

Communication.

The media/person interaction

- Interpersonal comm
- Mass Mediated Comm.



3 differences

- 1) limited sensory integration by tech
5 senses only. ~~total~~ total integration in interpersonal (Avery)
- 2) limited control over source
no/less feedback, can't control source of comm
response of receiver to a source
wright letter, turning of TV
- 3) limited imaginary/knowledge of source.
can't be sure who, limited awareness of process of construction
ex) camera work, celebrities as result of status assign by appearing on media
orientation in interpersonal
→ towards topic
→ towards other participants or source

Similarities

who appear more → more credible

Diff type of communication but some degree

American ideal conversation

- 1) continuous feedback in a f2f setting
- 2) multichannel communication
- 3) spontaneous, unique, specific
- 4) both senders & receivers
- 5) equal power

avery



Job interview don't apply, talk shows blur the lines



Media = medium = middle

→ facilitate communication. (technological process)

Media vs the media
↓ phone (social) ↓ applications on phone



3 layers of analysing media ch 1

- 1) between institution / organization
- 2) within institutions
- 3) Between " and individual

Social Relations: a tension between 2 poles ch 1

- 1) structure: a set of rule, ideals, pattern of behaviour which shapes actions & beliefs: ex) family ideal: mother, father, kids
- 2) Agency: people's actions, the capacity for individuals to change, interpret, imagine things.



Sociological Imagination

an analytical perspective that draws connections between 'private troubles' & 'public issues' ex) electricity

The social construction of reality ch 1

the process of creating meaning about reality which shapes reality itself. People actively of world → shaping the world
→ audience in so part of media

mediated Realities media shapes everything (governments, politics, religion, technology, economy, daily life).

mass media: that reaches a lot of anonymous readers

- 1) print medium, sound recording, broadcast radio, internet & film
TV 1940

Historical ~~Technologies~~ contingency: things change of diff factors

Media History

between tech & culture



Correlation: 2 or more things happen with some regularity in relation to each other.

Causation:

one thing clearly makes another thing happen sunset → night

A sufficient/necessary condition

one thing must be present for another thing to happen, but don't cause it. umbrellas are present when it rains, but didn't cause rain
karate fast food must be present for diabetes but doesn't cause it.

A) what drives technological change?

winshur Technological determinism VS

→ tech shape society culture
economics politics

→ it has inner logic which
drive it forward

→ it determine content

Problems:

→ except of history
makes tech divine

→ doesn't tell you why or
how just when

→ society & human
are outcome of tech (secondary)

Cultural Determinism

→ change of tech is shaped
by culture (radio developed (ZWI))

→ has no inner logic

→ emphasizes historical

contingency
depend on before

Around 1870 emergence of
new kind of businesses cooperation
that started modern communication

ex) typewriter 1896

→ emergence of patent





B) How does tech effect media content & culture?

- | | | |
|--|----|---|
| Weak relation | vs | Strong relation |
| - a typewriter isn't a camera | | - media content is less imp |
| - specificity of the tech is important | | than the impact tech has on whole cultures and societies. |

↳ why is 1st modern communication?

The telegraph & the birth of Electronic media 1837

how relationship between tech & society?

cables of telegraph & internet are the same (mostly between Europe & America USA)

Serving communication from transportation

- imagined as a dematerialization of comm - the modern notion of information
- 1st time sending msg \Rightarrow doesn't mean physically giving the msg. new concept of comm



Journalism becomes News

\rightarrow birth of news and news wire agencies

\rightarrow // of media monopolies

telegraph: 1st global village

telegraph & press symbiotic relationship

western union & associated press

double monopoly



Reactions: public attitudes

- enthusiasm & skepticism
- suspicious of tech no one understood ghosts...
- dangerous voices (medical conditions)
- electricity = connecting spiritual & material plane
- global comm \rightarrow unity \rightarrow power \rightarrow everyone become christians

media pluralism
diversity in media content
readily available to audience

~~Global communication unity grows beyond boundaries~~

Media Economics I

ownership structures

Understanding media ownership



→ the production perspective

State censorship vs systemic tendencies

reactions from sub-structures for prohibitions
media work make something very expressive

→ model A: those in power directly censor the media

→ model B: economic structure shapes cultural patterns

Deregulation and the concentration of ownership

Monopoly: single company controls an industry

Oligopoly: a few firms dominate an entire industry and related industries (key players)

subsidiary: a company owned or controlled by a larger company.



conglomeration: process of making an oligopoly

→ horizontal integration

ownership companies in supporting/parallel industries

TV buy a newspaper * Warner brothers

→ vertical integration

ownership companies in a supply chain from start

10:30 → 1 (production) → finish (distribution)

1 → 3 ①

7:30

3:30 → 5:30 ②

5:30 → 6

6 → 7 ③

(+) film

to reduce risk: avoiding potential controversial shows
ex) homosexuality

Sources of Revenue



- Direct payment: sale of media product (books...)
- Indirect payment: sale of time/space to advertisement
 - includes product placement & sponsorship

Media Barons: started from newspapers → TV stations

→ production companies → owns Fox

can promote political agenda, disseminate a person to legitimize behavior ^{with the seats}

Power world in total powerful in our world & global (Fox news famous in White House) bar ma bisakutan cz of mutual interests

⇒ it is not necessary through personal view of owners decide what happens

Money spent on advertising is not about



paid search → sell my info to advertisement.

Who controls media? Capitalism



Synergy: media company coordinate across diff media industries to create a product greater than sum of its parts. Ex) Harry Potter

(media company) cross ownership ^{no media give people what they want} ^{one company owns all other}

Cross-ownership & homogenization

homogenization hypothesis

idea that absence of comp leads to homogeneity of content

→ when ~~the~~ monopoly media will look the same

a study on newspaper refuted that

cross-ownership

- wide choices but more control
- consumer choice vs his control
- raises cost of entry
- diff to compete
- the structure of industry stops proliferation
- ex Comcast

(cross-ownership) block of diversity

Nothing succeeds like success. To reduce risk we start copying the successful production (not do another show)
→ franchises, copycats, spin-offs

Deliver audiences in a buying mood. nudity not like

→ The golden rule of AD-based TV
don't give people what they want to watch.
Give them what they are willing to watch or
won't turn away from

The nature of what people want is itself unstable
it is shaped by everything.

Franchises, copycats, spin-offs, formats

Charlie's angels (1976) 5 seasons
Charlie's angel (2011) 4 episodes



Reality TV 2 formats

- cheaper to produce
- actors are replaceable (not professional)
- product placement easier
- sponsors pay the bill
- replicate in other markets



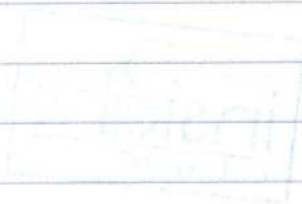
The idol franchise: a copy without an original.
(but a production bible)

Product placement vs subscription, merchandise tiers
brand promoting programs

every 6 sec we see fox in american idol

on screen graphic digitally add things to an old season

netflix makes HBO nervous (make money like it)



Free speech Media Policy, & the public interest.

Controlling TV in the Arab World



Key questions on media policies:

- how the national governments defined "the national interest" and "the public interest"?
- what is the role of economic policy in shaping media policies?
- how have governments dealt with the emergence of transnational broadcasting?

Pan Arab policies aim to:

memorize
↓

- protect against internal dissent/arguments/conflicts
- stimulate economic development
- project influence regionally and beyond
- uphold 'moral values' ~~and~~ against 'western influence'
- foster national unity



4 prototypical examples

Saudi Arabia: internal control + external influence
over public speech

- nationalism with royal family at its head
- started as a center to Nasser-era Pan Arab radio
- partnership with a sometimes-critical religious establishment
ex.) mbc, rotana 1990s / Al Arabiya 2003



Lebanon internal stability + external image
 → began in late 1950s public/private mix
 → beginning civil war all people made TV channels
 ⇒ 60 TV channels in a tiny country → wide range of political views expressed
 → no 1 government who control, every ministry control apart of media (overlapping jurisdictions)

1984 Audio Visual Media Law

- granted licenses to existing political establishment
- penalizes ^{starting} sectarian conflict
- continue to have large para arab viewership

Syria controlling news + leveraging entertainment

- origins peak of panarabism
- cult ^(relegium) of the leader
- dance between repression & tolerated dissent ^{critique}
- ex Damascus spring



TV series since 1990s

- local production focus on historical dramas
- rely on gulf investors
- wide audience.

UAE or, dubai as digital hub

- pioneer the media city model in the region
- create lower production & operating costs
- put economic policy at heart of media policy
- safe but self censored heaven for creative talent

Pan arab media policy

~~no sex, no alcohol~~

Arab satellite television charter

- no sex no alcohol
- protect arab identity
- prohibits programs against national interest / security

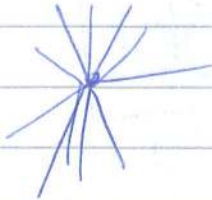


New and Digital Media I

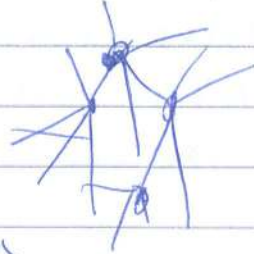


3 types of networks

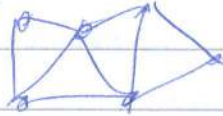
centralized: nodes connect to center



decentralized: multiple interconnected centers



distributed: inter linkage of nodes w/out center



internet is designed as a decentralized network

so that no 1 person control it

3 internet:

1) 1960s - early 1980s

The early internet

→ early email

→ packet switching (send info to one another acc to what is easier way)

→ ARPANET a distributed network (universities connect to each other)

→ made it decentralized for military purposes

→ design a common protocol (same language)

2) Web 1.0

early 1990s - 2000s

→ web browsers

→ directories & search engines

→ commercial internet providers

Web 2.0 early 2000s - now

- spread social networks
- online games
- blogs & wikis
- mobile internet

→ semantic web arabizi



Media convergence, social and industry structures

→ accessibility & interconnectedness of media content has arisen with media conglomeration

Other than tech, media are!

social organizations
businesses

policy & regulations
individual use
cultural firms.

ownership or inter

AOL - Yahoo! - Microsoft
Google
Campbell

how prevent you of pirating games
put codes



digital media is not only censorship but also how & who
ex) iPhone choose apps.

what to know
no

Radio: clear channel: protect music industry of radio market

Pandora: we have control internet radio

podcast radio and not radio → other tech media are

New and digital media II

google glass



zuckerman
able to see who is looking
at the add.

Online Surveillance

Advertising became the default business model on the web
→ easiest model to market investors

Investors are gaining from 2 things

- 1) advertising more targeted
- 2) data about users.



data mining: the collection, analysis, & sale of large quantities of data, especially of online behavior

Facebook vs ello: add free, control data mining
⇒ fake all social media sell users.

?

(Exit plan: selling users? why internet monitor everything)

↓ Promise to investor no even we don't have may now we will (later)
CZ to make money by huge database for researchers

Net neutrality

the principle that any network traffic can move from one place to any other place without discrimination
(we don't want government to control what people do)

Tiered access

companies that provide internet access get to decide to give preferential speed to specific content for more money

if not net neutrality

→ small businesses can't compete, nonprofits websites, pod listeners higher price

Common carrier laws

policies that determine whether apply net neutrality or not

MEDIA EFFECTS I



Lasswell formula

who says what in what channel to whom with what effect
sender content medium audience consequence

To understand why we arrive to think abt media effects

urbanization → large cities → more library → many newspapers
→ more media (mass media)

WWI propaganda made people very afraid (new)
→ social atomisation, consumerism, democratisation

Theories/ Models of Media Effects



1) Hypodermic "Magic Bullet"

→ msgs injected into people's minds, brainwashing
audience passive, media powerful
effects are immediate + relatively uniform
ex) war of world

2) Minimal/limited effects (questioning)

its hard to change people's mind cz they're not the same, not direct effect, no isolated effects,
social commitments determine media/audience relationship

Two-step flow hypothesis

- opinion leaders influence media

use media regularly, can be anyone

since not everyone watches the news everyday



That applied in 90th century now different

people are educated have opinions → Nazi heavily educated

Media can't make you wear deodorant if you didn't but
it's easier to make you change the brands

→ media can cause change, but not cause & effect relationship

systemic tendency



introductory issues

media as industry ownership



tech & society: net neutrality

media, people, power audience, users, magic bullet theory

Media Effects II:

case study

the broadcast of orson weller.

13 October 1938

Aliens came to earth died due to cold



→ 6 million listeners

28% thought news program, 70% frightened.

Cantril's Study

→ based on interviews, surveys, newspaper report

→ why this program & why some people

Contributing Factors

- Dramatic excellence

- status of radio as a vehicle for news

- Historical mood of broadcast

- use of ~~expert~~ expert testimony

- reference to real locations

- channel surfing: people tuned in late.

Some were frightened and not others because

- critical ability: education
- level of religiosity
- historical context depression



Other effects theories

Agenda Setting

- media shape public conversation (set the agenda)
- what is on the news → imp part for public

not successful what to think and what to think about

Cultivation theory

- effect aren't direct (slow effect)

~~AAA~~ based on & down...

exposure to violence won't make people violent
but part of socialization process.



Audience.

Mass Audience Theory



- members separated not crowd
- loosely organized
- passive audience
- couch potato



Audiences as markets

- focuses who consume media, how, passive

Uses & gratifications

why do we use media, what needs are fulfilled

- ve: - neglect media content
- focus on individual
- assume media give us what we want
- all use is voluntary



Reception Analysis

- how we understand
- audience producers of meaning not only in text (decoding)
- ve: lead to isolating media/audience relationship from broader social & cultural context

by cultural context

polysemic multiple meanings that can be made of any text

) type of interpretation
dominant in ten
negotiated ..
oppositional ,, reject) it hides other realities

3 social scales of interpretation

individual interp.

- meaning individually



) collective interp.

- grp friends movies

collective action

people get together to make demands of media organization



