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Chapter 12

1. I think it's important to tell the story about the world before mass communication to understand where it all began. According to chapter twelve people really depended on face-to-face communication and depended on other people to share important information among the people, or tribes, that they lived in. This was easier back then because the tribes were smaller back then. Population growth is where mass communication had to begin because it got more difficult to depend on a person to share information with an entire village. It helps us understand the role of media in our society and we learn to be more discerning about what we know about the world.
2. Lippmann's story about the English, French and German people living on an island in peace was impacting because of how that all changed in the matter of one day when the mail finally came to them spreading the news of WW1. It changed and determined the attitude and actions of the people who read it. This window of the world is something I've never noticed how impactful news can be especially if it's false news that can shake the world. It has changed my perspective of the importance of professionalism in journalism in a good way by being more mindful and researching the situation before saying anything about it to the people around me.
3. The difference between microscopic and macroscopic approaches is that microscopic is the study of well defined groups of individuals with different psychological, educational, or demographic profiles. It focuses on what the media can and can not do. While macroscopic approaches look at media and audiences as groups. Agenda setting theory has a macroscopic approach. This is because it deals with the issues people think are important for America to deal with are related to the media. Where as media system dependency and uses and gratifications theory deals with groups and individuals.
4. I think my introverted personality trait is what differentiates me compared to my friends. They are more outgoing with pictures they post and have a lot more confidence. I don't post as often as I used to. I don't take pictures a lot either. When i do take pictures, I get nervous and rarely post them.