REVIEW TERMS/CONCEPTS

* Definition of Mass Media
* Communications Model – Sender, Receiver, Channel, Message (feedback, noise)
* One-way communication vs. Two-way communication
* Media Classifications – print, Broadcast, digital, “other”
* Mass media industries – books, newspapers, magazines, recordings, radio, movies, TV, internet
* Broadcast vs. Affiliates
* Vertical integration
* Conglomerates
* Relevance of media being “profit-centered”
* Convergence
* FCC/Regulation
Message Pluralism
* Books – oldest forms of mass media, longevity, transfer into other media (ie: movies, digital), large volume, slow reading, rereading, transfer of knowledge
* Newspapers – early origins (ie: colonial period US), Adaptability, focus, what has affected their popularity
* Radio – early uses, adaptability, value of radio, changes to radio
* Relevance of media adapting to the changing environment (ie: books & newspapers to the printing advances; radio coming into popularity using available technology)
* Remember some of the examples – why they were important to the industry; what makes each form of media unique; what happens during times of change