

## Elements of Mass Communication

10. billboard 15. audiences 2. diverse 17. heterogeneous 12. digitize 4. multimedia  
 5. source 6. editors 20. anonymous 21. one-way 16. tune 8. Interpersonal 13. disseminate  
 9. columns 1. transmission 11. vehicles 3. institutions 14. decode 18. demographics  
 19. medium 7. sophisticated

Mass communication is characterized by the ..... of complex messages to large and ..... audiences, using sophisticated technology of communication. Mass media refers to the ..... that provide such messages: newspapers, magazines, television, radio, film and ..... Web sites. The term also is used for the specific institutions of mass media, such as radio networks and television stations, movie companies, music producers, and the Internet.

Here are some distinguishing characteristics of mass communication.

□ The ..... of mass communication message generally is a person or group operating within an organizational setting. Examples of these sources are news reporters, television producers and magazine editors. Likewise, the source generally is a multiple entity, and the resulting message is the work of several persons. For example, producers, writers, actors, directors and video editors all work together to create a television program. Publishers, reporters, ..... copyeditors, typesetters, graphic designers and photographers together produce a magazine article.

□ Mass media messages are ..... and complex. Whereas the message in ..... communication may be simple words and short sentences, mass media messages are quite elaborate. Examples of mass media message are a news report, a novel, a movie, a television program, a magazine article, a newspaper....., a music video, and a ..... advertisement.

□ Channels of mass media, also called mass....., involve one or more aspects of technology. Radio, for example, involves tape machines, microphones, devices that ..... sound waves, transmitters that ..... them, and receiving units that ..... the sound waves and render them back into audio form approximating the original. Sometimes, as in the case of musical recording, the channel of mass communication may even enhance the sound quality of the original.

□ ..... generally are self-selected, people who ..... into a particular television or who read a particular magazine. Mass audiences also are....., meaning that they are both large and diverse. They actually are made up of groups of people with dissimilar background, ..... and socio-political characteristics; they are spread over a vast geographic area. Such audiences are brought together by a single shared interest in the particular message available through the mass..... Message sources generally have only limited information about their audiences. Indeed, one characteristic of mass media is that the audience members essentially remain.....

□ Feedback is minimal in mass media, and no real give-and-take is practically possible. Message flow typically is....., from source to receiver. Traditionally, feedback has been minimal and generally delayed. With the Internet, new possibility are being found to increase feedback, but it remains limited.

آذر ۱۳۹۳

~~message~~ ~~message~~  
 decode  $\neq$  encode  
 receiver  $\neq$  sender  
 audience  $\neq$  source

categorizing  
 word group



enhance v.  $\rightarrow$  enhancement (n)  
 increase  
 further improve  
 to make better  
 good lighting will enhance any room  
 entertainment  
 payment  
 involvement

tune into = adjust

demographics  $\rightarrow$  تجزیه و تحلیل جمعیت  
 sociology  
 biology  
 radiology  
 methodology  
 culture  
 norms  
 behaviors  
 thoughts  
 attitudes  
 orientation  
 Indeed = بلاشک  
 norms = هنرم

Culture

Norms

Normative theories

platform

in

multi tasking <sup>of</sup> <sub>resources</sub>

2

## Role of Mass Media

17 effectiveness 18 diversion 19 entertainers 7 mass 16 roles 3 electronic awareness  
 9 dissemination 20 context 8 communicated reporting 10 socialization realistic 15  
 2 interaction commentary function broadcast attitudes Hallmark 1  
 5 surveillance issues 4 12 14 1

Historians note that communication is a .....1..... of society; even pre-literate cultures .....2..... within themselves and occasionally with others. Various inventions have transformed communication into .....3..... opportunities. Communication scholars and other researchers have looked at the function of mass communication within society. They identify four basic .....4..... for the mass media: .....5....., interpretation, socialization and entertainment.

□ Surveillance refers to the news and information role of mass media. This role can be subdivided into warning surveillance associated with the news media (information about pending threats such as floods, military attack, and depressed economic conditions) and instrumental surveillance associated with both news and popular media (transmission of useful information about new products, entertainment guides, stock market prices, etc.). Surveillance information also can come from books, films, television programs, and other types of literary culture that provides information on human .....6..... Information travels quickly via the .....7..... media. The benefit of this is instantaneous .....8.....; the disadvantage is that misinformation can travel just as quickly as accurate information, and speedy .....9..... often means that accusations and supposed facts are not verified before they are transmitted.

□ Interpretation is the function of mass media that provides a .....10..... for new information and commentary about its significance and meaning. Traditionally, newspapers provided such interpretation in their editorial and .....11..... sections, reserving news pages for supposedly neutral information. Reporting was said to be objective; that is, free from comment and interpretation. The idea was that reporters would offer factual information untainted by commentary, and readers would decide for themselves the significance and meaning of that information. Such a quest for objectivity is less apparent today in newspapers, and the vast amount of television .....12..... seems to have blended the news-reporting and commentary functions. If interpretation is the function, persuasion is the motivation for the producers of such messages.

□ The media also have a role in .....13....., the transmission of values within a society, particularly the modeling of appropriate behavior and .....14..... The notion is that the mass media present images of society, which viewers then can learn and adopt for themselves. This in turn helps create a stable society with common social values. In its simplest form, the socialization role of the media gives people a common discussion topic: yesterday's soccer match, the new popular movie. Television and film have the greatest potential for socialization because they seem to be the most .....15..... They can be quite influential, particularly on young people; and images or role models of

social behavior as well as fashion, grooming styles, and other aspects of social  
.....<sup>16</sup>.....can be presented through television and film. Their .....<sup>17</sup>.....is  
evident in the similarity of youth culture throughout the world, in which the only common  
influence is provided by the media. Teens and young adults in societies as diverse as  
Canada and Saudi Arabia, Taiwan and Finland have many common tastes in fashion,  
dancing, music, hair styles, and so on.

II Entertainment is a related function of mass media, sometimes called the  
.....<sup>18</sup>.....function because it diverts us from the real world. Entertainment always has  
been part of society, increasingly so in an age in which more people have a greater  
amount of leisure time. Through sound recordings, film, radio and television,  
.....<sup>19</sup>.....have been able to attract audiences around the globe. Painters, sculptors and  
poets reach mass audiences through books and magazines. The entertainment  
.....<sup>20</sup>.....of the media has been subdivided into three categories: stimulation (as an  
antidote to boredom), relaxation (as part of an soothing and perhaps meditative  
environment), and release (as a means to safely express anger, hostility or fear).  
Sociologists have observed that a consequence of wide-spread availability of quality  
media entertainment is that it may function too well as a diversion. People are  
increasingly becoming spectators in music, sports, theater and so on. It is far easier and  
perhaps more fun to watch a soccer match on television played by world-class athletes  
and .....<sup>21</sup>.....by top-notch camera operators than it is to actually work hard, practice  
often, and risk injury by personally participating in the game.

release = رهاندن  
 antidote = پادزهر  
 ۲۳ سه شنبه ۲۰ ربيع الاول ۱۴۳۶  
 TUESDAY 13 January 2015



soothing = آرام‌کننده  
 environment = محیط  
 ۲۲ دوشنبه ۲۰ ربيع الاول ۱۴۳۶  
 12 January 2015 MONDAY

diversion = انحراف  
 unawareness = آگاهی  
 dissemination = انتشار  
 context = زمینه

inventions = اختراعات  
 opportunities = فرصت‌ها  
 A: اطلاعاتی  
 بی‌طرفانه

communicated = ابلاغ  
 socialization = اجتماعی

hallmark

realistic = واقع‌گرایانه  
 interaction = تفاعل  
 commentary = تفسیر  
 broadcast = پخش

- 1
- 2 communicated
- 3 mass
- 4 roles
- 5 surveillance
- 6 issues

attitudes = نگرش  
 Hallmark = نشانه

- 7 electronic
- 8 awareness
- 9 dissemination
- 10 context

surveillance = نظارت  
 issues = مسائل  
 occasionally = گاهی

- 11 commentary
- 12 reporting
- 13 socialization
- 14 attitudes
- 15 realistic
- 16 interaction

pending threats = تهدیدات آتی

- 17 effectiveness
- 18 diversion
- 19 entertainers

depressed

20. function
21. broadcast

spectators

ناشای

stimulus  $\neq$  response



پاسخ

۲۵ پنجشنبه ۲۲ ربيع الاول ۱۴۳۶  
THURSDAY 15 January 2015

۲۶ چهارشنبه ۲۳ ربيع الاول ۱۴۳۶  
WEDNESDAY 14 January 2015

دی ۱۳۹۳

depressed economic =

stimulation =

persuasion =

اقناع

leisure time

motivation =

انگیزه

امکان فراغت

socialize

wide-spread availability

realize

تبدیل به فعل شده

summarize

vision

→ visualize

television

globalize  $\neq$  localize

internalize

personalize

memorize

agenda setting = برجسته سازی

nominee / candidate = نامزدی انتخاباتی

effective (adj)

effectiveness

affect

(n) affection/emotion  $\neq$  cognition  $\neq$  affective

احساس

آگاهی

شناخت

عاطفی

### Mass Media Classifications

9 drama 13 live 4 involvement 12 screens 2 aspect 14 entertainment 16 contribute  
 11 intensity 3 theorist 15 duration 8 electronic 4 passive marketplace 17  
 6 functions 1 scholars 7 missing participation 5

Communication ...1... have approached media studies from several different perspectives, each focusing on a different ...2... of the media. This variety is helpful to gain a fuller understanding of mass media.

Canadian ...3... Marshall McLuhan identified hot media and cool media on the basis of how much they engage the user and the ...4... of a user's connection with the medium. This distinction also deals with the ...5... of the relationship between the audience and the medium, and the level of audience ...6... needed to access information.

□ (Hot media require a high degree of thinking from media users, who have to fill in ...7... information from their own imagination) Examples of hot media are books and to a lesser extent magazines and newspapers. Among ...8... media, radio is a hot medium when it engages listeners' imaginations, such as in radio ...9...

□ Cool media allow audiences to be ...10... spectators because others have made the creative decisions. Television requires little intellectual ...11...; radio played simply for background music also is cool. McLuhan saw movies seen in movie theaters as hotter than television because movies have huge ...12... and darkened screens that serve to engage the audience. But movies seen on home VCRs lack the heat of theatrical presentations. Likewise, while ...13... theater is quite hot, a video-recording of concert falls into the cool category.

Another way of categorizing media is through their intended use. ...14... media such as books, magazines and television dramas are significantly different than information media such as newspapers and television news programs. They appeal to different audiences and serve different ...15... Still another categorization of media is in the elitist-populist model.

□ Elitist media are those that serve to uplift society and ...16... to culture. Examples are serious-minded magazines, television programs focusing on art or history, recordings of classical music or contemporary jazz.

□ Populist media are those that satisfy the baser expectations of the ...17... Sensationalistic tabloid newspapers, reality television shows and music videos are examples of this.





mass media classifications = طبقه بندی رسانه ها

involvement = مشارکت

screens = صفحه نمایش

contribute = کمک

intensity = شدت

theorist = تئوری پرداز

duration = مدت زمان

passive = غیر فعال

marketplace = بازار

scholars = دانشمندان

participation = مشارکت

approached = نزدیک شدن

soap opera

سوپر اپرا  
 درام های خانوادگی  
 تلویزیونی

1. scholars

2. aspect

3. theorist

4. intensity

5. duration

6. participation

7. missing

8. electronic

9. drama

10. passive

11. involvement

12. screens

13. live

14. entertainment

15. functions

16. contribute

17. marketplace



پنجم ۱۳۹۳

Identified شناسانده  
 identify معرفي، شناسايي  
 ID card شناسنامه  
 identification شناسه  
 identity هویت  
 identifiable قابل شناسايي

I can't reveal the identity of my source  
 من نمی‌توانم هویت منبع خود را فاش کنم

Passive audience / active audience

Hypodermic needle theory / use and Gratification theory  
 نظریه تزریق / نظریه استفاده و رضامندی

knowledge Gap / two-step theory  
 شکاف آگاهی / نظریه دو مرحله‌ای  
 Spiral of Silence  
 مارپیچ سکوت

category  
 Categorize/Classify  
 Categorization  
 نشانه‌گذاری  
 identify  
 rectify  
 simplify  
 signify  
 serious-minded magazines  
 نشریات جدی

sens حس

دقیق من رسیدی، داشتی من را داشته کنی  
احساس زود

احساس

sensation: when I arrived I had then that she had been

حساس

sensitive

مشغول شدن

sensational a sensational sportcar expecting me

لذت بردن

sensual the sensual pleasure of good food.

روای احساس دردی

sensitivity she played with great sensitivity

حساسیت

sensationalistic tabloid newspapers

تیرمیزی

مذبح تابلو

Government حکومت  
to Govern حکمرانی کردن  
Governor حاکم  
Governance حکمرانی  
Citizen شهروند

polity شهروندی  
police نیروی  
political سیاسی  
politation سیاست مدار  
policy-maker سیاست گذار  
8:00  
10:00

Privatization خصوصی سازی

Reflecting = بازتاب

12:00

described = تشریحی گفته

authoritarian = اقتدارگرا

14:00

Communist = کمونیستی

Libertarian = آزادی گرا ، لیبرال

social responsibility = مسئولیت اجتماعی

16:00

revolutionary = انقلابی to revolt = شورش

18:00

development توسعه

to develop توسعه یافتن

developing country

کشورهای در حال توسعه / semi-developed

20:00

developed country

کشورهای توسعه یافته

نیمه توسعه یافته

3:00 Paralleled = هم عرض شناختی

Priority = اولویت

Collapse of the soviet union = فروپاشی شوروی

10:00 industrialized democracies = دموکراسی‌های پیشرفته

industrialized = صنعتی شده

12:00 industry = صنعت

industrial = صنعتی

industrialize = صنعتی‌سازی

14:00 non-aligned = کشورهای غیرمتحد  
Countries

16:00 in practice = در عمل

Proposed = پیشنهاد

overlap = همپوشانی

8:00 two opposing paradigms = دو پارادایم متضاد

represent = ارائه کردن

associated = مرتبط با

10:00 Overview = مروری

erode

erosion

تخلیل رخنه، آبریز رخنه

8:00

Convergence =

در هم رفتن

همگرایی، یکی شدن رسانه ها  
یکی شدن

مانند مثال که در رسانه سارا در خود دارد

10:00

Conglomeration =

تخلیل های رسانه ای

همچند کاره شدن ← مانند Warner

همه کاره های رسانه را انجام می دهند

12:00

oligopoly =

انحصار چند جانبه

مارکت چند رسانه ای بزرگ (نیم، مدیسون)

مارکت چند صنعت

14:00

monopoly =

انحصار در یک جهت

Glocalization =

جهانی فکر کنیم محلی عمل کنیم

تدقیقات بازرگانی

16:00

Addressable technologies =

مخاطب خاص

ایمیل، ارسال اطلاعات (تدقیقات هوشمند، sms)

18:00

to equally =

سریز

20:00

### Mass Media and Governance

21. watchdogs	20. guarantees	19. approach	12. privately	23. criticize	8. principle	27. evolved	26. surrogate
3. combinations	9. historic	4. paradigms	11. anti-colonial	12. 6. leaders	contemporary	18	
24. responsibility	7. governed	6. well-informed	15. employers	8. publicly	1. models	commercialism	
25. self-regulation	overthrow	22. gather	non-aligned	prevalent	violate	16	
	10	13	2	5	14		

Reflecting political diversity around the world, communication scholars refer to systems or .....1..... of media, as they operate within various political models. Traditionally, textbooks have identified authoritarian, communist, libertarian and social responsibility models, based on the work of American researchers Fred Siebert, Theodore Peterson and Wilbur Schramm. Meanwhile, William Hachten, an American educator, presented five concepts of the media: Western, developmental, revolutionary, authoritarian and communist.

Prior to the collapse of the Soviet Union, media models sometimes paralleled social development – First World media in industrialized democracies of Western Europe, North America and Japan; Second World media in industrialized former socialist countries in Eastern and Central Europe; and Third World media in the developing .....2..... countries around the world.

Other versions have been proposed, but in practice, many national media systems are .....3..... of the various models. In analysis, the various models represent just two opposing .....4....., with some overlap.

Here is an overview of the two major paradigms and the various models associated with them.

#### Authoritarian paradigm

- ☐ Traditional authoritarian model
- ☐ Communist model
- ☐ Developmental model

#### Libertarian paradigm

- ☐ Western model
- ☐ Social responsibility model
- ☐ Revolutionary model

The authoritarian paradigm represents the .....5..... relationship between government and media. Prior to the development of the movable-type print press, civil and/or religious .....6..... generally controlled the production of books, manuscripts and other messages. This was the model that .....7..... throughout much of the world with the development of the printed press and later with the technologies of broadcast and digital media. The basic .....8..... of the authoritarian model is that the media is always subject to the control of the state or the ruler. This is consistent with classical Greek, Roman and Chinese as well as medieval European and Middle Eastern concepts of the proper relationship between government and the .....9..... peoples. In this approach, the media function from the top down, and they cannot challenge, .....10..... or subvert the government. The authoritarian model, with varying types of state controls, is .....11..... in Latin America, Africa, and parts of Eastern Europe, Central Asia and the Middle East.

In the traditional authoritarian model, the media are .....12..... owned but they operate with a government charter or license. They are permitted to .....13..... and disseminate news for the good of the state (or for the good of the people, as interpreted by the state). If the media .....14..... the

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 communist model (also called the Soviet model) is a variation of the authoritarian paradigm. No longer operative except in Cuba and North Korea, the communist model is essentially one of party control over publicly (i.e. government) owned media in which reporters, editors, publishers and others are government .....1.5..... Criticism of individuals in government may be permitted, but not criticism of top leadership or communist/socialist ideology. The government enforces its rule by censorship or by shutting down the media.

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 libertarian paradigm of media evolved from the political philosophy that citizens should be free to obtain, report and consume information as they wish, and that a .....1.8.....citizenry in "the marketplace of ideas" will ultimately make appropriate decisions and responsible choices. This paradigm presumes that the media exist primarily to pursue and disseminate the truth and that they will not be subjected either to political, economic or other social forces. The libertarian..1.9....., with an emphasis on press freedom, is found most often in North America, Western Europe, Australia, and parts of the Middle East and Eastern and Southeastern Asia.

The Western model is associated with European and North American democracies, which have free-press .....2.0.....in their constitutions. This model also is found in newer democracies, such as Japan. In this model, the media are privately owned and relatively free of government control. Censorship is seldom imposed (except, perhaps, during time of war). This model has given rise to the concept of media as protectors of society and ...2.1.....against government encroachment into personal freedoms. The Western model extends beyond national borders, with journalists serving as a ...2.2.....press for people living in countries with less-free media systems. Additionally, the major international news services (Associated Press, Agence France-Press, Reuters, United Press International) operate from the Western perspective. The Western media model is not without problems, which include.....2.3....., concentration of ownership, sensationalism, and a growing orientation toward entertainment.

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.

An extension of the libertarian paradigm is the revolutionary model of the media, which sees the media as an agent of political subversion and the .....2.6.....of governments. Pure examples of this model are difficult to find, but some cited examples include the resistance media in France during the Nazi occupation of the Second World War and the underground press in some countries in the former Soviet Union or in some African countries during .....2.7..... movements. The newspaper *Zamindar* played a significant role in the Pakistan movement, and Iranian underground newspapers were instrumental in overthrowing of Shah of Iran in 1979.

↓  
equipment



5

نسبتاً - relatively

اقبال افشاران = imposed

www.IranInsurance.ir  
تیتد = <sup>انبار شده</sup> خزنه انبار



یکشنبه ۱۴  
SUNDAY 4 May 2014

از دیهشت ۱۳۰۳

زبان 5 text =

- |       |              |                   |                     |
|-------|--------------|-------------------|---------------------|
| 8:00  | 1.           | 10. criticize     | 19. approach        |
|       | 2.           | 11. prevalent     | 20. guarantees      |
|       | 3.           | 12. privately     | 21. watchdogs       |
| 10:00 | 4.           | 13. gather        | 22. surrogate       |
|       | 5. historic  | 14. violate       | 23. commercialism   |
|       | 6. Leaders   | 15. employers     | 24. responsibility  |
| 12:00 | 7. evolved   | 16. contemporary  | 25. self-regulation |
|       | 8. Principle | 17. publicly      | 26. overthrow       |
| 14:00 | 9. governed  | 18. well-informed | 27. anti-colonial   |

- |       |                       |                             |
|-------|-----------------------|-----------------------------|
| 16:00 | watchdogs = نگهبانان  | Surrogate = جانشین          |
|       | guarantees = تعهد     | anti-colonial = ضد استعماری |
|       | approach = نزدیک شدن  | Contemporary = معاصر        |
| 18:00 | privately = خصوصی شده | governed = حکومتی کرد       |
|       | criticize = نقد کردن  | well-informed = مطلع        |
| 20:00 | principle = قاعده کلی | employers = کارفرمایان      |
|       | evolved = باز کردن    | publicly = عمومی شده        |
|       |                       | Commercialism = سوداگرانه   |

برای ثروتمند شدن، تنها دانستن راه درآمد کافی نیست، باید راه خرج کردن را هم به خوبی دانست.



بیما ایران  
www.IranInsurance.ir

gathering = تجمع  
pseudo-democracies = دموکراسی جعلی  
demonstration = تجمع اعتراضی  
protest



دوشنبه ۱۵  
5 May 2014 MONDAY

emphasis = تاکید

self-regulation = خودنظمی

Primarily = عمدتاً  
8:00

overthrow = براندازی

Pursue = پیگیری کردن

gather = گردآوری کردن

Presumes = فرض کردن  
10:00

Prevalent = رایج، متداول

emphasis = تاکید

violate = نقض کردن

freedom = استقلال

Civil = مدنی

Constitution 12:00

manuscript = کتاب خطی

قانون اساسی

throughout = به سراسر

protectors = حامی  
14:00

proper = شایسته

beyond = برتر از

consistent = سازگار

order = رز، حاشیه

imposes = تحمیل کردن

extend = توسعه یافتن  
16:00

betterment = اصلاح

Concentration = تمرکز

obtain = به دست آوردن

ownership = مالکیت

sensationalism 18:00

consume = مصرف کردن: تطهیر، رشتن

افشایی

ultimately = در نهایت

incorporates = ادغام کردن  
20:00

appropriate = مناسب

assumed = واهمه داشتن

obligation = التزام

شایع نبودن، نامرغوبی  
no longer operative

اروپای میانه بعد از ۱۴۰۰ نه وجود مدرن، اروپای جدید  
medieval European

party control  
کنترل حزب

بیمه ایران  
www.IranInsurance.ir



سه شنبه ۶  
TUESDAY 6 May 2014

اردیبهشت ۱۳۹۳

8:00 prior → پیش از

Priority → اولویت

governed people  
مردمان زیر فرمان

concepts = مفهومات

introduction → مقدمه

introduce → معرفی

criticize نقد کردن

critic انتقاد

critical انتقادی

Print press = چاپخانه

12:00 movable-type = متحرک

evolve (v) = توسعه یافتن

14:00 evolution (n) = تکامل

for the good of the state  
در جهت سودای دولت

throughout much = میان

violate نقض کردن

violation نقض

16:00 basic principle = اصل اساسی

subject to = در معرض

Pursue  
دشمن گران، پیگیری کردن

proceda-demor

18:00 function عملکرد

exist = موجود

privately

functional عملکردی

promote = ارتقا  
بهره آفرین

functionalism approach  
رویکرد کارکردی

20:00 structuralism

ساختارگرایی

cultural studies

مطالعات فرهنگی

individuals

subjected either to

تحت معرض سبب قرار از  
ولخرج امروز، گدای فرداست.

4 ①

# Mass Media and Economics

7 publisher 5 online 4 cable 6 relations 9 subsidiaries 2 ownership 8 multinational  
competition organizations impacts aimed stations concentration  
13 3 8 1 11 10 12

An important aspect of mass media is economic. Mass media are expensive. They operate corporately as businesses that exist to make a profit, or by non-profit .....1.....that must obtain funding elsewhere to subsidize the media costs.

Media .....2.....has several different patterns, but each is in some way an example of the .....3.....of ownership, in which one entity owns several different media venues.

□ Cross-media ownership is the result of one media company buying out another type. For example, the Disney Company began as a film producer, but today it owns ABC television as well as movie production companies, television....4..., newspapers and both U.S. and European cable networks. AOL Time-Warner, meanwhile, operates in more than 100 nations and owns HBO television, Warner Music, Warner Brothers movies, Atlantic and Elektra Records, CNN news cable, HBO and Cinemax .....5.....networks, *Time* and *Sports Illustrated* magazines, and many other holdings.

□ Conglomerates are .....6.....corporations that own several different types of mass media. For example, Weber-Shandwick is the British-based advertising and public .....7.....agency, largest in the world with 1,800 employees and offices and partners in 110 countries around the world (according to the Council of Public Relations Firms, 1991). The German-based Bertelsmann company began as a book and magazine .....8.....and now owns 100 .....9.....in 100 countries as well as RCA and Arista Records, Bantam and Doubleday publishers, and several radio and television holdings in Europe.

Mass media is a global business, for which profits are huge. For example Sony – which owns Sony Records, Sony Worldwide/SW Radio, Columbia Tristar Pictures and Columbia Records – had \$5 billion in sales in 1991.

Global advertising also is an increasingly profitable enterprise. Spending for .....10.....advertising alone in 1991 reached an estimated \$12 billion, and an estimated \$11 billion will be spent on all types of advertising throughout the world in 1992. Nearly half of this (47 percent or \$5.2 billion) will be spent in the United States (based on reports and projections of the McCann-Erickson, the world's largest advertising agency with offices in 120 countries).

.....11.....is another aspect of the economic reality. Researchers scientifically calculate the size of television and radio audiences, which directly .....12.....on the advertising rates. Competition sometimes is fierce among television stations in a particular city or among TV programs .....13.....at the same audience.

relations = روابط

subsidiaries = شرکت های تابعه

ownership = مالکیت

competition = رقابت

impacts = اثرات

aimed = هدف

concentration = غلظت

corporately = تأثیرگذاری

profit = سود

funding = بودجه

elsewhere = در جای دیگر

subsidize = یارانه 14:00

began = شروع کردن

meanwhile

illustrated = تصویر 16:00

holdings = منابع

conglomerates 18:00

شرکت های چندرشته

enterprise = سرمایه گذاری

20:00

scientifically calculate

محاسبه علمی

## History of Mass Communication

twofold	apparent	continents	storehouses	transition	presentation
two-way	interactivity	interconnectedness	consequences	Illiterate	instantaneous
mass					

Some communication scholars chronicle the history of mass communication as a series of revolutions in the development of language and communication itself.

□ The first communication revolution came with the invention of writing. This allowed people to communicate over time and distance. Writing also carried with it an inherent division between literate and .....persons, as well as the spread of knowledge and the creation of a system of administration that serve the interests of culture, commerce and imperialism.

□ The second major communication revolution came with the invention of .....writing by first the printing press and more importantly with the movable-type press. This allowed people to communicate in larger numbers. The printing press spurred the .....from medieval to modern society and the concurrent growth of education and discovery.

□ The third communication revolution was led by the invention of the telegraph in the 1830s. Prior to that time, people could communicate only if they could see or hear a message..... – read a book, hear a speech, observe smoke signals, and receive a message by horse or carrier pigeon. The telegraph made possible .....communication at the speed of light (186,000 miles per second) in real time. It also made possible communication that was not bound by distance, quickly spreading across .....and oceans. The telephone enhanced this technology, and both inventions brought not only new communication opportunities but also new ways of thinking about the .....of families and communities, cultures and nations.

□ The fourth communication revolution involved what today can be categorized as electronic media devices such as radio, photography, film, television and sound recordings (some of which actually were mechanical devices in their early stages). These devices not only built upon the telegraph to extend the reach of mass media, but they also increased the .....realism associated with the sounds and sights they made possible. These communication devices had major social....., creating new opportunities for learning, sharing and discovery, as well as new patterns of entertainment and information.

□ The fifth communication revolution was..... It involves the invention of both the computer and the communication satellite. Computers serve as the .....and transmitters of vast amount of information, virtually the sum of all human knowledge. Satellites make possible the .....transmission of messages throughout the world. Features associated with both include wireless technology, fiber optics, digitization, miniaturization, data compression and.....



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دوشنبه ۱۶  
7 July 2014 MONDAY

7 July 2014 MONDAY

texty

1. illiterate 5. tow-way 9. consequences  
2. mass 6. continents 10. tow fold 8:00  
3. transition 7. interconnectedness 11. storehouses  
4. presentation 8. apparent 12. instantaneous  
13. interactivity 10:00

two fold = دو باری

apparent =  $\rho_b$

Continents = 0,6

storehouses, bil

transition = انتقال

presentation = 2/1

tow-way - 20/11/22

interactivity - job  $\propto$  12. tow fold 13. consequ

interconnectedness = مربوط شدن، اتصال، ارتباط

consequences =  $\frac{C}{P}$  virtually =  $\frac{C}{P}$

virtually =  $\bar{c}$

illiterate = 1100

instantaneous =  $C_{ix}$

تیر ۱۳۹۳

Chronicle = تاریخ نگاری ، وقایع  
invention = اختراع  
interests = منافع

spread = گسترش  
administration = مدیریت  
speech (n) = سخن  
speak (v) = صحبت کردن

commerce = تجارت

surpassed = موجب

Carrier pigeon = کبوتر نامه بر

Communication opportunities

فرصت های ارتباطی

Communities = جوامع  
spurred = تسریع کرد

intrinsic ≠ extrinsic  
ذاتی  
غرض دیرین  
Concurrent  
همزمان

division (n) = جدا  
divide = جدا کردن  
Personal  
In personal

enhanced = ارتقا دادن  
~~apparent~~ appeared

apparent realism  
واقعیت آشکار





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fold = تا کردن

folder = پوشه

unfold = باز کردن

چهارشنبه ۱۸  
9 July 2014 WEDNESDAY

interconnectedness

v  
adj  
noun

ارتباط داشتن = اتصال

realism واقع گرایی

realist واقع گرا

realistic واقع گرایانه

reality واقعیت

social consequences پیامدهای اجتماعی

information + entertainment → infotainment

education + entertainment → edutainment

features = ویژگی

## Mass Media and Culture

imperialism      global      enrich      intruders      sharing      populist  
emergence      tastes      detribalized

Sociologists look at the various ways media can reflect and .....<sup>1</sup>..... 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...<sup>2</sup>....., 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 ....<sup>2</sup>...<sup>3</sup>...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 .....<sup>4</sup>.....village, a new world-wide tribe in which people learn about themselves and others by media-provided observation and pseudo-personal experience. He believed that the printed word engaged the mind and .....<sup>5</sup>.....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 ...<sup>6</sup>.....

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 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 list of cultural.....<sup>7</sup>.....

Responses to the critics point out that the cultural ...<sup>8</sup>.....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 ...<sup>9</sup>.....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.

text 7

سه شنبه ۲۸  
TUESDAY 19 August 2014

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۸:۰۰  
۱۰:۰۰  
۱۲:۰۰  
۱۴:۰۰  
۱۶:۰۰  
۱۸:۰۰  
۲۰:۰۰

1. enrich
2. tastes
3. populist
4. global
5. detribalized
6. imperialism
7. intruders
8. sharing
9. emergence

12:00 to enrich the soil معنی سازی خاک

enrichment (ن) معنی

14:00 employment استخدام → employer کارفرما  
→ employee کارمند

Literature = ادبیات

16:00 enrich = معنی سازی

tastes = ذائقه

sophisticated = ز صیفیه پیچیده

18:00 elitist view = دیدگاه اشرافیت

suggest = پیشنهاد


20:00 owe = مدیون

unappreciative = ناخشنود

elitism  $\neq$  populism

عابثانه  $\neq$  زلفه‌گرا

8:00

~~pop~~ popularized = 

10:00

turning = تغییر دادن

pseudo-personal | ~~شخصی~~  
experience | تجربه شخصی کاژب

12:00

tribe  $\rightarrow$  local  $\rightarrow$  global

14:00

قبایلی محلی جهانی

detrIALIZED = غیر قبایلی کردن

16:00

retribalize = دوباره قبایلی شدن

engaged = درگیر کردن

18:00

~~and~~ + thus = به این گونه

stimuli / response = محرک / پاسخ

20:00

simulate = تقلید می کند

3:00

concern = نگرانی

Cultural intrusion = نفوذ فرهنگی

0:00

Impact = اثر

inability = ناتوانی

Confined = محدود

0:00

Spills over into = بریزد، می ریزد

Pioneer / Latter

00

متقدم

متأخر

wishes = خواهش

روز بزرگداشت علامه مجلسی - روز جهانی

جمعه ۲۵ شوال ۱۴۳۵  
FRIDAY 22 August 2014

intruders = نفوذ

criticism = انتقاد

Cultural intruders = فرهنگ ناخواسته

involving = شامل

increasingly = به تدریج

transnation cultural enrichment

معنی سازی فرهنگی

شهادت حضرت امام جعفر صادق علیه السلام (۱۴۸ هـ)

prolific = انبوه ، پر بار

note that = یاد آوری شوند

relative = نسبی

diverse = متنوع

backer = پشتیبان

promote friendliness = ترویج نگرش ها

ترویج

promotion = انگیزش

estimated = تخمین

public opinion = افکار عمومی

Indian nuns = راهبه های هندی

enhance = تقویت

available = در دسترس

working language = زبان کاری

emerge & converge

پیدا شدن

همگرایی

native = مادری

become = شدن