Introduction to

MASS COMMUNICATION

MEDIA LITERACY AND CULTURE

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Stanley J. Baran

Mc Graw Hill Education

Tenth Edition

Introduction to Mass Communication

MEDIA LITERACY AND CULTURE

Stanley J. Baran

Bryant University

INTRODUCTION TO MASS COMMUNICATION, TENTH EDITION

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In loving memory of my mother,
Margaret Baran—
she gave me life;
and in honor of my wife,
Susan Baran—
she gave that life meaning.

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From the Author

Courtesy of Stanley Baran

Dear Friends,

The media, like sports and politics, are what we talk about, argue over, dissect, and analyze. Those of us who teach media know that these conversations are essential to the functioning of a democratic society. We also know that what moves these conversations from simple chatting and griping to effective public discourse is media education. And regardless of what we might call the course—Introduction to Mass Communication, Introduction to Mass Media, Media and Society, or Media and Culture—media education has been part of the university for more than six decades. From the outset, the course has fulfilled these goals:

- Increasing students' knowledge and understanding of the mass communication process and the mass media industries
- Increasing students' awareness of how they interact with those industries and their content to create meaning
- Helping students become more skilled and knowledgeable consumers of media content and therefore more ethical and confident participants in their worlds

We now call the fulfillment of these goals *media literacy*.

A Cultural Perspective

This text's cultural orientation toward mass communication places a great deal of responsibility on media consumers. In the past, people were considered either victims of media influence or impervious to it. The cultural orientation asserts that audience members are as much a part of the mass communication process as are the media technologies and industries. As important agents in the creation and maintenance of their own culture, audience members have a moral obligation not only to participate in the process of mass communication but also to participate critically as better consumers of mass media.

Enriching Students' Literacy

The focus of this book, from the start, has been on media literacy and culture, and those emphases have shaped its content and its various learning aids and pedagogical features. Every chapter's *Cultural Forum* box poses a critical thinking dilemma based on a current social problem and asks students to work through their solution. The *Using Media to Make a Difference* feature offers chapter-specific examples of how people in and outside the media industries have employed technology to meet important cultural and social needs. And each chapter ends with a *Media Literacy Challenge* that asks students to apply what they've learned to a contemporary media issue. Literacy, in this case media literacy, is about living in, interacting with, and making the most of the world that surrounds us. That belief is the central philosophy of this text.

My Thanks to You

Thank you for teaching mass communication. There are few college courses that will mean more to our students' lives now and after they graduate than this one. Thank you, too, for considering *Introduction to Mass Communication: Media Literacy and Culture* for use in your course. I have poured the last 25 years of my career into this text and what it has to say about mass communication and the world that our interaction with the media produces. Your interest in this text confirms my passion.

— Stanley J. Baran

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McGraw-Hill Connect: An Overview

McGraw-Hill Connect offers full-semester access to comprehensive, reliable content and learning resources for the Communication course. Connect's deep integration with most learning management systems (LMSs), including Blackboard and Desire2Learn (D2L), offers single sign-on and deep gradebook synchronization. Data from Assignment Results reports synchronize directly with many LMSs, allowing scores to flow automatically from Connect into school-specific gradebooks, if required.

The following tools and services are available as part of Connect for the Communication course:

Tool	Instructional Context	Description
SmartBook	• SmartBook is an engaging and interactive reading experience for mastering fundamental Communication content. • The metacognitive component confirms students' understanding of the material. • Instructors can actively connect SmartBook assignments and results to higher-order classroom work and one-on-one student conferences. • Students can track their own understanding and mastery of course concepts and identify gaps in their knowledge.	• SmartBook is an adaptive reading experience designed to change the way students read and learn. It creates a personalized reading experience by highlighting the most impactful concepts a student needs to learn at that moment in time. • SmartBook creates personalized learning plans based on student responses to content question probes and confidence scales, identifying the topics students are struggling with and providing

		learning resources to create personalized learning moments. • SmartBook includes a variety of learning resources tied directly to key content areas to provide students with additional instruction and context. This includes video and media clips, interactive slide content, mini lectures, and image analyses. • SmartBook Reports provide instructors with data to quantify success and identify problem areas that require addressing in and out of the classroom. • Students can access their own progress and concept mastery reports.
Connect Insight for *Instructors*	• Connect Insight for Instructors is an analytics resource that produces quick feedback related to learner performance and learner engagement. • It is designed as a dashboard for both quick check-ins and detailed performance and engagement views.	• Connect Insight for Instructors offers a series of visual data displays that provide analysis on five key insights: 1. How are my students doing? 2. How is this one student doing? 3. How is my section doing? 4. How is this assignment doing? 5. How are my assignments doing?
Connect Insight for *Students*	• Connect Insight for Students is a powerful data analytics tool that provides at-a-glance	• Connect Insight for Students offers details on each Connect assignment to students. When possible, it offers suggestions

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	visualizations to help students understand their performance on Connect assignments.	for the students on how they can improve scores. This data can help guide students to behaviors that will lead to better scores in the future.
Video Speech Assignment	• Video Speech Assignment provides instructors with a comprehensive and efficient way of managing in-class and online speech assignments, including student self-reviews, peer reviews, and instructor grading.	• The Video Speech Assignment tool allows instructors to easily and efficiently set up speech assignments for their course that can easily be shared and repurposed, as needed, throughout their use of Connect. • Customizable rubrics and settings can be saved and shared, saving time and streamlining the speech assignment process from creation to assessment. • Video Speech Assignment allows users, both students and instructors, to view videos during the assessment process. Feedback can be left within a customized rubric or as time-stamped comments within the video playback itself.
Speech Preparation Tools	• Speech Preparation Tools provide students with additional support and include Topic Helper, Outline Tool, and access to third-party Internet sites like EasyBib (for formatting citations) and Survey Monkey (to create audience-analysis questionnaires and surveys).	• Speech Preparation Tools provide students with additional resources to help with the preparation and outlining of speeches, as well as with audience-analysis surveys. • Instructors have the ability to make tools either available or unavailable to students.
Instructor Reports		

	• Instructor Reports provide data that may be useful for assessing programs or courses as part of the accreditation process.	• Connect generates a number of powerful reports and charts that allow instructors to quickly review the performance of a given learner or an entire section. • Instructors can run reports that span multiple sections and instructors, making it an ideal solution for individual professors, course coordinators, and department chairs.
Student Reports	• Student Reports allow students to review their performance for specific assignments or for the course.	• Students can keep track of their performance and identify areas with which they struggle.
Pre- & Post-Tests	• Instructors can generate their own pre- and post-tests from the test bank. • Pre- and post-tests demonstrate what students already know before class begins and what they have learned by the end.	• Instructors have access to two sets of pre- and post-tests (at two levels). Instructors can use these tests to create a diagnostic and post-diagnostic exam via Connect.
Tegrity	• Tegrity allows instructors to capture course material or lectures on video. • Students can watch videos recorded by their instructor and learn course material at their own pace.	• Instructors can keep track of which students have watched the videos they post. • Students can watch and review lectures by their instructor. • Students can search each lecture for specific bites of information.
Simple LMS Integration	• Connect seamlessly integrates with every learning management system.	• Students have automatic single sign-on. • Connect assignment results sync to the LMS's gradebook.

Instructor's Guide to Connect for *Introduction to Mass Communication: Media Literacy and Culture*

When you assign Connect you can be confident—and have data to demonstrate—that your students, however diverse, are acquiring the skills, principles, and critical processes that constitute effective communication. This leaves you to focus on your highest course expectations.

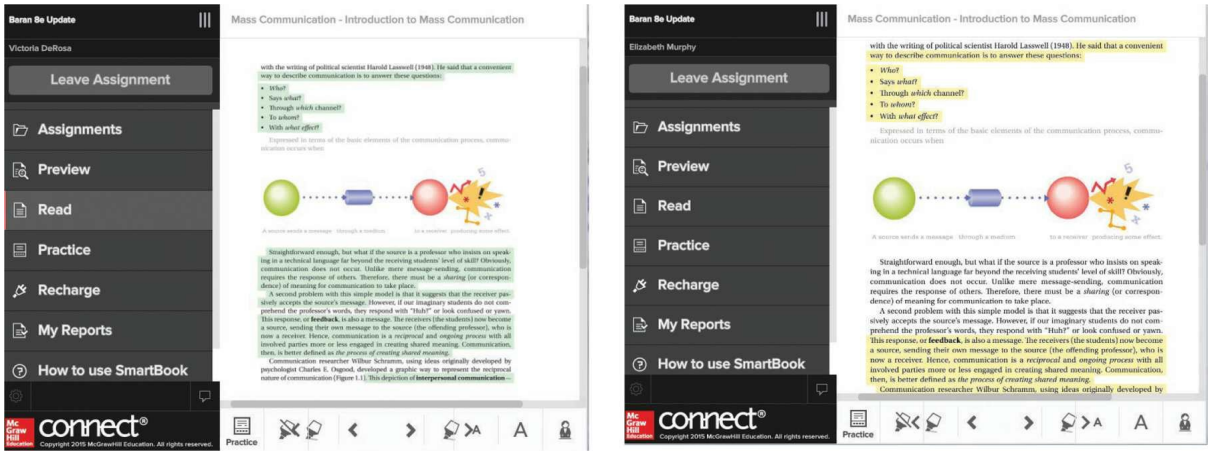
TAILORED TO YOU. Connect offers on-demand, single sign-on access to students—wherever they are and whenever they have time. With a single, one-time registration, students receive access to McGraw-Hill's trusted content.

EASY TO USE. Connect seamlessly supports all major learning management systems with content, assignments, performance data, and LearnSmart, the leading adaptive learning system. With these tools you can quickly make assignments, produce reports, focus discussions, intervene on problem topics, and help at-risk students—as you need to and when you need to.

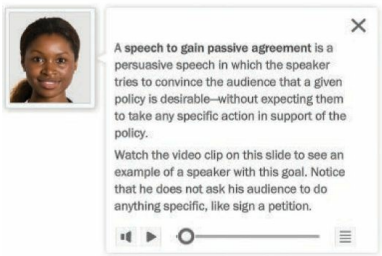
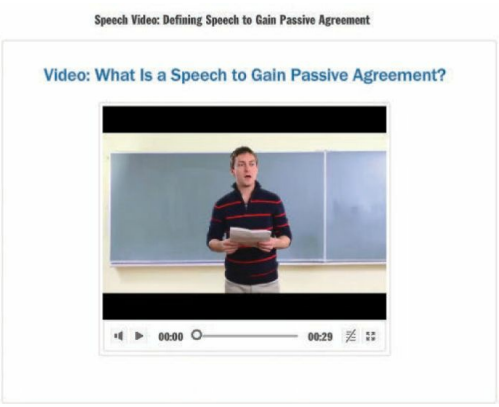
Introduction to Mass Communication: Media Literacy and Culture SmartBook

A PERSONALIZED AND ADAPTIVE LEARNING EXPERIENCE WITH SMARTBOOK. SmartBook with Learning Resources is the first and only adaptive reading and study experience designed to change the way students read and master key course concepts. As a student engages with SmartBook, the program creates a personalized learning path by highlighting the most impactful concepts the student needs to learn at that moment in time and delivering learning resources—videos, animations, and other interactivities. These rich, dynamic resources help students learn the material, retain more knowledge, and get better grades.

ENHANCED FOR THE NEW EDITION! With a suite of new learning resources and question probes, as well as highlights of key chapter concepts, SmartBook's intuitive technology optimizes student study time by creating a personalized learning path for improved course performance and overall student success.



SmartBook highlights the key concepts of every chapter, offering the student a high-impact learning experience (left). Here, highlighted text and an illustration together explain the communication process. Highlights change color (right) when a student has demonstrated his or her understanding of the concept.

READER/eBOOK. Alongside SmartBook, there is also Connect eBook for simple and easy access to reading materials on smartphones and tablets. Students can study on the go without an Internet connection, highlight important sections, take notes, search for materials quickly, and read in class. Offline reading is available by downloading the eBook app on smartphones and tablets, and any notes and highlights created by students will be synced between devices when they reconnect. Unlike SmartBook, there is no pre-highlighting, practice of key concepts, or reports on usage and performance.

HUNDREDS OF INTERACTIVE LEARNING RESOURCES. Presented in a range of interactive styles, *Introduction to Mass Communication: Media Literacy and Culture* Learning Resources support students who may be struggling to master, or simply wish to review, the most important mass communication concepts. Designed to reinforce the most important chapter concepts, every Learning Resource is presented at the precise moment of need. Whether a video, audio clip, or interactive mini-lesson, each of the 200-plus Learning Resources was designed to give students a life-long foundation in strong mass communication skills.