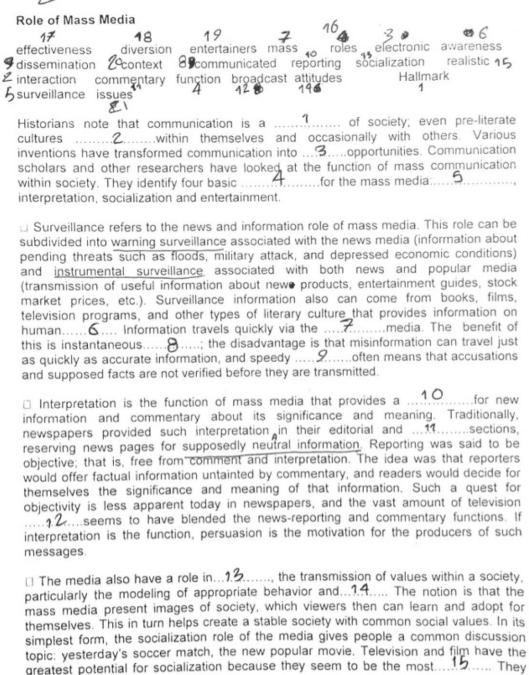
#### **Elements of Mass Communication**

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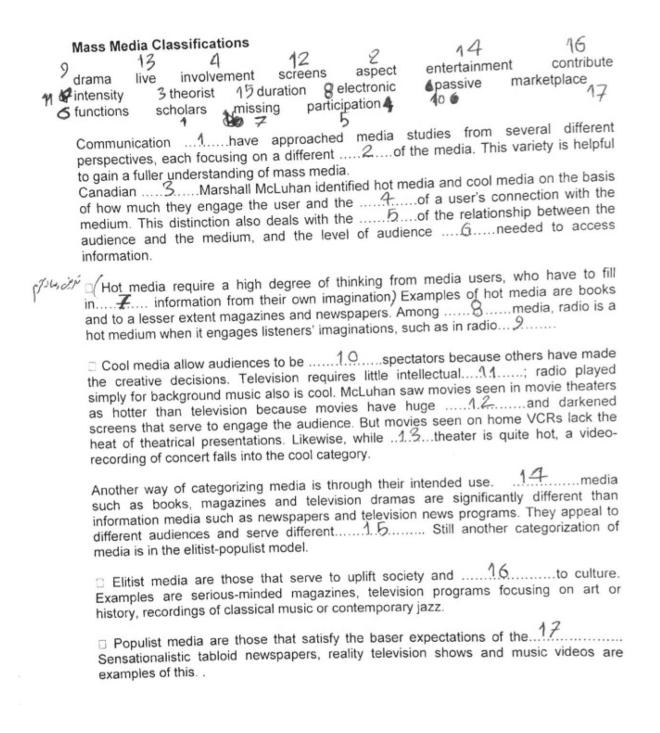


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relationship, the government imposes censorship or shuts down the media. This is the model operating in most of the states under dictatorships or in pseudo-democracies, with varying amounts of government limits and controls.

The developmental model is a ....1.6.....variation on the theme that the media, as partners with government, exist for the betterment of society. It is named for its prevalence in so-called developing nations, particularly in Africa. Under this model, media may be either privately or ...1.7.......owned, but in either situation, their purpose is to promote national unity and to promote a nation's social and economic policies. Criticism of government is not allowed, under threat of censorship.

The social .... 2.4....model is related to the classic libertarian approach, but it incorporates a self-assumed obligation to address social needs and interest. In the model, the media operate with a minimum of government controls, with ... 2.5.......growing from ethical standards and a commitment to the public interest.

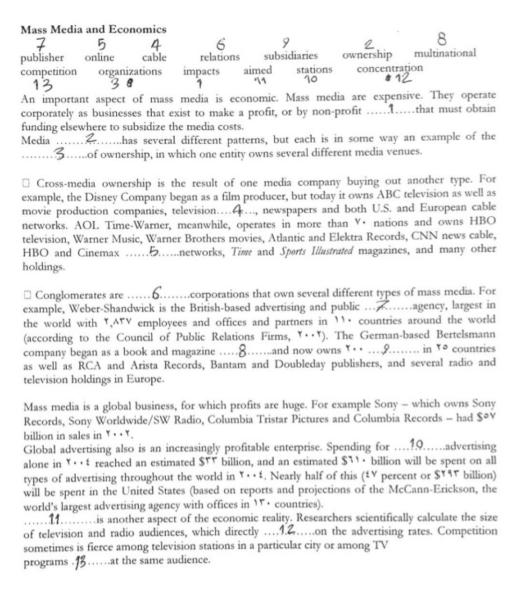


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### **History of Mass Communication**



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#### Mass Media and Culture

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Sociologists look at the various ways media can reflect and ...... culture. The mass media present examples of creativity and social culture identified with music, literature, art and so on. These values often are categorized as high culture associated with sophisticated and educated... Z......, and low culture identified with the masses. The elitist view supports the high-culture model and suggest that the media owe it to society to model only the best in taste and values, even if the people are unappreciative of the offerings. The ... 2... 3.. view associated with the low arts is that the media should give the people what they want.

Canadian communication theorist Marshall McLuhan (1911-1980) popularized the notion that the mass media are re-creating society by turning it into a ..... 4......village, a new world-wide tribe in which people learn about themselves and others by media-provided observation and pseudopersonal experience. He believed that the printed word engaged the mind and ......b.....society, whereas the electronic media stimulate the senses and thus can retribalize society.

Another concern of the impact of mass media deals with cultural intrusion, even cultural .......... The concern by some is that, because of the inability of mass media to be confined to national or social borders, the culture of one society spills over into another, even against the wishes of the latter. Cultural intrusion generally begins with a look at who is producing mass-media messages. For an orner reasons involving economics, technology and politics as well as culture, the focus of such criticism primarily is the United States and Western Europe, though increasingly Japan is being added to the 

Responses to the critics point out that the cultural ... 8....is not necessarily intrusion but more a matter of transnational cultural enrichment. As countries develop their skill and sophistication in using the mass media, they are welcomed into the media world. An example of this is Japan, which has become one of the most prolific producers of television and video animation in the world. Communication analysts also note that some of the criticism is relative. Al-Jazeera' broadcasts from Qatar and al-Arabiya programs from Dubai throughout the diverse Middle East. A new player, the Arabic-language satellite network al-Hurra, features programming that its backer, the U.S. government, hopes will promote friendliness toward America and enhance its public opinion.

Another cultural aspect of the globalization of mass media is the ... 9...... of English as the language of international media. Internationally, English is the second most-common language with about 350-400 million native speakers in 12 countries. English has become the international language of science and technology, commerce, higher education and communication. Most of the world's news is written and published first in English. An estimated 80 percent of information available through the Internet is in English, which also is the working language of groups as disparate as German scientists, Asian bankers and Indian nuns.

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