Background Information

The Mass Media

Mass Media Technological Basis

- Print Technology
  - Books, Newspapers, Magazines
- Electronic Technology
  - Records, Radio, Television, World Wide Web
- Chemical Technology
- Movies

Chapter 1

The Mass Media
Let’s Start with a Mass Media Mogul

- Sumner Redstone
  - Multiplex (Movie theatres)
  - Viacom (Television Production)
  - CBS (Television Broadcast)
- Paramount pictures (Film Production)
  - Simon & Schuster (Book Publisher)
- Blockbuster (Video Distribution)
- UPN (Television Broadcast)
- CBS (Television Broadcast)

Is Studying Media Important?

- We know why mass media is important for Sumner Redstone—money/profits...
- Why is media important to us, as an individual, and as a society?

  The ability of mass messages to bind people into a community.

Pervasiveness of Mass Media

- Indoors
  - Radio
  - Television
  - Newspapers, Magazines
  - Film
- Outdoors
  - Radio
  - Newspapers/Magazine Stands
  - Billboards
When it comes to Mass Media...

♦ What are messages called

News

What is news?
Nonfiction reports on what people want or need to know.

Entertainment Component of Media

♦ Bring audiences together
♦ Relaxes people /Provides An Escape
♦ Enjoyment

News

♦ What type of media presents you your most important news of the day?
♦ Why did you select that media?
♦ How often do you use this media during the day?
♦ And do you use any other type of media to get your news of the day?
Advertising

- What are advertisements?
  - Messages intended to persuade people to buy.
  - Advertisers use mass media to sell their products and services to consumers.
  - Mass Media groups charge advertisers for using space which in turn helps to pay for the operational expenses of running the mass media.

Public Relations

- What is public relations?
  - Messages that are intended to win support.
  - Selling an image usually with a positive spin
  - Improving an image
  - Community/External Relations

What is the purpose behind mass media?

- To Provide Information/news
- To Entertain
- To Persuade
- Has overall binding affect on society.
Mass Media Models

- Hot - cool model
- Entertainment - information model
- Elitist - populist model
- Push - pull model

Media Demassification

- What is demassification?
  - When the media focuses on narrower audience segments.
- Effects of Demassification?
  - Direct mail
  - P.op. displays
  - Placed based- med. Mags. in doc. Office
  - Telemarketing

Changing media

- Media conglomeration
  - Name names
- Media globalization
  - Name names
- Melding media
- Digitalization
- Intra-corporate synergy