



Mass Media and Society



Role of Media?



Some of the Basics



- Mass Media: “...media that reach a relatively large audience of usually anonymous readers” (p. 8)
- Medium □ Media (plural)
- Evolution of the year
 - E.g. digitization, growth of Internet
- Audience as reader and user
- Media as party of socialization process
 - Audiences actively creating meaning
 - Social construction of reality (Berger and Luckmann)

Socialization



- “...learn and internalize the values, beliefs, and norms of our culture...” (p. 16)
- ‘develop sense of self’ (p. 16)
- Learn social roles
- Socializing agents
 - Family, education, friends, media
- Role of social relations
 - Impacted by media (media influence goes beyond media content)

Structure and Agency



Active Audiences



What impacts interpretations?

Types of Mass Media



- Print
- Film
- Radio
- Television
- Sound Recordings
- Internet
- Social Media? (debatable)

Looking Ahead



- What to expect in this course
 - Focus on mass media (some discussion of social media; again, depending on the use and reach)
 - Discussion of textbook chapters
 - Discussion of journal articles
 - Discussion of real world events
 - May tie in current topic or combination of topics we've discussed

Real-World Scenario



- Read the brief story
- Read the comments from viewers
- What does this article say about the potential of mass media?
- What does the article say about the need for structure? Agency?
- What potential impact does this story have on society?