

TYPES OF MEDIA

AN OVERVIEW

BASIC TECHNICAL CATEGORIES

- ▶ 1. PRINT MEDIA
 - ▶ A. BOOKS
 - ▶ B. MAGAZINES
 - ▶ C. NEWSPAPERS
 - ▶ D. FLYERS, BROCHURES, ADVERTISEMENTS, ETC.
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BASIC CATEGORIES, CON'T.

- ▶ **2. ELECTRONIC MEDIA**
 - ▶ **A. RADIO**
 - ▶ **B. SOUND RECORDINGS**
 - ▶ **C. TELEVISION**
 - ▶ **D. INTERNET**
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BASIC CATEGORIES, CON'T.

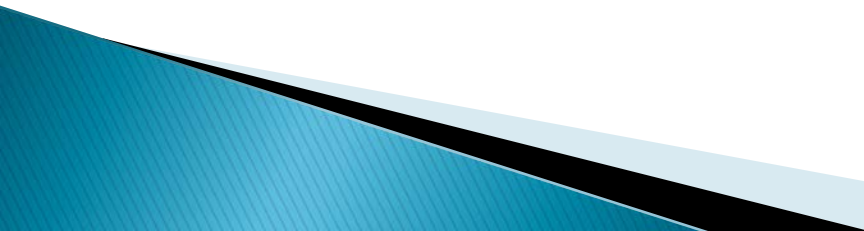
- ▶ 3. CHEMICAL MEDIA (BASED ON FILM STOCK—ORIGINALLY ACETATE—WHICH IS CHEMICALLY DEVELOPED)
 - ▶ A. PHOTOGRAPHY
 - ▶ B. FILM/MOVIES
 - INCREASINGLY, MOVIES ARE AN ELECTRONIC (DIGITAL) MEDIUM

SPECIFIC MEDIA TYPES

▶ 1. BOOKS

- Printing dates back to the mid-1400 when Gutenberg invented moveable type
- Important in historical transmission
- 2 broad categories: trade books and textbooks

▶ 2. MAGAZINES/PERIODICALS

- U.S. magazines date back to 1741
 - Reflect U.S. culture & media innovations
 - National advertising medium
 - Increasingly targeted to select audiences
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SPECIFIC MEDIA TYPES

▶ 3. NEWSPAPERS

- U.S. newspapers also date back to 1700s
- First major dailies appeared in 1800s
- A major source of news, even today
- Most owned by chains
- Mostly local & regional; only 3 national dailies (*USA Today*, *The Wall Street Journal*, and the *Christian Science Monitor*)


SPECIFIC MEDIA TYPES

▶ 4. RECORDINGS

- Sound recordings began with Edison's phonograph (1877)--mechanical technology
- Electrical technology took over in 1920s
- Five major companies dominant recording business
- Music industry undergoing change with move from CDs to IPODs/downloading


SPECIFIC TYPES

▶ 5. RADIO

- Started in late 1870s; G. Marconi produced first wireless transmission
 - Radio conveys opinion, news, entertainment, and advertising
 - National networks have shaped U.S. radio since 1920s
 - U.S. radio is regulated by the government
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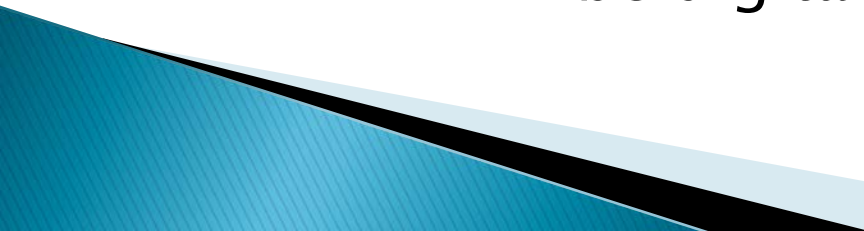
SPECIFIC MEDIA TYPES

▶ 6. MOVIES

- Movies were adapted from photography, starting in late 1800s
 - In U.S., began in 1912 with the founding of Universal Studios
 - U.S. movies have had a huge impact, both in this country and worldwide
 - Since 1940s & 1950s, movies have had to learn to cope with the impact of television and alternative ways of viewing films.
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SPECIFIC MEDIA TYPES

▶ 7. TELEVISION

- The technology for television created in 1920s by Philo Farnsworth & Vladimir Zworykin
 - 1st demo at the 1939 World's Fair; 1st broadcast in 1947
 - Became popular cultural influence in 1950s
 - Continues to dominate as a cultural force
 - U.S. TV has a tiered national–local structure
 - Networks dominate over–air stations, but cable rivals over–air networks and affiliates
 - All TV will be digital TV after mid–February 2009
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SPECIFIC MEDIA TYPES

- ▶ 8. THE INTERNET/WORLD WIDE WEB
 - Internet emerged from a military communication system created in 1969
 - Lexis–Nexis were the 1st on–line full–text databases, emerging in 1970s
 - The World Wide Web emerged in late 1980s and early 1990s
 - The Web operates on the global Internet, using hypertext (non–linear code)
 - Contributes to media digitization & melding

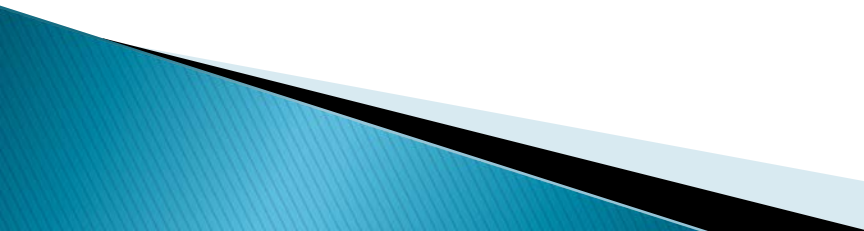
SPECIFIC MEDIA TYPES

- ▶ 9. OTHER “NEW MEDIA”
 - New technology makes new media possible
 - This category would include such things as video games, videos/DVDs, the use of wireless phone technology, wireless internet access, text messaging, e-mail, etc.

SHANNON & WEAVER MODEL OF MASS MEDIA

- ▶ 1. A linear model
- ▶ 2. Has 5 Fundamental steps:
 - a. Human stimulation—results in thought
 - b. Encoding of the thought into a message
 - c. Transmission of the message through channel(s)
 - 1) Affected by noise
 - 2) Affected by breakdowns in feedback
 - d. Decoding of the message by recipient into a thought
 - e. Internalization of message by recipient

Laswell's Functions of Media in Society (1948)

- ▶ 1. *Surveillance* (of the environment)
 - ▶ 2. *Correlation* of different parts of the communication and the environment
 - ▶ 3. *Transmission* of social heritage from one generation to the next.
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Other Functions of Media

- ▶ 1. PROVIDES INFORMATION ABOUT THE WORLD
 - ▶ 2. PROVIDES ENTERTAINMENT
 - ▶ 3. PERSUASIVE FUNCTIONS
 - ▶ 4. SOCIAL–CULTURAL FUNCTIONS
 - a. Reaffirmation of social values
 - b. Expression of social attitudes
 - c. Binding communities together
 - ▶ 5. STATUS CONFERRAL
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