

1. <b>Mass Media</b>	Definition: Process of created, shared meaning between media & audience. Purpose: transmit information, transmit idea, transmit ideologies (beliefs), transmit culture. Types: -one way. -one to many. -anonymous. -inflexible. -Feedback, indirect, delayed. -Response & reaction--constrained, homogenous. Are: storytellers, teachers, billion dollar industries, tools for democracy.	16. <b>Globalization</b>	Closely related to the concentration of media ownership.
2. <b>What is communication?</b>	Sender->Message->Receiver->Effect->Feed Back	17. <b>Addressable Technologies</b>	Technologies permitting the transmission of very specific content to equally specific audience members.
3. <b>Communication</b>	Definition: The process of a shared meaning. Who? Says what? Through what channel? To whom? With what effect?	18. <b>Taste Publics</b>	Groups of people bound by little more than an interest in a given form of media content .
4. <b>Communication isn't always simple...</b>	-We make our own messages. -We agree with a message. -Disagree. -Disregard. -Don't understand.	19. <b>Hypocommercialism</b>	-Concentrated media control permits the largest media firms to increasingly commercialize their output with less & less fear of consumer reprisal. -Commercializing media content so there's more commercial, less content.
5. <b>Interpersonal communication</b>	-Two way. -One on one (or few). -Not anonymous. -Changeable. -Feedback, immediate. -Response & reaction are flexible.	20. <b>Turmoil</b>	Media industry ups and downs. -Seismic shifts: preview of coming attractions, some people are listening or not, TV viewers changing channels. -Challenges: how to capture the fragmented audience, how to cope with convergence, which platform to use.
6. <b>Culture Effects</b>	-Can limit our thoughts, behaviors, actions. -Makes decisions about right or wrong.	21. <b>Who sends the message?</b>	-Concentration -Conglomeration -Globalization
7. <b>Producers</b>	Professionally, ethically, transmit media content.	22. <b>Fragmentation</b>	-Less of mass audience. -More of a small group: one size doesn't fit all, niche marketing, narrow casting, targeting.
8. <b>Audiences</b>	Think critically, thoughtfully.	23. <b>What is a theory?</b>	-A good guess. -A likely story. -An idea of how things work. -Researchers test theories.
9. <b>Platform</b>	The means of delivering a specific piece of media content.	24. <b>Big changes</b>	-Rural life gives way to urbanization to industrialization. -Newspapers, magazines, movies flourish. -Powerful, elites fear change. - Crime, social unrest grow. -Why is all this happening?
10. <b>Media Multitasking</b>	Simultaneously consuming many different kinds of media.	25. <b>The Media May Be to Blame</b>	-Media must be controlled to protect "cultural values" -Media cater to low culture. -Media promote political propaganda. -Media are corrupting influences.
11. <b>Convergence</b>	The erosion of traditional distinctions among media.		
12. <b>Concentration of Ownership</b>	The public has a right to be informed by a diversity of viewpoints so they can make up their own minds.		
13. <b>Conglomeration</b>	The increase in the ownership of media outlets by larger, non-media companies.		
14. <b>Economies of Scale</b>	The relative cost of an operation's output declines as the size of that endeavor grows.		
15. <b>Oligopoly</b>	A concentration of media industries into a ever smaller number of companies.		

26. <b>Attitude Change</b>	-Dissonance: selective exposure, selective retention, selective perception.
27. <b>Agenda-setting</b>	<ul style="list-style-type: none"> <li>-Media do not tell us what to think.</li> <li>-Media tell us what to think about.</li> <li>-Media "create pictures in our heads".</li> <li>-Applied first to politics.</li> <li>-People are increasingly dependent on media.</li> <li>-To understand the world around them.</li> <li>-to learn how to behave.</li> <li>-To escape from reality.</li> </ul>
28. <b>Social Learning</b>	<ul style="list-style-type: none"> <li>-We learn through the media.</li> <li>-We imitate, identify.</li> <li>-Punishment, rewards affect our actions.</li> </ul>
29. <b>Critical Cultural Theory</b>	<ul style="list-style-type: none"> <li>-Media support the status quo.</li> <li>-Elites use media to maintain power.</li> </ul>
30. <b>News Production Research</b>	<ul style="list-style-type: none"> <li>-News as personal.</li> <li>-News as dramatic.</li> <li>-News as fragmented.</li> <li>-News as normal.</li> <li>-Officials will take care of it.</li> </ul>
31. <b>Symbolic Interaction</b>	<ul style="list-style-type: none"> <li>-Media convey messages, symbols.</li> <li>-We are active, not passive.</li> <li>-Meaning affects our behavior.</li> <li>-Advertisers, this means you!!</li> </ul>
32. <b>Social Construction of Reality</b>	<ul style="list-style-type: none"> <li>-Common culture.</li> <li>-Common meanings.</li> <li>-Media create a common bond.</li> </ul>
33. <b>Cultivation Analysis</b>	<ul style="list-style-type: none"> <li>-We are what we see.</li> <li>-TV is widely available.</li> <li>-TV mainstreams messages.</li> <li>-TV affects us in small, but profound, ways.</li> </ul>
34. <b>Cultivation Effects</b>	<p>Fiction=Facts</p> <ul style="list-style-type: none"> <li>-Heavy TV viewing shapes reality.</li> <li>-We accept what we see as true, acute.</li> <li>-Only one of many factors.</li> </ul>