

MASS MEDIA AND MEDIA LITERACY

REPORT

Goals:

- ▶ Define communication, mass communication, mass media and culture;
- ▶ Describe the relationships among communication, mass communication, culture, and those who live in the culture;
- ▶ Evaluate the impact of technology and economics on those relationships;
- ▶ List the components of media literacy;
- ▶ Identify key skills required for developing media literacy;

MEDIA

INTERNET

RADIO

MAGAZINES

TELEVISION

NEWSPAPERS

Communication, mass communication, mass media, and culture



Mass media

- ▶ Mass media means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public.
- ▶ The general public typically relies on the mass media to provide information regarding political issues, social issues, entertainment, and news in pop culture.



Relationship among communication, mass communication and culture

- ▶ Cultures are created through communication; that is, communication is the means of human interaction through which cultural characteristics— whether customs, roles, rules, rituals, laws, or other patterns—are created and shared.
- ▶ Without communication and communication media, it would be impossible to preserve and pass along cultural characteristics from one place and time to another.
- ▶ To understand the implications of the communication-culture relationship, it is necessary to think in terms of ongoing communication processes rather than a single communication event.

Impact of technology and economics on the relationship among culture and communication

Current world offers countless possibilities for communication, and economical relations are more important than ever.

- ▶ Mass media is in the best state it has ever been, with the information available in almost any form imaginable.
- ▶ Pursuit of economical growth, made the communication between cultures common, and technology made the process easier.



Main components of media literacy

- ▶ Media messages are constructed
- ▶ Media messages share a point of view
- ▶ Different media use special techniques
- ▶ Different people interpret media differently
- ▶ Many people today can create media



Key skills required for developing media literacy

We can identify 4 essential skills for media literacy:

- ▶ Slowing down in a fast-paced world
- ▶ Finding the source(s)
- ▶ Exploring media as a creator
- ▶ Understanding bias



Thank you!

