

## Chapter 1 Part 2 (page10-31)

## **Chapter 1 Mass Communications: Mass Media and the Process of Communication/Surveying the Cultural Landscape/Critiquing Media and Culture**

1. In the linear Model of Mass Communications0 list and give examples of the six components.
2. The linear model explains certain aspects of the communication process, media messages usually do not flow smoothly form sender to receiver. Give examples of communication breakdowns.
2. Another example of communication is adding the cultural component to the study of media. In this model individuals and societies, bring diverse meaning to messages, given varying factors such as gender, age, educational level, ethnicity and occupation.

What is selective exposure?
3. The Impact of Media in Everyday Life—In looking at the history of popular culture, explain why newer forms of media seem to threaten status quo values.
4. Surveying the cultural landscape--describe the skyscraper model of culture. What are the strengths and limitations?

5. Describe the map model of culture. What are its strengths and limitations?
6. What are the chief differences between modern and so –called postmodern values?
7. What are the four steps in the critical process? Which of these is the most difficult and why?
8. What is the critical process important?

