MMC 6007 Communication and Society

Agenda

• Introductions
• Syllabus and Course Expectations
• What’s This All About?

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  10:00 a.m. – 11:00 a.m., Wednesday
  Other times available by appointment

Introductions

• Name
• A bit about your background
  – Career at UCF?
  – Career Goals?
  – What’s your background?
  – What’s unusual about you?
  – What do you hope/expect to get from Public Affairs Reporting?

Class Web Site

• [http://pegasus.cc.ucf.edu/~dshaver](http://pegasus.cc.ucf.edu/~dshaver)
  – Syllabus
  – Class Announcements
  – Lecture Notes
• See syllabus for more detail
• Syllabus subject to change over course of the semester to reflect changes or opportunities

Class Format

• Text and Readings
• Format
  – Lectures
  – Discussion
  – Presentations
  – Breaks
Assignments and Grading

- Class Participation (15%)
- Consumer Communication Analysis (15%)
  - Talking to the audience
- Critical Analysis (10%)
  - Taking on the media
- Oral and Written Topic Report (25%)
  - Relevance to our subject
- Final Project (35%)

Questions?

What is Mass Communication?

- And is it still mass communication?

Key Issues

- What is the impact of a society on its mass media?
  - What have been the political, economic and cultural conditions that have led the mass media to operate in their current form?

Key Issue

- How does mass communication take place?
  - Does it differ in principle or only in detail from more direct interpersonal communication?

Key Issue

- What does exposure to mass communication do to people?
  - How does it influence them psychologically, socially, and culturally
Media and the Social World

Applying the Model

Applying the Model

- War on Terror and Iraq
- Child Abductions
- Poverty
- Corporate Governance (WorldCom/ Enron/etc.)

Two Approaches to Media

- Market
  - Relatively Unregulated
  - Supply and Demand
- Public Sphere
  - Jurgen Habermas
  - Citizens vs. Consumers

Market Types

<table>
<thead>
<tr>
<th>Level of Product Diversity</th>
<th>Number of Supplying Firms</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>One or a Few</td>
</tr>
<tr>
<td>Low</td>
<td>Homogenized Monopoly</td>
</tr>
<tr>
<td></td>
<td>Diverse Monopoly</td>
</tr>
</tbody>
</table>

Homogenized Monopoly

- Least Desirable
  - Uncompetitive
  - Limited Consumer Choice
  - High Prices
- One screen theater in a one horse town
<table>
<thead>
<tr>
<th>Diverse Monopoly</th>
<th>Homogenized Competition</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Wider but limited consumer choice</td>
<td>• Wider Choice Within a Narrow Range</td>
</tr>
<tr>
<td>• Concentrated Ownership</td>
<td>• Lower Prices</td>
</tr>
<tr>
<td>– Higher Prices</td>
<td>• Limited Diversity</td>
</tr>
<tr>
<td>• Multiplex theater in a one horse town</td>
<td>• “300 Channels and Nothing On”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Diverse Competition</th>
<th>Advantages of Market Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ideal Market Structure</td>
<td>• Efficiency</td>
</tr>
<tr>
<td>– Wide Range of Choice</td>
<td>– Lower Costs</td>
</tr>
<tr>
<td>– Price Competition</td>
<td>• Responsiveness</td>
</tr>
<tr>
<td>– Many Different Owners</td>
<td>• Flexibility</td>
</tr>
<tr>
<td></td>
<td>• Innovation</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Criticism of Market Model</th>
<th>Assumptions of the Public Sphere</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Undemocratic</td>
<td>• Some social needs can’t be met by market dynamics</td>
</tr>
<tr>
<td>– “One Dollar, One Vote”</td>
<td>• Essential role of mass media to democratic process means media</td>
</tr>
<tr>
<td>– Perpetuates Inequities</td>
<td>content is not just another product</td>
</tr>
<tr>
<td>• Amoral</td>
<td>• Government has responsibility to ensure consumers are treated as</td>
</tr>
<tr>
<td>• May Not Meet Social Needs</td>
<td>citizens, not just purchasers</td>
</tr>
<tr>
<td>• May Not Meet Democratic Needs</td>
<td></td>
</tr>
</tbody>
</table>
Role of Media in Public Sphere

- Primary Information Source
- Story Teller
- Open, Accessible to All
- No Government Restriction on Flow of Ideas
- Broad, Diversified Ownership

<table>
<thead>
<tr>
<th>Market Model</th>
<th>Public Sphere Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>How are media Conceptualized?</td>
<td>Private companies selling products</td>
</tr>
<tr>
<td>What is the primary purpose of the media?</td>
<td>Generate profits for owners and shareholders</td>
</tr>
<tr>
<td>How are audiences addressed?</td>
<td>As consumers</td>
</tr>
<tr>
<td>What are the media encouraging people to do?</td>
<td>Enjoy themselves, view ads, and buy products</td>
</tr>
</tbody>
</table>

<table>
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<th>Market Model</th>
<th>Public Sphere Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is in the public interest?</td>
<td>Whatever is popular</td>
</tr>
<tr>
<td>What is the role of diversity and innovation?</td>
<td>Innovation can be a threat to profitable, standardized formulas. Diversity can be a strategy for reaching new niche markets.</td>
</tr>
<tr>
<td>How is regulation perceived?</td>
<td>Mostly seen as interfering with market processes</td>
</tr>
</tbody>
</table>

The EPS Cycle: A Model for Media Evolution

- Proposed by John Merrill and Ralph Lowenstein (1971)
The EPS Cycle:
- All media develop in three stages:
  - Elite Stage
    - Affluent leaders in society are primary consumers
  - Popular Stage
    - Mass culture
  - Specialization Stage
    - Media are consumed by highly fragmented segments of the population, each with its own special interests and cultural activities

The EPS Cycle: A Model for Media Evolution
- U.S. first to reach specialization stage
  - Requires high levels of education, affluence, leisure, high population
  - Underdeveloped nations still at elite stage
- The Internet as a contemporary example

The Evolution of Media
- First there was interpersonal communication
- Then there was writing
- Then technology trumped everything

Old media were once new media...
- Inventions required for development of mass media
  - Development of paper in China
  - Block printing
    - China prior to 1,000 AD
    - Renaissance Europe for graphics

Old media were once new media...
- Prior to 1440s
  - No mass media as we know them
  - Books were handwritten, expensive and rare
  - Consumers:
    - Wealthy
    - Social elite
    - Religious elite

Johann Gutenberg
- German metallurgist and wine connoisseur.
- Combined
  - Metal movable type
  - Printing press based on wine press design
  - Published Gutenberg Bible around 1453
The result . . .

- Within 30 years, 110 towns in Western Europe alone had printing presses
- Number of books increased by a factor of hundreds
- Prices declined and books became affordable to a broader audience

The impact . . .

- More books became available in the vernacular rather than Latin, increasing the availability of information to the masses
- Printing the Bible in the vernacular and providing broader dissemination contributed to the religious unrest that led to the Reformation

Newspapers . . .

- Early 1600s
  - First “newspapers” begin in Europe
- 1690
  - Ben Harris prints Publick Occurrences, the first newspaper in the American Colonies

The result . . .

- Early works were reproductions of traditional religious works, illustrated with woodcuts.

The impact . . .

- Increased speed of research by speeding up publication of scientific research
- Encouraged scholarship by making texts and information more widely available
- Encouraged exploration by broadly publicizing voyages and adventures

Media in Colonial America . . .

- English model of media control was established in Colonial America
  - printers licensed by Crown Government
- First printing press
  - Elizabeth Glover, Cambridge, Mass. in 1638
- Distribution of newspapers by post
Magazines . . .

- 1741
  - Andrew Bradford prints *American Magazine* and
    Benjamin Franklin prints *General Magazine*, the first
    magazines in the colonies

Newspapers . . .

- 1833
  - *The New York Sun* introduces the
    concept of the Penny Press.
    - Opened up mass market
    - Featured running news and local
      coverage rather than foreign reports and
      political essays.

The Telegraph . . .

- 1844
  - Samuel Morse: “What hath God wrought?”
  - Increases speed of information travel past a gallop
  - Newspapers use to transmit stores by 1846

The Telegraphs Impact . . .

- Aided development of transportation networks
  by allowing tracking of trains
- Enhanced military flexibility
- Dramatically increased speed with which news
  spread and led to shorter news stories and AP.

Days for News From New York

- Charleston, SC
- Savannah, GA
- Cincinnati, OH

Sound recording . . .

- 1877
  - Thomas Edison introduces the
    phonograph, which could record and play back sound.
Movies . . .

- 1888
  - William Dickson devised the motion picture camera
- 1910
  - More than 10,000 movie houses
  - Audiences primarily urban and heavily immigrant
  - Newsreels introduced

Radio . . .

- Guglielmo Marconi transmits the first message by radio wave.
- Early applications are for ship-to-shore communication and military use.

Radio . . .

- Radio becomes mass medium in 1920s
  - Early broadcasters were manufacturers
  - No initial advertising support

Television . . .

- 1923
  - Vladimir Zworykin invents the tube that picked up moving images for live transmission (1933 images)
  - Experiments begin in 1930s; technology blossoms after World War II

Television . . .

- Compare:
  - Telephone - 80 years to reach 85% of homes
  - Automobile - 49 years to reach 85% of homes
  - Television - 10 years to reach 85% of homes
  - How long for the iPod?

Television Impact . . .

- Major consumer of time (third after sleeping and working)
- Transformation of politics
  - Conventions staged
  - Campaigners use consultants
  - Nixon/Kennedy Debate (1960)
Television Impact. . .

- Standardizing influence on society
  - Language
  - Fashion
  - Attitudes

The Internet

- 1969
  - The U.S. Defense Department establishes the computer network that became the Internet.

The Internet

- 1989
  - Tim Berners-Lee initiates World Wide Web project at CERN (European Laboratory for Particle Physics)
- 1991
  - HTML released

What Does “Convergence” Mean?

- 2002 News Director Survey
  - Share with your organization (76.6%)
  - Promote other media (62.3%)
  - Share building/complex (22.3%)

A New Paradigm Needed

The traditional mass communication model is crumbling under the weight of technological innovation and shifting audience demands.
Stages of Public Information Distribution
- Interpersonal/Scribal
- Mass Media
- Converged Digital

The Second Age: Mass Media
- Implications of Model
  - Power resides with content provider
  - Audiences are passive
  - Consumers make choices within predetermined framework
  - Basic dependence on advertising revenues

Traditional Media Industry Segments
- Audio
  - Recorded Music
  - Radio
- Print
  - Newspapers/Magazines
- Video
  - Cable/Satellite
  - Film/Television

Characteristics of Mass Media Industries
- Silos Based on Technology
- Regulation of Broadcast Delivery
- Strong Gatekeeping and Agenda-Setting Functions
- High Barriers to Entry
- Content For Mass Audiences
- Model Drives Competitive Strategy

Dayparting
- **Strategy:** Matching Content Delivered to Then Audience
- **Tactics:** Counter Programming, Block Programming, Lead-Ins, Lead-Outs, etc.
- **Assumptions:**
  1. Immediate Consumption
  2. Audience Must Choose

The Digital Age
- **Enabled by Digital Technology**
  - Technological Development and Consumer Adoption
    - Time to Adapt
- **Fundamentally Alters Mass Media Powers**
  - Consumer Empowerment
    - Competitive Imperative is “Pull,” not “Push”
    - Increased Feedback to Content Creators
  - Declining Social Influence for Traditional Media
  - Declining Barriers to Entry/Audience Access
  - More Targeted/Specialized Content
Key Digital Media Concepts

- The Public Digital Well
  - Content Generators Deposit and Content Consumers Withdraw

Key Digital Media Concepts

- Consumer Power
  - Active versus Passive Choice
  - Ability to Filter/Avoid Passive Exposure
  - Ability to Provide Feedback
    - Email
    - “Flaming”
    - Instant Messaging
    - Voice Mail
    - Counter Content

Impact on Broadcast Model

- Ad Delivery
  - Avoid Commercial Skips
  - Generate Consumer Revenue

Content Generators
- Traditional Old Media Generators
- Virtually Anyone Else
  - Web Pages
  - Streaming Audio and Video
Implications For Broadcasters

• Programming Strategies
  – Dayparting and Traditional Tactics Decline in Effectiveness
  – Research Shift from Demographic to Psychographic
  – Potential to Aggregate Larger Total Audience
  – Need to Leverage Technology to Enhance Entertainment Experience
    • Novelty
    • Interactivity
    • Customization

• Novelty
• Interactivity
• Customization

Implications For Broadcasters

• Content Creation
  – National/Syndicated Content Loses Geographic Exclusivity
  – Local Content Gains Value
    • Sports, Events, Niche Audiences, Local Personalities
  – Repurposed Content for New Revenue Streams
    • Streaming online
    • DVD
    • Non-Traditional Delivery (Cellular Phones, pagers, etc.)

• The Value Chain
  – Business Process to Business Segments
    • Content Creation
    • Content Delivery
  – Key Considerations
    • Leveraging Content
    • Alternative Delivery Options
      – 87% Combined Cable/Satellite Penetration (2004)
      – Expense Reductions

Implications For Broadcasters

• Revenue Structures and New Business Models
  – Willingness to Pay for Content
  – Advertiser Distrust of Conventional Advertising Techniques
  – Increased Reliance on Alternative Revenue Streams
    • Digital Delivery and Incremental Revenues

For Next Time...

• Review the syllabus in detail and identify any questions
• Think about the subject you’d like to pick for your topic report