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COM421

Homework Chapter 12

1.

It is crucial to comprehend the world before modern communication for a number of reasons. In order to understand the development of communication and the role it has played in forming human communities, it first gives historical context. We may learn a lot about how information was shared, kept safe, and used in the past by looking at communication techniques that predate mainstream media, such as oral traditions, written manuscripts, and early print culture. The importance of the mass media revolution and its effects on contemporary society may be better understood with the aid of this knowledge. Studying the world before mass communication can illuminate the enduring human need for connection, information exchange, and storytelling. The various pre-mass media communication methods demonstrate that people have always sought ways to share knowledge, experiences, and ideas. Recognizing these fundamental human motives can help us better understand the motivations behind contemporary media consumption and creation.

2.

Lippmann's idea of the media as a "window on the world" highlights the vital part journalism plays in influencing how we perceive the world. This viewpoint emphasizes the value of professionalism in the journalism industry since journalists are charged with informing the public with information that is accurate, objective, and thorough. Journalism professionalism requires upholding moral principles like impartiality, fairness, and integrity since these qualities are essential for preserving credibility and promoting informed decision-making among the audience. Understanding the media's duty as a window on the world serves as a reminder that journalistic professionalism is crucial for a democratic society to function as well as for the credibility of the profession.

3.

The agenda-setting hypothesis takes a macro perspective to comprehend the influence of media. It asserts that through choosing which problems receive priority and attention, the media has the ability to mold public opinion. By concentrating on particular subjects, the media shapes public opinion and establishes the agenda. Another macro perspective that looks at how media systems and society interact is the notion of media system dependence. It implies that as the social environment becomes more complicated, so does people's reliance on the media. Because of this dependence, media systems have the ability to shape people's perceptions, beliefs, and behaviors.

On the other hand, uses and gratifications theory takes a microscopic perspective and focuses on the role that the individual plays in media consumption. According to this theory, individuals actively interact with the media to gratify their own needs and wants, such as those for amusement, knowledge, or social connection. According to this idea, audience agency is key, and personal goals and preferences have a big impact on how people utilize media.

4.

I naturally am less interested in celebrity drama than some of my other friends, therefore I would be less interested in utilizing social media to learn more about the lives of celebrities. Instead, I would much prefer to utilize social media to learn more about upcoming businesses or new vehicles since that is more in line with what I have a passion for. I also use the media to consume more information regarding Christian theology, which is not something that I find very common among my friends.