**REFER TO PEARSON E BOOK ON MOODLE**

**LECTURE 1**

* Media can be used as a tool or a weapon
* **Disney** owns most of media companies
* Transmission of a message from the sender to the receiver
* Who says what to whom in what channel with what effect?
* Encoding, message, decoding, feedback, method(channel). One to one-talk or hand gestures or text.
* **OSGOOD SCHRAMM MODEL**- ENCODER, INTERPRETER AND DECODER -> MESSAGE-> ENCODER, INTERPRETER AND DECODER->MESSAGE
* Take cultures and language into consideration.
* Communication barriers can be not being able to speak a language etc
* Noise can block effective communication.
* **Noise** is any distraction that can remove effective comm.
* If there is demand, then the product will keep selling
* Easier to find things nowadays
* **ROLES of Media- Inform, persuade, force**
* Important to know the reason for something which is happening like for example movements
* Government, education system, media system needed
* Who does the media serve?
* Capitalism is a pyramid scheme- a few people control the rest (what the rest watch, what they buy etc.)
* The media tries to persuade people
* Media tools used to skew information in ways they want.
* **Media Literacy**- Discriminate, evaluate and dissect forms (know what to believe and what not to). Understanding how channels are made.
* Indirect ways- front page, back page
* Who is responsible for deciding this? Is what they have decided necessarily true? Is the front-page stuff actually the most important?
* Media should be a form of democracy; it should be accountable but not completely free – some barriers must be present.

**LECTURE 2**

* Scrolls, books were available earlier (small scale printing). Only the rich could afford it. Now, **the Gutenberg press** came so media could be duplicated faster, easier. The supply increased; the price went down. When the price of mass media went down, **the elite felt threatened** because more people now have access to it. This is called mass society tradition and its themes are the decline of organic community and rise of mass culture. The power struggle intensifies. They try/tried to spread negativity about this type of mass media. The information gap has decreased.
* Media is powerful and persuasive.
* **Industrial Revolution**- Move into cities: info more free, easy to access, acceptance is wider. The media is viewed as positive and empowering.
* Advertising in newspapers possible now because of large access and large printing.
* Earlier this access was not affordable. Literacy is now possible. Accepting what’s different, pushing for change.
* During the World Wars: media used as ideological tool to show how much Hitler is loved by his people; propaganda videos.
* **The Frankfurt School**-
* Graduates use information to spread ideologies.
* Political consciousness is awareness about what’s happening in the country. Media plays a role in spreading this. Media tells you what you want to know but not what you should know.
* Media is being manipulated to show what the leader wants.
* Pessimistic- Media is not pure and is a powerful tool for the rich to brainwash the rest for selfish political interests. To push for study of ideologies- to study how media affects how people behave, think.
* **Marxist Theory**- According to Karl Marx, Mass media should be used to share info in a healthy way (disseminate info and not preserve power). It is a definite form of social consciousness.
* Ideologies are relationships between individuals and the environment they are in. How you perceive the world, how u know what is good and what’s bad.
* **Ideological State tools** - According to Elthuser, its one of the ways we accept our position as an electorate, stay quiet as an electorate. State run by ideas, if ideas do not work- demonstrations, protests.
* **Repressive State tools**- Trigger army, police when riots happen, repress what is going on until normal order is restored.
* Seeing media as a tool to reinforce, spread ideas and using media as a tool to spread information without ill intention and to maintain harmony.
* Mass society is when everyone is viewed as the same
* Mass society views-

1) **Liberalism**- people will abuse the government because their numbers are so big.

2) **Elite Theories**- There will always be social structures- the rich, the poor. The elite will always be there.

3)**Mass vs Folk Culture**- Mass culture threatened to contaminate high culture. ‘Stupid’ (folk) culture produced for consumption of mass audiences.

* **Liberal Pluralist Tradition**- Weakening of traditional chains is a good thing. Mass media is considered positive. Masses given the power to decide what is important.
* **Democracy** works based on checks and balances to prevent abusing of power. Works best if there are well informed people. Media plays a role in informing them. Media acts as a watchdog of society- if there’s something wrong, the media will report and show it.
* Ideologies can work unconsciously because you are exposed to it every day, everywhere. People begin to accept it as normal, ignore it. We don’t react to it. Acceptance, not reaction is encouraged. Does the media really mirror society or construct reality for you? Do we really have a choice or is it an illusion?
* Media companies have large control- some companies control everything.

Who gives the channels the facts, the news? Some big companies do. The news channels need to subscribe to companies that supply all this information (‘news outlets’)- these big companies gather and sell information to the channels. Do consumers really have a choice over what they see or is it just an illusion?

E.g.- Two different movies but all the money goes to one company. This detracts from the idea that the media should inform. If they do not inform, what they do is considered useless. Do they interfere in ways facts are presented?

* Opinion Driven news is the most popular

**LECTURE 3**

* Theories grow from events, actions etc. Does not exist out of nothing.
* Liberal pluralist etc are traditions not theories.
* Theories are ways to systematically learn something. Existence of a theory is due to historical factors.
* Media can make you hate the oppressed and favour the oppressors if you’re not careful about what you read or apply media literacy properly.
* **Functionalist approach**- Media serves a function. Media is seen as tool to serve people. **Criticism**: Media is considered more powerful than this.
* **Structural approach**- Media is a tool. Many ideas, beliefs and persuasive ideas would be unconsciously adopted. Media is part of a social structure.
* Preselected ideas are presented through what is experienced in daily life. Grow in it, learn to accept as normal. We are constantly exposed to it. Ideas present in ways we do not notice.
* Structural, political economy and cultural studies are the 3 areas of Marxism.
* Structuralism started with meanings behind media materials (text). Systems and processes of analysis of text (here it’s anything on screen and on paper)– films, literature. How text is constructed. Ownership and power. E.g.: Principle behind advertising- what is it making you think?
* Political economy is reverse of structuralism. If you only look at the text, it is a backward way of looking at issues. Ideas come from somewhere. That is the political structure of a country. Ideology is determined by the pattern of consumption- what sells the most, more important than ideas. Depends on what sells most, ads will be based on that to get people to buy products. Derived between a mix of ideology of message and what those in control think should be done.
* What we know and believe to be true may not be. E.g.: Riots going on but no news of it. False consciousness created. Everyone consuming same thing through diversification and concentration. E.g.: McDonalds everywhere but different meals in different countries.
* Cultural Studies say that the economy alone cannot explain everything. The experience is the foundation of culture. Culture is mixed with all social practises. They become a common form of human activity. Culture of keeping in touch became a social practise. Ideology is not imposed; it is built through centuries of human activity in daily life. Years of experiencing and adjusting. Seek to place media and other functions as a powerful shaper of popular consciousness. No ideas, no delivering ideas- just shaping an idea the way it’s wanted in a social economy. How is it shaped to fit current economic times?
* Siebert, Peterson and Schram wrote 4 theories of the press. Relationship b/w media and government. No institution as sizeable as mass media cannot escape interference or involvement with government. How the government chooses to run reflects how the media is run.
* The 4 theories are- Authoritarian, liberalism, social responsibility, soviet theories.
* Authoritarian- Oldest from of mass comm. Govt exerts direct control of mass media. Direct but not total control. Small ruling class countries. Media support regime’s policies and cannot undermine them. The main aim is to support the government. Content that challenges existing social system is prohibited. Inform public of laws and events only. May use media to advertise policies and block counter arguments. Can be publicly or privately owned. No editorial independence.
* Libertarian- Everything should be free. Anyone should be free to publish anything they desire. People can decide what is true and what is not. Media will not be pressured into publishing anything by corporates or government. Marketplace of ideas- different opinions, ideas allowed, everything, everyone free. Criticism of anyone is allowed. Full rights, autonomy within their organisation. Do not need to answer to anyone. **CRITICISM:** Being totally free may not be the best thing. It may appear to be so but it’s not.
* Social Responsibility- The media play a vital role in informing; media should be free of constraints but freedom of expression is not complete- it must be balanced with others. E.g.: Riots cannot be provoked because someone feels like it. When there is factually untrue information, the government can step in and take action. **Assumption-** TheGovernment is correct, moral and will step in a good way. This is a very dangerous assumption. The media should act responsibly and engage in self-restraint. The government should encourage the media to comply. If the news is correct, the government should not step in. **CRITICISM:** Profit can be more important than social responsibility. Movies shown more and news shown less. Make sure all sides are fairly represented.
* Soviet Theory- The government totally owns and operates the media. Media is used to transmit social policies not tell the truth. This is very extreme. No entertainment, no news; just what the government is saying. It is run by and run for the govt.
* State media is controlled financially and editorially by government. A single media outlet to convey information. Different from public sector media in which state has control but not full control – not full editorial control and it is not tight. Public sector media is funded by the state.
* Developmental Theory- Extreme free- Liberalism. Extreme control- Authoritarian. The government uses the media to serve the government’s agenda. Free media is adopted by countries. Government interference in media is only to serve economic and social development. Cannot interfere in viewpoints and will not interfere in criticisms. Can interfere if something false is projected. Wants to drive growth and development in a healthy way.
* Public interest is that the government owns the media and it is desirable as the dissemination of information is for public good and to withhold it would be costly. Public choice is when the state would manipulate information in favour of ruling party.

**LECTURE 5**

* All media texts (see, hear, read) are representations of reality, not reality itself. Only what you see is real. Magazines etc are just representations.
* It is someone’s concept of reality.
* Framing means focusing attention on what is being framed- issue, person, news. You’re putting more focus on something intentionally. Eg: Print a pic from phone and frame it. Now people will focus more on the framed one. Psychologically telling you it’s more important (same as front page news). Makes it look bigger even if it’s not.
* Framing can happen using words and editing (photo manipulation). Frame words in a way-it’s positive and in another- negative.

Eg: Saying enhanced interrogation instead of torture is an example of framing.

* Information is received rawly. Then, it can presented positively or negatively.
* Anchoring is setting an expectation for something (a perceived value) but in reality, it may not be true. E.g.: Jacket is for 699 but paid 399. Feel that yay saved money but in reality, no money is saved. It’s perceived that money has been saved but actually it is overpriced and you are still paying more. It’s your perception that you’ve saved. Anchored value is like a base value which is presented first. This value is ‘broken’ by presenting a secondary smaller value which causes excitement among consumers.
* Raw data is based on who, why, what, when, where and how.
* Information is put into context. It is part of the frame. The information is used to serve their own agenda.
* Codes are symbols that represent information. Cultural (Connotative) association and actual (Denotative) association. Eg: Black would represent death in a cultural context but in reality, it is just a colour (actual association). Brands also use colour association to make people associate those colours with the brand.
* Gender is the main category used for sorting humans. It does not form your identity- it’s just a group. The media groups and forms the identity of gender (what does it mean to be a man or a woman?). It should not have anything to do with gender. Its impact is severe because the way it is seen now is largely extended.
* All an actor’s characteristics is created by the studio and is represented like that and stereotypes begin to form leading to fixed ideas in people’s minds which may not be true at all. Eg: Feminism linked to Marilyn Monroe. These characters tried to fit people’s mindsets at the time. The audience get to know the actor’s character and develop stereotypes and ideas instead of getting to know the actual person and his character in reality.
* Studios marry couples to remove bad things which have surfaced.
* Race, ethnicity and colour are biological. Showing people of different colour in superior and inferior ways in movies can lead to people’s biases and stereotypes.
* Racial stereotyping in the news is worse. (Linking terrorists to people of a particular skin colour is an example of racial stereotyping) It’s important to understand that these things are NOT related to each other.
* Age is sensitized by the media. There is no parameters between young and old and yet we have been trained to think there is. “Too young” or “too old” for something. Stereotyping young people and saying they’re immature is framing.
* Deconstructing Text-
* Textual analysis- How many times something occurs, how many times we see an action in the scene.
* Textual Codes- Symbols in the film. Usage of colours, lighting, type of speech.
* Semiotic- Doing something, acting in a way forms an image of what the person is. Further strengthens character within certain boundaries (semiotics).
* Image analysis – Trying to figure out stuff by only looking at a photo. A person can be presented and represented in different ways.
* Discourse- Linking to ideologies and how people perceive the world. Produce meanings about that subject.

**LECTURE 6**

* Historically, the only way for information to be passed down was through written or printed or engraved things. Newspapers came during the Industrial Revolution. Newspapers were folded and tabloids became popular.
* If the newspaper has to be paid for, the news given will be better and more accurate.
* Now, everything is online. Physical Newspapers have become less popular.
* Magazines came in the 18th century. There was no TV or anything. Magazines entertained the public. Magazines have reinvented themselves to exist in 2 channels. Now it is modern and appealing.
* Radio started as point to point comm and now radio station numbers represent a particular identity other than the frequency of the channel itself. Radio needed to be tuned in the past. Now there is iTunes radio etc. Used as a selling platform.
* Broadcast TV- Sound and colour gradually came. The size of TVs also changed. After the World Wars, it grew in popularity and replaced the radio as a means to get information and gain entertainment. Culture associated with television has changed, the way we consume it is different. People are conditioned to watch shows at different times. This is unlike streaming services, which removes the conditioning. Individual preferences are dominant.
* Technological Determinism- You cannot prevent change. If you want new tech, you have to be ready for change. The change is a price you pay for adopting something modern.

**LECTURE 8**

* What is considered as news worthy?
* Factors that determine it:
1. Timeliness- It has to arrive on cue for what people want to read. New developments can be talked about but not old information. News can be reported ‘too soon’ without verifying the source. Faster the reporting, more people will watch it. This puts tremendous pressure on anchors. Wrong predictions can be made because of speed. Constant updates are also important. (Sports examples: New goal, who won a medal?)
2. Proximity- Distance from a nucleus. News that takes place where we live and close to where we care about. (New mall, new MRT station etc.) Some news relevant to that country or area is only published in that country because it’s not relevant to others outside.
3. Prominence- Important people (politicians, celebrities etc) to be reported about attract a lot of attention. Not all articles talk about the person positively. Write depending on who audience are. Write negatively or positively based on that. Prominent people are not only famous and important figures around the world but important figures close to where you live- a local politician or a local minister.
4. Impact/Consequence- How greatly the news will impact the readers.
5. Human Interest- Those stories that arouse your emotions (makes you feel happy, sad or angry for example).
* Types of news stories:
1. Hard News- Bulk of all news reported (75%). Consists of basic facts (who, what etc). News on economy, great tragedies, sporting events etc are covered. Human Interest stories are rare.
2. Soft news- Aimed to interest the audience. It is casual news. Appeal to people’s curiosity and sympathy. Hard news can be talked about as soft news in some ways much later.
3. Investigative report- Takes place over a period of time and reporting on a regular basis.
* People don’t just rely on news from mainstream media. It has become secondary after the internet. It led to the emergence of citizen journalism.
* Citizen Journalism- Blogs etc have enabled any person to produce information and create information and empower others. This is a powerful reinforcement for others. The bad side is oversaturating online articles to a point where there is too much on a particular subject. If the freedom is misused, there’s a high price.
* Hyperlocal news- News that appeals to a small group of people only. YouTube Channels are examples. Mainstream media cannot do that. It needs to appeal to millions.
* Converged journalists-Reporting news through various mediums and types of news. Write about one news on multiple platforms.