

American Mass Media in a Global Society



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presented by





Definition of Mass Media

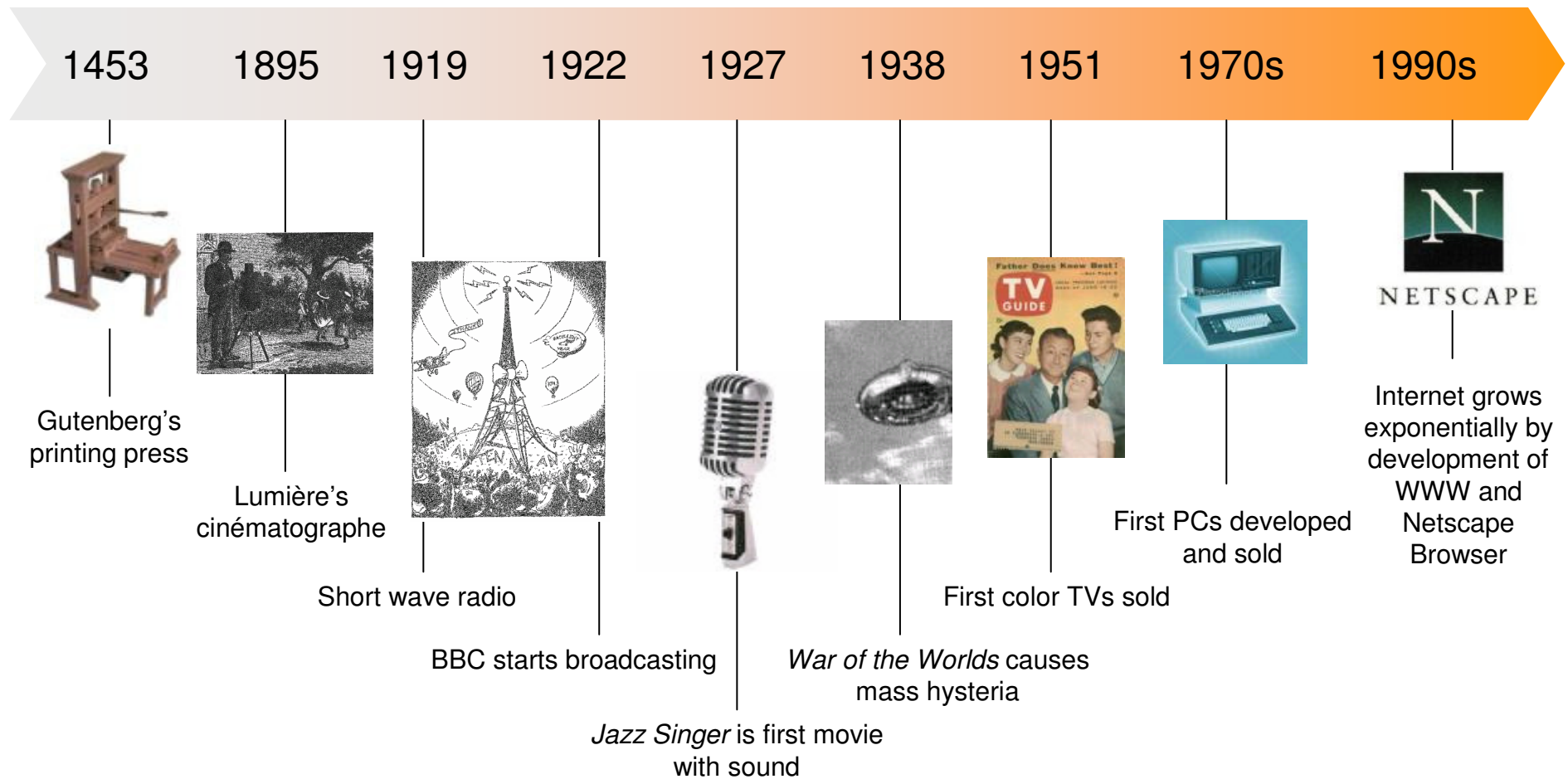
Media (the plural of *medium*) is short for the term ***media of communication***.

Refers to any organized means of transmitting fact, opinion, entertainment, and other information.

Examples:



Development of Modern Mass Media

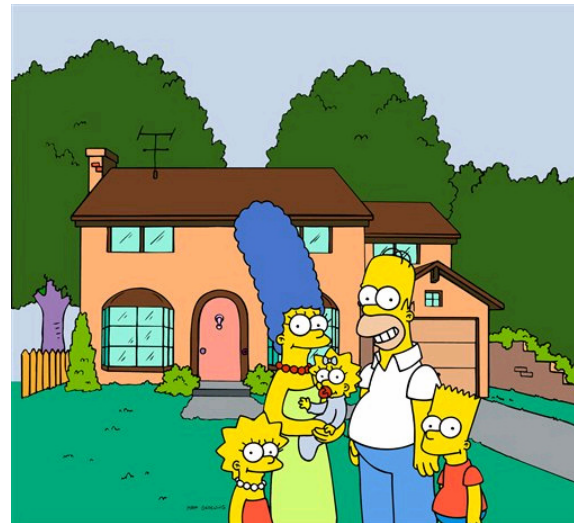




Functions of Mass Media



The New York Times





Information

- At the most basic level, the mass media seek to transmit information to a very large audience
- Journalism is concerned with reporting events as they happen

Compare:

www.nytimes.com

www.kansascity.com

www.weeklyworldnews.com

The New York Times

KansasCity.com
THE KANSAS CITY STAR.





Entertainment

- Traditionally acting, music, and sports were transmitted to a mass audience.
- Recent entries include video and computer games.





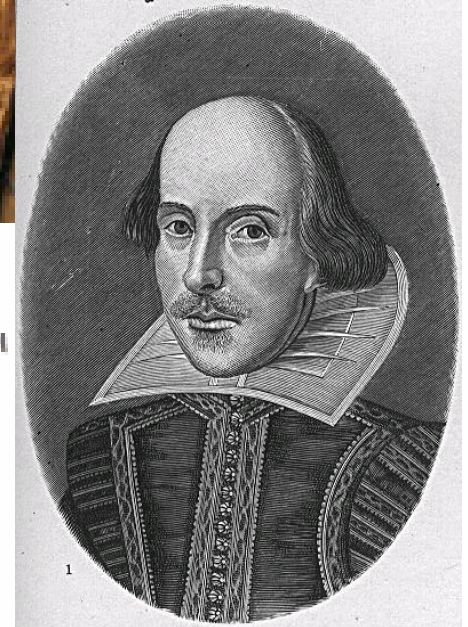
Education and Enrichment

- Media can help to develop certain knowledge or skills
- Books are the preferred media for literature
- E-learning is becoming a more viable option

<http://www.phoenix.edu/>



Google™





Advocacy or Propoganda?

Public Service Announcements

- http://www.themoreyouknow.com/video/tmyk_trump_smoking.shtml
- www.mediacampaign.org/mg/television.html

Tomatoes
are
good
for
you

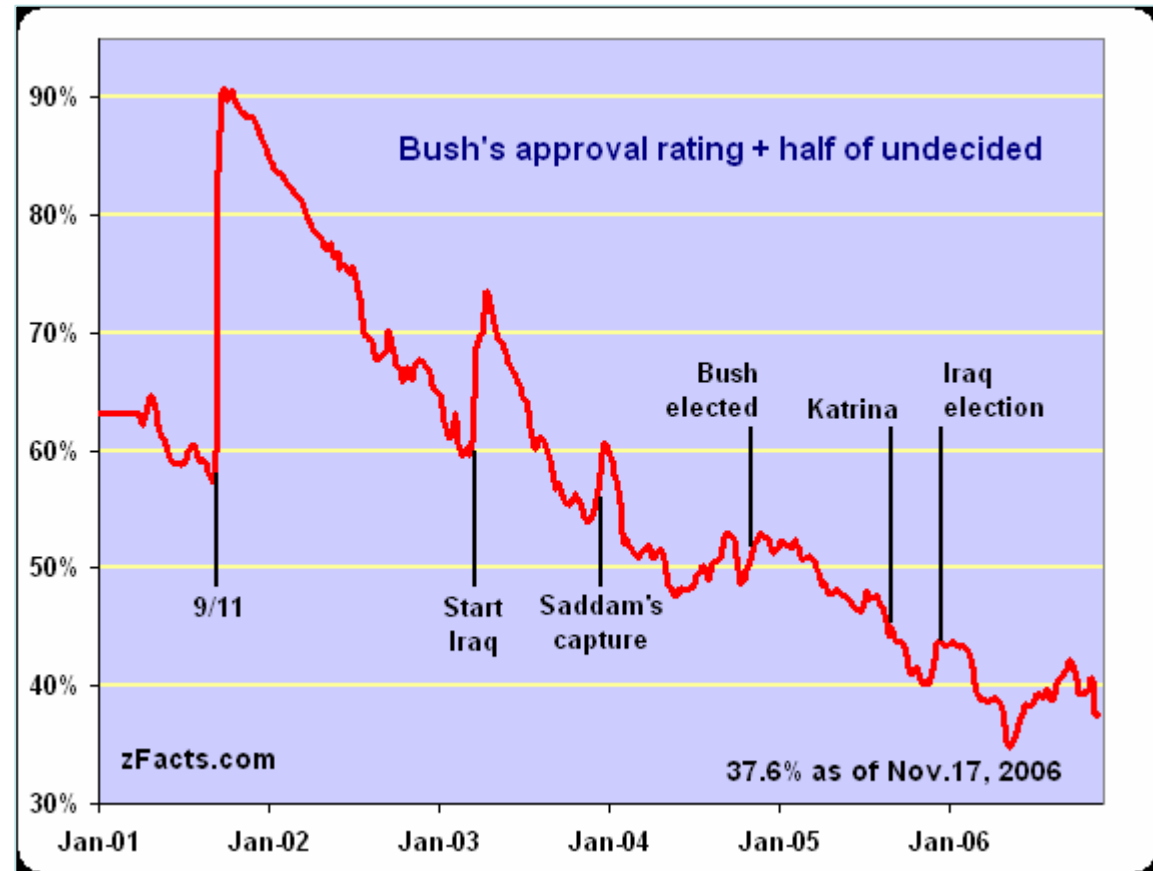


- What purpose do public service announcements have?
- Do you agree or disagree with showing them on television?
- How would a German audience react?



Criticism and Control: Media and public opinion

- Mass media acts as a link between the government and the people
- Different views and analyses influence public opinion
- Government officials are both elected and checked by public opinion





Criticism and Control: Media and political agenda

- Through the mass media the government can inform, explain and convince the public about their programs
 - “Fireside Chats”
 - Election speeches and debates
 - News conferences
 - The Internet





Criticism and Control: The media as watchdog

- The news media also acts as “government watchdog“
- Members of the press revealed the Watergate scandal
- Both Democratic and Republic administrations are closely observed by the media
- The government has limited control over the media through the Federal Communications Commission (FCC)





Structure of Mass Media in an Advanced Technological Society

Media conglomerate: A company that owns large numbers of companies in various mass media such as television, radio, publishing, movies, and the Internet

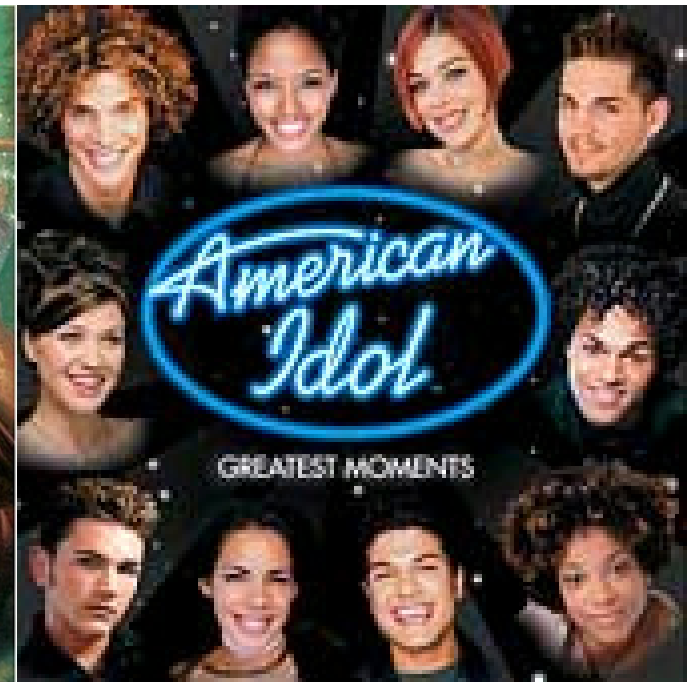
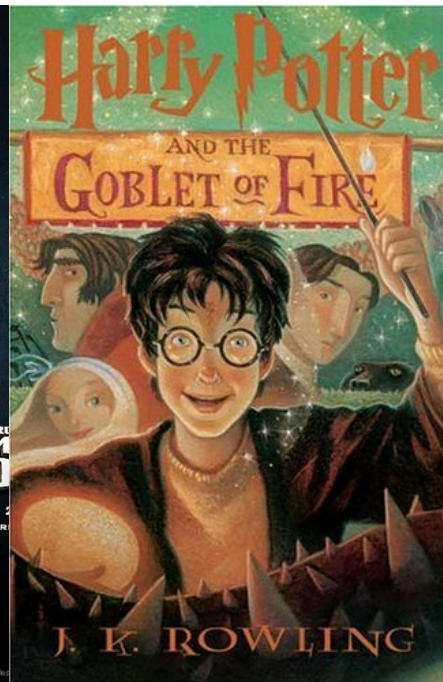
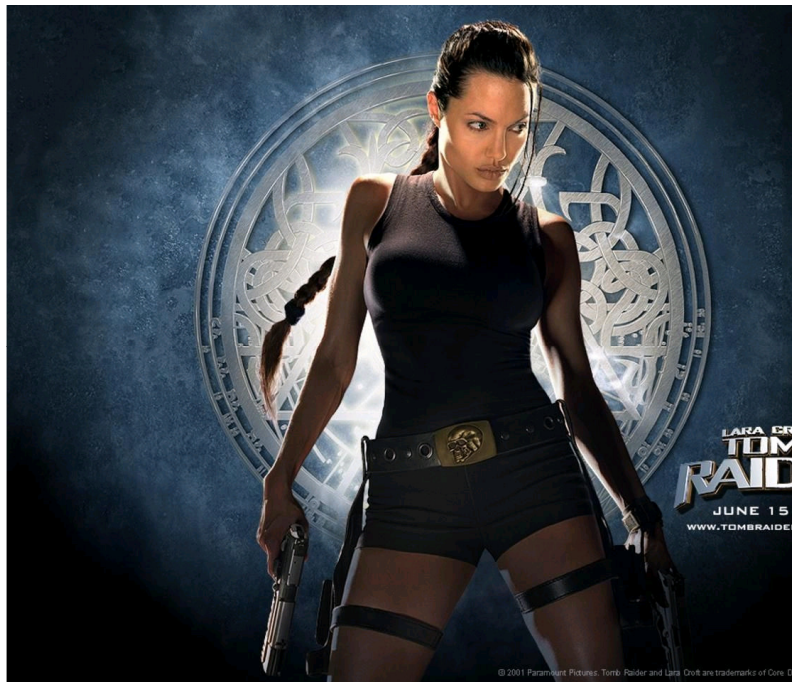
- In the US, 6 companies (including Disney, Time Warner, and General Electric) own 90% of the media market
- Disney owns ABC, Buena Vista Motion Pictures Group, and Miramax Films





Global(ized) culture

- As communication becomes faster and more reliable, the world begins to develop a global culture.
- Who (or what) determines the values and characteristics of this culture?





The Future of the Global Village

- Blogs focus on a particular subject, such as food or politics
- Internet television allows for instant access to international shows
- Mobile television: You never have to miss your favorite shows again!
- Closing comments?

