LECTURE 1 (JULY, 1)

DIFFERENT TYPES OF COMMUNICATION PROCESSES

1. Classification based on Sender and Receiver

   - One-to-Many: Mass Communication (Mass mediated communication)
     - Mass Media - Television, Radio, Newspaper
     - Non mass media - Speech, etc.
   - One-to-One:
     - Mediated - Telephone Conv.
     - Non mediated - Interpersonal Communication

2. Classification based on Source or How the message is conveyed

   - Mediated Communication
   - Unmediated/Direct Communication

<table>
<thead>
<tr>
<th></th>
<th>One-to-Many</th>
<th>One-to-One</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mediated</td>
<td>Mass Media</td>
<td>Chatting</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Telephone</td>
</tr>
<tr>
<td>Unmediated</td>
<td>Speech</td>
<td>Interpersonal</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Conversation</td>
</tr>
</tbody>
</table>
**WHAT’S MASS MEDIA AND WHAT DO THEY DO?**

**Characteristics/Functions of Mass Media**

1. **Pervasive**
2. **Information Source**
3. **Entertainment Source**
4. **Persuasion**
   - Adverting – the most obvious form of persuasive comm.
   - Public relations – a more subtle form of persuasive comm. to shape attitudes of the mass media audience to see an institution or activity in a particular (favorable) light
5. **Binding Influence/Shaping Culture**
   - A more long-term function – binding the mass media audience by providing them with common experience from which cultures are formed and different value systems emerge
   - Ex) Vietnam War, the Watergate
     - Shaped the public’s opinion on politics more cynical
     - Shaped the tone of media coverage of political affairs and politicians more critical/negative

**Some Theoretical Classification of Media Functions:**

1. **Schramm’s Four Functions of (Mass) Media**
   - (1) Information
   - (2) Entertainment
   - (3) Education
   - (4) Persuasion

2. **Uses-and-gratification Perspective**
(1) Self/Personal Identity

(2) Social Contact

(3) Diversion/Entertainment

(4) Information/Knowledge
Primary Mass Media:
Classification based on the technology by which they are produced – Industry-oriented View

1. Print Media
   - A sense of permanency

2. Electronic Media
   - Television, radio, and sound recordings – Newer media forms
   - Ephemeral media – transmitted messages disappear once transmitted

3. Photographic Media
   Movies – these are mostly integrated into electronic media

Theoretical Classification Schemes

1. Hot and Cool Media – McLuhan
   - Who is McLuhan – Technological Determinism
   - “Hot” vs. “Cool” Distinction:
     - A matter of how much involvement the medium intrinsically incur for the user to process the conveyed messages
     - The “hotter” the media, the higher level of involvement/thinking/cognitive processing required

Note. The same medium can be viewed “hot” or “cool” depending upon the way it is used. Ex) Radio in the background vs. Radio Listening that conjures the listener’s imagination (e.g. radio drama)
2. Entertainment vs. Information Media
   - Information – Newspapers
   - Entertainment – Movies, audio recordings
   - Weaknesses of the Dichotomy
     - “Not mutually exclusive”: All media outlets to both to a large extent. Ex) Newspapers contain entertainment content as well
     - “Not exhaustive”: Misses some of the important function – Ex) Persuasion is an important although sometimes not obvious function of media
     - Emergence of “Infortainment” also blurs the distinction – economic imperatives.

3. Elitist vs. Populist
   - Elitist-Populist Continuum: Promoting social & Cultural Values vs. Providing contents that are geared toward the mass taste

4. Content vs. Distribution
   - Some media companies focus on “creating” media content
   - Some others focus on “distributing” the contents created by others

5. Pull vs. Push Model
   - Pull vs. Push Media:
     - Pull Media: (i) Much of mass media or traditional media outlets (ii) Passive Media ➔ You “pull” in the exposure to the medium or the message whenever YOU want
     - Push Media: (i) Much of the new media (ii) Propels the messages at you whether invited or not (iii) It makes suggestions in accordance with the user profile
Economics of Mass Media

1. Two Ways to meet the economic imperatives:
   - Directly selling contents to the audience for money – movies, records, books
   - Providing access to mass audiences – television, radio

2. Sources of Revenue for the Media Industry:
   - Advertising Revenue
   - Circulation Revenue
   - Privately Supported Media
   - Government Subsidies
   - Audience Donations
   - Government Advertising
   - Auxiliary Enterprises

3. Economic Imperatives
   - A need to attract advertising -> A need to attract viewers/listeners because advertising rates are determined by the audience size -> affect the content
   - Fear of losing advertisers is a problem – some contents do not appear because no advertisers are interested

4. (Economic) Mass Media Trend
   - Conglomeration
   - Globalization
   - Demassification
   - “Melding”: Integration of different media formats