

# **MEDIA CULTURE AND SOCIETY**

## **INTRODUCTION TO MEDIA CULTURE AND SOCIETY**

### **MEDIA**

#### **What do you mean by media?**

The term media, which is the plural of medium, refers to the communication channels through which we disseminate news, music, movies, education, promotional messages and other data. It includes physical and online newspapers and magazines, television, radio, billboards, telephone, the Internet, fax and billboards.

#### **Media can be classified into four types:**

- Print Media (Newspapers, Magazines)
- Broadcast Media (TV, Radio)
- Outdoor or Out of Home (OOH) Media.
- Internet.

#### **What are the 3 types of media?**

There are three main types of news media: print media, broadcast media, and the Internet.

#### **What are the uses of media?**

Media are the communication outlets or tools used to store and deliver information or data. The term refers to components of the mass media communications industry, such as print media, publishing, the news media, photography, cinema, broadcasting (radio and television), and advertising.

#### **What is role of media in our life?**

The press, the radio and television play a big role in the life of the society. They inform, educate and entertain people. They also influence the way people look at the world and make them change their views. Mass media plays a very important role in organizing public opinion.

#### **What is the main role of media?**

Media is intended to reach and address a large target group or audience. ... In today's world, media becomes as essential as our daily needs. Media of today is playing an outstanding role in creating and shaping of public opinion and strengthening of society. Media is the sword arm of democracy.

#### **What are the 3 roles of media?**

The Media's Roles. The media typically plays three roles. In no particular order, the media plays the role of a gatekeeper, scorekeeper, and a watchdog. The media as a gatekeeper simply means that the elites who control a particular news entity decide what gets on the air or in a newspaper.

### **What is a scorekeeper in media?**

Scorekeeper. The role the press plays by keeping track of and helping make political reputations, note who is being mentioned as a presidential candidate, and help decide who is winning and losing in Washington politics.

### **What is gatekeeping in the media?**

Gatekeeping is the process through which information is filtered for dissemination, whether for publication, broadcasting, the Internet, or some other mode of communication. ... Individuals can also act as gatekeepers, deciding what information to include in an email or in a blog.

### **What is the watchdog role of the media?**

Role. The role of a watchdog journalist can be that of a protector or guardian. The role of a watchdog journalist as a guardian is to supply the citizens with information they must have "to prevent the abuse of power", and to "warn citizens about those that are doing them harm".

Media bias is the bias or perceived bias of journalists and news producers within the mass media in the selection of many events and stories that are reported and how they are covered. ... There are a number of national and international watchdog groups that report on bias in the media.

### **What is the media's agenda?**

Agenda-setting theory describes the "ability (of the news media) to influence the importance placed on the topics of the public agenda". ... That is, if a news item is covered frequently and prominently, the audience will regard the issue as more important.

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## **CULTURE**

### **What do you mean by culture?**

**Culture** is a word for the 'way of life' of groups of people, meaning the way they **do** things. ... Excellence of taste in the fine arts and humanities, also known as high **culture**. An integrated pattern of human knowledge, belief, and behaviour. The outlook, attitudes, values, morals, goals, and customs shared by a society.

### **What is the best definition of culture?**

**Culture** is the characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social habits, music and arts. ... The word "**culture**" derives from a French term, which in turn derives from the Latin "colere," which means to tend to the earth and grow, or cultivation and nurture.

### **What are examples of culture?**

Customs, laws, dress, architectural style, social standards, religious beliefs, and traditions are all examples of cultural elements.

### **Why is culture important?**

In addition to its intrinsic value, **culture** provides **important** social and economic benefits. With improved learning and health, increased tolerance, and opportunities to come together with others, **culture** enhances our quality of life and increases overall well-being for both individuals and communities.

### **What makes a subculture?**

A **subculture** is a group of people within a culture that differentiates itself from the parent culture to which it belongs, often maintaining some of its founding principles. **Subcultures** develop their own norms and values regarding cultural, political and sexual matters. ... **Subcultures** differ from countercultures.

### **When did subcultures start?**

Rude boys dressed in the latest fashions, and many were involved with gangs and violence. This **subculture** then spread to the United Kingdom and other countries. The mod **subculture began** with a few cliques of trendy teenage boys in London, England in the late 1950s, but was at its most popular during the early 1960s.

### **Media culture**

Media culture refers to the culture created under the influence of mass media. The concept of media culture infers its impact on society's information consumption and intellectual guidance. Media culture tend to be a major factor in the formation of mainstream culture since it affects society's opinions, values, tastes, attitudes, and informational availability.

### **What is the role of media in culture?**

The Role of Mass Media in the Transmission of Culture. The study seeks to introduce a new media model that (1) clearly illustrates the role of mass media in the transmission of cultural messages, and (2) helps to explain variations in the reception and employment of cultural messages by members of the same culture.

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## **SOCIETY**

The aggregate of people living together in a more or less ordered community.

### **What is society and example?**

Society is defined as a group of people living as a community or an organized group of people for a common purpose. An example of society is Lancaster, Pennsylvania. An example of society is the Catholic Daughters of the Americas.

## **What are the different types of society?**

### **The Six Types of Societies**

- Hunting and gathering societies.
- Pastoral societies.
- Horticultural societies.
- Agricultural societies.
- Industrial societies.
- Post-industrial societies.

## **What is good in society?**

A Good Society is what we strive for and we aim to build it around core values: Equality, Democracy and Sustainability. Rather than being a specific vision, or end point, the Good Society is a framework that enables us to evaluate political ideas and actions against our core values.

## **Why is media important to society?**

In today's world, media becomes as essential as our daily needs. Media of today is playing an outstanding role in creating and shaping of public opinion and strengthening of society. Media is the sword arm of democracy. Media acts as watchdog to protect public interest against malpractice and create public awareness.

## **How does media influence the society?**

The media's influence on society. The media influences so many people's behaviour nowadays. ... The media can manipulate, influence, persuade and pressurise society, along with even controlling the world at times in both positive and negative ways; mentally, physically and emotionally.

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## **Unit-I**

### **Media saturation**

A situation in which every newspaper, Television Company etc. is reporting an event. General words relating to the media: the media, medium, mass media.

### **Media influence**

Media influence is the actual force exerted by a media message, resulting in either a change or reinforcement in audience or individual beliefs. ... Parse stated that media effects researchers study "how to control, enhance, or mitigate the impact of the mass media on individuals and society".

### **How does media influence our daily life?**

Newspaper, magazine, radio, television and internet are the different types of media. It greatly affects our lives because media has the power to influence our thoughts. ... Children can develop their skills and intellect by watching these programs because audio and visual media makes it quite easy to understand.

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### **What does democracy in education mean?**

Democratic education is an educational ideal in which democracy is both a goal and a method of instruction. It brings democratic values to education and can include self-determination within a community of equals, as well as such values as justice, respect and trust.

### **What is the importance of education in democracy?**

The purpose of education in a democratic society is to instil the values of cooperation, fairness and justice into the hearts of our students. I would argue that these values are essential to maintaining and improving a functioning democracy in any country.

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### **Importance of visual communication**

Visual communication has become one of the most important approaches using which people communicate and share information. Imagine that you are travelling the world and exploring places you've always dreamt about. You obviously don't speak the native language of that place very well. What if you get lost somewhere and you don't even know where you are? Since you are not fluent in the native language, you will have no means to communicate to find your way out. In such situations, you can depend on a map; which is a visual content.

Visual communication is a way using which people can understand things very easily. Let it be signs, typography, films, graphic designs, and countless other examples. Before we move towards how visual communication helps in content marketing, let's get familiar with visual literacy.

### **Visual Literacy**

Visual literacy is referred as the ability to interpret, negotiate and explain the meaning out of still and moving image texts. In other words, it is an ability to identify and understand the ideas which are communicated through visible images or actions.

Like mentioned before, visual literacy is a visual skill. Children can understand pictures before they grasp verbal skills. Similarly, the visual literacy plays important role in the interpretation of the message in the form of art and visual media. The internet we are using today has the major significance of visual literacy.

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### **Who is father of education?**

John Amos Comenius Called the Father of Modern Education. He is also known as Jan Amos Komensky and was born on March 28, 1592 in Nivnice, Moravia (which is now in the Czech Republic) and he died on November 15, 1670.

### **Why Education is the most powerful weapon?**

As Nelson Mandela says, "Education is the most powerful weapon which you can use to change the world." Education is the key to eliminating gender inequality, to reducing poverty, to creating a sustainable planet, to preventing needless deaths and illness, and to fostering peace.

### **What is future education?**

The future of education is all about strengthening and incorporating student-centric learning. In this endeavour, the onus is on teachers to adopt personalized learning and teaching patterns. Flexibility in learning is the keyword that governs the forthcoming tendency of imparting quality education to students.

### **How important is education for our future?**

Education is important for children because they are the future of the world and they should be updated with current affairs. They are the pillars of the nation, to develop a country and the world the future should be secure and the children are the weapons to build the nation with all their knowledge and education.

### **What is the main purpose of education?**

Education is an art of appreciating life. Its purpose is to teach us values, develop stimulated intellect, understand tolerance for disagreeable belief systems, dig out opportunities to question what exists, and contribute to the growth of the human society.

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### **What is Privatisation in simple words?**

Privatization (also spelled privatisation) can mean different things including moving something from the public sector into the private sector. ... The second such type of privatization is the demutualization of a mutual organization, cooperative, or public-private partnership in order to form a joint-stock company.

### **What is the concept of privatization?**

**Privatization** is the process of transferring an enterprise or industry from the public sector to the private sector. The public sector is the part of the economic system that is run by government agencies. ... The **term** has alternate meanings within business and finances.

### **What is the purpose of Privatisation?**

Privatization means the transfer of ownership or management of an enterprise from the public sector to the private sector. Privatization: Meaning, Features, Scope, Objectives.

### **What are some examples of privatization?**

Privatization of public services has occurred at all levels of government within the United States. Some examples of services that have been privatized include airport operation, data processing, vehicle maintenance, corrections, water and wastewater utilities, and waste collection and disposal.

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### **What are the different roles of mass media in society?**

The press, the radio and television play a big role in the life of the society. They inform, educate and entertain people. They also influence the way people look at the world and make them change their views. Mass media plays a very important role in organizing public opinion.]

### **Mass media in Indian society**

The word 'media' is derived from the word medium, signifying mode or carrier. Media is intended to reach and address a large target group or audience. The word was first used in respect of books and newspapers i.e. print media and with the advent of technology, media now encompasses television, movies, radio and internet. In today's world, media becomes as essential as our daily needs. Media of today is playing an outstanding role in creating and shaping of public opinion and strengthening of society.

Media is the sword arm of democracy. Media acts as watchdog to protect public interest against malpractice and create public awareness. Today when politicians are taking full advantage of their positions, an evil nexus of mafia and crime syndicate is making the life of the common man miserable, taxpayer's money is siphoned out for the personal gain of the influential and ordinary people are a mere spectator-media has a greater responsibility As the fourth pillar of democracy along with judiciary, executive and legislature, media of today has an all embracing role to act against the injustice, oppression, misdeeds and partiality of our society.

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## **Unit II**

### **UNDERSTANDING MEDIA**

#### **Sociology**

Sociology is a study of society, patterns of social relationships, social interaction and culture of everyday life. It is a social science that uses various methods of empirical investigation and critical analysis to develop a body of knowledge about social order, acceptance, and change or social evolution. Sociology is also defined as the general science of society. While some sociologists conduct research that may be applied directly to social policy and welfare, others focus primarily on refining the theoretical understanding of social processes. Subject matter ranges from the micro-sociology level of individual agency and interaction to the macro level of systems and the social structure.

The different traditional focuses of sociology include social stratification, social class, social mobility, religion, secularization, law, sexuality, gender, and deviance. As all spheres of human activity are affected by the interplay between social structure and individual agency, sociology has gradually expanded its focus to other subjects, such

as health, medical, economy, military and penal institutions, the Internet, education, social capital, and the role of social activity in the development of scientific knowledge.

The range of social scientific methods has also expanded. Social researchers draw upon a variety of qualitative and quantitative techniques. The linguistic and cultural turns of the mid-20th century led to increasingly interpretative, hermeneutic, and philosophic approaches towards the analysis of society. Conversely, the end of the 1990s and the beginning of the 2000s have seen the rise of new analytically, mathematically, and computationally rigorous techniques, such as agent-based modelling and social network analysis.

politicians and policymakers, educators, planners, legislators, administrators, developers, business magnates, managers, social workers, non-governmental organizations, non-profit organizations, and people interested in resolving social issues in general. There is often a great deal of crossover between social research, market research, and other statistical fields.

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## **Culture**

The ideas, customs, and social behaviour of a particular people or society.

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### **What is media culture definition?**

In cultural studies, media culture refers to the current Western capitalist society that emerged and developed from the 20th century, under the influence of mass media. ... The expression media culture, on the other hand, conveys the idea that such culture is the product of the mass media.

A cultural norm codifies acceptable conduct in society; it serves as guideline for behaviour, dress, language, and demeanour in a situation, which serves as a template for expectations in a social group. Accepting only a monoculture in a social group can bear risks, just as a single species can wither in the face of environmental change, for lack of functional responses to the change.

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## **Skills**

A skill is the ability to carry out a task with determined results often within a given amount of time, energy, or both. Skills can often be divided into domain-general and domain-specific skills. For example, in the domain of work, some general skills would include time management, teamwork and leadership, self-motivation and others, whereas domain-specific skills would be used only for a certain job. Skill usually requires certain environmental stimuli and situations to assess the level of skill being shown and used.

### **What are some examples of skills?**

**List of 10 soft skills to include on a resume. See examples of how to describe them.**

- Communication.
- Ability to Work under Pressure.



- Decision Making.
- Time Management.
- Self-motivation.
- Conflict Resolution.
- Leadership.
- Adaptability.

### **What is your skill?**

Skills are things you learn, that help you do other things. ... If you're able to recognise and talk about your skills, you'll find it easier to work out what you want to do. And when you're applying for jobs, they'll be the things that convince employers that you're the right person for the job.

### **Types of skills**

#### **Hard skills**

Hard skills, also called technical skills, are any skills relating to a specific task or situation. It involves both understanding and proficiency in such specific activity that involves methods, processes, procedures, or techniques. These skills are easily quantifiable unlike soft skills, which are related to one's personality. These are also skills that can be or have been tested and may entail some professional, technical, or academic qualification.

#### **Labour skills**

Skilled workers have long had historical import (*see* Division of labor) as electricians, masons, carpenters, blacksmiths, bakers, brewers, coopers, printers and other occupations that are economically productive. Skilled workers were often politically active through their craft guilds.

#### **Life skills**

An ability and capacity acquired through deliberate, systematic, and sustained effort to smoothly and adaptively carryout complex activities or job functions involving ideas (cognitive skills), things (technical skills), and/or people (interpersonal skills).

#### **People skills**

- understanding ourselves and moderating our responses
- talking effectively and empathizing accurately
- Building relationships of trust, respect and productive interactions.

#### **Social skills**

Social skill is any skill facilitating interaction and communication with others. Social rules and relations are created, communicated, and changed in verbal and nonverbal ways. The process of learning such skills is called socialization.

#### **Soft skills**

Soft skills are a combination of interpersonal people skills, social skills, communication skills, character traits, attitudes, career attributes and emotional intelligence quotient (EQ) among others.

## **Hierarchy skills**

Skills can be categorized based on the level of expertise and motivation. The highest level of engagement corresponds to the craftsman. About 2% of people reach the highest level.

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## **Political**

Relating to the government or public affairs of a country.

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## **Media audience analysis**

### **What is the best definition of audience?**

An Audience is the person for whom a writer writes, or composer composes. A writer uses a particular style of language, tone, and content according to what he knows about his audience. In simple words, audience refers to the spectators, listeners, and intended readers of a writing, performance, or speech.

### **What are the 5 categories of audience analysis?**

- (1) The situational analysis,
- (2) The demographic analysis,
- (3) The psychological analysis,
- (4) The multicultural analysis, and
- (5) The topic interest and prior knowledge analysis.

### **What is the process of audience analysis?**

Audience analysis involves identifying the audience and adapting a speech to their interests, level of understanding, attitudes, and beliefs. Taking an audience-centered approach is important because a speaker's effectiveness will be improved if the presentation is created and delivered in an appropriate manner.

### **What's situational audience analysis?**

Situational audience analysis. Audience analysis that focuses on situational factors such as the size of the audience, the physical setting for the speech, and the disposition of the audience toward the topic, the speaker, and the occasion in the moment.

### **How do you evaluate your audience?**

**So let's take a look at some of the actionable, practical ways you can better understand your audience.**

1. Do your research in advance. ...
2. Look at your competitors. ...
3. Create a customer persona. ...

4. Get to know your clients personally. ...
5. Monitor reader comments and engagements. ...
6. Witness external social habits. ...
7. Conduct surveys.

### **Audience analysis (mass, segmentation, product, social uses)**

#### **Mass**

A large number of people or objects crowded together.

#### **What is the role of mass media?**

The Role and Influence of Mass Media. Mass media is communication—whether written, broadcast, or spoken—that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth. Mass media is a significant force in modern culture, particularly in America.

#### **What is media segmentation?**

Audience segmentation is a process of dividing people into homogeneous subgroups based upon defined criterion such as product usage, demographics, psychographics, communication behaviours and media use.

#### **What is segmentation example?**

For example, common characteristics of a market segment include interests, lifestyle, age, gender, etc. Common examples of market segmentation include geographic, demographic, psychographic and behavioural.

#### **Product**

**Definition:** A product is the item offered for sale. A product can be a service or an item. It can be physical or in virtual or cyber form. Every product is made at a cost and each is sold at a price. The price that can be charged depends on the market, the quality, the marketing and the segment that is targeted.

#### **What are examples of product?**

Some examples of consumer products are toothpaste, eatables, textiles, computers etc and various such products

#### **What are the uses of social media?**

In business, social media is used to market products, promote brands, and connect to current customers and foster new business. Social media analytics is the practice of gathering data from blogs and social media websites and analysing that data to make business decisions.

### **What are the roles of media in education?**

It is true that media is playing an outstanding role in strengthening the society. Its duty is to inform, educate and entertain the people. It helps us to know current situation around the world. ... Media comes in different forms and each form affects the way students learn and interpret information.

### **What are the function of educational media?**

The importance of Educational Media Centre is to provide teacher and students easy access for information search. The Educational Media Centre functions as a vital instrument as well as a basic requirement for quality education by enriching all parts of the schools educational process.

### **Types of Educational Media**

<b>No</b>	<b>Media Categories</b>	<b>Examples in Learning</b>
I	Audio	Audio tapes, radio, CD, telephone
II	Print	Textbooks, modules, brochures, leaflets, pictures
III	Audio-print	Audio tapes that include written materials
IV	Proyeksi visual silent	Overhead transparency (OHT), Film frames (slides)

### **What is the role and function of an educational media centre?**

An educational media centre is a facility designed for housing and utilization of all educational media within the school, such as instructional materials, equipment collections, media development facilities, and a trained staff.

### **What is theoretical frame work?**

A theoretical framework is used to limit the scope of the relevant data by focusing on specific variables and defining the specific viewpoint (framework) that the researcher will take in analysing and interpreting the data to be gathered, understanding concepts and variables according to the given definitions,

### **What is the role of theoretical framework in research?**

The theoretical framework allows you to present the research problem in light of a summary of the literature. Your description of the variables of interest in context of the literature review allows the reader to understand the theorized relationships. ... You tell the reader what you expect to find in your research.

### **What is a theoretical example?**

The definition of theoretical is something that is based on an assumption or opinion. An example of theoretical is lower interest rates will boost the housing market. Your Dictionary definition and usage example.

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## **Core concepts**

### **What are the 5 core concepts of media literacy?**

Media Literacy: Five Core Concepts

- All media messages are constructed. ...
  - Media messages are constructed using a creative language with its own rules. ...
  - Different people experience the same media message differently. ...
  - Media have embedded values and points of view. ...
  - Most media messages are organized to gain profit and/or power.
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## **Practical**

### **What does practical work mean?**

By 'practical work' we mean tasks in which students observe or manipulate real objects or materials or they witness a teacher demonstration. Practical work can: motivate pupils, by stimulating interest and enjoyment.

### **Why is practical work important?**

Involvement of students is more in practical work. Practical assignments are often carried out in groups. Group work helps to inculcate social values and values like sharing, cooperation, team spirit, compassion etc. Practical work makes students independent and increases their confidence.

### **What is practical knowledge?**

Practical knowledge is knowledge that is acquired by day-to-day hands-on experiences. In other words, practical knowledge is gained through doing things; it is very much based on real-life endeavours and tasks. On the other hand, theoretical knowledge teaches the reasoning, techniques and theory of knowledge.

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### **What is mean by pedagogy?**

Pedagogy is often described as the act of teaching. The pedagogy adopted by teacher's shapes their actions, judgments, and other teaching strategies by taking into consideration theories of learning, understandings of students and their needs, and the backgrounds and interests of individual students.

### **What is the meaning of pedagogical approach?**

Goodyear (2005) suggests that pedagogical approach can be subdivided into Pedagogical Philosophy (to describe beliefs about how people learn) and High Level Pedagogy (to describe a broad approach between philosophy and action). Learn more in: A Learning Design to Teach Scientific Inquiry.

**What is another word for pedagogy?**

Another word for pedagogy. Noun. The act, process, or art of imparting knowledge and skill: education, instruction, pedagogics, schooling, teaching, training, tuition, tutelage, tutoring.

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**Unit-III****MEDIA DETERMINANTS****What are determinants?**

The determinants of health include:

The social and economic environment, the physical environment, and the person's individual characteristics and behaviours.

**How do you find a determinant?**

The determinant of a matrix is a special number that can be calculated from a square matrix.

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**What is ownership and control?**

Trends in ownership and control. The owner of a business is the person who owns the business - i.e. has put the financial capital into the business and takes out the profit. The controller of the business is the person that makes the management decisions.

**Types of Ownership Structures**

Before you can decide on an ownership structure for your business, you must learn at least a little bit about how each structure works. Here's a brief rundown of the most common forms of doing business:

- sole proprietorship
- partnership
- limited partnership
- limited liability company (LLC)
- corporation (for-profit)
- non-profit corporation (not-for-profit)
- cooperative.

**Sole Proprietorships and Partnerships**

For many new businesses, the best initial ownership structure is either a sole proprietorship or – if more than one owner is involved – a partnership.

Legally, a sole proprietorship is inseparable from its owner – the business and the owner are one and the same. This means the owner of the business reports business income and losses on her personal

tax return and is personally liable for any business-related obligations, such as debts or court judgments.

Similarly, a partnership is simply a business owned by two or more people that hasn't filed papers to become a corporation or a limited liability company (LLC). No paperwork needs to be filed to form a partnership – the arrangement begins as soon as you start a business with another person. As in a sole proprietorship, the partnership's owners pay taxes on their shares of the business income on their personal tax returns and they are each personally liable for the entire amount of any business debts and claims.

### **Limited Partnerships**

Limited partnerships are costly and complicated to set up and run, and are not recommended for the average small business owner. Limited partnerships are usually created by one person or company, the “general partner,” who will solicit investments from others –who will be the limited partners.

The general partner controls the limited partnership's day-to-day operations and is personally liable for business debts (unless the general partner is a corporation or an LLC). Limited partners have minimal control over daily business decisions or operations and, in return, they are not personally liable for business debts or claims. Consult a limited partnership expert if you're interested in creating this type of business.

### **Corporations and LLCs**

Forming and operating an LLC or a corporation is a bit more complicated and costly, but well worth the trouble for some small businesses. The main benefit of an LLC or a corporation is that these structures limit the owners' personal liability for business debts and court judgments against the business.

Because of this separate status, the owners of a corporation don't use their personal tax returns to pay tax on corporate profits – the corporation itself pays these taxes. Owners pay personal income tax only on money they draw from the corporation in the form of salaries, bonuses and the like.

Corporations and LLCs make sense for business owners who either 1) run a risk of being sued by customers or clients or run the risk of piling up a lot of business debts, or 2) have a good deal of personal assets they want to protect from business creditors.

### **Non-profit Corporations**

A non-profit corporation is a corporation formed to carry out a charitable, educational, religious, literary or scientific purpose. A non-profit can raise much-needed funds by receiving public and private grant money and donations from individuals and companies. The federal and state governments do not generally tax non-profit corporations on money they make that is related to their non-profit purpose, because of the benefits they contribute to society.

## **Cooperatives**

Some people dream of forming a business of true equals – an organization owned and operated democratically by its members. These grassroots business organizers often refer to their businesses as a “group,” “collective” or “co-op” – but these are usually informal rather than legal labels. For example, a consumer co-op could be formed to run a food store, a bookstore or any other retail business. Or a workers’ co-op could be created to manufacture and sell arts and crafts.

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## **Media Institution**

### **What is a media institution?**

A Media Institution is a company or organisation that is accountable for a media text. This could be through marketing, production, distribution or regulation.

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## **The state and the Law**

### **What is a state of law?**

For ones, the state of law means that the executive, administration and justice are in compliance with the law voted by the Parliament, the law that is indisputable since it represents the general will; the state of law is then defined as legal state, state of laws and no other norm can question or be imposed upon the ...

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## **Self-regulation by the Media**

### **Regulation of Media**

When media organizations set rules for how reporters and others who work for media outlets conduct business, it is referred to as self-regulation. This is different from having laws in place or regulatory agencies overseeing the media. The regulations cover a range of ventures, including codes of conduct and dispute resolution.

Self-regulation is more suited to a democracy with freedom of speech than having the government censor information or control the work of reporters. With self-regulation, the media polices itself, detecting bias and errors and enforcing rules of conduct. It is considered more flexible since the people providing the oversight have first-hand experience. On the other hand it is also criticized for this same reason, being too flexible and too concerned with the needs of the media industry and not enough with the needs of the public.

One common way of disciplining for infractions is requiring the outlet to publish a retraction. In some cases, a reporter or other industry worker might be dropped from a trade organization.

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## **Economic determinants**

The reviews must primarily focus on macro-, population-level rather than individual-level economic determinants of health. ... Secondary outcomes include health inequalities by gender, ethnicity or



socio-economic status (for example by income, education, employment, receipt of benefits at an individual or area level).

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### **Advertisers**

The rise and fall of advertising business depends solely on the expenditure incurred by the advertiser. It is the advertiser that maintains the total complex of services and organizations that constitute the advertising business. The expenditure on advertising is a measure of the growth of the economy and the nature and direction of that growth.

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### **Media Personnel or Media relation**

Media Relations involves working with media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner. Typically, this means coordinating directly with the people responsible for producing the news and features in the mass media. The goal of media relations is to maximize positive coverage in the mass media without paying for it directly through advertising.

Organizations often compile what is known as a media list, or a list of possible media outlets who may be interested in an organization's information. The media can consist of thousands of magazine publications, newspapers, and TV and radio stations. Therefore, when a "newsworthy" event occurs in an organization, a media list can assist in determining which media outlet may be the most interested in a particular story.

Working with the media on behalf of an organization allows for awareness of the entity to be raised as well as the ability to create an impact with a chosen audience. It allows access to both large and small target audiences and helps in building public support and mobilizing public opinion for an organization. This is all done through a wide range of media and can be used to encourage two-way communication.

Possible reasons an organization may reach out to the media are:

- Launch of a new product/service
  - Initiation of new factories/offices
  - Financial results
  - Organization sponsored events or awards
  - Launch of organization promotional campaigns
  - Recent disasters, strikes or organizational closures
  - Awards/accolades for the company
  - Visits from company dignitaries/celebrities
  - Involvement in local/community activities
  - Community engagement
-

### **Audience as textual determinant & audience as readers**

An audience is the group of people who will be attracted to your writing. They may share certain subject interests, social or political beliefs, or certain demographic features. ... Writers need to learn to anticipate the needs of their readers as well as the interests of their audiences.

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### **Audience positioning**

Audience positioning refers to the techniques used by the creator of a text to try to get the audience to understand the ideology of the text.

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### **Establishing critical autonomy**

Critical Autonomy: The process by which a member of the audience is able to read a media text in a way other than the preferred reading. Also used to describe the ability of media literacy students to deconstruct texts outside the classroom. Movies, videos, television and other visual media.

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## **UNIT IV**

### **MEDIA RHETORIC**

#### **Media Rhetoric**

Digital rhetoric is a way of informing, persuading, and inspiring action in an audience through digital media that is composed, created, and distributed through multimedia platforms. ... Because of this shift in rhetoric, the relationship between writers and readers has changed in form and communication style.

The term rhetoric refers to language that is used to inform, persuade, or motivate audiences. Rhetoric uses language to appeal mainly to emotions, but also in some cases to shared values or logic. Examples of rhetoric can often be found in literature, politics, and advertising for specific emphasis and effect-incorporating a variety of figurative language techniques depending upon the desired result.

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#### **Selection**

The action or fact of carefully choosing someone or something as being the best or most suitable.

When deciding which media to select for promotional purposes, firms must consider a number of factors in order to maximise the effectiveness of their marketing campaigns. In this article we briefly discuss seven of these factors.




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## Social construction of reality by media

Berger and Luckmann introduced the term "social construction" into the social sciences and were strongly influenced by the work of Alfred Schütz. Their central concept is that people and groups interacting in a social system create, over time, concepts or mental representations of each other's actions, and that these concepts eventually become habituated into reciprocal roles played by the actors in relation to each other. When these roles are made available to other members of society to enter into and play out, the reciprocal interactions are said to be institutionalized. In the process, meaning is embedded in society. Knowledge and people's conceptions (and beliefs) of what reality is become embedded in the institutional fabric of society. Reality is therefore said to be socially constructed.

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## The Rhetoric of the image

He starts by identifying three classes of message within the image:

### 1. The linguistic message (text)

He sees two kinds of linguistic messages at work: a denoted message comprising of the caption and the labels on the produce, and a connoted message – the word 'Panzani' connotes Italian city.

#### The linguistic message

Almost all images, in all contexts, are accompanied by some sort of linguistic message. This seems to have two possible functions:

1. Anchorage – images are prone to multiple meanings and interpretations. Anchorage occurs when text is used to focus on one of these meanings, or at least to direct the viewer through the maze of possible meanings in some way
2. Relay – the text adds meaning and both text and image work together to convey intended meaning e.g. a comic strip.

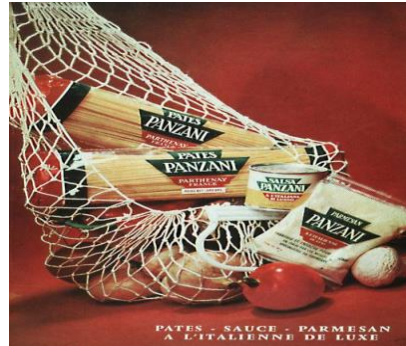
### 2. The symbolic message (or connoted image)

Four signs are then identified from the non-linguistic part of the image and the constitute the symbolic message, or connoted image:

- The half-open bag signifies return from market
- tomatoes and peppers signify Italianicity
- the collection of objects signifies a total culinary service
- The overall composition is reminiscent of, and therefore signifies, the notion of a still life.

### 3. The literal message (or denoted image)

This is non-coded in that the image of the tomato represents a tomato, the image of the pepper represents a pepper, and so on. He remarks that in this case we have a signifier and a signified which are essentially the same – this is a message without a code.



He then proceeds to look at each of these three types of messages in turn and attempts to untangle the precise nature of their operation and the relationships between them.

#### The denoted image

We can't really remove the connotations of an image and this beholds a purely literal, denoted image. If we could we would comprehend the image at what Barthes calls the 'first degree of intelligibility', the point at which we see more than shapes. Colour and form, but instead see a tomato. This would be a message without a code and crucially, Barthes identifies photography as the only medium with this characteristic – drawing.

#### The connoted image

Analysing the connotations of the image is a challenging task fraught with a number of difficulties. One of these is that each image can connote multiple meanings; we saw four earlier and there are probably more. Which ones are taken, depends on the viewer. A meaning is derived from a lexicon, which is a body of knowledge within the viewer.

#### Combining image and linguistic text

##### What is linguistic mode?

The linguistic mode refers to the written or spoken words. The mode includes word choice, the delivery of written or spoken text, the organization of words into sentences and paragraphs and the development and coherence of words and ideas. ... The linguistic mode is the best way to express details and lists.

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#### Suppressing the existence (censorship)

##### What is media suppression?

Censorship is the suppression of speech, public communication, or other information, on the basis that such material is considered objectionable, harmful, sensitive, or "inconvenient."... Other groups or institutions may propose and petition for censorship.

## **Sets**

A media set is an ordered collection of backup media, tapes or disk files, or Azure Blobs, to which one or more backup operations have written using a fixed type and number of backup devices. A given media set uses tape drives, or disk drives or Azure blobs, but not a combination of two or more.

## **Terms**

### **Media set**

An ordered collection of backup media, tapes or disk files, to which one or more backup operations have written using a fixed type and number of backup devices.

### **Media family**

Backups created on a single non mirrored device or a set of mirrored devices in a media set

### **Backup set**

The backup content that is added to a media set by a successful backup operation.

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## **Film and sound Editing**

In layman's terms, sound editing is about collecting the sounds needed for a film. Sound mixing refers to what is done after they are collected. The sound editing category used to be known as sound effect editing, which is actually the more apt name.

### **What does a film sound editor do?**

A sound editor is a creative professional responsible for selecting and assembling sound recordings in preparation for the final sound mixing or mastering of a television program, motion picture, video game, or any production involving recorded or synthetic sound.

### **What is editing in filmmaking?**

On its most fundamental level, film editing is the art, technique and practice of assembling shots into a coherent sequence. The job of an editor is not simply to mechanically put pieces of a film together, cut off film slates or edit dialogue scenes.

### **Film making**

There are primarily three divisions of sound that are combined to create a final mix, these being dialogue, effects, and music. In larger markets such as New York and Los Angeles, sound editors often specialize in only one of these areas, thus a show will have separate dialogue, effects, and music editors.

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## **Interpretive Frameworks**

Interpretive frameworks are a composite of beliefs, feelings, expectations, goals, and knowledge. They are much like the vision described by Schumpeter (1987 [1954]) as a “pre-analytic cognitive act.” Thomas Sowell writes that “vision is a sense of causation”

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## **Visual Coding**

In computing, a visual programming language (VPL) is any programming language that lets users create programs by manipulating program elements graphically rather than by specifying them textually. A VPL allows programming with visual expressions, spatial arrangements of text and graphic symbols used either as elements of syntax or secondary notation. For example, many VPLs (known as dataflow or diagrammatic programming). Are based on the idea of "boxes and arrows", where boxes or other screen objects are treated as entities, connected by arrows, lines or arcs which represent relations.

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## **Narrative**

A spoken or written account of connected events; a story.

### **What is an example of a narrative?**

Narratives also have characters and a setting, as well as a narrator or person from whose point of view the story is told. Examples of Narrative: When your friend tells a story about seeing a deer on the way to school, he or she is using characteristics of a narrative. ... Sometimes, poetry can be narrative.

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## **UNIT V**

### **IDEOLOGY & CULTURE**

#### **Ideology**

A system of ideas and ideals, especially one which forms the basis of economic or political theory and policy.

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#### **Defining Ideology**

A system of ideas and ideals, especially one which forms the basis of economic or political theory and policy.

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#### **Hegemony**

Leadership or dominance, especially by one state or social group over others.

Is the political, economic, or military predominance or control of one state over others? In ancient Greece (8th century BC – 6th century AD), hegemony denoted the politico-military dominance of a city-state over other city-states. The dominant state is known as the hegemon. In the 19th century,

hegemony came to denote the "Social or cultural predominance or ascendancy; predominance by one group within a society or milieu". Later, it could be used to mean "a group or regime which exerts undue influence within a society."

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## **Myth Ideology in the classroom**

### **Myth**

A traditional story, especially one concerning the early history of a people or explaining a natural or social phenomenon, and typically involving supernatural beings or events.

Mythology refers variously to the collected myths of a group of people or to the study of such myths—their body of stories which they tell to explain nature, history, and customs. It can also refer to the study of such myths. A myth is a story which is not true.

### **What is a myth for students?**

1: a story often describing the adventures of beings with more than human powers that attempts to explain mysterious events (as the changing of the seasons) or that explains a religious belief or practice. 2: such stories as a group.

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### **Denotation**

The literal or primary meaning of a word, in contrast to the feelings or ideas that the word suggests.

The action of indicating or referring to something by means of a word, symbol, etc.

The object or concept to which a term refers, or the set of objects of which a predicate is true.

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### **Connotation**

An idea or feeling which a word invokes for a person in addition to its literal or primary meaning.

The abstract meaning or intension of a term, which forms a principle determining which objects or concepts it applies to.

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### **Ideological Analysis**

His investigation of embedded values, beliefs, biases, and assumptions within a specific text, in some domain of discourse, or in social practices within a particular cultural context, and of the motivations and power relations underlying these.

### **What are the four characteristics of ideology?**

Four qualities in ideology: the way ideas have (1) power; (2) guiding evaluations; and (3) guiding actions. The fourth characteristic was that the ideology must be logically coherent.

## **What are the types of ideologies?**

There are many different types of ideologies. Communism, socialism, and capitalism are political/economical ideologies.

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## **Media and Popular culture**

### **What do you mean by popular culture?**

Popular culture. Popular culture is the entirety of ideas, perspectives, attitudes, memes, images, and other phenomena that are within the mainstream of a given culture, especially Western culture of the early to mid-20th century and the emerging global mainstream of the late 20th and early 21st century.

### **What is media and popular culture?**

Media and Popular Culture is an international, peer-reviewed, open access journal that focuses on the various aspects of popular culture and how it is intertwined with media. ... It engages with the social, economic, historical, cultural, religious and political aspects of the global population.

### **How does media affect popular culture?**

The media influence popular culture by helping to spread that culture around. People read about or see popular culture type things in the media and learn about them in that way. ... You can see this in how the mainstream media has to react to what is being said on blogs and on websites and such.

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## **Culture and subculture**

### **Culture**

Identifying group of people

### **Subculture**

A subculture is a group of people within a culture that differentiates itself from the parent culture to which it belongs, often maintaining some of its founding principles. Subcultures develop their own norms and values regarding cultural, political and sexual matters.

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## **Popular texts**

### **Top 10 Text Abbreviations**

- ROFL means Rolling on floor laughing.
- STFU means Shut the \*freak\* up.
- LMK means let me know.
- ILY means I love you.
- YOLO means you only live once.
- SMH means shaking my head.



- LMFAO means Laughing my freaking \*a\* off.
  - NVM means never mind.
    - 2moro - Tomorrow.
    - 2nite - Tonight.
    - BRB - Be Right Back.
    - BTW - By the Way -or- Bring the Wheelchair -or- Booty To Win.
    - B4N - Bye for Now.
    - BCNU - Be Seeing You.
    - BFF - Best Friends Forever -or- Best Friend's Funeral.
    - CYA - Cover Your Ass -or- See Ya.
- 

### **Politics popular culture Vs People's Culture**

#### **Popular culture**

Culture based on the tastes of ordinary people rather than an educated elite.

#### **People's Culture**

Culture is a word for the 'way of life' of groups of people, meaning the way they do things. ... Excellence of taste in the fine arts and humanities, also known as high culture. An integrated pattern of human knowledge, belief, and behaviour. The outlook, attitudes, values, morals, goals, and customs shared by a society.

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