consider answers to the way that the media shape, define, and maintain the culture that we share today." (189).
2. Given Lippmann's account of the media as a window on the world, how might this change your perspective of the importance of professionalism in the journalistic profession?
  - a. I believe the importance of professionalism in the journalistic profession has changed for me because Lippmann forced me to realize how one sided the media could be. If journalists have to meet a certain deadline, there is a chance that they might not thoroughly do their research and digging in order to get the full details. Instead they could possibly do the bare minimum which would be enough to get their story out to their editors to be approved. This could potentially lead to one sided biases and misinformation that could be crucial to many around the world potentially costing the lives of millions.

3. Describe the theories of agenda setting, media system dependency, and uses and gratifications in terms of microscopic versus macroscopic approaches.
  - a. The agenda setting is basically about manipulation and control over the media that is accessible to the general public. So, macroscopic approaches would consider the general public and try to guide the narrative through those lenses and figure out where the general public lies on a certain issue and try to guide them in that direction. Whereas a microscopic view might focus more on establishing a connection with a small direct group of people and force them to see things through a different lens which helps them lean towards the same direction as the majority or attempt to draw them further away from the majority. Media system dependency is a little more difficult to attain through macroscopic approaches rather than microscopic approaches. With the microscopic approach, it is possible to withhold information from a small group of people who would not know the difference as to whether or not they are being withheld from information. On the other hand, it is possible that macroscopic views could be attained by being controlled through the masses. What this suggests is that a major source could purposely not tell the whole story and form it to fit their mold as best as they can. In doing so, they could be able to direct the general public into thinking the way they would want them to think. Lastly, macroscopic approaches for uses and gratifications would be to determine what is trending and being talked about worldwide. These approaches would be able to guide society into

the direction of their choosing. Microscopic approaches would be able to limit what certain people would be able to think is trending and force them into a thought path that the media creates. This, in essence, would be how the media convinced young Black kids that buying gold chains and jewelry and spending all your money on designer clothes were cool. This is how the media was able to trap Black kids into the mindset that they are all poorer than their other racial counterparts, so they have to look the part to show that they should be viewed as equals.

4. Which of your personal characteristics lead you to selectively use media in a different way than some of your friends?
  - a. I feel many of my friends use media very differently than me, especially in terms of social media. For example, my friends like to stay connected with each other through social media and reach out to their other friends to relive old memories or stay up to date and connected with each other. However, it is different for me. I like to do that too sometimes, but that is not my main objective. I use social media as an outreach program and connect with other people that could benefit me in the business aspect. I try to make new connections that will help my future in my business ventures. In terms of news media, my friends just listen to the news as it is to stay updated on what is going on in the world, while I use the news media to gain inspiration on what I could use towards my advantage in order to make money.