

# Lecture 1:

## Introduction of Media Effects

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Q) What're Media?

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A 1) Technologies

A 2) Functions

\*A 3) Communication Process

Q. What're Media Technologies?

- Historical development
- Technological Determinism

-

Q. What Are Media Functions?

“What kind of roles media do for us & our society?”

# \*Classic Four Functions of Media (C. Wright)

\* In his 1959 book *Mass Communication: A Sociological Perspective*.

- (1) surveillance of the environment,
- (2) correlation of the parts of society in responding to the environment, and
- (3) transmission of the social heritage from one generation to the next”
- (4) entertainment. “classic four functions of the media.”

Q. What's Communication (Process)?

Human interactions involving at least two parties and the transmission of understandable messages

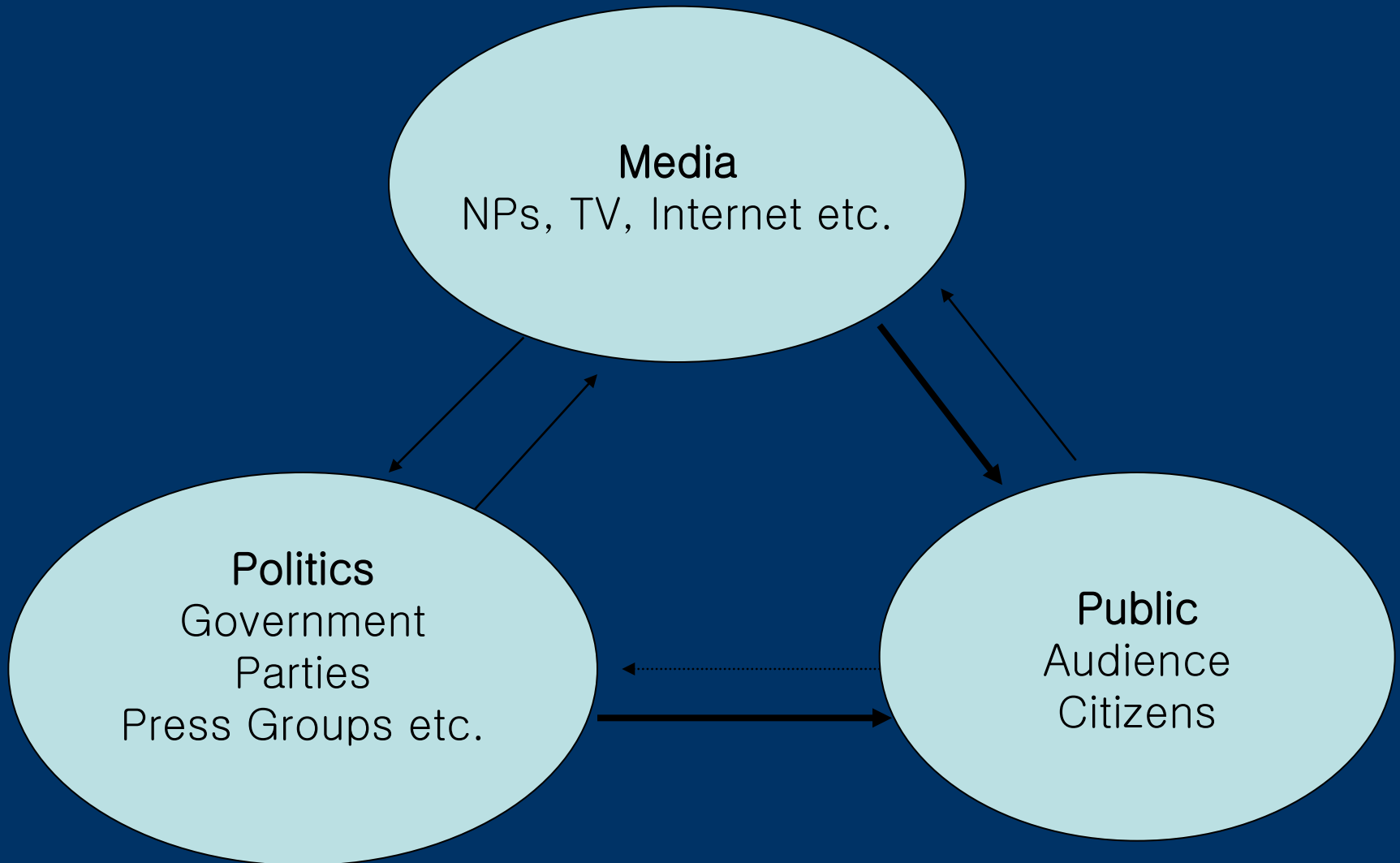
Human symbolic interactions:  
Exchanges of information and opinion through verbal & nonverbal symbols



Processes by which one builds up  
relationships with other people

Processes by which one becomes to  
share certain meaning with other people

# Communication Process (Macro)

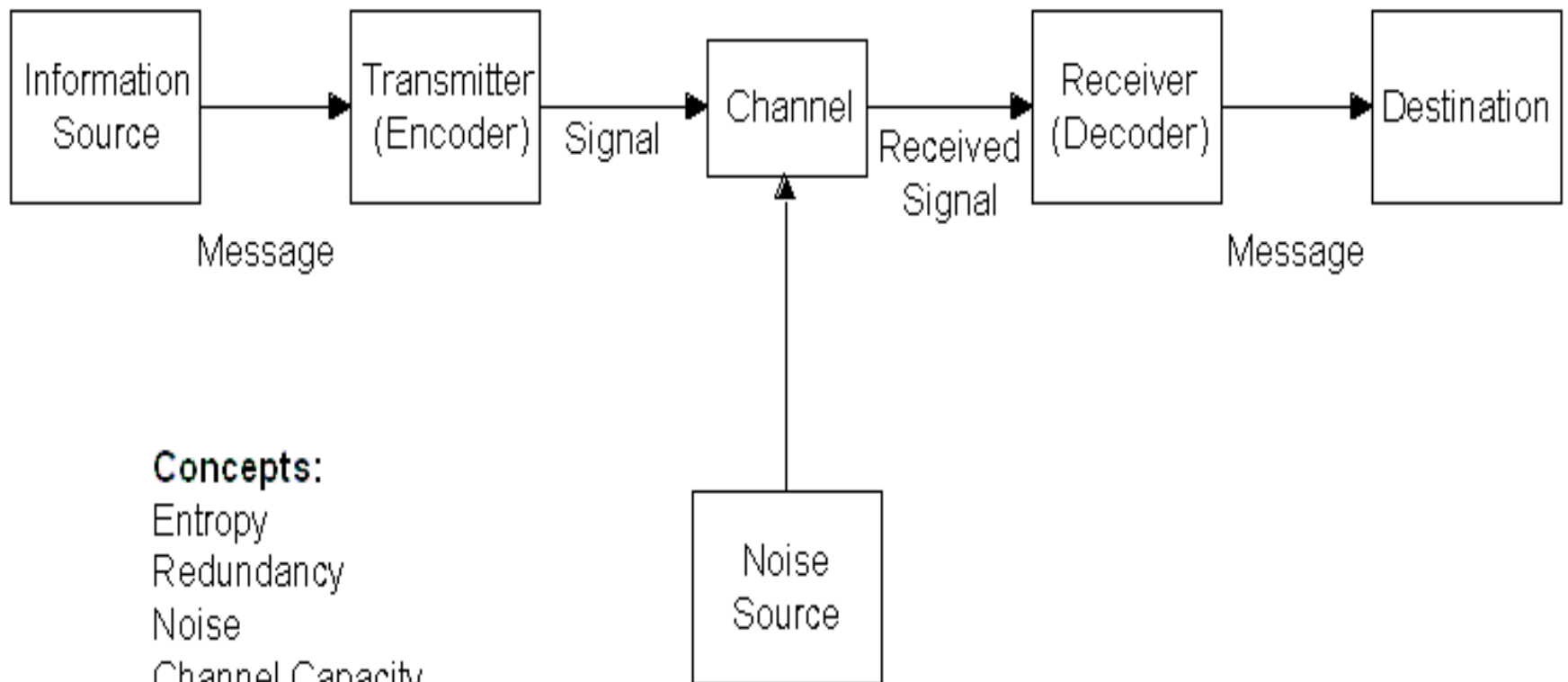


# Linear Models of Communication

- Harold Lasswell
  - ❖ first, systematic model
  - ❖ who said what through which channel with what effects?
  - ❖ Source, Message, Channel, Receiver, & Effects
  - ❖ Linear, one-directional

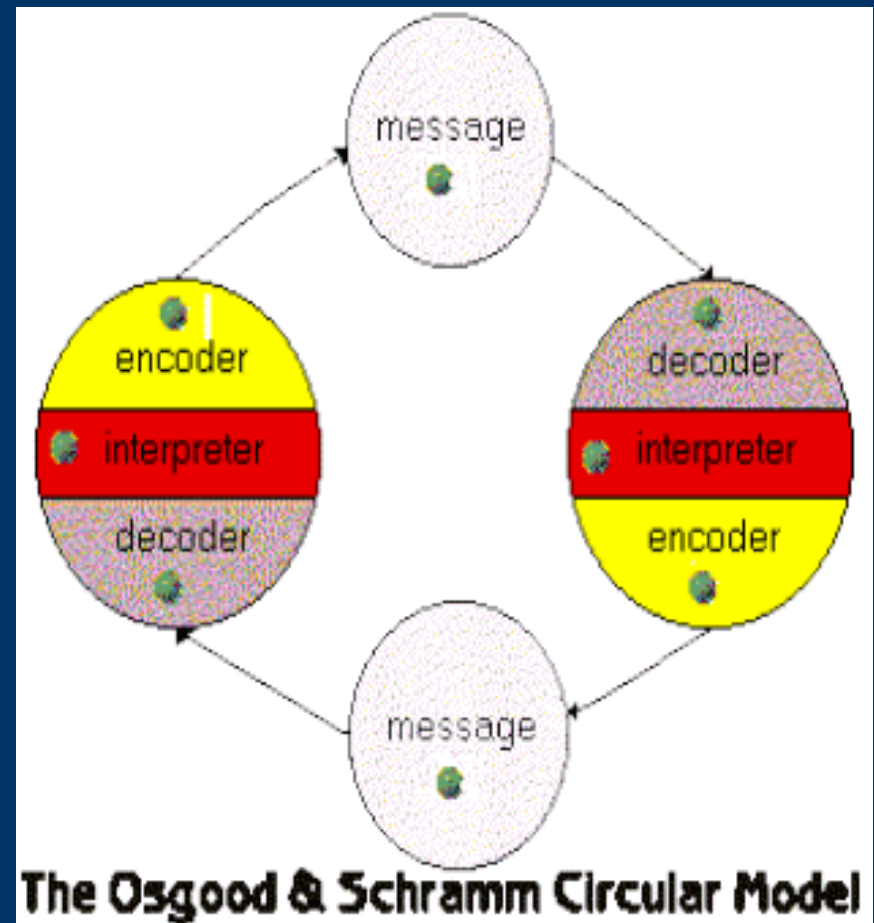
# Linear Models of Communication

## The Shannon-Weaver Mathematical Model, 1949



# Interactive Models of Communication

- Schramm
  - sharing meaning between people
  - Communication as an interactive, interpretive process



# Key Elements of Communication

- **Source**
- **Encoding**
- **Message**
- **Channel**
- **Media**
- **Receiver**
- **Feedback**
- **Noise**
- **Decoding**
- **Symbols**

Intrapersonal  
Interpersonal  
Small-group  
Organizational  
Mass Communication  
Network communication

# What describes mass communication?

- Large size of audience
- Heterogeneous & anonymous audience geographically diversified
- Synchronous messaging transmitted by complex, formal organizations
- Lots of money to operate
- Highly competitive, but concentrated market



# Mass Communication defined

is the process by which a complex agency produces and transmits public messages directed at large, heterogeneous and scattered audiences

# Changes in Media Environments

- Media fragmentation (increasing media outlets)
- Audience segmentation (niche markets)
- Conglomeration (narrowed ownership diversity)
- Globalization (production, distribution & exhibition at a global level)

# Different Types of Media Effects

Individual Effects

Social Effects

Short-term effects

Accumulated, long-term effects

# Beginning of Effect Research

- Media's Role during WWs
- Interdisciplinary
- Research of Media Effects
- Rapid Growth of Media Technologies
- Huge Impacts of TV
- Internet--- What Effects?

# Characteristics and Levels for Effects Research

- Characteristics
  - 1) Process
  - 2) Relationships among 3 main actors
  - 3) Exchange & Interpretation of codes
- Levels
  - 1) Individual
  - 2) Organizational
  - 3) Society

---- systematic & contextual