

The background of the slide is a warm, golden-yellow color. It features a collage of various vintage postage stamps and postmarks. Visible text includes "PAR AVION", "02293", "100.00", "MADRID", "COSTA RICA", and "POSTAGE". There are also circular postmarks and some handwritten numbers like "102", "103", "104", "105", "106", "107", "108", "109", "110", "111", "112", "113", "114", "115", "116", "117", "118", "119", "120".

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?