

## TOPIC: WHAT IS MEDIA?

### What Is Media?

- ◆ **Media:** Platforms & formats that deliver information.
  - Shaped by \_\_\_\_\_.
  - Media influences and is influenced by \_\_\_\_\_.
  - Sociologists study media by examining:
    - Effects (short-term & long-term, intended & unintended).
    - Content (\_\_\_\_\_).



### GUIDING QUESTIONS

- How do media advancements shape our experience?
- How does social media influence social cohesion?

## EXAMPLE

Imagine a new health campaign has been launched to teach the general public about the risks of vaping. This campaign is targeting adolescents and young adults. Fill in the table below by identifying at least one possible consequence for each category. One has been filled out for you.

	Short Term	Long Term
Intended		
Unintended	Teens share the campaign as a meme and widely mock it.	

## PRACTICE

Which of the following statements about media are true?

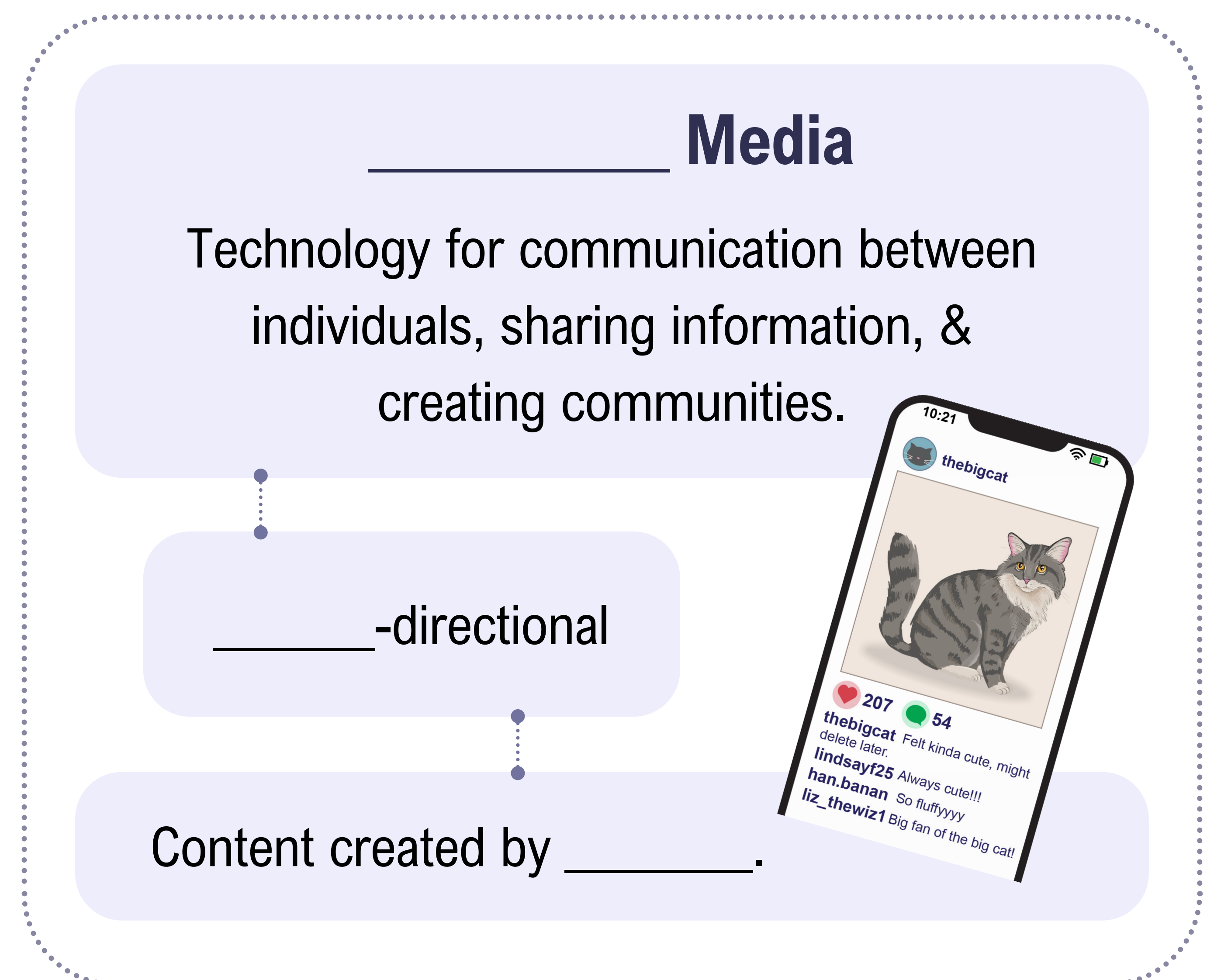
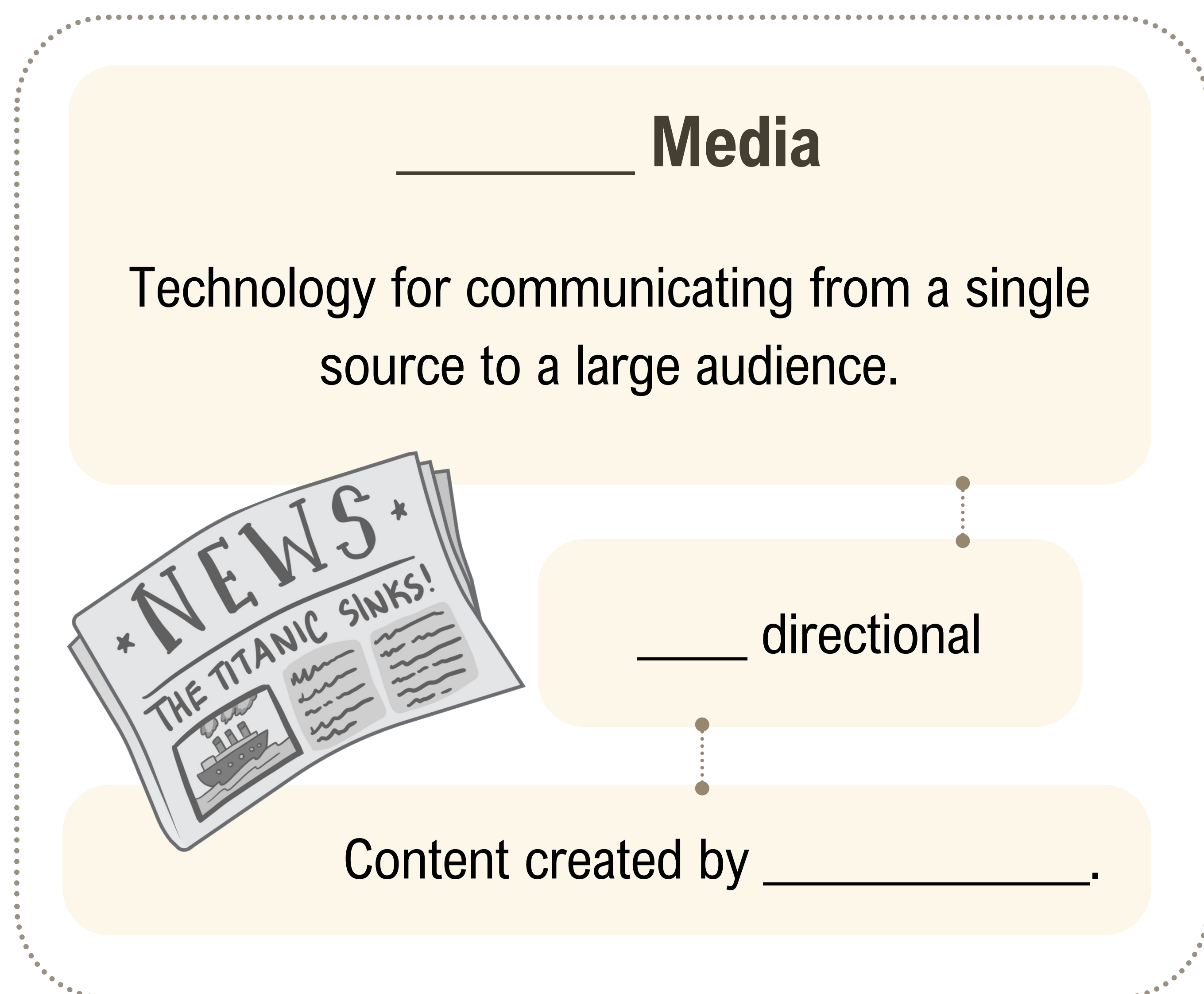
- I. Media reflects culture and is shaped by it.
- II. Media typically includes face-to-face communication.
- III. Sociologists study both the content and the effects of media.

- a) I & II.                      b) I & III.                      c) II & III.                      d) I, II, & III.

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### Types of Media

◆ *Recall:* Media: Platforms & formats that deliver information.



### EXAMPLE

For the following statements, write an "M" if it applies to mass media and an "S" if it applies to social media. If the statement applies to both, write a "B".

1	Anyone can participate in creating this type of media.	
2	Involves one-directional flow of information.	
3	Uses technology for communication.	
4	Can be used to create special interest communities.	
5	Created and curated by specialists, editors, and executives.	

### PRACTICE

Which of the following best describes the difference between mass media and social media?

- Mass media is unidirectional, while social media is multidirectional.
- Mass media is personal, while social media is corporate.
- Mass media is no longer used, while social media is more current.
- Mass media is sponsored by the state, while social media is privately owned.