
UNIT 1

UNDERSTANDING MASS MEDIA AND MEDIA LITERACY

THE ELEMENTS OF JOURNALISM: INTRODUCTION

- When anthropologists began to compare notes on the nature, they discovered that people shared an essentially similar definition of news. They shared gossip.
- Humans have exchanged a similar mix of news throughout history and across cultures.
- News satisfies human impulse. People have an intrinsic need to know what is occurring beyond their own experience. Being aware of events we cannot see gives us a sense of security, control, and confidence.
- We form relationships based on if someone reacts to information the same way as we do.
- When the flow of news is obstructed, anxiety grows, the world becomes too quiet, and we feel alone.
- We need news to live our lives, protect ourselves, bond with each other, and identify friends and enemies.
- What we call journalism is the system societies generate to supply this information about what is and what's to come.
- In 1999, Americans believed the press protected democracy. By 2011, many people would feel the press hurt democracy. In 1985 people would think the press was independent.
- News was becoming entertainment, and entertainment news.
- Because of the corporate structure of the news industry, newsroom leaders were worried about if journalism was being subsumed by commercialization and what would the consequence be.
- Journalism survived all those years because it provided something unique to a culture: independent, reliable, accurate, and comprehensive information that citizens require in order to make sense of the world around them.
- When Journalism fame started decreasing, Journalists were culpable in their own way for the growing discontent and migration of the public, because they saw the Internet as a threat to what they knew and failed to recognize it as an opportunity to reach new audiences in new ways with new forms of content.

Understanding Mass Media Student Text

DJ Losen



Understanding Mass Media Student Text:

Unveiling the Power of Verbal Beauty: An Mental Sojourn through **Understanding Mass Media Student Text**

In a world inundated with monitors and the cacophony of immediate conversation, the profound power and mental resonance of verbal art often disappear in to obscurity, eclipsed by the regular assault of noise and distractions. However, located within the musical pages of **Understanding Mass Media Student Text**, a captivating work of literary brilliance that impulses with fresh feelings, lies an remarkable trip waiting to be embarked upon. Published with a virtuoso wordsmith, that mesmerizing opus books viewers on an emotional odyssey, softly exposing the latent potential and profound influence embedded within the complex internet of language. Within the heart-wrenching expanse of this evocative examination, we can embark upon an introspective exploration of the book is main themes, dissect its fascinating publishing fashion, and immerse ourselves in the indelible impression it leaves upon the depths of readers souls.

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