

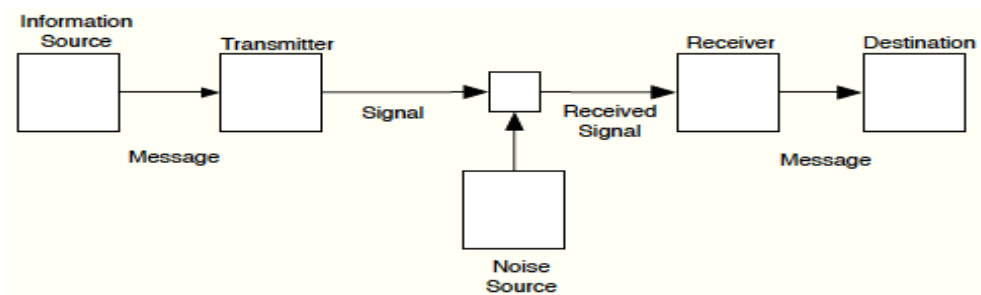
Topic 2: Communication, Media and Culture

What is Communication?

1. Relating to affinity or association.
2. Relating to the imparting or transmission of something.
3. Exchange of information, knowledge, or ideas, by means of speech, writing, mechanical or electronic media, etc.
4. Access between two or more persons or places.

Shannon and Weaver's Model of Communication

- Distinguishes 3 levels of communication, applicable to digital technologies.
 1. **Technical:** How accurately communication symbols can be transmitted.
 2. **Semantic:** How precisely transmitted symbols convey desired meaning.
 3. **Effectiveness:** How effectively the received meaning affect conduct in the desired way.
- **'Mathematical Theory of Communication,' 1948:**



- Harold Laswell verbalises this model as...



Communication: Other Models

David Morley, New Keywords (2005)

- **Communication:** Technical medium through which communication occurs.
 - **15th Century:** Facts imparted- *'means of communication.'*
 - Relationship to transportation.
 - Dialogue, activity, intercourse, interpersonal communication.
 - **20th Century:** Narrow notion (*transmission from sender to receiver.*)
 - Works for information, but not for other forms of communication, *e.g., interpersonal.*
 - Distinction between *'successful'* communication, and where it *'fails'* through misunderstanding.
 - **Semiology:** Focuses on linguistic and cultural codes that underpin communication.

James Carey

- Importance of a cultural approach to communication.
 1. **Transmission:** Extension of messages across geography for the purpose of control.
 - Effects of Examining a Newspaper?
 - Media is an instrument for disseminating news and knowledge.
 - News enlightens or obscures reality.
 - Changes or hardens attitudes.
 - Breeds credibility or doubt.
 2. **Ritual:** Sacred ceremony that draws persons together in fellowship and commonality.
 - Effects of Examining a Newspaper?
 - Newspapers are an instrument where a nothing new is learnt and a particular view of the world is portrayed.
 - Continual shift of roles or focus.
 - News is drama. Why?
 - Portrays action.
 - Exists in a historical time.
 - Invites participation.

Ritual View of Communication

- Argues for the primacy of the ritual view, which is underpinned by culture.
- Directed towards...
 - Maintenance of society.
 - Representation of shared beliefs.
- Contends that one cannot understand processes of information transmission or attitude change.

What is Culture? (Raymond Williams)

- *'The tending of something, basically crops or animals.'*
- **16th Century:** *'Process of human development.'*
- **18th and 19th Century:** Culture (*material*) vs. civilisation (*spiritual.*)
- **19th Century:** High art and taste and distinction.

Culture – Media

- Social and anthropological use of *'culture'* is extended.
- **70s and 80s:** Interest in studying popular culture or youth sub-cultures, and not derogating these as vulgar and valueless.
- **80s Onwards:** Recognition of media as an important part of contemporary culture.

Media Cultures

- Notion that there is no such thing as *'media cultures'*... that media are associated with their own cultural forms, uses and worlds of meanings.
- **Marshall:** New media has an embedded-interactivity that implies a *'transformation'* from a traditional media form that has led to the *'disappearance of the audience.'*