



# **Lesson 1**

## **A Brief History of Media**

# Pictographs







**Grimaldi Cave Painting: Lascaux, France - 15,000 B.C. (Others to 35,000 B.C.)**



# Gutenberg Bible

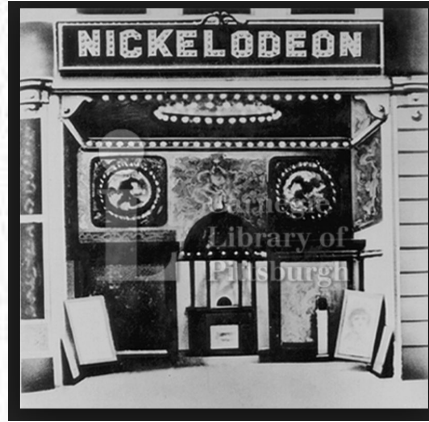
<https://www.youtube.com/watch?v=klUEEmYo8DU>

# Shadow puppets

[https://www.youtube.com/watch?v=5x9cq\\_EPM9s](https://www.youtube.com/watch?v=5x9cq_EPM9s)

# Zoetrope

<https://www.youtube.com/watch?v=SBg6dAE3mI0>



## Nickelodeon

a jukebox, originally one operated by the insertion of a nickel coin

a movie theater with an admission fee of one nickel

[https://www.youtube.com/watch?v=6gsPtot\\_d7Y](https://www.youtube.com/watch?v=6gsPtot_d7Y)



Television

Walter Cronkite

<https://www.youtube.com/watch?v=6PXORQE5-CY>

# Radio

Hindenberg

<https://www.youtube.com/watch?v=0Ad9tholMEM&index=5&list=PLEJjFn5g2Zkd19PZTmwXPxbOytBMLrLcL>

Orson Welles

<https://www.youtube.com/watch?v=Xs0K4ApWl4g>

# Communication

## **Interpersonal Communication**

An exchange of information between two or more people

## **Mass Communications**

Communicating with many people, perhaps millions of people, often simultaneously, through *mass media*.

## **Medium**

The means by which a message reaches the audience

# Mass Media Industries

Books

Newspapers

Magazines

Recordings

Radio

Movies

Television

The Internet

## Mass Marketing

Using mass media to sell a product or a service to a large audience



## Demographics

Statistics about people based on quantifiable factors such as age, income, education attained, and geographic location.

## Psychographics

Categorization of people based on attitudes, beliefs and habits (including buying habits).

## Disaggregation

The effort by the media to attract increasingly specialized demographic groups.  
I.e. Lifetime, MTV, Spike, Viceland

Commercial Icons





# Conglomerate

An attempt by one company to simultaneously control several aspects of the media business.

## Disney

Disney World    20th Century Fox    The Muppets Studio    Walt Disney Studios  
Marvel Entertainment    ABC    Lucasfilm    ESPN    Touchstone Pictures  
Hollywood Records    Hyperion Books  
Plus 8 TV stations and 35 radio stations



# Pictograph



# Books and Publishing

MFS 100

## **Royalty**

An amount the publisher pays an author based on an established percentage of the books price. Royalties run anywhere from 6 to 15 percent.

## **Advance**

An amount the publisher pays the author before the book is published

## **Subsidiary Rights**

The rights to market a book for other uses - to make a movie or to print a character from the book on t-shirts, for example.

## **Licensing rights**

Business arrangement in which one company gives another company permission to manufacture its product for a specified payment .



# Merchandising Rights

Studios license the right to sell spin-off products to manufacturers. Producers and distributors usually do not manufacture film-related products themselves. They license the right to sell these products to other companies (the "Licensee"). The licensee incurs all manufacturing and distribution expenses. The producer/distributor typically receives an advance payment for each product, as well as royalty payments, often between five and 10 percent of gross revenues from sales to retailers (i.e., the wholesale price). If the movie flops and the products don't sell, the manufacturer incurs the loss.



# Types of books

Adult and Juvenile Books (fiction, non-fiction, bio, sports, cooking...)

Textbooks (K-12 & College)

Professional and Scholarly Books (Published by a university, mostly non-profit)

Audio Books (Can be abridged or complete. Mostly digital downloads)

Electronic Books (Made specifically for digital download - Kindle, iPad etc.)

## **Blockbuster**

A book that achieves enormous financial success

**Muckrakers** - Investigative magazine journalists who targeted abuses by government and big businesses i.e. McClure

# Three Types of Magazines

**Consumer Magazines** - All Magazines sold by subscription or at newsstands, supermarkets and bookstores

**Trade, Technical and Professional Magazines** - Magazines dedicated to a particular business or profession

**Company Magazines** - Magazines produced by businesses for their employees, customers and stockholders



# Freelancers

Writers who are not on the staff of a magazine but are paid for each individual article published.

# Podcast

An audio or video file made available on the internet for anyone to download.  
Often available by subscription.

# Yellow Journalism

Came into play in the late 1800's

William Randolph Hearst's *New York Journal*

Often appealing to readers' basic instincts, yellow journalists exploited whatever scandals and crises were the events of the day

# Wire stories

Common in newspapers.

News and stories that are obtained through wire services.

Telegraph invented in 1832

<https://www.youtube.com/watch?v=QML28YQBvyc&t=127s>

# Magazines

Compulsory education in the mid 1800's led to rising literacy

Large scale expansion of mail delivery helped distribution

The railroad network also facilitated wider distribution

Advertising went from small words (classifieds) to large display advertisements with graphics that are still common today

# Disaggregation

Shift from a few large media audience groups to into much smaller groups, each with its own media preferences

Today there are more magazines, but these magazines have a smaller number of readers per magazine

# Complementary copy

Print media's placement of editorial content that helps advertisers sell their goods or services.

i.e. men's shaving products appearing across from an article about how men can make themselves more attractive

# Books

Are Americans reading less?

What are some of the ways that we consume books today?



# What is the future of newspapers?

# NEWSPAPERS





**Seditious Language**- language that authorities believe could incite rebellion against the government

**Libelous** - A statement is libelous if it damages a person's character or reputation by exposing that person to public ridicule or contempt.

**Yellow Journalism** - News that emphasizes crime, sex and violence

**Tabloid** - A small-format newspaper that features large photographs and illustrations along with sensational stories

**Syndicate** - News agencies that sell articles for publication to several newspapers simultaneously

**Paywall** - A fee-for-access system set up by a newspapers to charge readers for internet content

**55% of newspapers are still read in paper form, though 29% of readers read their newspapers both online and in print**

# News Aggregators



Technology-based companies that primarily gather and re-format viral news content borrowed from traditional news organizations and social networks, then post the content as news on their own sponsored sites

# Magazines



# Muckraker

Investigative magazine journalists who targeted abuses by government and big business





**Digital Replica Magazines** - Magazines that are published in both printed and digital versions

**Point-of-Purchase Magazines** - Magazines that consumers buy directly, not by subscription. They are sold mainly at checkout stands in supermarkets.

**MPA** - The Association of Magazine Media, originally the Magazine Publishers Association