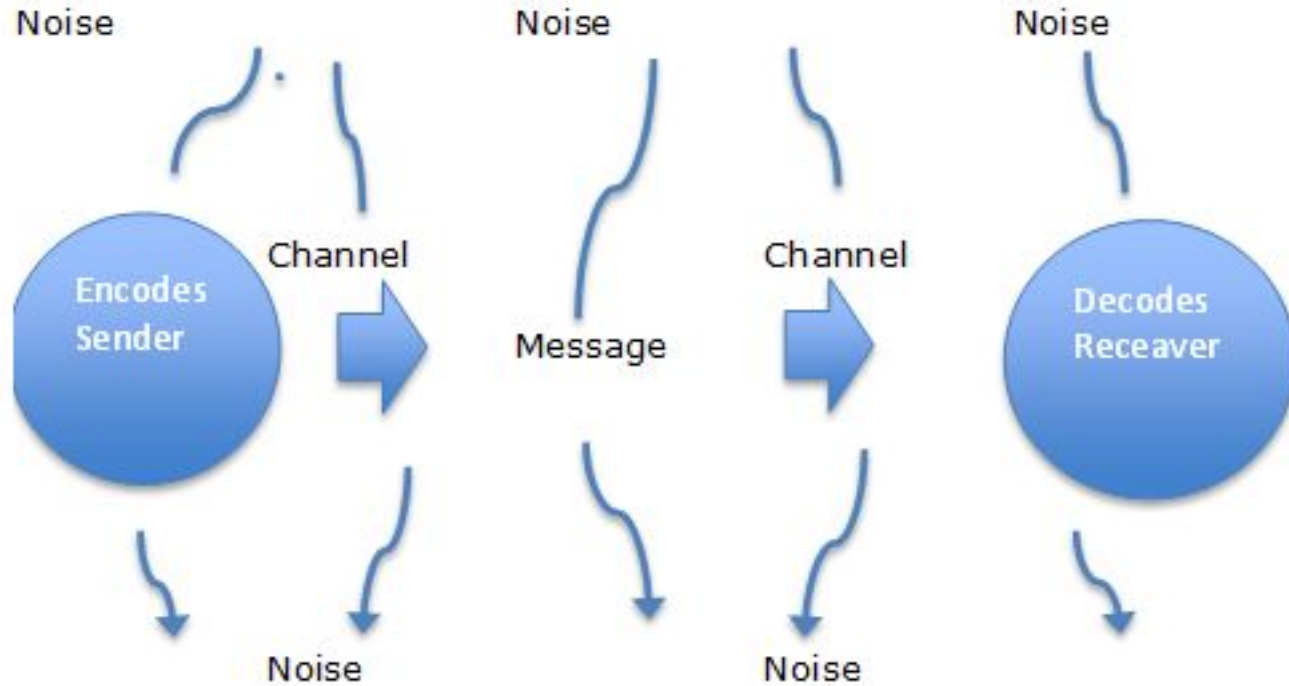


SURVEY OF PROFESSIONAL MEDIA

Chapter 1 - Lecture

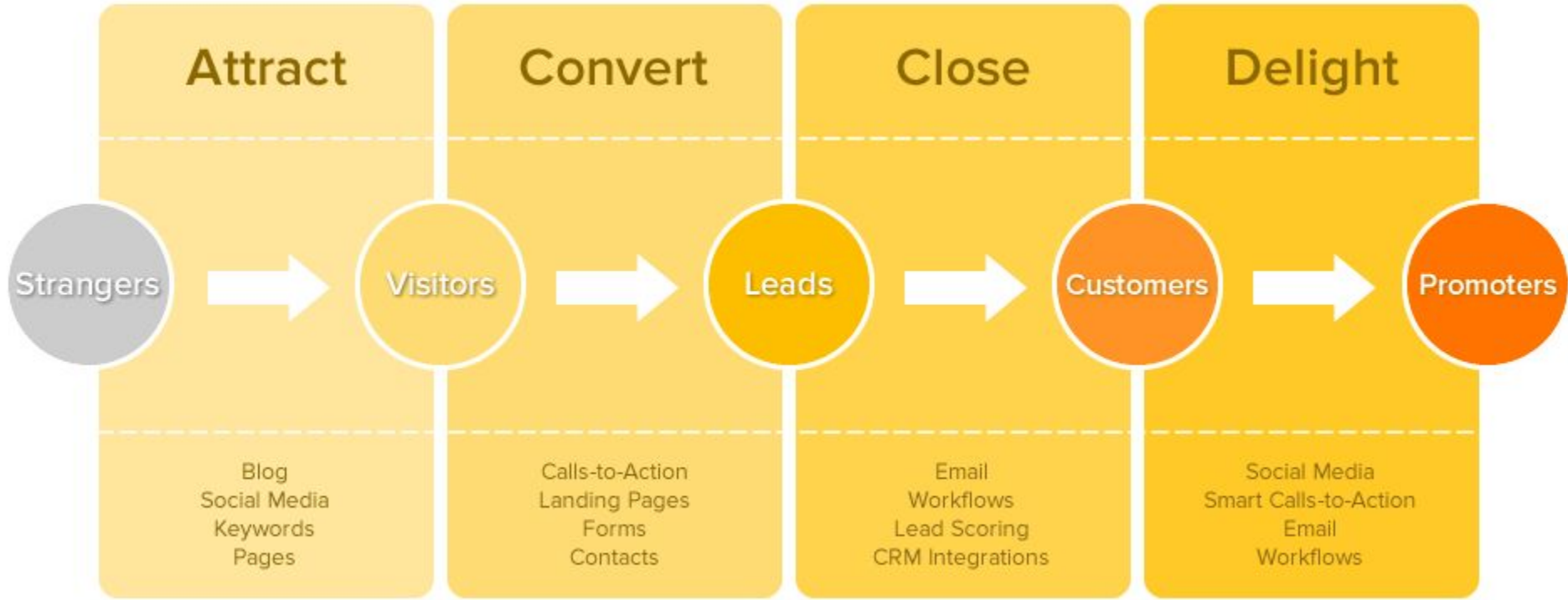
LINEAR COMMUNICATION MODEL



THINKING OF COMMUNICATIONS VISUALLY

- Used by scholars, but also in the professional world.
- Lots of different ways communications are displayed or “charted” visually - paths, maps
- Helps communications professionals plan campaigns, establish media infrastructures, predict consumer behavior
- Helps communications professionals explain their plans to stakeholders (clients, co-workers, investors)

HUBSPOT'S INBOUND MARKETING FLOW



CONVERGENCE

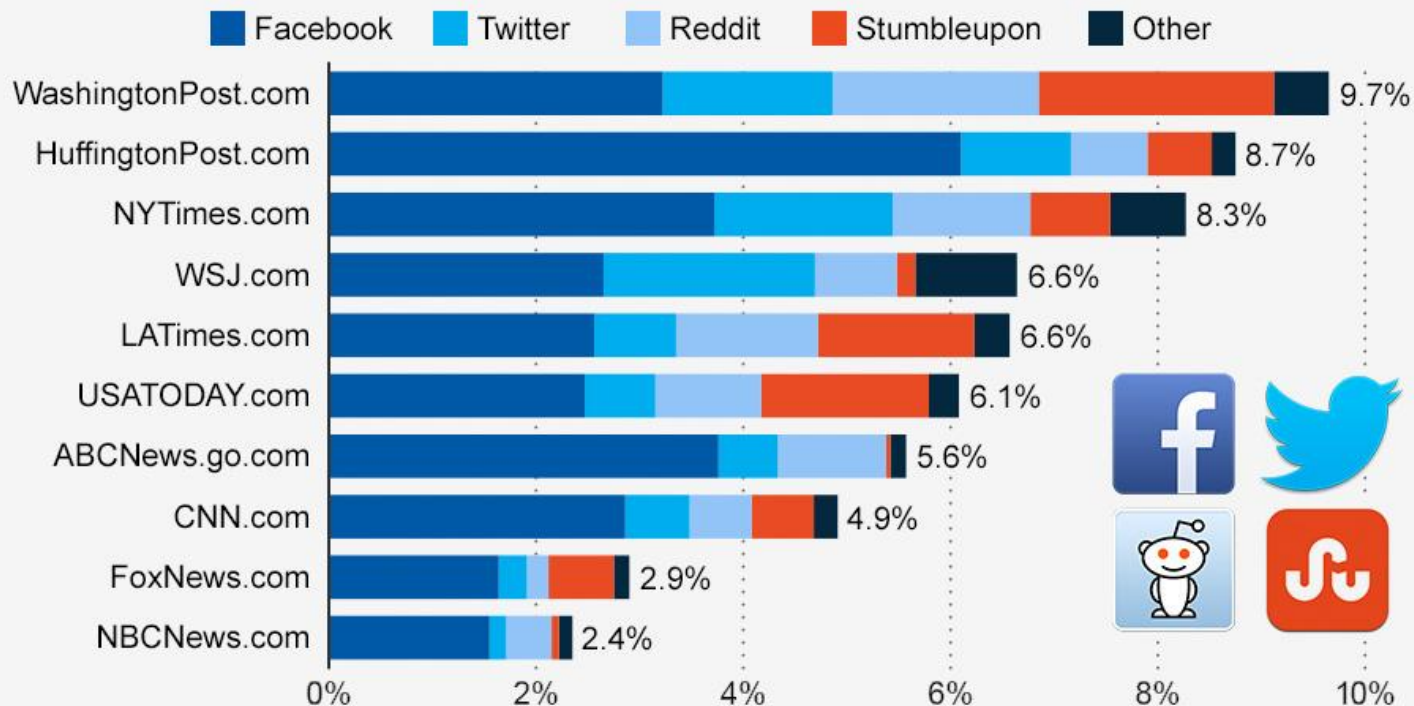
The way media production & media business
is changing, and continues to change,
in the context of the internet
and other advances in technology.

More video was uploaded
TO  **IN THE LAST**

2 months than if  had been
airing new content **24/7/365**
SINCE 1948.

Facebook is the No.1 Social Traffic Source for News Websites

Percentage of website traffic coming from social media sites in the past three months



CONVERGENCE - On Going Changes

- Shifting of media distribution from traditional mediums (e.g. Radio, TV, newspapers) to the Internet.
- Changing Power Players - Rise of Internet giants like Facebook, Google, Apple
- Shifting of ad revenues from print, tv, radio to Internet.
- Rise of GLOBAL Culture instead of National/Local - KPop, Bollywood

CONVERGENCE - Some Impacts

- More ads - Almost every app or website you use advertises to you, all competing for your attention. Even if you don't SEE the ads, most apps and websites are collecting information on you that they sell to companies
- World governments grappling to create ways to regulate Internet, digital ads and distribution and sales of content. - Napster, WikiLeaks, Silk Road.

CONVERGENCE - Some Impacts

- Internet relatively free and open for now, but governments and corporations increasingly looking to control it.
- The pace of communications, the variety of content we see and the number of ads we are exposed to on a daily basis is far different than even 10 years ago.
- How much of your lives are consumed by social media/mobile apps?

CULTURE

“Symbols of expression that individuals, groups, and societies use to make sense of life and to articulate their values”

HIGH CULTURE



HIGH CULTURE - ATTRIBUTES

- Represents the top of the “Culture as Skyscraper” model
- “Fine art,” scholarship, classic literature
- Enduring rather than temporary
- Found in libraries, theatres and museums
- Audience mainly rich, educated people with “good taste”

LOW CULTURE



FunnyMemes.com

LOW CULTURE - ATTRIBUTES

- Represents the bottom of the “Culture as Skyscraper” model
- Pulp, “Fine art,” Reality TV, memes
- Found in movie theatres, cafes and museums
- Audience mainly less affluent, undereducated people with “questionable” tastes

PROBLEMS WITH HIGH/LOW CULTURE MODEL

- PROBLEM: Model assumes European/Western White culture the best culture - not inclusive of all the world's culture/history.
- Idea of quality/meaning decided for us already. Value of something is often determined by individual/period of time you're in - what may be high culture today might be low culture tomorrow, vice versa.
- While scholars complain that there's a "diminished audience for high culture" most of the media easily available to us is produced by a handful of large corporations.
- High culture media often costs far more to consume than low culture media - income inequalities can shape media habits.