

What is CULTURE?

- ⌘ Defined as “the symbols of expressions that individuals, groups and societies use to make sense of daily life and to articulate their values.”
- ⌘ Includes both **products** and **processes**.
- ⌘ “A process that delivers the values of a society through products or meaning-making forms.”

What are MASS MEDIA?

- ⌘ The cultural industries that mass-produce and distribute cultural products
- ⌘ Examples of cultural products:
 - ☒ Songs, mystery novels, newspapers, movies, online services, magazines, comic books, CD-ROMs, video games, textbooks, etc.

FIVE HISTORICAL ERAS of media and communication:

- ⌘ **Oral**
- ⌘ **Written**
- ⌘ **Print**
- ⌘ **Electronic**
- ⌘ **Digital**

Oral and Written Communication

- ⌘ Oral communication characterized early tribal societies
- ⌘ Writing develops through manuscript culture of philosophers, monks and scribes
- ⌘ Tension between oral and written—Socrates criticized writing for threatening public discussion

Invention of the Printing Press

- ⌘ Invented in 1456 by Johannes Gutenberg (1397-1468, Germany)
- ⌘ Invented movable type printing
- ⌘ Printed 200 copies of two-volume Gutenberg Bible

Printing innovated MASS PRODUCTION and MASS MARKETING

- ⌘ Mechanical duplication replaced tedious hand copying.
- ⌘ Rapid duplication produced multiple copies.
- ⌘ Copies were less expensive and thus affordable to more people.

Social and cultural changes with advent of mass media

- ⌘ Transmission of knowledge beyond local communities
- ⌘ Rise of nationalism
- ⌘ Rise of middle class

Social and cultural changes with advent of mass media

- ⌘ Democratization of knowledge and literacy
- ⌘ Nourishing ideal of individualism
- ⌘ Facilitation of large social movements

Development of Telegraph (1840s)

- ⌘ Separated communication from transportation
- ⌘ Transformed information into a commodity
- ⌘ Coordinated commercial and military operations
- ⌘ Forerunner of electronic communication

From Electronic to Digital

- ⌘ Electronic media include telegraph, telephone, radio, TV, phonograph
- ⌘ Digital media include computer, cellular phone, compact disk, DVD, digital TV, etc.
- ⌘ Digital media convert (encode) images, texts, and sounds electronic binary signals
- ⌘ Messages are transmitted through satellite and digital technology, then decoded

Age of Media Convergence

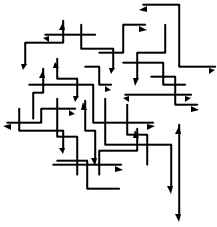
- ⌘ Merging of the electronic and digital eras.
- ⌘ Refers to the appearance of old media forms on newest media outlets.
- ⌘ Various forms of communication are reinvented and reconfigured in the Age of the Internet.

A LINEAR MODEL OF COMMUNICATION

- ⌘ Process of producing and delivering messages to large audience
- ⌘ Sees mass communication as component system:
- ⌘ senders -> messages -> receivers



Components of linear model



- ⌘ Sender
- ⌘ Message
- ⌘ Channel
- ⌘ Receivers
- ⌘ Gatekeepers
- ⌘ Feedback

Cultural Approach to Communication

- ⌘ Based on belief that audiences are NOT merely passive receptacles of message.
- ⌘ Audience members can interpret the meanings of media messages differently based on their own values and viewpoints.

Mass media and public perception

⌘ Mass media can alter a society's perception of events and attitudes, and can even lead to changes in public policy.

☑ For example:

- ☑ News coverage of Vietnam War led to debates about U.S. role in world
- ☑ O.J. Simpson trial focused domestic violence issue
- ☑ Clinton-Lewinsky scandal raised issue of private behavior of public figures

Public debates about media

- ⌘ Ancient Greece
 - ☑ Concerns about role of art and drama
- ⌘ Early 20th century America
 - ☑ Working class popular culture
- ⌘ Late 20th century America
 - ☑ Ongoing concerns about children's exposure to sex and violence in media

Concerns about media today

- ⌘ Loss of face-to-face community
- ⌘ Fragmentation of media audience
- ⌘ Overabundance of information
- ⌘ Perceived lack of quality, "family values"
- ⌘ Sex and violence in media
- ⌘ Dangers of cyberspace for youth

CULTURE AS "SKYSCRAPER"

- | | |
|----------------|-----------------------------|
| High culture | Low/popular culture |
| Narrow appeal | Broad appeal |
| Artistic merit | Consumer culture |
| "Classics" | Forms with short life spans |

Criticisms of popular culture

- ⌘ Distracts students from serious culture
- ⌘ Exploits classic works of literature and art
- ⌘ Promotes a culture that is unstable and fleeting
- ⌘ Inundates cultural environment with cheap, low-quality forms
- ⌘ Undermines democratic reasoning and inhibits social progress

CULTURE AS A MAP

- ⌘ Is a metaphor that challenges the "*culture as hierarchy*" metaphor.
- ⌘ On one hand, cultural forms are *conventional, recognizable, stable and comforting*.
- ⌘ On the other hand, cultural forms may be *innovative, unfamiliar, destabilizing and challenging*.
- ⌘ Cultural forms contain a variety of messages, "all over the map"--not just vertical as in hierarchy.

Values of MODERN period

- ⌘ Celebrating the individual
- ⌘ Believing in rational order
- ⌘ Working efficiently
- ⌘ Rejecting tradition

Values of POSTMODERN period

- ⌘ Opposing hierarchy
- ⌘ Diversifying and recycling culture
- ⌘ Questioning scientific reasoning
- ⌘ Embracing paradox

Developing a CRITICAL PERSPECTIVE

- ⌘ **DESCRIPTION**
- ⌘ **ANALYSIS**
- ⌘ **INTERPRETATION**
- ⌘ **EVALUATION**

Our goal is to BE INFORMED and to THINK CRITICALLY about

- ⌘ The power dynamics of media (their structure and function)
- ⌘ Their impact on community and global life
- ⌘ Their impact on our personal desires as consumers
- ⌘ Our roles as citizens who can shape media culture