Introduction into the media studies

Metodický koncept k efektivní podpoře klíčových odborných kompetencí s využitím cizího jazyka ATCZ62 - CLIL jako výuková strategie na vysoké škole

Annotation

- The central topic of the subject is the media communication as inseparable part of the modern and postmodern society.

- The introduction into the media studies deals with the basic stages of the development of human communication with accent on the role of mass communication and its effects on public – recipients of media information. Interdisciplinary issue is analyzed in relationships to its historical dimension.

Themes

- 1.Basic concepts - medium, mediation, medialization
- 2. Communication, society, media, stages in the development of human communication
- 3.Typology of social communication
- 4.Mass media, their signs, function and development
- 5.Recipients, stages in the development of recipients, types of recipients
- 6.Effects of media and their stages
- 7.Media and power, propaganda
- 8.Typology of printed media
- 9.Four press theories
- 10.Broadcast of public service
- 11.Media education and media literacy
- 12.Important personalities of Czech massmedia

1. Basic concepts – medium/media, mediation, medialization

- **Medialization** – social change, the base of which is the unprecedented spreading of communication media and their all the time growing role in social life
- **Features of medialization**:
  - **a) extension**: media extend the possibility of human communication
  - **b) substitution**: media replace some social activities (television debate replaces the pre-election meeting)
  - **c) amalgamation**: gradually, the borders between the media and non-media activities disappear – media definition of reality is mixed into one whole with the social definition of reality
  - **d) accommodation**: media are an important industrial branch

- **Mediation** – process, during which an intermediary enters between two parties to influence or to assure the relationship between them

- **Medium –** mean; environment; it intermediates some action

- **Medium –** (in the area of media studies) is an important link between the communicator and addressee, e.g. between the editors of newspaper, journal, radio or television, internet (e-mail or facebook) source and reader, listener, viewer, participant of internet discussion etc.

- Media are means of mass or media communication transferring information in various forms and for various purpose, they may be subclassified in:

- **a) printed media** (newspapers, journals),

- **b) electronic media** (radio, television),

- **c) new media** (internet, social network -Facebook, Instagram, LinkedIn, etc.)

2. Communication, society, media, stages in the development of human communication

- **Basic stages in the development of human communication:**

- A) Era of signs and signals
- B) Era of speaking and language
- C) Era of writing
- D) Era of print
- E) Era of mass communication
- F) Era of computers and network media

Marshall McLuhan (1911 – 1980)

- **splits the human communication into the following periods**:

  - **A) period of oral tribal culture**: time of acoustic space
  - **B) period of written culture**: acoustic perception is replaced by visual perception
  - **C) Gutenberg galaxy**: a printed book is the first mass product, the first repeatable consumer goods type
  - **D) Marconi galaxy**: period associated with the beginning of electricity

- Today – in the period of digital computer networks, we can speak about **Gates galaxy**, but McLuhan does not write about it.

Werner Faulstich

- **follows-up McLuhan and determines the periods of human communication as follows**:

  - **Stage A: primary media** prevail: people function as medium till 1500.
  - **Stage B**: **secondary (printed) media** prevail: 1500 – 1900 – printed media were at first individual and then mass matter
  - **Stage C**: shift of focus on **tertiary (electronic) media**: 1900 – 2000 – mainly print, radio, later on television
  - **Stage D**: shift of focus on **quartary (digital) media**: 2000 – up to now, trend from mass scope to individualization

Mark Poster

- **In 1995, Mark Poster published the book „The Second Media Age", he splits the media development into two stages:**

  - **The first media age:** typical are: technologies of spreading (broadcasting) from one centre to peripheries with a high rate of integration and small rate of reciprocity (the word "broadcasting" is for him each spreading of type centre- periphery, i.e. also the distribution of newspapers and journals)
  - **The second media age:** is based on the establishment of communication networks, the principle of spreading is replaced by the principle of interaction between the individual knot points of network with a low extent of integration and high extent of reciprocity

3. Typology of social communication

- **Initial parameters for distinguishing types of social communication**:

- extent of individualization or socialization of communication acting
- extent of institutionalization
- number of participants
- rate of relationship of equality/inequality

Types of social communication

- *intrapersonal communication* (with himself/herself)
- *interpersonal communication* (between two or among three), the participants share the situation and communication context, role of speaker and listener disappear, the participants are perceived as individualities
- *group communication* (in the group with a certain internal hierarchy – family, friends, a small working group, the authority enters the communication, manages it and the others respect it)
- *intergroup communication* (between/among formed groups: classes at schools, sport teams, higher extent of formalization)
- *organisational communication* (inside the organisational whole: form, school, political party), possibilities of dialogue are limited, relationship between the participants is not equal
- *society-wide communication* (all the communication processes, available to all the participants of a certain society), the dialogic character is lost, it is primarily uni-directional, individualization is weakened, the anonymity is strengthened

The society-wide communication

- **2 special types are distinguished:**

  - A) _Public communication_ (lecture, political meating, unity of place and time)
  - B) _Media communication_ (historically conditioned type of media communication is MASS COMMUNICATION)

4. Mass media, their characteristic, function and development

Characteristic features of mass media

- message is determined for a short-time use, they are of topical character
- anonymous mass recipients
- publicly available information for everybody without limitations
- mainly unidirectional information flow
- deferred feedback
- periodicity of information
- information is offered regularly and continuously

Function of mass media

- informing, providing information on events

- socialization, explanation and commenting meaning of events, support of authorities and social standards, establishing the sequence of priorities

- continuity, support of prevailing cultural formulas

- entertainment, offer of excitement and entertainment

- acquiring, agitation for socially important goals

Development of mass media

- beginning of mass media is connected with:

- with development of technical possibilities of production of a large amount of printouts of the identical content in the relatively short, known and regular period (publishing periodical print, projection of films, broadcasting programs)

- with social conditions for their use (the recipients change)

- with their economic appreciation

Periods of mass media development

- beginning of the 19th century: development of mass press

- beginning of the 20th century: film beginning

- 20's and 30's of the 20th century: start of the mass radio broadcast (in our country 1923)

- 50's and 60's of the 20th century: beginning of the mass TV broadcast (in our country 1953)

- the last decade of the 20th century up to present time: establishment and development of digital media

5. Recipients

- **Recipients:** institutionalized collective user or recipient of some message

- **Stages in the recipient's development:**
  - **Elite readership:** formation of readership, low number of readers, educated
  - **Mass readership:** it is formed in the 1st half of the 19th century from readership of gutter press and continues to exist up to the present TV-viewers
  - **Specialized readership:** its formation was initiated by the development of art and science (specialized journals and scientific journals for interest groups, radio and TV stations)
  - **Interactive readership:** with start of new media (internet and social networks)

- **The first media readership were readers.**

- The invention of typography in the middle of the 15th century was the invention of record and possibility of multiple copying of the same message. The readers were exposed to a high number of copies of the same message. However, the readership was not numerous, the quantity of printing was limited, the books were expensive and their availability was low. This production did not allow the creation of mass readership – the mass spreading and periodicity of media offer was missing.

- With the creation of the readership, also a new type of public comes into being: a part of nobility, burghers and the coming bourgeoisie started to be interested in their political assertion – **the critically discussing public started to set up**. **The creation of public became a pre-condition for the establishment of the media and mass recipients, who needed media (printed materials), to look for the answers to questions they asked. Media address the public as one of its recipients group type and SIMULTANEOUSLY the public needs media to have a place where to discuss the topics in which it is interested.**

Concepts of recipients

- **A) Concept of passive recipients**

- **B) Concept of active recipients**

- **C) Concept of interactive recipients**

6. Effects of media and their stages

- **a)** Thinking about the supposed effects of media, it is necessary to realize the basic influence: **the influence of media on the individual is clear, but its explanation is difficult and the possibility of proof is not unambiguous and real.**

- **b)** Moreover it is necessary to realize that **one and the same media contents may cause completely different effects, i.e. it may have a different impact on various individuals.**

Criteria for the classification of supposed effects of media (as per Watson, 1998):

- **A) What is influenced?**

- **B) In whom?**

- **C) To what extent?**

- **D) In what time span?**

Based on these questions, we can distinguish the following effects of media:

- **Short-term and long-term ones:** (**immediate reactions** on media incentive – e.g the report on terrorism, fall of government, victory of a sportsman at the Olympiad, **long-term changes** in the standpoints of individual or arrangement of society which may be caused a.o. also by media)

- **Direct and indirect ones:** (**direct effects** are very difficult to prove, but we can find them e.g. in the pre-election campaign of the candidate for president office and his subsequent success in the election; one of the direct effects is the influence of promotion campaign on the consumer behaviour of the customer, if the particular goods sale well after the promotion campaign – **indirect effects** manifest themselves with a considerable time delay and parallelly with other factors

- **Planned and unplanned ones: (the planned effects** are especially: **commercial, political and social marketing, public relations – the unplanned effects** are e.g. the violence in the film broadcast by the TV and subsequent aggressive behaviour of the viewer etc.)

Character of effects of media:

- **Cognitive (recognizing): media offer incentives to learn –** e.g. geographic cognitive programs, programs about the world of science and technology, language courses etc..

- **Feelings :** especially the films and series evoking **emotion, kindness, tenderness, but also fear and stress**

- **Physiological:** when listening the music or following film, series, **relaxation may appear, as well as excitement and stress**

- **Behavioral:** these are first of all the changes in the consumer behaviour of the customer

- **Value (constructive or destructive): respect to weaker,** disadvantaged **persons**, effort to help them or on the contrary **effort for violent solution of conflicts**

Denis McQuail

- classified 1999 **four stages or research of media effects**:

  - A) **Unlimited power of media (1900 – 1940**): direct effect of media contents, media contents arouse identical effect, i.e. they have identical influence on recipients
  - B) **Non-effectiveness of media (1940 – 1965):** the individual personality characteristics distinguish and for this reason the individualized accepting media contents may occur
  - C) **New faith in strong effects of media (1965 – 1980):** active attitude of the recipient to media
  - D) **Transaction idea of media effect (since 1980 up to now):** strong position of media, but simultaneously a strong position of public

7. Media and power, propaganda

- **Power** (sociological definition): expression for a higher position in the social relationship (to force somebody to do something else than he wanted to do). If there is no possibility of constraint, we spoke about the influence very often.

John B. Thompson

- classified 4 **types** of execution of power in the society in the book "Media and fashionability. Social theory of media "(1995):

  - **A) Economic power**: follows from the means creating the wealth
  - **B) Political power**: follows from the elected or occupied position where it is possible to accept decisions
  - **C) Coercive power**: follows from possibility of applying coercive power
  - **D) Symbolic power**: follows from the possibility to create and to mobilize the support for power performance through the words, pictures or sounds

Relationship of power and media (2 attitudes):

- 1) Media have so strong position in the society that their functioning may be considered for execution of power; media function within existing state formations, but are not economically connected with them. If the power elite is able to create and enforce the tools for control of media, it achieves such dominance over media and public that they will strengthen and consolidate the current power.

- 2) In relationship of media and power, it is possible to find positive and almost healing features. Media act as watching dog of democracy, it means they execute the control power over the subjects and entities having the executive and legislative power (in our country: president, government and parliament).

Propaganda

- persuasive form (persuasive communication), it is an intentional manipulation with thinking and behaviour through symbols – it is a planned strategic communication

- in has offensive character, it is long-term and conceptual, it strives for forming the world view, creation of desirable group or society-wide consciousness and models of behaviour.

Types of propaganda:

- A) **political:** focused on keeping and acquiring of political power
- B) **economic:** focused on purchasing and selling goods and keeping the trust in the economic system
- C) **war (military):** demoralizing the enemy or support of moral of the own army and inhabitants
- D) **diplomatic:** strenghthening of friendship (hostility) of allies (enemies)
- E) **ideological:** spreading of comprehensive systems of ideas
- F) **didactic:** form of education of population, assertion of socially desirable goals
- G) **escapistic:** specific form of political propaganda, which uses the media for distraction of attention from the social problems

8. Typology of printed media

- **Printed media:** media, the contents of which is bound to paper – leaflets, newspapers, journals, books etc.

- **Criteria of typology:**
  - A) Based on coverage of readership
  - B) Based on periodicity
  - C) Based on contents

A) Based on coverage of readership

- printed media are distributed in a certain determined territory and are split into**:**
  - **local media** (municipal newsletters, rural newspapers)
  - **regional** (Českobudějovický deník/Daily from České Budějovice Region, Hlas Vysočiny/Voice of Vysočina)
  - **multiregional** (Šumavský zpravodaj/Newsletter from Šumava),
  - **nation-wide** (Lidové noviny, Hospodářské noviny/Economic Newspaper)
  - **multinational** (Reader´s Digest)

B) Based on periodicity

- periodicity is defined in the Act of Rights and Duties when publishing periodical press.

- **Periodical press:** are newspapers, journals and other printed materials issued under the **same name, with the same focus and in the unified graphical layout at least 2x in calendar year.**

  - **Newspapers:** printed media (periodicals), being published minimally twice a week and containing a topical political part characterised by the manifold topics (diversity)

  - **Journal:** printed medium issued in longer intervals than newspapers, maximally once a week and minimally twice a year.

- **Collections of Acts and official bulletins shall be NOT CONSIDERED for the periodical printed media**

C) Based on contents

- **weekly newsletters** (Týden/Week, Instinkt/Instinct)
- **social and life style** (Květy, Vlasta, Xantypa)
- **for children and young people** (ABC, Bravo, Dívka/Girl)
- **interests and hobbies** (Golf, Tennis, Cycling, Beekeeping)

9. Four theories of press

- **In 1956, four theories of press were formulated in the Article "Four Theories of the Press" by media analysts Friedrich Siebert, Theodor Peterson, Wilbur Schramm.**
- **These are four types of attitude to solving the relationship between the society (political régime) and media.**
- **Authoritarian theory**: media as a mean for announcing the standpoints and opinions of some authority (e.g. the ruler or politician owning media) which agree with the present power split
- **Libertarian theory**: is designated also as theory of free press. It prevents that the state controls the public communication - all medially presented opinions are balanced.
- Media are arranged in such a way that they are able to say at any time what they want.
- **Theory of social responsibility**: media should find various views of the given problem but there should be a limit, a boundary which shall be not passed (e.g. not to support the violence, crime, terrorism etc.)
- **Soviet communist theory of media**: media are tool of one type of socialization and forming public opinion, media serve as mean for education and public education (education of socialist citizen)

Denis McQuail

- suggested additional 2 conceptions:
  - **Developmental theory of media**: media should contribute to the modernization of the society, they should achieve the socialization and educational targets.
  - **Theory of democratic participation**: media represent the social institution, no democratic control of media shall exist, the media should be arranged in the way supporting the interests of minorities and individuals.

10. Broadcast as public service

- The following television and radio organizations are among media with broadcast signal:
  - **A) of public sector** (state, public – broadcast of public service)
  - **B) of private sector**

Public sector

- in the area of broadcast media distinguishes by the degree of connection with the state machinery and government:

- **1) State radio and state television** are subordinated directly to the state machinery – in the countries with the authoritarian régime, they serve to this régime unilaterally and without reservations

- **2) Public service radio and television** are established by the law; they are non-governmental organisation executing the non-profit public service

Private sector

- in the area of sending media is organized on the base of private business; it appeared for the first time and exists up to now mainly in the USA.

- In Europe, the radio broadcast started as licenced private business; as soon as the radio started to spread in a massive way, national states in Europe nationalized its broadcast. E.g. the Czechslovak stated entered by its majority in Radiojournal company in our country in 1925. Also private BBC (British Broadcasting Company) became a public BBC corporation in 1927 (British Broadcasting Corporation). !!! BBC became a pioneer: unlike other European radios, it did not become a part of the state machinery, however, it remained a public corporation independent on the state.

- The public service models of broadcast developed in the western European democracies after the World War II, in the Eastern Europe only after 1989. The public service radio and television remained monopoly broadcasting subject in the given country – limits of oscilation spectrum frequency prevented the private broadcast, the role played also investment and operational demands of broadcast.

- The development of private radio broadcast in Western Europe in the 70´s of the 20th century, the development of private television broadcast in the Western Europe in the 80's of the 20th century. – This means that in this time **dual broadcast system comes into being – the public and private radio and television broadcast exists simultaneously**

11. Media education and media literacy

- **Media literacy:** knowledge and skills, enabling to understand and to evaluate critically various aspects of media (media contents)

- **Media education:** systematic hand-over of media knowledge.

Levels of media literacy:

- **Media education**: - **school** (see the cross-section topics of the General educational program for the elementary schools and secondary schools); - **extracurricular** (interest circles of young journalists)

- **Professional education**: - **education of teachers as well as future teachers** who are teaching or will teach media education; **education of journalists**

- **Public education concerning media**: - **media criticism**: broadcast concerning media in the radio as TV; designation of suitability of TV programmes (e.g. the program is not suitable for children)

12. Important personalities of the Czech mass media

Josef Kajetán Tyl (1808 – 1856)

- writer, dramatist, journalist

- in1833, he founded the journal *Jindy a nyní (At another time and now)* – he renamed it to *Květy české (Bohemian blossom)* – he wanted to create a Czech journal non-copying the foreign models

- journal named *Květy* has been published up to now

- effort for the public education and public activation of especially rural readership

Karel Havlíček Borovský (1821 – 1856)

- 1846 - editor of *Pražské noviny (Prague Newspaper)*
- 1848 - he founded the first Czech daily newspaper *Národní noviny (National Newspaper)*
- 1849 - he founded the journal *Slovan /Slav/* (*Národní noviny* were stopped for political reasons), also here he criticizes publicly the Austrian political situation
- 1851 - exile Brixen (Switzerland)
- 1855 back in Bohemia
- representative of austroslavism: co-operation of Slavic nations within Habsburg monarchy
- uncompromising critical thinking, logical arguments, cultivated Czech language

Julius Grégr (1831 – 1896)

- czech politician and journalist
- 1862 owner and editor of *Národní listy* newspaper; he succeeded to concentrate here the then elite of the Czech journalism – e.g. Jakub Arbes and Jan Neruda published in *Národní listy*

František Gel (1901 - 1972)

- 1924 – Lidové noviny (Folk newspaper) – editor
- 1945 - editor of the political broadcast of Czechoslovak radio, reporter from Nuremberg process
- 1955 - teacher of journalism at the Faculty of Arts of the Charles University

Pavel Tigrid (1917–2003)

- writer, journalist, politician

- representative of the Czech anti-communist exile

- 1939 emigration into England, he participated in the exile BBC broadcast in London

- 1945 return to Prague, editor in chief of *Obzory (Horizons)* journal

- 1948 again emigration, editor of Radio Free Europe broadcast, editor of *Svědectví* (*Evidence)* journal

- after the year 1989, return into the Czechoslovakia again, president Václav Havel, minister of culture

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