

GLOBAL VILLAGE Lecture

MEDIA.

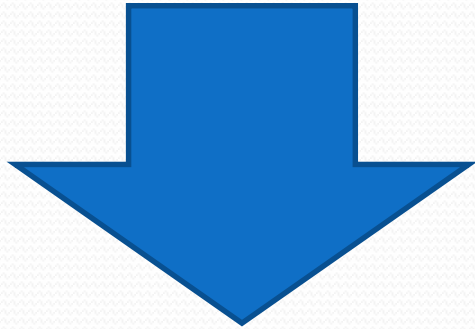


MEDIA

What is the Media?

Provide Examples.....

- DISCUSSION QUESTIONS:



Media

- Press
- 1) When was the 'Press' first developed?
- 2) What are the two main types of press?
- 3) Provide two examples for the above press types.

Media

- Radio
- 1) When was radio first developed?
- 2) For what purpose was radio first developed?
- 3) Which major company first implemented radio within the UK?

Media

- Television
- 1) When was TV first developed?
- 2) When did TV (approximately) begin to have a mass following?
- 3) Name two of the leading governing bodies linked to TV.

Media

- Internet
- When was the Internet first developed?
- For what purpose was the internet developed?

Media

- Press
- First developed in the 1800's - 1st means of media / communication
- Two main types of press

(Newspapers)



- i) Quality Broadsheets = EG: Times / Telegraph.....
- ii) Tabloids = EG: Mirror / Sun / Daily Star.....

Media

- Press
- The Press can be very influential – Particularly in Politics.....

EG: Brexit..... !

Media

- Radio
- Marconi 1894 – Use of Radio Waves.
- First developed during WW1 (Military Purposes)
- Soon developed for public use in the UK (influenced by the USA)
- British Broadcasting Company - Implemented 1922. Provided a public radio service.
- Governing Bodies – The Radio Authority = Granted Licences, Assigned Frequencies to, and Regulated ALL Commercial Radio in the UK..... Now OFCOM carries out such regulations.

Media

- Television:
- Developed = 1930's. BBC first started experimenting with TV.
- In 1936, the world's first public TV service began operating (short periods of broadcasting - suspended during war time -----resumed in 1946).
- By 1950, a mass TV audience had been created - - - - coinciding with the Queen Elizabeth II Coronation.
- TV is now a VERY important part of Leisure! Developed greatly in recent years – EG: Smart TVs which 'bridge' the gap between TV and Internet.

Media

- Television:
- Most popular leisure pursuit!!!
- TV facilitates many forms of Leisure – Sports on TV, Arts on TV, Tourism on TV.....

- Can follow progress of many leisure activities.
- In less than 50 years, TV has become a 'massive' cultural institution and is used and abused in many ways by different organisations and individuals.

Media

- Television (Cultural Institution)??????
- Powerful Economic Ventures.
- A Symbol of Cultural Decline (Everything becomes the same – McDonalds / Adidas)
- News and Information
- Control and Censorship (Used by Government)
- Reinforcement of Values (Soaps)
- Entertainment
- Political Propaganda (Party Political Broadcasts)

Media

- Internet:
- Originally developed by the US Defence Dept. (Military Usage – Early 1960's) - Initial Network = ARPANET (*Advanced Research Projects Agency Network*).
- World Wide Web (WWW) – commercial usage - Invented by an English Physicist : Sir Tim Berners-Lee in 1989.
- Web has grown at an exponential rate in recent years.



- Global Internet Users (2013) = Asia 45% / Europe 21% / North America 11% (internetworldstats.com). Influenced by SMART PHONES.
- Social Media has had a significant impact on LETS = Marketing / Advertising capabilities.....

Media

- **Regulatory Bodies**
 - IWF = Internet Watch Foundation
 - BBC = British Broadcasting Corporation (Public Licences)
 - Ofcom = Independent Regulator and Competition Authority for the UK Communications Industries.
 - OFCOM – Established by the Office of Communications Act 2002 – Received full authority from the Communications Act 2003.
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- Inherited duties that were previously under the remit of the: Broadcasting Standards Commission, Independent Television Commission, Office of Telecommunications (OFTEL), Radio Authority.....

MEDIA – Tutorial Qs

- Q₁

Consider both the positive and negative aspects of the MEDIA – (Formulate a Debate)

- Q₂

With reference to the most **popular** media form namely: TELEVISION, consider its benefits and disbenefits.

Advantages and Disadvantages of the Media.

Advantages:

- Education
- Instant News Source.
- Entertainment.
- Social Benefits – Family Viewing.
- Advertising / Promotions.
- Leisure / Relaxation (TV most popular form of leisure pursuit!)

Disadvantages:

- Promoting Sedentary Lifestyles.
- Advertising.
- Propaganda – Political Bias.
- News Bias.
- Inappropriate Content.
- Reality Vrs Fiction.
- Restricts Social Interaction