

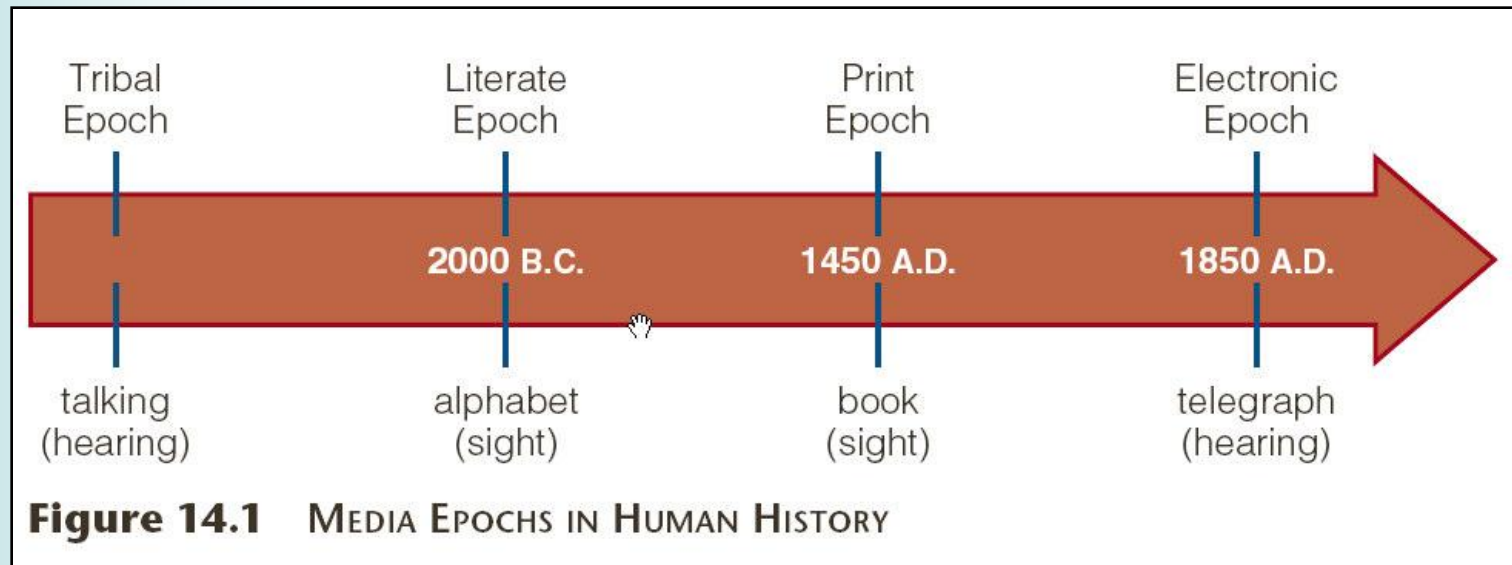
Mass Communication

Chapter Fourteen

Focus Questions

- How do media shape our thinking?
- To what extent is news constructed or created?
- What is the *mean world syndrome*?
- To what extent is the content of media controlled by powerful corporations?
- How can you develop media literacy?

The Evolution of Mass Communication



The Tribal Epoch

- Oral tradition
- Stories & rituals passed along important information
- Entertainment

The Literate Epoch

- Phonetic alphabet
- Allowed people to communicate without face-to-face interaction
- Use limited to the elite classes of society

The Print Epoch

- Gutenberg
- Many books printed at moderate cost
- Accessible to the masses

The Electronic Epoch

- Telegraph, television, radio, computers
- Global Village
 - Marshall McLuhan

Theories of Mass Communication

- Hypodermic Needle Model
- Uses & Gratification Theory
- Agenda Setting
 - gatekeeper
- Cultivation Theory

Cultural Studies Theories

- Textual analysis
- Audience studies
- Political Economy studies

Develop Media Literacy

- Realistically assess media's influence
- Become aware of patterns in media
- Actively interrogate media messages
- Expose yourself to a range of media sources
- Focus on your motivations for engaging media

Stages in the Development of Media Literacy

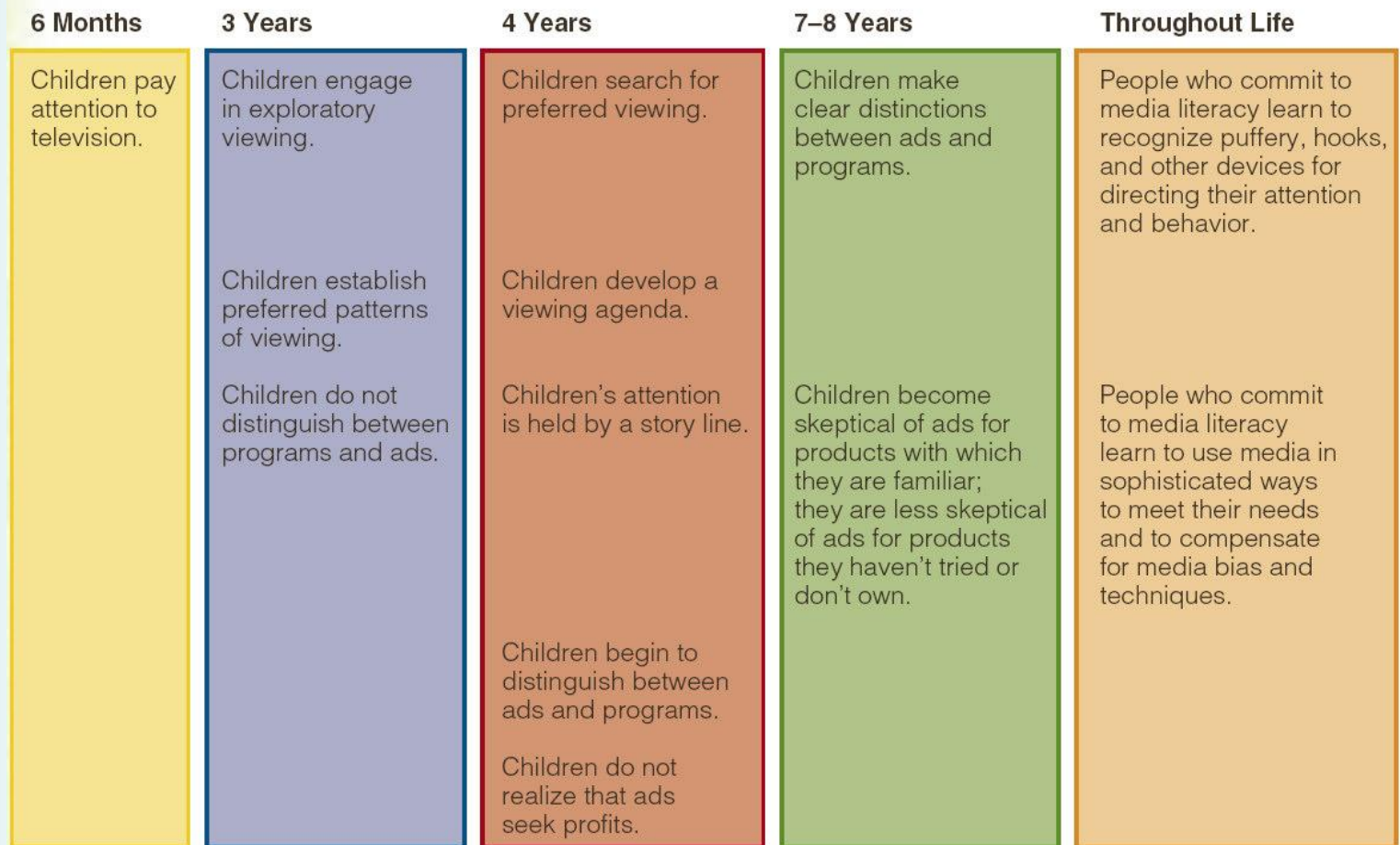


Figure 14.2 STAGES IN THE DEVELOPMENT OF MEDIA LITERACY

Puffery

- Popular advertising strategy
- Meaningless claims
- Not based on facts

Summary

- The Evolution of Mass Communication
- The Tribal Epoch
- The Literate Epoch
- The Print Epoch
- The Electronic Epoch

Summary

- Theories of Mass Communication
- Cultural Studies Theories
- Develop Media Literacy
- Puffery