

Readings

Chapter 7 – Movies and the Impact of Images

Muybridge and Goodwin Make Pictures Move (Development Stage)

Muybridge

- Eadweard Muybridge, English photographer living in America, is credited to be the first person to make images move
- Used multiple cameras to take photos of things in motion, and in 1880, had developed a method for projecting photographic images on a wall for public viewing

Le Prince

- Invented the first motion-picture camera using roll film, mysteriously went missing on a train ride in 1890

Goodwin

- Hannibal Goodwin, improved Eastman's roll film by using **celluloid**, which enabled a strip of film to move through a camera and be photographed in rapid succession
- **Celluloid**: thin strips of transparent, pliable material, which could hold a coating of chemicals sensitive to light

Edison and the Brothers Lumière Create Motion Pictures (Entrepreneurial Stage)

- Muybridge and Goodwin laid the groundwork for the entrepreneurial transition
- Inventors came up with new projection and distribution technologies
- Eddison combined his incandescent lightbulb with Goodwin's celluloid, and Le Prince's camera, to create the **kinetograph** and the **kinetoscope**
- **Kinetograph**: another early movie camera combining the inventions of Muybridge, Goodwin, and Le Prince
- **Kinetoscope**: a single person viewing system
- Brothers Louis and Auguste Lumiere developed the cinematograph, a combined camera, film development, and projection system
- Eddison built on the L bros, invented the **vitastope**, enabling multiple users to view projection at once, hinted at potential for mass medium

Telling Stories: The Introduction of Narratives

- **Narrative Films**: films that tell stories through the series of actions depicted
- Film now offered a far richer experience than other mediums such as newspaper and radio

The Arrival of the Nickelodeon

- **Nickelodeons**: a type of movie theatre which combines the Greek word for theatre and the admission price (10¢)
- Between 1907-1909, the number of them in the US went from 5k to 10k

The Evolution of the Hollywood Studio System

- By 1910, movies were major industry, 3 pillars were production, distribution, and exhibition
- Controlling all of the parts of an industry's supply chain achieves **vertical integration**, in film this means managing the entire movie making process
- **Studio system:** creative talents were controlled by certain powerful studios

Edison's Attempt to Control the Industry

- Formed the Motion Picture Patents company in 1908, also known as the Trust
- They controlled most of industry, independent producers (Paramount and 21 Fox), decided to move from New York to California (Hollywood)
- Trust was broken up for restraint of trade violations in 1917 (sued by Fox)

The Three Pillars

Production

- Audiences preferred specific actors, so studios went out and signed contracts with big actors, started to control talent rather than patents
- Thomas Ince would later control: actors, directors, editors, writers

Distribution

- Wanted to attract more middle and middle upper class
- Zukor conspired to buy theatres, realized he should invest in first-run theatres (make up 90-95 per cent of revenue)
- Built **movie palaces**, full-time single screen theatres that provided an enjoyable and comfortable time
- Started building megaplexes and multiplexes, featuring many screens (1920s)

Chapter 8: Television, Cable, and Specialization in Visual Culture

Becoming a Mass Medium

- In 1948, 1% of Americans had tv, by 1953 50%+ had it, and by the 60s, number had risen by 90%

Development Stage

- Battle between Vladimir Zworykin and Philo Farnsworth, seeking a way to send pictures "over the air"
- Zworykin (RCA) invented the iconoscope in 1923, the first camera tube to convert light rays into *electronic signals*
- Around the same time, Idaho teenager, Farnsworth, invented similar thing, got accused of patent violation by RCA, his teacher proved he had invented it in 1922, so he sold the patents to RCA
- RCA and AT&T used these patents to commercialize the technology

Entrepreneurial Stage

- In order to turn this tech into a business, they needed to set the universal standard for its practices
- **NTSC:** National Television Systems Committee, group of engineers, inventors, executives: outlined manufacturing practices and industry standards
- In 1941, FCC (Federal Communications Commission), adopted **analog standard**, which was a 525 line set, black and white

Mass Medium

- Number of TV stations one city could hold was limited due to airway interference, i.e. you could have a channel 5 but not a channel 6
- In the 1940s, the FCC started assigning certain channels to certain areas to reduce interference
- After WW2, the FCC created a national map to distribute all available channels through the country, and by 1950 there were 400+ stations. It was now a **mass medium**

Chapter 9: The Internet and New Technologies: The Media Converge

Internet: The vast network of telephone and cable lines, wireless connections, and satellite systems that link and carry information

Digitization: Information in analog form is translated into binary code

ARPANET: The original internet (the “net”), enabled military and academic researchers to communicate from separate locations

Email: @ sign used to separate user’s name with computer’s name, electronic mail

Microprocessors: miniature circuits that could process and store electronic signals

Development Stage

- ARPAnet, used between researchers and Universities to communicate
- Used by military to communicate
- Email then came along

Entrepreneurial Stage

- From early 70s to late 80s, moved from D to E
- First sign of this came from with invention of **microprocessors**
- This helped lead to the invention of PCs
- In the mid 80s, fiber-optic cable became the standard for conveying data
- In 1991, the NSF opened its network fully to commercial use (ARPAnet ended in 1990), with an audience of roughly tens of thousands
- With this audience, and the commercialization of the network, the internet was becoming a mass medium

Mass Medium

- Early internet consisted mostly of file transfers, emails, using an unfriendly interface
- The **world wide web** changed that, with an updated interface, it allowed users to click hyperlinks rather than computer code
- **HTML** was invented and can be read by all computers
- **Web browsers** were released, and could read HTML
- **Broadband** connections got rid of dial-up

Chapter 13: Legal Controls and Freedom of Speech

- In the US, freedom of speech and freedom of press are protected by the 1st Amendment in the Bill of Rights
- Around the globe, there are 4 different models of press systems, that have emerged in the 20th century:
 - o Authrotirian model
 - o State model
 - o Libertarian model
 - o Social responsibility model
- The 1st amendment prohibits censorship, which is defined as **prior restraint**, meaning that courts and governments cannot block any speech or publication before it actually occurs
- Some forms of expression that are not covered by 1A:
 - o Sedition (conduct or speech inciting people to rebel against the authority of a state or monarch)
 - o Copyright
 - o Libel
- To win a libel case, must prove falsehood, damages, negligence, and **actual malice**
- Defense against a libel suit:
 - o The truth
 - o Rule of **opinion and fair comment**, the notion that opinions are protected
- Other forms of expression not protected are:
 - o Obscenity
 - o Violations of the right to privacy
- 1A clashes with 6th amendment (people have right to fair and speedy trial). **Gag orders** and laws governing use of cameras in the courtroom put restrictions on speech for the sake of 6A.
- **Shield Laws** protect reporters from revealing confidential sources of information used in news stories
- For the first half of the 20th century, the US failed to recognize movies as protected speech. The movie industry began to regulate itself to avoid government intervention
- Broadcasting receives fewer protections than film and print, since they use public airways. Although the gov't cannot censor content, it may punish broadcasters for indecency.
- **Section 315** of the Communications Act of 1934 mandates that during elections, broadcast stations must provide equal opportunities to political candidates
- From 1949-87, the **Fairness Doctrine** required stations that air programs about controversial topics to provide equal air time to competing points of view
- Since the internet is not covered in CA1934, many people believe that it is a true venue for free speech

Chapter 14: Media Economics and the Global Marketplace

- By the mid 20th century, the US had shifted from a manufacturing based economy to an information economy, with cooperation from other economies
- This caused mass media industries to expand globally
- Although early regulation was designed to break up monopolies, deregulation of the industries won out, leading to growth in mergers and acquisitions
- Media industries have one of three common structures
 - o Monopoly
 - o Oligopoly
 - o Limited competition
- Today's media powerhouses avoid monopoly charges by purchasing diverse types of media rather than controlling just one medium
- Media companies make money from selling media content, subscriptions, and the devices to view this content
- In addition to generating profit, media companies are asked to operate with a sense of social responsibility in their role as mass communicators
- Historically, media companies have had their separate industries, but the internet changed that
- The internet presented new opportunities to some, and challenges to others
- Other trends that have affected the media economy include:
 - o Flexible markets
 - o Decline of unionized labour
 - o Downsizing
 - o Growing wage gap
- All these trends happen because mass media play a powerful role in establishing **hegemony**
- With the rise of globalization, companies began specializing to enter new markets in other countries, and also looked for growth through synergy
- Disney is an example that excelled in specialization and synergy. Encouraged many conglomerates to look internationally for growth
- Critics of mergers argue that antitrust laws are too loose, and less competition creates a loss of consumer control
- Others warn against American **cultural imperialism**
- Democracy suffers when news coverage is determined by fewer decision makers

Lectures

Lecture 1 – The Telegraph

A Socio-Historical Approach

- Changed how we view transmitting information, went from weeks-months to seconds-minutes
- Changes the way we connect with our environment, how we see distance/time
- People were fearful of it in 1845-1900, idea that sciences comes from the devil (clergy)
- Some were excited about it, could see applications of it
- An example of a technology that has a capacity and social application that we still use today (Nobody said electromagnetism was going to be used to talk across oceans, we did that)

The Telegraph

- “Writing in distance”, electric transmission and simultaneous messages.
- Samuel Morse: (1830-1838) Public demonstration of the telegraph in order to get financial assistance. He proposed a **social application** to his technology.
- Public enthusiasm necessary to obtain private funds.
- First message “What God has brought”, ironic due to the skepticism received by the church. Smart move for Morse to say that the telegraph is something that is blessed by God, please do not fear it.
- Private companies were main investors, they wanted to communicate. (trades, newspapers, banks), and small businesses as well
- The Big companies, started to compete against other small businesses for the tech
- Due to this, a monopoly develops over the telegraph (western Union)
- Last message by TG sent in north America was in 1999. India in 2013.
- Interest in commercial and private enterprise because their communication (messages) was continuous and regular.
- Interest in the press, train transportation etc...
- Telegraph becomes an instrument of commerce.
- Generates hate towards commercial companies.
- Technology does not dictate its form or social application.

Structuration

- The idea that there are social structures that you are born into, and mutually contributes to the creation and reproduction of the social system
- A baby is born into a system, it dictates how the child will be treated, named, the pressure of the gender role of the child, as soon as you are born you are “thrown right into it”
- Babies fall into social constructions, girls wear pink, boys wear blue
- If we think of tech as a structure, we chose how we use it and apply it, and through this application the tech gives back and builds into society
- Gibbins (coined term of structuration), every small thing we do in our life, interacts with how we shape/reshape society, and whatever is produced form that has an implication on other things

Contributions of the Telegraph: The press

- On the press:
- decontextualization of information
- Style of journalistic writing (inverted pyramid)
- Notion of objectivity
- Separation between opinion and information
- Readers: vast anonymous public

Railroads

- Standardization of time
- Coordination of transportation and commerce

On Trade

- Future markets and trade
- Trade released from geographical and temporal limitations

The stages revealed in historical investigation

- New technologies are received with enthusiasm.
- At first, they are thought to be for personal communication.
- Promise of a better life
- Government steps aside in developing the technology and lets (private) social interests intervene.
- These social interests give technology a social application
- Emergence of monopolies + privatization
- Structural effects on institutions first
- Communication is understood as a global cultural phenomenon

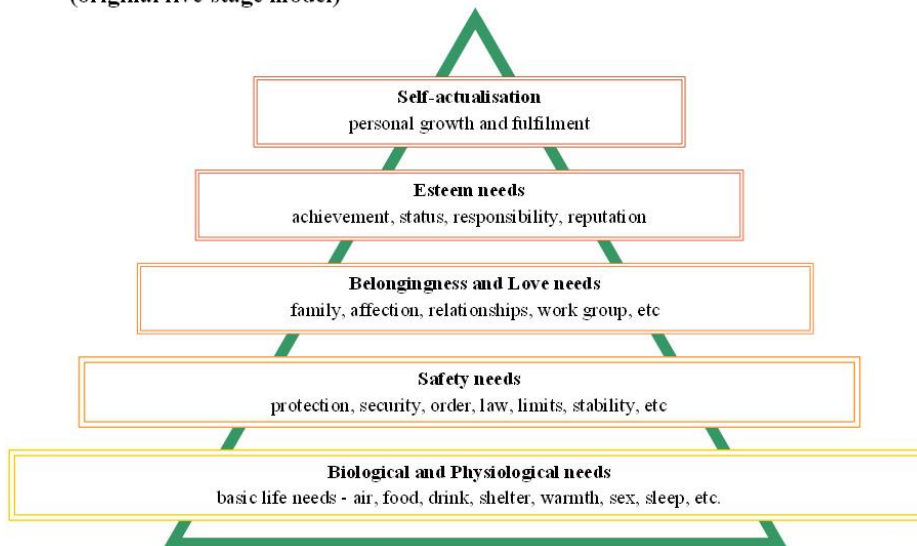
Lecture 2 – Propaganda and Persuasion

- Propaganda is a specific type of message in its most general meaning (message is the object of communication). Depending on the context, the term may apply to both the information contents and its actual presentation.
- In the communications discipline, a message is information which is sent from a source to a receiver. Some common definitions include:
- Any thought or idea expressed briefly in a plain or secret language, prepared in a form suitable for transmission by any means of communication.

Propaganda and Persuasion

- *They are similar in that*
- A) They are both strategies of contact
- B) To influence human behavior in a particular context
- C) unequal exchange of information between the center and the periphery
- D) Non-reciprocal message
- E) Simultaneous contact with the population
- F) Manipulation of information
- They differ in that propaganda has ideological and political interests- could use terror and violence.
- Persuasion corresponds to economic interests – uses psychological gratification.

Maslow's Hierarchy of Needs (original five-stage model)



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- WWII- Government decided to mobilize the movement of women into the previously male-dominated job market.
- Creation of the fictional character: Rosie the Riveter
- Two major reasons for the alliance between media and government:
 - 1) The power of the government to influence the economy was limited
 - 2) Government resisted the idea of propaganda

During War Times

- In Nov. 1941, The War Advertising Council was formed with the guidance of the Office of War Information
- Advertising was the best way to sell products or win good will during the war
- Government's conception of the population as having "limited receptivity and limited understanding"

Man Power Commission Campaign

- Concentrated on 2 things:
- "...providing women with encouragement to enter the labour force, especially in male jobs, and convincing the public that the traditional prejudices against working women were inaccurate and destructive to the nation's welfare" (*Creating Rosie the Riveter*, Honey: 47)

Post War

- In 1945, the war ended, and the government decided it was time to begin to move women back into the home.
- The media emphasized the image of the perfect woman as one at home, married and utilizing new products of home technology, such as washing machines, coffee machines, dryers, and vacuum cleaners .
- Many women were fired from their positions in skilled labour.

Early Theories

- Shameful origin of mass communication theory: Gustave Le Bon and "La Psychologie des foules"
- Crowd has feminine attributes
- Emotional, easily manipulated, instinctive, irrational
- Foundation of Stimulus-Response theory

SR THEORY

Period	1920- fear of new media
Discipline	Psychology
Institution	Universities, governments, regulatory agencies
Problematic	What do media do to people?
Social organization	Atomized mass
Human subjectivity	Submissive and alienated
Media	Powerful and manipulating
Power	Reached at the level of direct impact of media
Strategies	Tests in labs
Key concept	Direct impact

Lecture 3 – Radio

- The radio is a blind medium that uses 4 signs:
 - Words
 - Sound
 - Music
 - Silence
- Radio is everywhere, and it is a mass medium and interpersonal at the same time

Technical Development

- Radio uses the electromagnetic spectrum, discovered for practical use by Guglielmo Marconi
- In 1901, Marconi receives a message from England by radio signal in Newfoundland, Canada

Transmitting Voice

- Reginald **Fessenden** used the audion tube (**AM**), created by Lee De Forest in 1906, to broadcasts to ships at sea on Christmas eve, played them music when they expected Morse code beeps, December 10, 1906
- **Fessenden** originally worked for Edison, but his company went out of business so he partnered with GE after being a professor for a bit
- **De Forest self proclaimed himself** the father of radio

- Invented the idea of radio broadcasting, and conducted some of the first
- Invented the vacuum tube (FM), **and outright stole most of his ideas**
- Formed the American De Forest Wireless telegraph company
- Marconi used the coherer which was slow and noisy, De Forest wanted to build on this
- In 1903, he stole Fessenden's **electrolytic detector and called it a responder**
- Everyone was thinking of applying this tech for a wireless telephone, but De Forest saw the potential in broadcast radio
- Static-Free transmission developed by Edwin Armstrong and in 1939 he builds experimental station in New Jersey using FREQUENCY MODULATION

The Titanic

- Radio became a household word in 1912 when it started to emerge as a mass medium
- The sinking of the Titanic made the radio really famous
- It had Marconi's wireless transmission system/radio in it
- David Sarnoff; used to be an operator for Marconi, stationed in a dept store in NYC demonstrating radio tech
- While he was demonstrating, started receiving messages from the Titanic, people surrounded him for 3 days because it was "instantaneous" information about a current disaster
- David Sarnoff; becomes a figure that transmits info about Titanic, got the list of survivors, and they would transmit this to the families
- Radio became that technology that could 'save lives', positive view

XWA and KDKA

- In 1920, XWA was granted an experimental radio license in Montreal, which began broadcasting in Canada
- KDKA also emerged as America's first licensed commercial station by **Westinghouse**
- In 1922, CJCG first radio license in Canada

Aird Commission

- Named after Sir John Aird
- Examine the dangers of American programming on Canadian sovereignty and culture.
- 1929- DANGER!
- Recommendation: Fund for public broadcasting
- 1932- P.M. Bennett : Canada to have private and public broadcasting.
- 1932- Canadian Radio Broadcasting Act passed and resulted in the creation of CRBC (Canadian Radio Broadcasting Commission)
- 1936- CBC (Canadian Broadcasting Corporation)
- 1937- CBC responsible for licensing private radio broadcasters

Fowler Commission

- 1957 – Changed the CBC to BBG (board of broadcast governors)

- 1958 – BBG regulates broadcasting in Canada
- CBC turns into a regular broadcasting network
- 1968 – BBG becomes Canada Radio-Television Commission (CRTC)

War of the Worlds

- October 30, 1938, on *Mercury Theatre on the Air*
- Radio as a primary mode of communication and entertainment at the time
- 27 million people had radio in 1938, were used to “on the spot reporting”
- Orsen Welles, introduced the show as a dramatization of the *War of the Worlds* would be performed
- If you missed the announcements, you could have presumed it was real and that alien’s were actually here
- People killed themselves..
- Reaction was strongest in New Jersey
- New York
- Rhode Island
- Boston
- They studied the reaction of the broadcast and concluded that
 - The size of the audience: 9 million adults heard the broadcast + 3 million children.
 - How many were frightened: 1 million or more
 - Unique aspects of the broadcast: a) dramatic excellence; b) radio as an accepted vehicle for announcements; c)use of “experts”; d)use of real places; e) Tuning in late.
- Reasons for fear included:
 - Confidence in radio
 - Historical timing
 - Innovative use of “on the spot reporting” and interviewing of “experts”
 - Tuning in late
- Significance of the study:
 - The Cantril study is important for several reasons:
 - First panic study resulting from a mass medium
 - Theoretical significance (other than effects): psychological and social factors associated with panic behaviour.
 - Selective influence perspective based upon individual difference.
 - It confirmed public thinking about the effects of mass media (legacy of fear).

Lecture 4: Movies

- **Edison** got a patent for his Kinetoscope, but he failed to secure international patents on the camera. This oversight allowed the Lumière brothers to develop their own system called the cinematographe
- There was great competition between Thomas Armat and Edison, and between Georges Méliès and Edwin Porter
 - **Contributions of these competitions:**
 - Expanding the storyline of films
 - Development of narrative styles (telling stories)
 - Industrial revolution in the 3 pillars (production, distribution, and exhibition) of **silent films**
- In 1908, Edison forms the **Motion Picture patents Company**, also known as the trust, held a great amount of power due to their patent ownership, but power did not last for long as everyone grew sick of their control over the industry

Arrival of Sound

- In 1920s, Warner Bros purchased the **Vitaphone**
- **Sound** put restraint on creativity and adapting to the microphone was necessary
- **Sound** helped transition into the Hollywood Studio era

Movies as Social Commentary

- WW2, directors produced gov't films, and audiences would attend films to escape the reality of war, but also sometimes to get informed about the war
- With the arrival of television in the 1950s, film competed with the new technology by becoming a tool for social commentary

Experiments in Propaganda Films: WHY WE FIGHT

- Exchange of civilian attire and attitude with soldier mentality: shaping the motivation and the morale of the soldier.
- Place military goals above personal convenience.
- Most recruits were ignorant of public affairs and international events.
- Frank Capra: films that explain to the soldiers why they are fighting and the principles they are protecting.
- **Prelude to war: It describes the events that led up to WWII: the escalation of Japanese militarism and the rise of fascism in Germany and Italy.**

Did these Films work?

- Taught people about factual information in a short time
- Was possible to alter opinions and interpretations on a short term basis but not on a long term basis
- Did not alter motivations

- Impact of individual differences

Lecture 5: Mean World Syndrome (cultivation theory)

Mean world syndrome, cultivation theory

Who owns what and why they produce this content

- Views individuals as rational people who can make their own decisions, but they let their fear control them
- These fears are usually instilled by the media, creating anxieties about the state of the world, cultivates fear of the other and the outside world
- Telling stories in particular ways, that represent a group/individual in a way that tells us we should be scared of them, you have to police them
- Anyone who is not like me is the 'other', dehumanizing the other can justify acts of violence or control towards them

Cultivation Theory

- Mean World Syndrome
- 1960s-80s
- George Gerbner
- What does a diet of violent content do to the perception of the world around us?
- Polls , interviews, and tests
- But also the three main methodologies:
- 1) Institutional process analysis (monopoly and control of production etc..)
- 2) Message system analysis (content analysis)
- 3) Cultivation analysis: longitudinal surveys of people's opinions
- Rational people consumed by the media and therefore suffering from anxieties that the media cultivate.
- Groups and individuals in society are afraid of violence to be done to them.
- Media are manipulative and guided by value systems that keep the status quo of the dominant power.
- Media are part of a system of social control that legitimate policies and actions towards those defined as "other" negatively.
- The individual is beset with fears but rationalizes these fears given the knowledge system perpetuated by the media.
- The individual is rational but consumed by the media .
- This theory has been criticized in terms of being very culturally specific.
- Also, it does not take into account why some are not affected by the cultivation of fear from violence
- Cultivation

Lecture 7: Television

Timeline of early days of TV

- 1927 - starts with a teenage boy (14) 1927, Philo Farnsworth devised a tube that picked up moving images from transmission
- In 1939 television makes it to NY world's fair and the Canadian national exhibition
- 1948-50, becomes a big thing in the states, comes to Canada in 1952
- 1952, the Canadian govt had always feared Canadian culture would disappear to American content. With tv there was a similar concern.
 - CBFT (French, mtl), CBLT (English, tor)
 - CBC at the time stopped being a licensing body and became a privatized station, private stations were arguing that can culture can be most protected by private broadcasters due to their control what Canadians want
- Pattern for inventions
 - Enthusiaism
 - Investors
 - Monopoly
 - Commercialization
- 1958, Fowler commission sets standard for Canadian content standards, what is Canadian?
 - Producer, writer, where it is filmed, who is starring, creates a point system for 'if this show is Canadian'
 - Why does Canada let American producers come and film here? It's a win win because it is cheaper for the americans, and if it's filmed in Canada, has some Canadian extras, can go into the point system of it being a 'canadian' content
 - **Mapl system, music, artist, performance, and lyrics.** A system for if music is Canadian or not, triggered by Bryan Adams
 - for private bordcasters, they said hat 60% of content needed to be Canadian in order to protect national identity
- 1961, CTV created as a private network, becoming one of most successful ver In Canada
-

CONTENT CONTROL

- Changes in advertising and sponsorship structure
 - Advertisers used to have to create content (radio), ex the Camel Radio show, "Kick back and light up a camel, and enjoy the show"
- There was a scandal that changed how people viewed television
 - People trusted television as 'seeing is believing', they believed that they could not be fooled

SPONSORSHIP

- Sylvester Pat Weaver, worked for nbc as advertising/content manager

- Weaver said to nbc, that they were competing with cbs, they told him to come up with a plan to stay in competition with them. People were getting bored with predictable content
- He changed the formula to what it is today, content, ads content, ads, etc. Instead of the entire show being an ad
- Sylvester weaver is Sigonya weaver's dad (alien)

MAGAZINE FORMAT AND TV SPECTACULAR

- MF: News, talk ,comedy, and music
 - Like a mag, has a lot of different sections like interviews, celebs, music, etc (Tonight Show)
- TVS: Television specials
 - Super bowl special, hockey night in Canada, Christmas special. Big events for tv networks by having big names on big days
- What this did is it created a bunch of different types of shows to create more of a variety of content

SCANDAL

- Quiz shows
- 1950s tv revived radio quiz genre
- Rigging of the quiz shows made people realize that seeing is not always believing
- Scandals put an end to sponsors creating content, because they undermined the democratic use of television, and really separated high and low context cultures

PROGRAMMING TRENDS

- Two major branches of tv prog:
 - Information
 - Entertainment
- Information:
 - News and anchors: tv news magazines and daily opinion programs
- Entertainment
 - Sketch comedy, situation comedy, domestic comedy, anthology drama, episodic series

Television in the Lives of our Children: a research publication

- By 1960, 150 million Americans had a TV set.
- Research in 1952 found that crime and horror stories comprised 10% of the programming.
- Change in play time.
- What was happening to the tender minds tuned into Television?
- Wilbur Schramm, Jack Lyle, and Edwin Parker undertook the first large scale investigation.
- Children used tv to gratify a need

The Functions of Television

- Entertainment
- Information
- Social utility

Fantasy/Reality

Fantasy	Reality
Invites the viewer to take leave of his/her problems in the real world	Constantly refers the viewer to the problem world.
Invites surrender, relaxation, passivity;	Invites alertness, effort, activity.
Invites emotion;	Invites cognition;
Works chiefly through abrogating the rules of the real world;	Works chiefly through realistic material
Acts to remove, at least temporarily, threat and anxiety and offers wish fulfillment;	Tends to make viewer even more aware for better view of the problem;
Offers pleasure.	Offers enlightenment

Possible Behavioural Effects

- “For *some* children, under *some* conditions, some television is harmful. For *other* children under the same conditions, or for the same children under *other* conditions, it may be beneficial. For *most* children, under *most* conditions, most television is probably neither harmful nor particularly beneficial.”

Lecture 8: Uses and Gratification (advanced Functionalism)

Functionalism

- The essential traits of functionalism: a functionalist envisions every institution- notably the media institutions- as being dependant on the desires and needs of the individual.
- So, if the media exist, it is strictly to respond to our needs.
- If they did not respond to our needs, they would disappear.

Wilkie-Roosevelt Experiment

- The results of this study was published and known under the title “People’s Choice”.
- Research conducted in Erie County, USA .
- Finding: People were influenced by their *Personal Contacts* and face to face contacts.
- Media, rather than change behavior, reinforced already existing beliefs

Two-step flow

- Message→Opinion Leader→Membership group

Opinion Leader

- the person who is most exposed to the media
- filters the media and transmits the information that reinforce the beliefs of the group

Findings

- Methodology: Interviews and polls
- a) personal contacts were more efficient and more frequent and more powerful than the media;
- b) with the progress of the elections, people tended to conform to the opinions of their friends and circles or their membership groups;
- c) most respondents listened to the info that conformed to their taste;
- d) a very small number of people followed regularly the media and those who were more informed became opinion leaders

Uses and Gratification

- Adopting the point of view of the individual and not that of the media.
- The fundamental question that is asked is: why and how do we use or do we consume the media?
- We use the media because they offer us functional equivalents to human interaction
- According to uses and gratifications, we use the media as sources of entertainment and information.
- But also in order to respond to subjective states such as sadness, loneliness, and so forth.

Functional Equivalents

- The functionalism of uses and gratifications examines first the personality of the consumer.
- Its point of departure is simple: everyone has needs.
- When we want to satisfy our needs in an immediate way, we try to do it in a mediated way, through **equivalent function**. Everything that contributes to the function of society (answering to the desires) is functional and everything that opposes to it is dysfunctional.
- The **functional equivalents** are strategies of satisfaction of a need that does not find any closure in the immediate world.

Double Dependency of the Media

- The media depend on the favors of the consumers who can always reject them, resist them
- The media also depend on the global quality of life of consumers

Contributions

- Simulated considerable interest in the issue how audiences select content from the media
- How they use that information
- Gratifications derived from the experience.
- Uses and gratifications was used as a guide for a large scale study of how children related to television

Audiences for Daytime Radio Serials

- Research in late 30s, early 40s.
- United States as a “media society”
- What functions did media messages serve for those who received them?
- 1937: systematic program of research on the influences of radio
- Establishment of the Office of Radio Research at Columbia University, directed by Paul Lazarsfeld.
- Project included several studies that focused on radio’s daytime serials (thought by most academics as popular culture of an especially trivial variety).
- Provided information on the size and dedication of the audience.

Questions that guided the research

- 1) *Characteristics* of women who attended to the daytime serials
- 2) The *uses* they made of the information derived from listening and the *gratifications* the serials provided.
- Long term effect and accumulative

Speculations about characteristics

- A) Regular listeners would be characterized by a greater degree of social isolation
- B) They would have fewer intellectual interests
- C) They would be less concerned with public affairs
- D) They would differ on such personality characteristics as self-assurance and would be beset with greater worries
- F) They would have a marked preference for radio listening

Uses and Gratification provided by radio listening

- Emotional release
- Wishful thinking
- Valuable advice

Findings and Conclusions

- Audience large and enthusiastic
- Those who listened avidly were not different in terms of social isolation from those who did not.
- But did have a lower level of educational attainment
- As interested in public affairs but did not carry their interests into action by voting to the same degree.
- The attempt to show that listeners had a different personality than non-listeners was not particularly successful.
- Those who listened to the daytime serials spent more time with radio, even during evening hours, than those who were not soap opera fans.

Reading the Romance (1984) by Janice Radway

- Romance novels shunned as making women more dependent on men and patriarchy.
- Trivial and for the weak minded.
- Radway challenges these assumptions and talks about the “complex social event of reading”.
- Explores reading motives, habits, and rewards
- 42 participants
- Introduced by a book store owner
- Interviews
- Results: to protest and to escape temporarily the narrowly defined role prescribed for them by a patriarchal culture.
- Readers found that: romance novels fabricate a happy ending but provide an escape from routine, form of nurture that is missing in their lives, structure heroines that are strong and intelligent and independent, assert self-worth and challenges patriarchal order. Also, heroines grow individuality by their ability to care for others.

Uses and Grad table

- Period: 1940-present
- Discipline: psychology (Lazarsfeld and team)
- Institution: universities, media industries
- Social organization: pluralist society
- Human subjectivity: rational and autonomous yet having psy needs to be satisfied
- Media: double dependency on audience/consumer; functional
- Power: maximization of gratification
- Strategy: questionnaires and interviews
- Key concept: Functional equivalent

Lecture 9: Direct Broadcasting Satellites

Story of Satellites

- 3 major tensions
 - State versus private enterprise
 - Large corporations versus the individual
 - Constituted culture vs individual preferences

Types

- Non-synchronous (low or medium altitude)
- Synchronous (high altitude and geostationary)
- **Passive satellites**, operates on power of 1 watt
 - **Known as big ugly dishes**
- **Active satellites**, operates at 120-200 watts. A relatively strong signal that can be received by a much smaller dish, often no larger than a pizza

Uses

- Point to point communication:
 - Two earth stations and one sat
- Point to multipoint communication:
 - Broadcast link, one earth transmitter, one sat, and many receivers

Emergence of DBS

- Recognition of micro-audiences
- Provision of narrowcasting rather than broadcasting

Narrowcasting vs. broadcasting

- **Narrowcasting:**
 - Peripherally and centrally created product

- Micro-audiences
- Answers to individual gratification
- Regulation= infringements on individual freedom
- **Broadcasting:**
 - Centrally created product
 - Intelligible to a mass audience
 - For max. exposure and profitability
 - So content is reduced to collective taste
 - Adhere to publicly visible norm

Herman Oberth

- 1928 by the German physicist Herman Oberth who, inspired by Jules Verne's From the Earth to the Moon (1865).
- Oberth pointed out that the observers on space-stations "with suitable reflectors could send light signals to earth. They make possible telegraphic communication with places that are cut off from normal contact by telegraphy because of operational disturbances".

Arthur C. Clarke

- 1945 ; published his theory that orbiting satellites could act as relay stations carrying telephone and television to the entire earth.

Context: 1945

- End of WWII;
- Atomic bombs on Hiroshima and Nagasaki (USA);
- USA establishes itself as a mighty military power;
- USSR spread its influence through Eastern Europe;
- formation of the United Nations;
- International Telecommunication Union (ITU) became a specialized agency of the UN for the coordination of telecommunications amongst countries;
- USSR (1951) announced a rapid progress in rocketry and the possibility of space flight in 1955.

Russia: Sputnik I

- Sputnik I launched by the Soviets in 1957 challenged the United States' symbolic status as the technological leaders of the world .
- As a reaction, the United States made a space launcher (Jupiter Rocket).

USA: Space

- Explorer: 1958
- Project Score Atlas: pre-recorded Christmas greeting by Eisenhower.
- Echo I: 1960

Uses of Outer Space

- CUPUOS: 1959- Committee on the Peaceful Uses of Outer Space.
- Non-coercive uses.
- Legal status of outer space and its ownership.
- Outer Space Treaty of 1967: States are the sole responsible entities for observing and enforcing its provisions.
- USA vs. USSR in types of governance.
- The National Aeronautics and Space Administration (NASA): 1958

American leadership in space

- 1) to recoup lost prestige due to Sputnik and
- 2) to meet the growing demand of business and government for overseas telecommunications circuits

1962: Communication Satellite Act

- “To establish, in conjunction and in cooperation with other countries, as expeditiously as practicable, a commercial communications satellite system, as part of an improved global communications network, which will be responsive to public needs and national objectives, which will serve the communication needs of the United States and other countries, and which will contribute to world peace and understanding.

US

- Prior consent vs. Free Flow of Information
- NWICO (1970s): New World Information and Communication Order.
- Fear of cultural imperialism

Cultural Imperialism

- Schiller :
- “the sum of processes by which a society is brought into the modern world system and how its dominating stratum is attracted, pressured, forced, and sometimes bribed into shaping social institutions to correspond to, or even to promote, the values and structures of the dominant center of the system”.

NAM and NWICO

- NAM (Non-Aligned Movement) in 1955.
- NAM avoided political and ideological affiliations with the Eastern and Western bloc and called for political independence and sovereignty.
- The proponents of NWICO viewed communication as serving social rather than commercial functions.

- NWICO summits addressed the imbalances between the volume of news and information coming from the North to the South.
- The conflict between prior consent and free flow was never resolved.

Lecture 10: Cultural Imperialism

Culture

- Social manifestation of the customs, arts, institutions, and achievements of a particular nation people, or social group

Imperialism

- State policy, practice, of extending power and dominion, by territorial acquisition or political control, of other areas

Cultural Imperialism

- Cultural imperialism is the imposition by of one community's culture on another, usually an overly dominant community onto a less-dominant
- Cultural Imperialism requires a diverse tool kit that has changed little over history. How these tools are used however, have changed dramatically.

Cultural Imperialism through Trade

- Fine art, food, commodities, crafting techniques, technology, language, commercial practices, fashion, ideologies
- **Technological determinism** can also contribute to cultural imperialism, through how new communities apply new technologies, and how it becomes integrated in the child-community
- Examples of **Modern Cultural Imperialism**
 - Apple
 - Facebook
 - Google
 - Smart devices

How Cultural Imperialism Met Globalization

- The world wars changed how empires were built
- People did not like military imposition after dictators such as Hitler, Mussolini, etc.
 - In some cultures, do not have a choice (i.e. North Korea, China, Cuba)
- With the pushback of military imperialism, the only way to really 'occupy' a territory legitimately, is by **cultural imperialism**

- Collaboration of Western Allies created sparks that then created global institutions such as
 - UN
 - WTO
 - WMF
 - WHO

Marketing: Art, science, and Imperial Weapon

- Marketing is associated with capitalism and consumerism. It is also a really good tool for cultural imperialism, to “market” your culture
- The goal of **CI** is profit, but you make profit by creating a cultural marketplace that wants your product
- Companies use government soft power, through international institutions, to gain access to new cultural markets where they can spread their new culture

Film Marketing as Cultural Imperialism

- 2013 marketing spending by major Hollywood studios:
 - Warner Bros. \$582,000,000
 - Disney \$583,000,000
 - Universal Studios \$485,000,000
 - 20th Century Fox \$303,000,000
 - Sony \$472,000,000

Selling American Culture through Film

- Several different versions of major film are created to appeal different international markets
- Many include cameos by foreign superstars
- Product placement is catered to specific markets based on intensive speech

Lecture 11: Cybernetics and New Media, a theory of systems of social surveillance

New Media

- Old media: radio, tv, film, tape recorders
- New media: internet, www, iPod, digital photography, computers, etc
- New media is distinguished by:
 - **Interactivity**, interface between human and machine
 - Creation of space, environment where the user can determine the outcome or navigate
 - Users are producers
- A selling strategy of new media is the promotion of the user as a producer, **in control of content and the technology**
- The reality is that, even with the abundance of information and products, choices are still limited and pre-determined, called the **illusion of choice**
- Technology itself reduces everything to 0s or 1s (digitization)

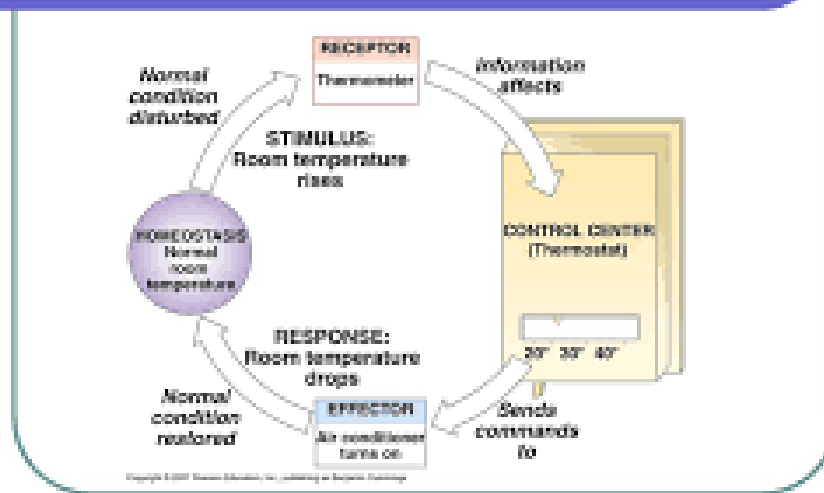
New Media as a System

- The system of “new media” functions within a feedback loop that excludes anything that disturbs the system, detected through surveillance mechanisms (browser cookies), modelled after **cybernetics**

Cybernetics

- **Cybernetics**: comes from Greek, that means the art of steering a ship or governing
 - The sciences of communications and automatic control systems in both machines and living things
- Responds to issues of social control
- Cybernetics produces information that consists of measurements taken by a radar and channeled by a computer
- It is an artificial intelligence but possesses characteristics:
 - Stabilizes the system to achieve its goal...which is HOMEOSTASIS or meta-stability ...self regulating
 - Information produced by a system always returns to the system (feedback)
 - All cybernetics information is by definition a constraint (new behavior is a potential failure)...prohibits any new behavior or deviation from a set point considered ideal for the function of the system

Negative Feedback – Room Temp



Extreme Balancing Act

- It allows the system to act out its programming, to stabilize the system.
- The clear function of cybernetic information is to overcome disturbance to allow the system to accomplish its finality
- Stability is the only desired state = success.
- Homeostatic system is the system that generates enough info. to stabilize the system by surveying the environment constantly (in order to function properly)
 - * It is a strategy for social and human control
 - * Application to daily life: advertising catered to individual users based on information given by the user and sold to various companies, based on the history of use.

Lecture 12: Media Models

Libertarian Model

Philosophy: concerns with the rights of the individual to be autonomous without interference from the state

Media: mostly privately owned and operated, fair competition, in most cases self-regulation, with reward and punishment system

Goal: financial gain, entertainment, dominant public test

Authoritarian Model

Philosophy: Ruler deserves total obedience

Media: State control over the media, privately or publicly owned, has state censorship

Goal: propagandistic role of media, punishment if against state's principle's beliefs

Totalitarian Model

Philosophy: centralized government as caretaker of social/paternalistic role

Media: state ownership

Goal: educate the population/content censored by the state, receives punishment

Social Responsibility Model

Philosophy: Balance of freedom of expression, individual freedoms, media freedom, and societal values

Media: indirect influence of the government, self regulation

Goal: fairness, factual coverage, education and integration, no censorship (ex: Canada)

Developmental Model

Philosophy: autonomy of transitional countries and development countries, the right to self-express as cultures and independent nations

Media: Improvement of social conditions and stimulation towards social change/usually government owned and therefore some degree of censorship

Goal: Educate and produce venues for development and social change (towards democratic model) (Afghanistan)

Lecture 13: CBCS

History of the CBSC

- 1943 First version of a *Code of Ethics*
- 1986 CAB first suggests idea of a self-regulatory body to administer industry-generated guidelines
- 1988 Viable model for Council is proposed by CAB
- 1990 CBSC is incorporated
- 1991 CBSC begins functioning

Encourage High Standards

- As state by the CRTC, the CBSC's main objective is to
 - Encourage high standards of professional conduct by ensuring social concerns and values are reflected in programming

Self-Regulation in Broadcasting

- Innovative idea of self-regulation came from private broadcasters
- Readily accepted by CRTC, which would benefit from decreased workload, and enabled broadcasters to take care of their own shop

Keys to CBSC's Success

- Broadcast industry abides by rules
- Rules are thoughtful, logical
- Panels are made up of 50% broadcasters, 50% public representatives
- Public release of decisions

Complaint Driven

- Does not initiate inquiries
- No censorship
- Broadcasters shape their own programming
- CBSC process only triggered when a complaint is written

CAB Code of Ethics

- Deals with an array of issues:
 - Prohibits unfair or unsafe contests
 - Prohibits unduly discriminatory comment
 - Requires accuracy in news and prohibits bias

- Prohibits unfair and improper comment, opinion or editorial
- Encourages dealing with controversial subjects
- Restricts unduly coarse or offensive language and the discussion of unduly sexually explicit material *on radio*
- Extends the Watershed and advisory provisions of the *Violence Code* to other adult material *on television*
- Includes rules re advertising and a basic provision on sex-role portrayal

RTNDA Code of Journalistic Ethics

- Created in 1970, revised in 1986 and 2000
- Broadcast journalists must:
 - Be accurate, comprehensive and fair
 - Report personal factors *when relevant*
 - Edit w/o distorting news (role of i-report videos?)
 - Respect privacy (except as necessary in the public interest); use of hidden recording devices
 - Not prejudice right to a fair trial
 - Not endanger lives in reporting on criminal activities
 - Quickly acknowledge and correct errors

Lecture 14: The Gate Keeper

- It is a critical approach
- Media are not neutral
- Necessity to question “Interests” served by the media and flow of certain messages.
- Power is achieved at the level of choice and decision making.
- The power of selection is in the hands of the gate keeper.

David Manning White

- 1950
- Journalism Quarterly
- Article on the gate keeper
- A person working in the media industry who decides what information to keep and what information to reject.
- Who is Mr. Gates? He works in a medium size American Midwest newspaper as a desk editor; conservative, 40 years, and has 25 years of experience in journalism.
- Question: how does the selection process happen? Is it personal preference or according professional rules or a mix of the two?
- Methodology: Manning White gathered the news items that were thrown away and asks Mr. Gates to explain why he did not choose them for publication.
- Simple and pragmatic method.
- Reasons for rejection of stories: not interesting enough, not well-written, too vague, repetitive, very suggestive, etc...

Results

- The choice of content is largely dependant on the experiences , attitudes and personal preference of the gate keeper.
- The GK is not aware of his selection process and does not recognize his personal and subjective experience.
- Is it true that the entirety of info and content is tainted by the personal preferences of the gate keeper?
- Better question: what is the importance of Manning White's study?

Why is this study pertinent from a communication theory point of view?

- Study of channels and circulation of communication.
- Communication channels are not neutral but act as filters and mechanisms of selection.
- The circulation of information reveals personal and subjective choices of the person occupying a strategic position in the chain of communication.

It is a question of power

- Limited number of individuals can occupy the position of gate keepers: strategic position.
- This position depends also o personal and subjective prejudice and belief system.
- Personal power is at the center of media function.
- Media then are techniques of treatment of information
- Who is in contact with the info? What are the conditions and criteria under which the info is transformed? Where does the info go after each stage?
- Dynamic vision of media: the media and those who work in it act, function, and treat info; they do not only channel info; they control it.

The power of the gate keeper

- Media and GK have the power to choose for others, according to criteria that are purely subjective and personal.
- New perspective on media effects: the selection of information to be circulated decides the field of questions and issues that should be made public and for social reception.
- Indirect and long term effects

Critique of the approach

- Limited and reductionist conception of power
- Paradox: putting power in check vs. psychological and individualistic theories of power.
- Reduces the dimension of media power in function of the gate keeper's personality and preferences.