

Midterm Review

- Textbook Chapter 1-8

Class Questions

- Which period in history can be associated with the monopolies of knowledge
- Considering the changing nature of the media and the information conveyed by it, how would you describe the major differences between the Gutenberg and the so called Zuckerberg galaxy
 - Gutenberg is knowledge for many
 - Zuckerberg is knowledge for everyone
- According to section 2 of the Canadian charter of freedoms and rights “everyone has the following freedoms: freedom of thought, belief, opinion and expression, including freedom of the press and other means of communication.” Based on this legal definition, can the freedom of the press be limited
 - Limiting for well being of children
 - Signs and gesture that show hate speech
 - Inciting hate speech
- Is the CRTC controlled by the government
 - Organizations controlled at an arm's reach
 - Follows government mandate
 - President and members are appointed by government
 - Operate independently
- Does the CRTC have the right to implement content control (censorship) over Canadian broadcasters?
 - No but it can be if the content insites hate or inappropriateness
- Which statement below describes best the role of the media in the system of checks and balances? Is the media part of the system of checks and balances
 - There are other governing bodies that can influence
- Which media model describes the best the canadian media system
 - Liberal model- all of canada applies to the factor
- What is the importance of the regulations in the Canadian Media System?
 - They are regulated to protect the best interest of the public
 - So canadian culture is kept in tact with canadians
 - From what can be described as cultural annexation of the US- why there is more money given to productions shot in canada then the US
 - Canadian Media Regulations guarantee and ensure the freedom of the press
 - False
 - Regulations keeps executive branch back from content control, censorship of the media

- Fair and Transparent running of the media
- Dire Straits song ban, the Canadian Broadcast Standards Council took into account considerable amount of additional information concerning some of the inappropriate words and lifted the ban. The event made headlines all over the world and generated harsh criticism that shed light on one of the most decisive characteristics of the Canadian media system. Which answer best describes the media system
 - Self -correcting media system
- Did NBC censor the rapper M.I.A for her inappropriate gesture by blurring the live broadcast for several seconds during the Super Bowl Halftime Show in 2012
 - No censorship because it was a live broadcast
 - Bad because it was seen by millions of people of all ages, people were upset that it wasn't censored- because of this there was an uproar
 - Yes it did because NBC curtailed MIA's ride to exercise her unlimited freedom of speech and expression
 - Wasn't showed again in the rebroadcast
 - No it did not because NBC only followed the content rating regulations provided by the US version of the CRTC
- What does subjective reality in communication stand for
 - Audience/individualized perception of the content
- What does the following definition refer to: "people accept the message they see without considering its merits"
 - Magic Bullet Theory
- After a 1938 radio mockumentary , The War of the Worlds, almost a million listeners believed that what they had heard on the radio was real, so started panicking and fled their homes. Which media theory is best applicable to define their knee-jerk reaction
 - Cultivation theory (kind of right)
 - Downfall of magic bullet theory, mass panic wasn't intended by this story (why magic bullet theory isn't applicable)
- What are the main characteristics of the Two-Step Flow Theory
 - Mass media- opinion leaders (those who have influence on others)- all people in contact with opinion leaders
- According to Katz and Lazarsfeld's two-step flow theory of mass communication, information from the mass media is transmitted to the larger population by direct consumers (True or False)
- The two-step flow model of communication argues that information is transferred from media to the larger population by
 - Opinion leaders or influencers? (not all the time)
- Leni Riefenstahl's Triumph of the Will can be described as the eminent example of the trap of "seeing is believing," what elements generated such a deception

- Camera angles made Hitler seem god-like and larger than life
- Symbols of power used to reference his power over everyone
- Frame composition
- Evolutionary approach
- In the film Triumph of the Will, Leni Riefenstahl's techniques, such as moving cameras (camera dolly), the use of long focus lenses to create a distorted perspective, aerial photography, and the revolutionary approach to the use of music and cinematography, served as a cinematic tool to enhance the impact of
 - The perfect application of the seven devices of propaganda
- What does this definition refer to “it is a logical fallacy characterized by the manipulation of the recipients emotions in order to win an argument
 - Appeal to emotion
- In receiving and perceiving media messages what practice usually causes logical fallacy?
 - Targeting emotions of recipient- widespread
- In Budweiser’s Cute Puppy commercial essentially what appeals caused a logical fallacy in order to convince the audience to buy budweiser
 - Pity, fear and sadness
- Labelling someone to make the audience reject the adversary or adversaries without examining the evidence, what does this refer to
 - Discrediting, slandering, name calling
- What does the scheme $1+1=3$ refer to in liberal arts
 - Synergy
- Choose the most applicable propaganda devices that were employed in the KONY 2012 “documentary”
 - All of them?
- In the case of the Jason Russel’s Kony 2012 film and media campaign, the director presented his own son, Gavin, as a tool of the following propaganda device:
 - How to imprint a message into your brain
- In Kony 2012 film and media campaign, the director presented President Obama’s letter to endorse his activities in Uganda. Which propaganda tool was implemented in that scene
 - Card stacking- it wasn’t real (half truth half lies)
- In Kony 2012 film
- You must be a qualified teacher or professor to write content for wikipedia
 - False
- The first national broadcaster in Canada was CTV
 - False

Exam Topics

- **“Gutenberg” vs. “Zuckerberg” galaxy**

Knowledge for Many

The significance of Johannes Gutenberg’s contribution to printing and their impact on great expanding opportunities for literacy and learning particularly among lay people, cannot be overstated. In fact, some assert that no invention in the history of man has had a greater influence on society than the introduction of printing in the 15th century. Contemporary commentators say his work led to an “information revolution”

Knowledge for Everyone

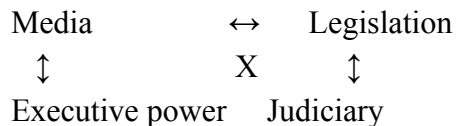
Facebook- is an online social networking service. If Facebook were a country, It would be the 6th largest in the world. Over the past five years, Facebook has grown at a phenomenal rate to include people of different cultures and backgrounds who share a common view and perspective. As of 2011, Facebook was credited with over 1 billion registered users and online members.

- **The possible limitation of the freedom of speech in Canada**

Freedom of speech is a fundamental right to communicate one’s opinions and ideas using one’s body and property to anyone who is willing to receive them.

The term **freedom of expression** is sometimes used to synonymously, but includes any act of seeking, receiving and imparting information or ideas, regardless of the medium used.

Legal Framework



Our taxpayer dollars are to protect fundamental freedoms and rights, but not to allows the spread of hatred.

We have the right to freedom of speech

According to the rule of law in Canada, there

- **Elements of communication**
- **CRTC and its authority in the Canadian media system**
- **The characteristics of the Canadian media system**

- **Dire Straits’ dire case with the Canadian Broadcast Standards Council**

The Canadian Broadcast Standards Council banned radio stations from playing uncensored versions of “Money for Nothing,” the classic 1980s rock song from the band Dire Straits. The council has judged the word “faggot” - used three times in the song- as offensive and unacceptable for broadcast.

The complaint in Canada came from a single person in the Atlantic province of Newfoundland, a woman identifying herself as “a member of the LGBTQ” community.

In her complaint about the word to the broadcast council, the unidentified listener wrote, “This word carries unavoidable connotation of hate. By airing it unapologetically on the radio, this station is indirectly propagating hate. Although I can see the value in a timeless classic rock song in its original form, I cannot help but feel that it does not overshadow the importance of ending discrimination.”

Canada Lifts Ban on Dire Straits “Money for Nothing”

The ban was lifted as they learned that alternative versions of the song were created due to offensive language, this proved that the context was different and not meant in an offensive manner. The CBSC added that time/age issue alone “will not save a challenged son” and that the Atlantic Regional Panel was “correct in its view of the inappropriateness of the word” for broadcast on Canadian airwaves.

- **M.I.A’s inappropriate gesture during the Superbowl Halftime Show in 2012**
- **Different realities in communication studies and audience perception**

Objective Reality:

Political events as they actually occur; a reality that completely exists independent of any conscious entity to observe it

Subjective Reality:

The “reality” of political events as they are perceived by actors and citizens; what we perceive

Our realities are always subjective, based on our past experiences

Constructed Reality:

Events as covered by the media

- **Magic Bullet Theory**
 - Based on the premise of an all-powerful media with uniform and direct effects on the view or audience. The Hypodermic Needle Theory is therefore an effects theory that contends viewers are passive, and directly affected by what they view people accept the message they see without considering its merits.
- **Two-Step-Flow Theory**
 - The people’s choice: How the voter makes up his mind in a presidential campaign. Columbia University Press, 1944
 - This study describes how people make up their minds in a presidential campaign. The authors were among the first to use a now accepted method of social research - the panel, or repeated interview technique - to achieve a step by step.
 - Opinion leaders lead the messages to lesser active users in the population.
- **Leni Riefenstahl’s Triumph of the Will**
- **Kony 2012 and propaganda devices**

How Kony 2012 uses the Seven Devices of Propaganda:

- These relied on creating a subjective reality

- Creative a subjective reality for a specific demographic that their actions could have a lasting impact on
- Uses the power of propaganda to spread their message
- Instead of convincing you, they convince those you look up to and you follow the herd.

Device One: Name Calling

- Appeal to emotion - ties us to Gavin, Gavin to Jacob, Jacob to us
- Gavin - Too cute to critique
- Jacob - Disagreeing with him makes you a monster

Device Two: Glittering Generalities

- “Deliver you voice”
- “Together we can change the course of human history”
- “We’ve seen these kids, We’ve heard their cries. This war must end!”

Device Three: Transfer

- John Prendergast - Enough Project
- US Politicians - Republican/Democrat/Potus
- Used the prestige of these players ideas to further their own arguments without the need to fact check.

Device Four: Testimonial

- Get the celebrity power, people fall in line with these influences

Device Five: Plain Folks

- Jason Russel paid himself with the donation money.
- Took pictures with weapons with army with child soldiers

Device Six: Card Stacking

- Most relied-on tactic for Kony 2012
- By oversimplifying the issue
- 30-60 thousand child soldiers (False! This is actually the total number of children estimated to have been taken in the last 30 years.)
- Number of LRA members - Thousands of active members (False! Actually, the LRA is all but defeated and is not active in Uganda anymore and their numbers are estimated to be in the hundreds.)
- Ugandan government - good guys? (Heavily criticised for using child soldiers and committing human rights crimes.)
- At the time of this movie Kony had not been in Uganda for six years.

Device Seven: Bandwagon

- Targeted schools - perfect mixture of high disposable income and malleable minds
- “If you’re not with us you’re against us”
- Slacktivism at its finest

- **Forming logical fallacies**
 - Making of Meaning: Appeal to Emotion:
 - Appeal to emotion (argumentum ad passiones) is a logical fallacy characterized by the manipulation of the recipient’s emotions in order to win an argument.
 - Appeals to Consequences
 - Appeals to Fear
 - To Flattery
 - To Pity
 - To Ridicule
 - To Spite (Anger)
 - To Wishful Thinking

- **Synergy**
 - $1+1=3$
 - An ox pulled 9000 pounds + the second strongest ox pulled just shy of 9000 pounds = Together they pulled 26,00 pounds
 - In short, the whole together will be greater together. When groups come together to pull their talents and abilities towards a common purpose, the laws of math go out of the window, and the laws of synergy apply.

- **Budweiser commercial (cute puppy)**
 - Lost Puppy (Appeal to Pity) + In Danger (Appeal to Fear) + Should be Rescued (Appeal to wishful thinking) = Buy Budweiser.
 - $1 + 1 + 1 = 4$

The Roles and Influence of Mass Media

Limited Effect Theory

Because people generally choose what to watch or read based on what they already believe, media exerts a negligible influence and it ignores the media’s role in framing and limiting the discussion and debate of issues.

Class-Dominant Theory

The media reflects and projects the view of a minority elite, which controls it. Those people who own and control the corporations that produce media comprise this elite.

Culturalist Theory

It combines the other two theories and claims that people interact with media to create their own meanings out of the images and messages they receive. This theory sees audiences as playing an active rather than passive role in relation to mass media

- Most applicable theory

Theories We Have Learned So Far

Culturalist Theory

Media audience do not just receive information, but are actively involved

Magic Bullet Theory

People accept the message they see without considering its merits

Two-Step Flow Theory

Opinion leaders lead the messages to lesser active users in the population

Collaboration and Applicability

Media audiences do not just receive information passively but are actively involved, often unconsciously, in making sense of the message within their personal and social contexts. Decoding of a media message may therefore be influenced by such things as family background, beliefs, values, culture, interests, education and experiences.