

Programme Code: 3UAB.Voc (AT)
Course Code: 17AT101

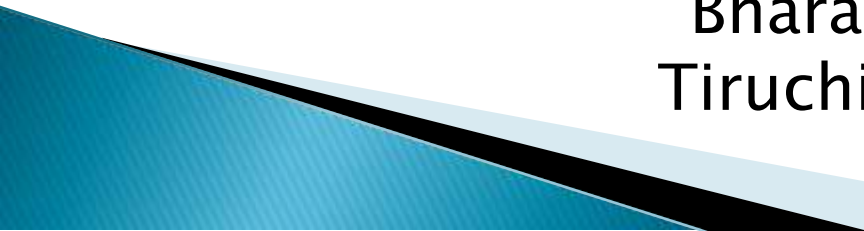
Unit – I – Types of Mass Media

Sub: Business Communication
(General Component)

Sem: I –2017–2018

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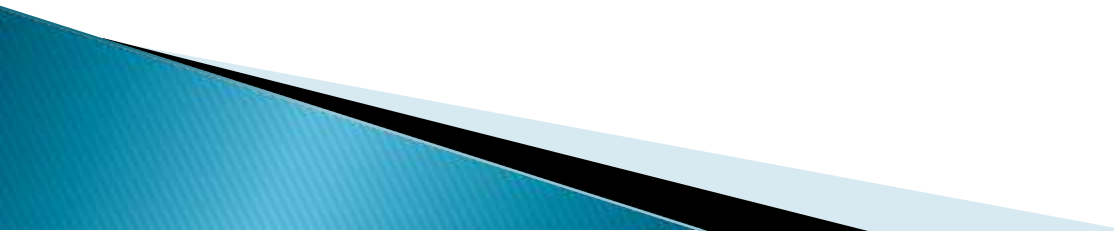


Types of mass media

1. Print (Newspapers, magazines, opinion journals)
2. Broadcast (network TV, radio)
3. Internet – blogs, Twitter, etc.

“New media” – cable and satellite–
“digital divide” in Internet use for
political news

Trends

- ▶ Newspapers and TV are declining as news sources, Internet rising 2009
 - ▶ But when Americans go on Internet, the majority of the sites they go on are owned by “old” media: major TV network news sites, local and national newspaper sites. Blogs are less than 25% of the news consumed online.
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American broadcast media

- ▶ Versus other countries: privately owned, not government owned
- ▶ Implications of private ownership:
 - More freedom, less government control over content
 - Priorities strongly influenced by dependence on ad revenue: need to attract big audiences, keep them entertained

How does federal government regulate the media?

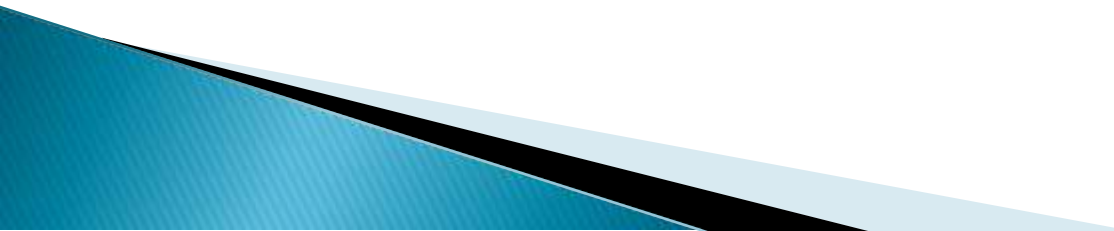
- ▶ Federal Communication Commission (created 1934)
 - Equal time rule: any broadcast station that give/sells time to candidate must make equal time available to opponent(s)
 - Fairness doctrine – broadcasters must give time to opposing views if broadcast a program slanted to one side of a controversial issue (no longer in effect)

Functions of media

- ▶ Reporting the news
- ▶ Interpreting the news
- ▶ Influencing citizens' opinions
- ▶ Setting the political agenda
- ▶ Gatekeeper function (channels the news flow that reaches the public)



How does media influence public opinion?

- ▶ Agenda setting – telling citizens what to think about – studies by Iyengar and Kinder
 - ▶ Priming – affect standards people use to evaluate political figures or problems
 - ▶ Framing – what you emphasize or de-emphasize in a story
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BIAS

- Partisan? Old days / today...
 - Ideological bias: liberal or conservative? (surveys ... but...
 - Negativity and cynicism
 - Emphasis on conflict
 - Emphasis on the president and personalities v. policy
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