

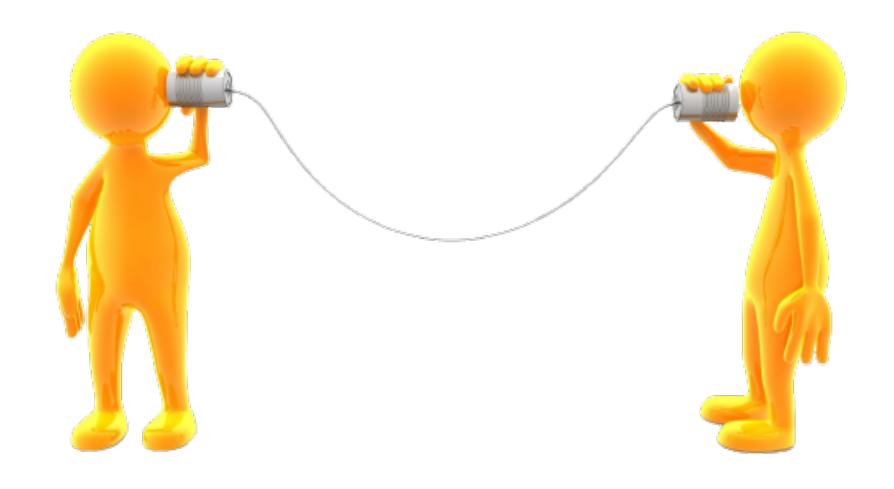
MASS MEDIA



## What We Know...

#### **MEDIA**

Short for the word medium. A medium is anything that is used to transfer a message from one person to another.



#### COMMUNICATION

The process of sharing information between two bodies and the actions taken because of that share.





## What We Know...

## THE ELEMENTS OF COMMUNICATION



- 1.The Source
- 2.Message
- 3.Medium
- 4.Receiver
- 5.Feedback
- 6.Noise



# If we know what media is, what is MASS MEDIA?

(a way to share messages)

(a large number)

MASS MEDIA

A way to communicate and share a message with a large number of people.





## THE FOUR FORMS OF MEDIA







RADIO







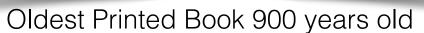
INTERNET





#### **PRINT**







Oldest medical records 4,000 years old



Oldest correspondence 14th century BC



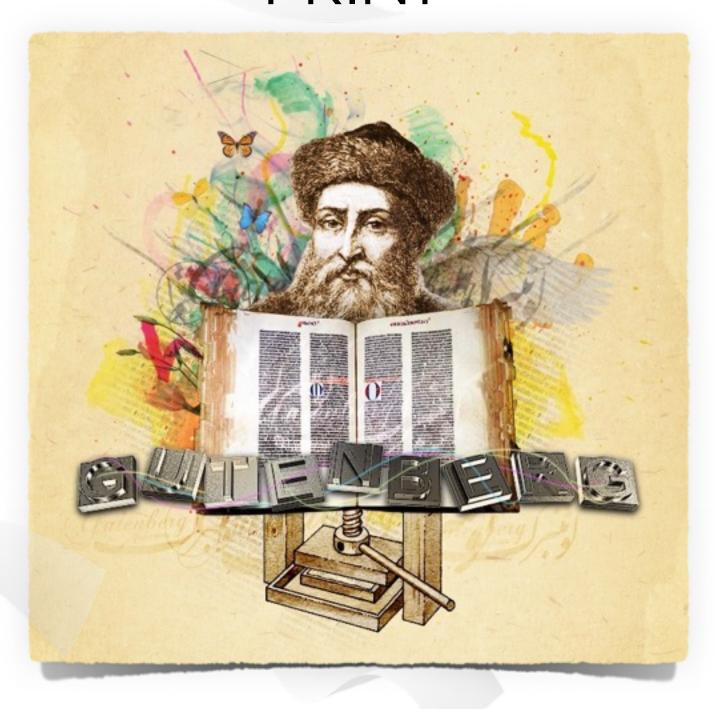
Oldest laws 2050 BC

- Print is the oldest form of Mass Media.
- Written symbols were first created by the Sumerians and Chinese over 5,000 years ago.
- First put on a page by the ancient Egyptians who created paper from the Papyrus plant. They created paper so they could carry messages to far away locations.





PRINT

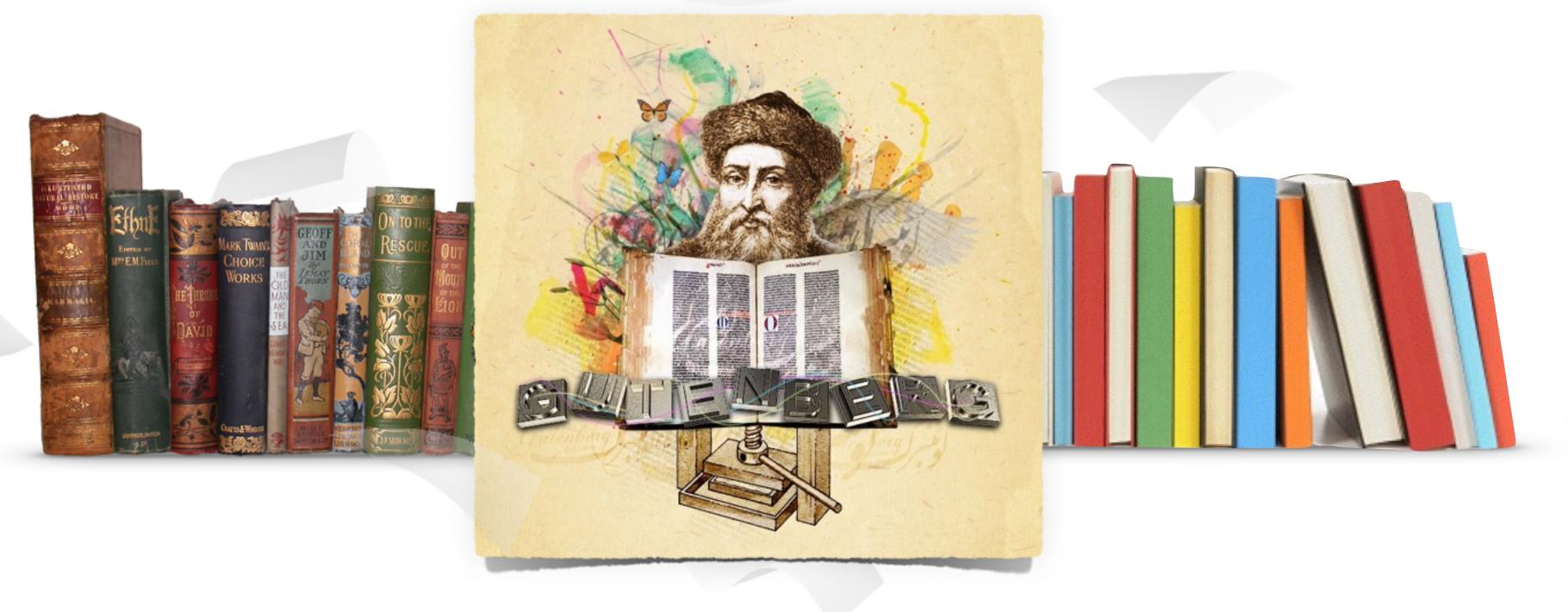


Mass written communication as we know it today was made possible by a German metal worker named Johannes Gutenberg who created the metal printing press.

In 1456 he printed his first book: the bible.



## PRINT



Important because it allowed the share of ideas with different people throughout time. It made human ideas immortal.





RADIO

Italian inventor **Guglielmo Marconi** In 1860 found a way to send sound across distances using the earth's magnetic waves. FM/AM waves.



Radio becomes a mass media in the 1920 and 30s. Americans use radio to here the news about war events and eventually entertain themselves with music and radio shows.





### RADIO

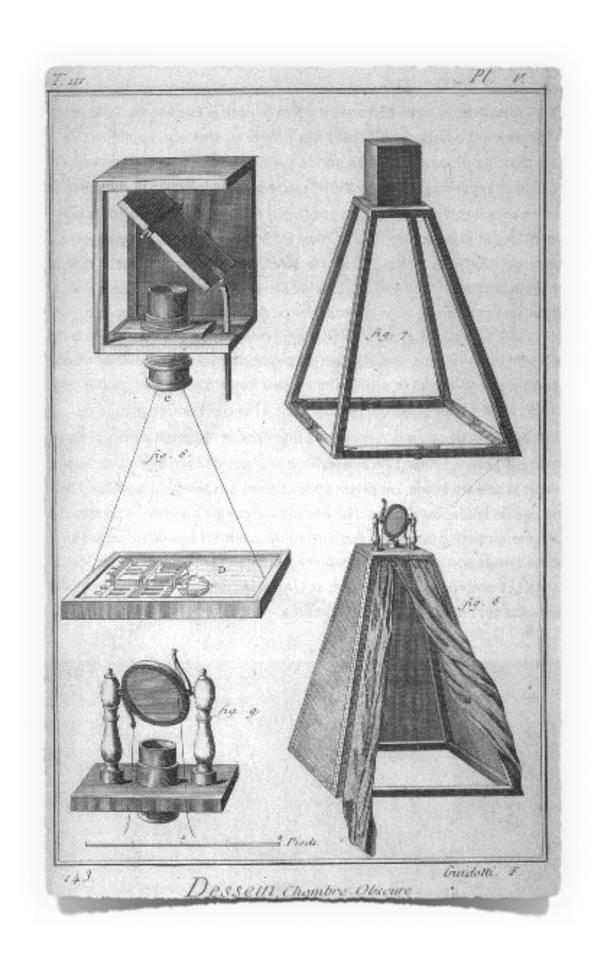


"Day of Infamy" Speech Franklin D. Roosevelt

Important because it allowed for the first real time share on information across great distances. The audience could hear events as they were happening.





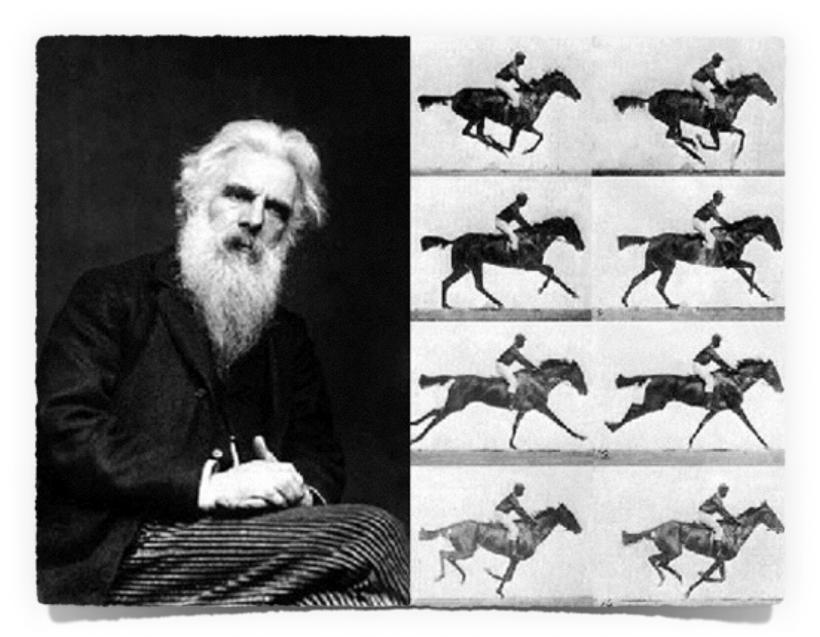


- Started out with creation of camera technology by the Greeks and Chinese.
- "Photos" and "Graphine" meaning light drawing.
- First camera was known as the "camera obscura"- dark box shows an inverted image from a small pin hole.



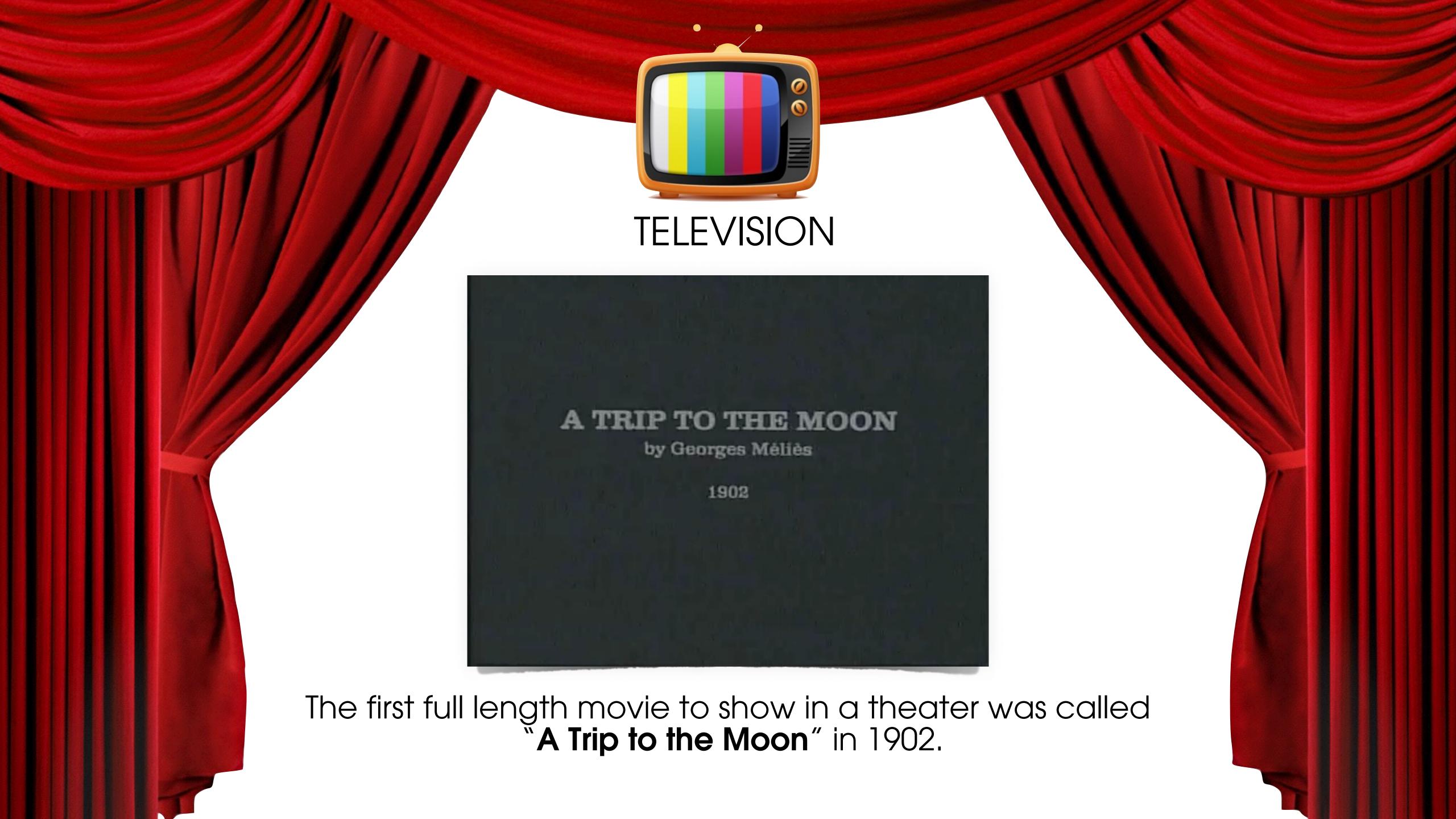


In 1877 photographer Eadweard Muybridge used a series of pictures to prove a bet.











In the early 1940s television was produced when **Philo Taylor Farnsworth** realized motion pictures could be broadcast through the earth's magnetic waves just like radio.

Important because it allowed for the first visual real time share of information even across oceans. It also changed the face of story telling to showing what a director sees in his imagination.







Internet started in 1969 when the UCLA, Stanford, University of Santa Barbara, and the University of Utah connected their computers to a main frame as part of a science project.

They could send and share information between the schools. This connection was first called ARPANET.

First Email sent in Dec. 1992

Most widely used form of media.







DIAL UP INTERNET SERVICE



## THE SIX ROLES OF MASS MEDIA



- 1. Supply information about important events.
- 2. Influence what we talk and think about.
- 3. Expand our personal experience.
- 4. Set standards of appearance, language, and behavior
- 5. Persuade us to buy products
- 6. Entertain us





MASS MEDIA