

Seminar 3.

“Media in Modern Society. Media as Business. Media ownership matters”

Points for discussion:

1. The role, functions and types of media in modern society.
2. The world without Media.
3. Media as business. Ownership of Ukrainian media.
4. Indicators of risk to media pluralism.

Key terms:

Communication, interpersonal communication, mediated interpersonal communication, mass communication, long distance communication, communication revolutions, media, mass media, media literacy, media landscape, broadcast media, print media, support media, social media, Personal Media Field, media pluralism.

Points to consider:

- What are the similarities and differences between different forms of communication?
- What types of media do you know? Give a short description to each.
- Analyze the ways in which the mass media affect our everyday lives. How do you imagine the world without media? Give your ideas.
- Study Ukrainian media landscape. What are the main features? What information were you surprised to find out?
- What are some ways in which the mass media have given you a sense of connection with or disconnection from others in Ukraine or in the rest of the world?
- Investigate how the three largest Ukrainian mass media companies operate in mass media industries.
- Explain current and future trends in mass communication.

Reading:

1. Paxson P. Mass Communications and Media Studies : An Introduction. The Continuum International Publishing Group, 2010. P. 1-17.
2. Turow J. Media Today: An Introduction to Mass Communication. 3rd edition. Routledge, 2009. P. 6-33, 61-73.
3. Keys to Interpreting Media Messages / A. Silverblatt, A. Smith, D. Miller, J. Smith, N. Brown. 4th edition. Praeger, 2014. P. 17-25.
4. Fighting Misinformation : Digital Media Literacy. Course Guidebook / T. Susman-Peña, M. Druckman, N. Oduro. The Teaching Company, 2020. P. 10.
5. Ukrainian media landscape. URL : <https://medialandscapes.org/country/ukraine>