

A thick black L-shaped frame surrounds the text. The top-left corner is a horizontal bar extending to the right, and the bottom-right corner is a vertical bar extending upwards. The rest of the frame is implied by the negative space.

# MASS MEDIA AND MEDIA LITERACY

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# Objectives:

- 1) Define communication, mass communication, mass media , and culture
- 2) Describe the relationships among communication, mass communication, culture, and those who live in the culture.
- 3) Evaluate the impact of technology and economics on those relationships.
- 4) List the components of media literacy.
- 5) Identify key skills required for developing media literacy.

# What is communication?

Communication is the transmission of a message from a source to a receiver.

For over 60 years now, this view of communication has been identified with the writing of political scientist Harold Lasswell (1948). He said that a convenient way to describe communication is to answer these questions:

- • Who?
- • Says what?
- • Through which channel?
- • To whom?
- • With what effect?

# What is Mass Communication and Mass Medium?

- Mass communication is the process of creating shared meaning between the mass media and their audiences.
- Mass medium is when the medium is a technology that carries messages to a large number of people— as newspapers carry the printed word and radio conveys the sound of music and news.

# What is Culture?

Culture is the learned behavior of members of a given social group. Many writers and thinkers have offered interesting expansions of this definition. Here are four examples, all from anthropologists. These definitions highlight not only what culture is but also what culture does:

- Culture is the learned, socially acquired traditions and lifestyles of the members of a society, including their patterned, repetitive ways of thinking, feeling, and acting.
- Culture lends significance to human experience by selecting from and organizing it.
- Culture is the medium evolved by humans to survive.
- Culture is an historically transmitted pattern of meanings embodied in symbolic forms.

# How communication, mass communication and culture are related?

- Culture can limit and divide or liberate and unite, it offers us infinite opportunities to use communication for good— if we choose to do so.
- Together we allow mass communication not only to occur but also to contribute to the creation and maintenance of culture.
- Everyone involved has an obligation to participate responsibly. For people working in the media industries, this means professionally and ethically creating and transmitting content.
- For audience members, it means behaving as critical and thoughtful consumers of that content.

# The impact of technology and economics on those relations

- Guttenberg's printing press was the key to the education and literacy for the whole nations. With the spread of printing **mass communication** became more available.
- The ability to read became less of a luxury and more of a necessity
- Print was responsible for building and disseminating bodies of knowledge, leading to scientific and technological developments and the refinement of new machines.
- Print created something heretofore unknown to most working people — leisure time.
- By creating leisure and with the spread of literacy a new market of leisure appeared and had a significant impact on the economy.

# What are the main components of media literacy?

- Critical thinking
- Understanding the Process of Mass Communication
- Awareness of the impact of media on individual and society
- Strategies for Analyzing
- Media Content that provides insight to our culture
- Ability to enjoy and appreciate media content
- Development of Responsible Production Skills
- Ethical and Moral obligations of media practitioners



# What are the key skills required for developing Media Literacy?

- The ability to slow down and process the media
- Finding the source
- Exploring media as a creator
- Understanding bias



THANK YOU FOR  
YOUR  
ATTENTION!