The media society

J201 Introduction to Mass Communication
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The media society
Things to remember

① Today we start our first section of the course (Media & Society)
② Discussion sections
③ First writing assignment (website prompt)
④ Course website has detailed information that should answer almost all your questions…
1. Media is the environment we live in.

2. Professionalization of human communication.

3. Rise of the mass scale.

4. Mediatization.

5. Personalization of media?
Our environment shapes who we are as a species
Humans as story tellers

We don’t use WALLS anymore to tell our stories...
Humans as story tellers

Traditionally stories told by families, schools, groups...

Today
From interpersonal modes of story telling, we have developed forms that make possible mass audiences.
① Reach mass audiences, not an individual.

② It is mediated (print, radio, TV).

“The process by which a person, group of people, or large organization creates a message and transmits it through some type of medium to a large, anonymous, heterogeneous audience.”

— Kevin J. Pearce

② We consume a lot of it...
① Mediation becomes part of our experience of “real” things
② Powerful forces shape our perceptions of experience.

Humanitarian crisis in Europe
① Mediation becomes part of our experience of "real" things
② Powerful forces shape our perceptions of experience.

Life style appeals
The personalization "myth"
A sixth sense...
Today's main points

1. Storytelling is professionalized.

2. Mass scale and extent of communications on the rise.

3. Increasingly our experiences are mediated.

4. New communication technologies “personalize” what essentially continues to be mass communication.
See you on Wednesday...