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## Chapter Twelve: History of Mass Communication

1. **Why is it important to tell the story about the world before mass communication?**

   Telling the story about the world before mass communication is important for several reasons. The first reason would be historical and cultural understanding; understanding the world before mass communication is essential for understanding historical events and how they have shaped our current world. The development of mass communication technologies, such as the printing press and the telegraph, had a profound impact on how people communicated and received information. Without understanding the world before these technologies, it's difficult to appreciate their significance fully; also, learning about how people communicated before mass communication can also help us understand different cultures and traditions. Finally, I would say that learning about communication before mass media can help us develop our communication skills. When people relied on face-to-face conversations and handwritten letters to communicate, they developed different communication skills than we have today. By studying these skills, we can learn to communicate more effectively in a variety of contexts.

2. **Given Lippmann's account of media as a window on the world, how might this change your perspective on the importance of professionalism in the journalistic profession?**

Lippmann's idea of the media as a "window on the world" suggests that the role of journalists is to act as intermediaries between the public and events happening in the world. Lippmann believed that people are unable to directly experience and interpret all the events that occur in the world and thus rely on the media to provide them with information and analysis. In this context, the importance of professionalism in the journalistic profession becomes even more significant. Journalists are responsible for accurately and impartially reporting the news and providing the public with an objective perspective on events. They must use their professional training and expertise to gather and analyze information, verify sources, and present it in a clear and concise manner. Professionalism in journalism also involves maintaining high ethical standards, such as avoiding conflicts of interest, protecting the privacy of sources, and being transparent about any biases or influences that may impact their reporting. This ensures that the public can trust the media to provide them with reliable and truthful information.

3. **Describe the theories of agenda, setting, media system dependency, and uses and gratifications in terms of microscopic versus macroscopic approaches.**

Theories of agenda setting, media system dependency, and uses and gratifications are often used to understand the relationship between media and individuals or society. These theories can be viewed from both microscopic and macroscopic perspectives, which refer to the level of analysis. The agenda-setting theory from a microscopic approach proposes that the media has the power to influence the salience of issues and topics that people think about. It suggests that

people rely on the media to determine what issues are important and what topics they should be concerned about, while from a macroscopic perspective, this theory suggests that the media can shape the public agenda by selecting and emphasizing certain issues over others. This can lead to changes in public opinion, policies, and behaviors. If we talk about the media system dependency from a microscopic approach, it suggests that individuals become dependent on media to satisfy their needs for information, entertainment, and social interaction. People rely on media to fulfill their desires and satisfy their interests, while a macroscopic approach suggests that society is dependent on the media for information and communication. The media plays a crucial role in shaping public opinion, attitudes, and behaviors and can influence social norms and values. Finally, in the uses and gratifications theory, when it comes to the microscopic approach, it suggests that individuals actively choose and use media to fulfill their specific needs, such as information-seeking, entertainment, social interaction, or personal identity, while from a macroscopic approach, it suggests that society's needs and preferences influence the types of media content produced and the media system as a whole. The media industry must respond to the demands and desires of the audience to remain relevant and successful.

4. **Which of your personal characteristics lead you to selectively use media in a different way than some of your friends?**

I would say that several personal characteristics can lead me to use media in different ways selectively. One of them is my age; different age groups tend to use media differently. For example, younger people are more likely to use social media,

while older people are more likely to consume traditional news media. In my case, my age makes me focus on certain social networks more than others. I've been a graphic designer for a couple of years now, and I have to be constantly updating myself, and looking for new opportunities in the market, so unlike many of my friends, I use LinkedIn a lot more, so I don't miss anything. I guess I could also say that my gender is one of the factors that help me choose the social networks I use in a better way. Men and women may use media differently due to differences in interests, socialization, and cultural norms. For example, men are more likely to use media for sports and entertainment, while women are more likely to use media for social networking and interpersonal communication. From my perspective, I use Instagram and Pinterest a lot more than my guy friends because I'm constantly on the lookout for new aesthetic inspiration that I know my guy friends aren't looking for.