

# DIPLOMA IN MEDIA AND COMMUNICATION

MCG 204  
MASS MEDIA & SOCIETY

WEEK 1



# Introduction

- ? Situation:
- ? How was communication before television was invented?
- ? What happened during the Vietnam War and the Gulf War?
- ? What is the difference between the impact of media today and yesterday?

# How media influence our lives?

? “The impact of media coverage of Vietnam and of War protest at home is believed to have been a factor in turning the tide of public opinion against the U.S. military action.”- *Ryan and Wentworth pg. 3.*

- ? Today world is saturated with mass-mediated communication
- ? E.g.: We use TV to relax, to inform even to prepare ourselves with content of tomorrow's conversations
- ? TV is seen as an entertainment box, a complex symbol of status and so on.

# Understanding Human Behaviour

- ? Human being is very vulnerable
- ? Cooperation is necessary for human life to survive
- ? Therefore they form groups in an attempt to meet needs and desires
- ? Human characteristics do not appear to be genetically pre-programmed (refer to pg 8, *Ryan and Wentworth*)

# Transmissions of Cultural Rules

- ? Socialization – a continuing process whereby an individual acquires a personal identity and learns the norms, values, behaviour, and social skills appropriate to his or her social position
- ? Socialization agent – socialization in our culture include family, peers, schools, churches, mass media
- ? Sign - is arbitrary, social, something that stands for something else
- ? Language - is a system of signs that is actually created by and given significance to by human beings

# Transmissions of cultural..cont'd

- ? Communicating through signs and symbols is a complicated process
- ? Refer to communication models
- ? The media discussed in this subject are called mass media
- ? The term mass refers to the audience of the media (because the message carried over these media are capable of reaching large audience)