



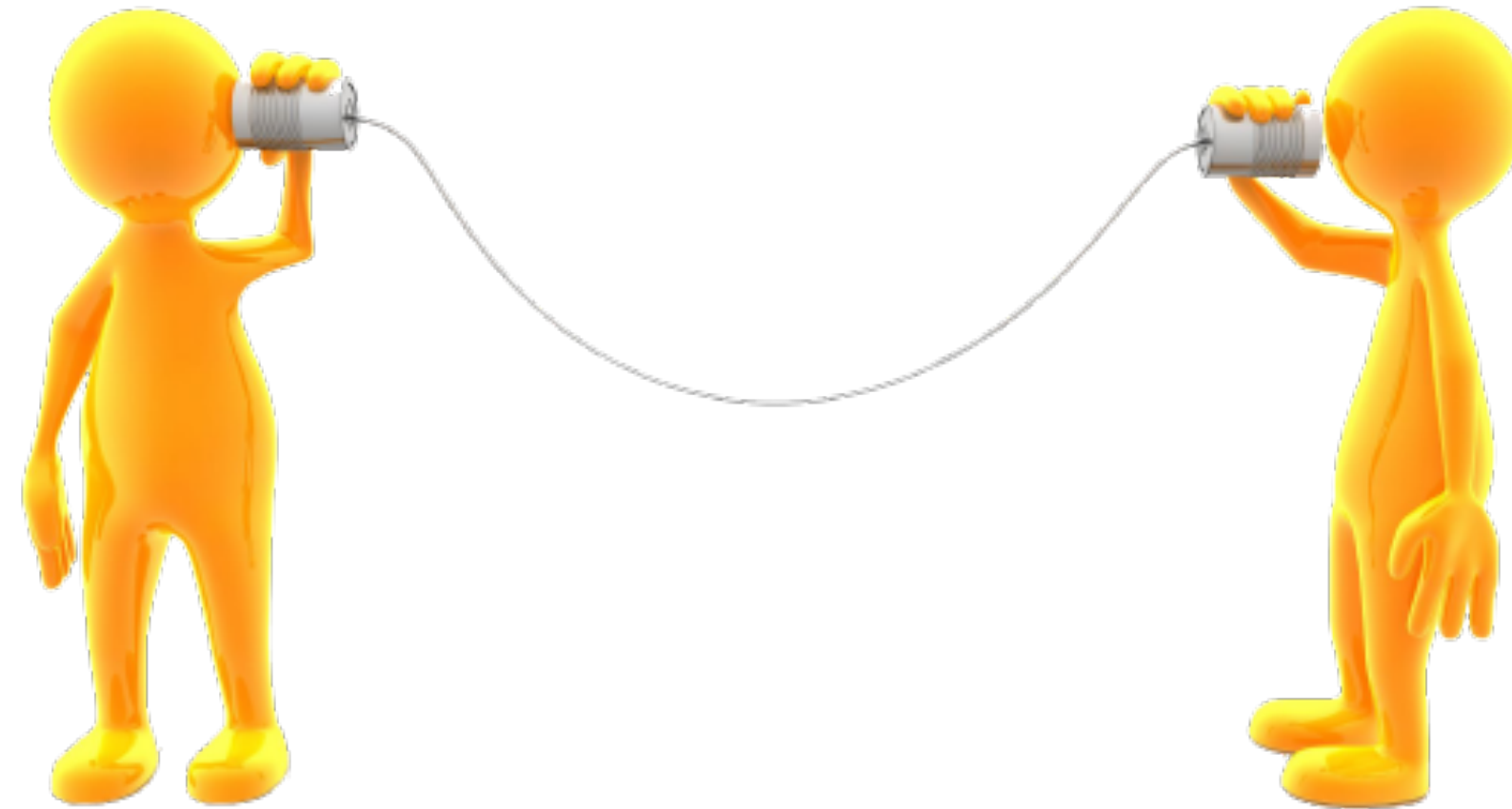
MASS MEDIA



What We Know...

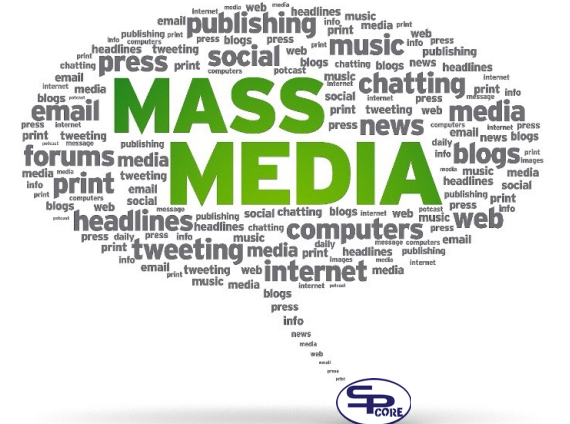
MEDIA

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 large number)

(a way to share messages)

MASS MEDIA

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



THE FOUR FORMS OF MEDIA



PRINT



RADIO



TELEVISION



INTERNET





PRINT



Oldest Printed Book 900 years old



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.

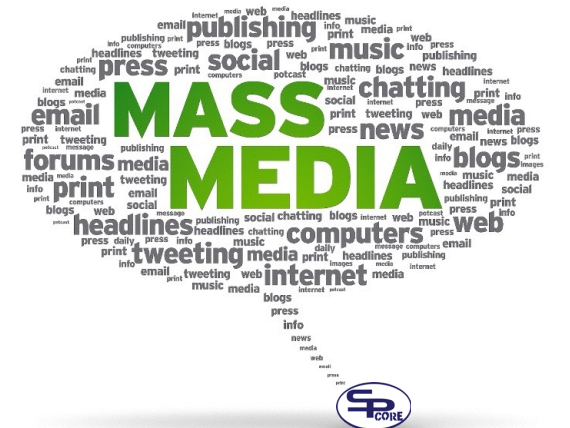




PRINT



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.

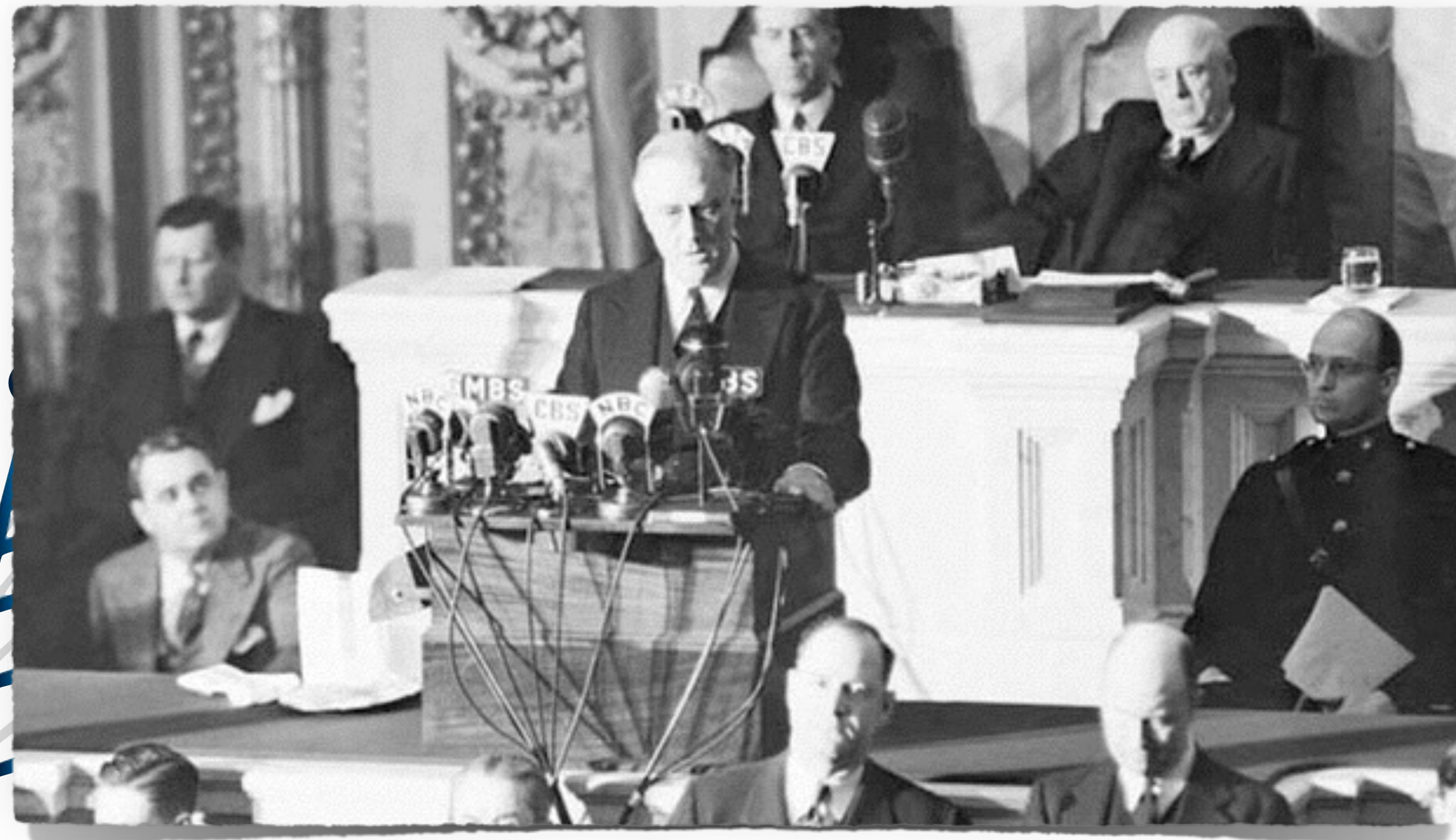


Radio becomes a mass media in the 1920 and 30s. Americans use radio to hear the news about war events and eventually entertain themselves with music and radio shows.





RADIO



"Day of Infamy" Speech Franklin D. Roosevelt

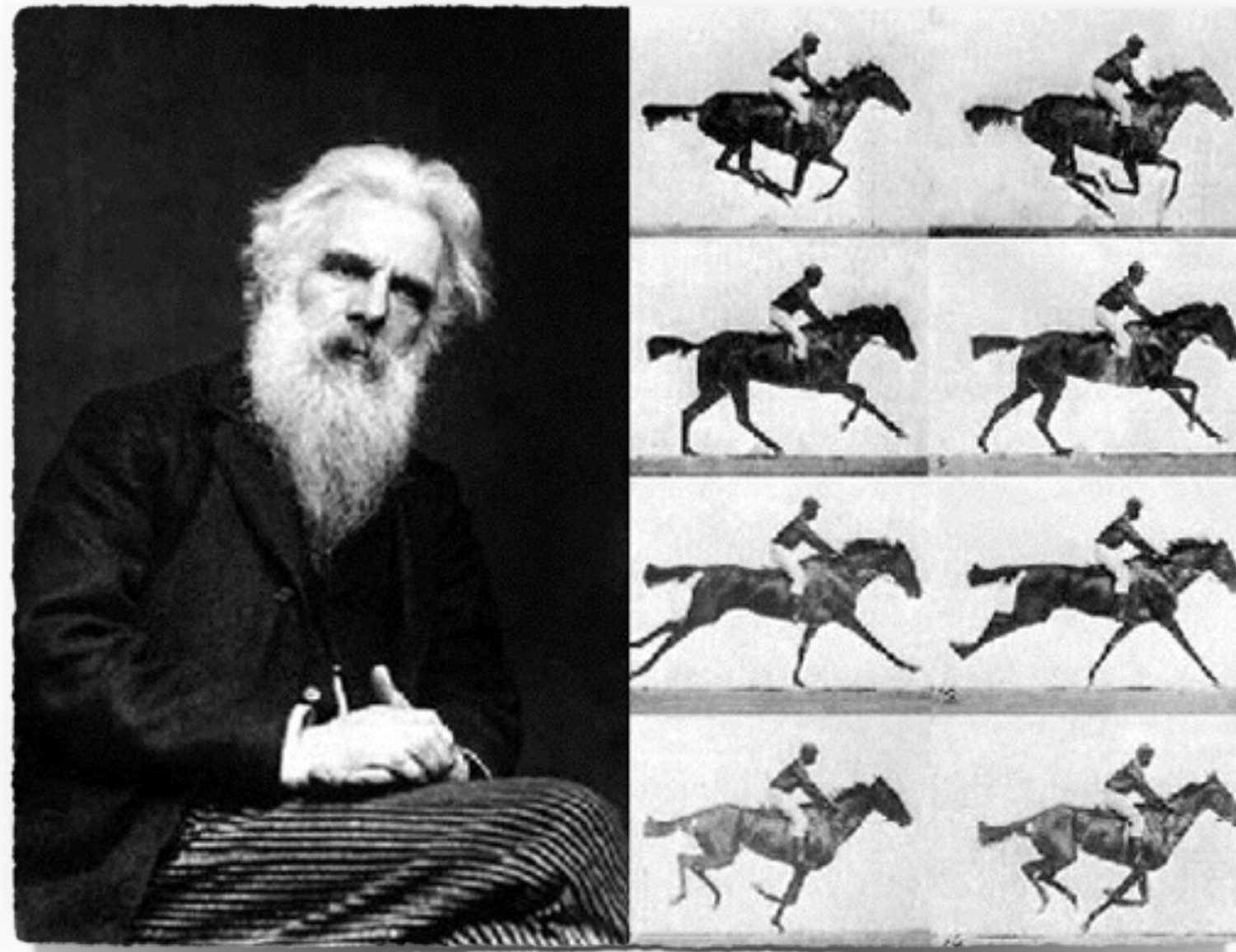
Important because it allowed for the first real time share on information across great distances. The audience could hear events as they were happening.





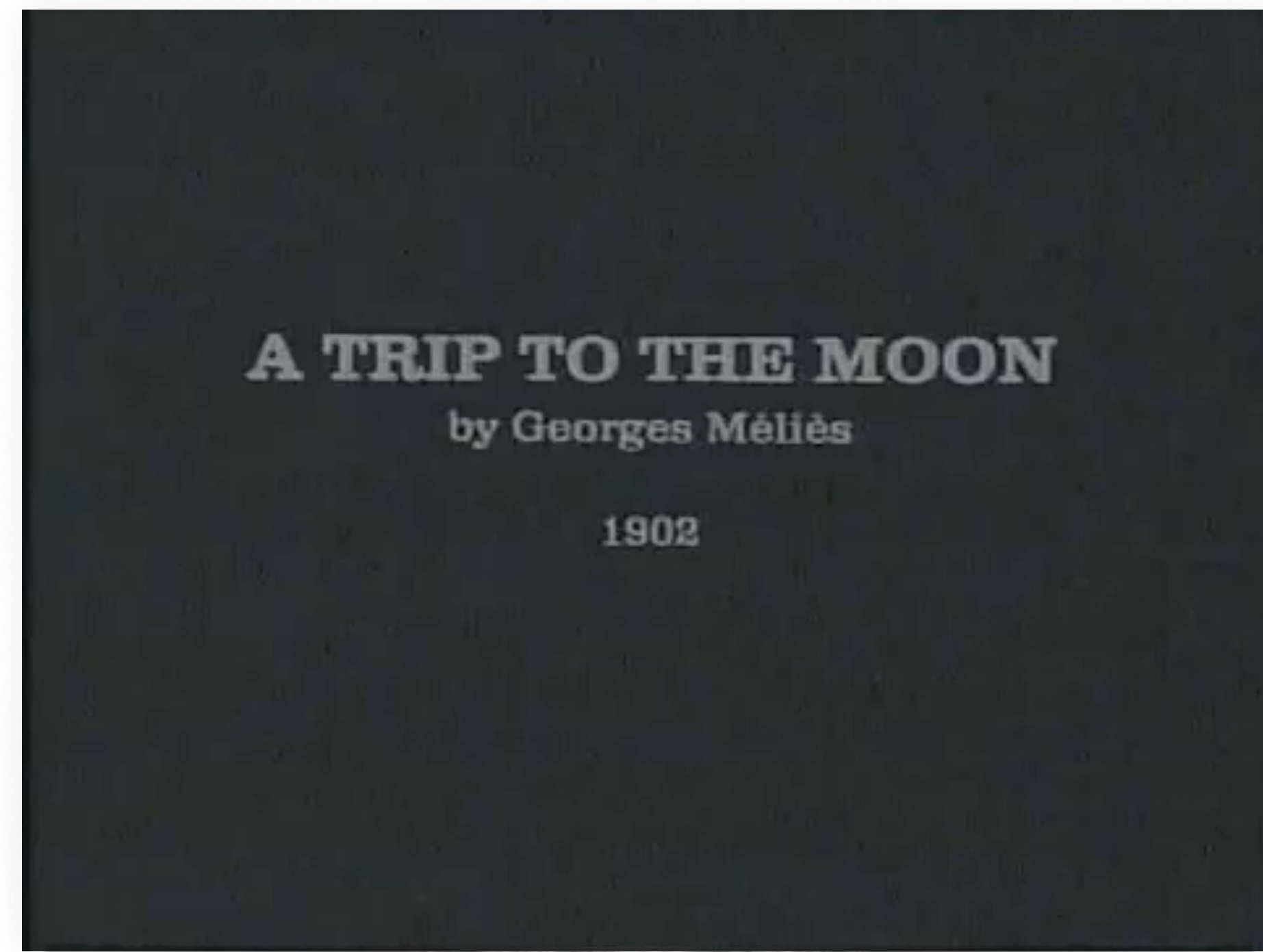
TELEVISION

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





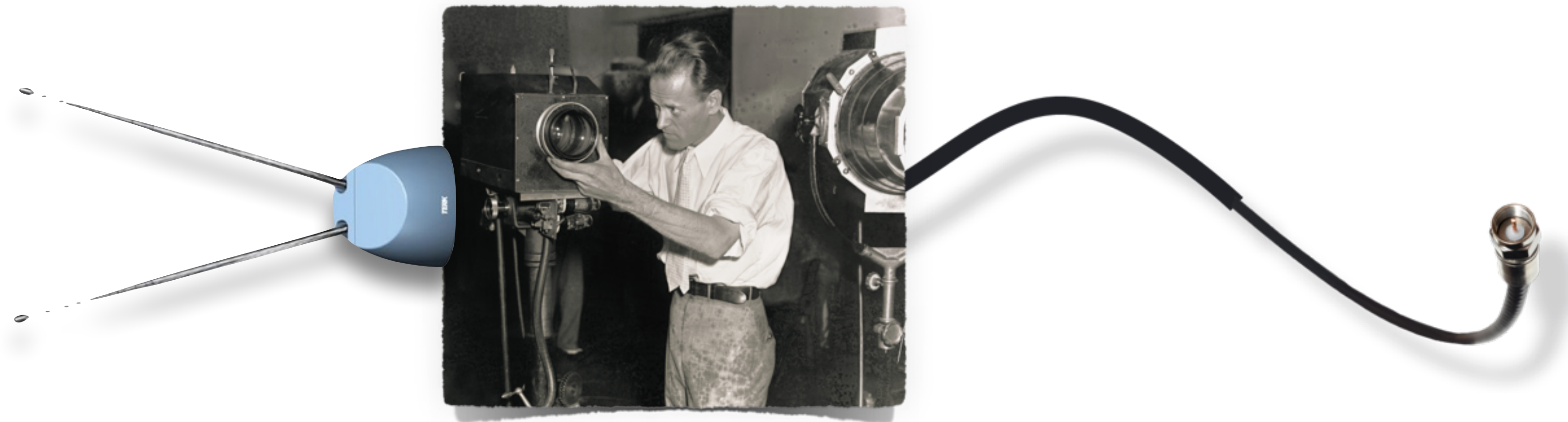
TELEVISION



The first full length movie to show in a theater was called
"A Trip to the Moon" in 1902.



TELEVISION



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



DIAL UP INTERNET SERVICE





MASS MEDIA