

MASS PEYTON PAXSON COMMUNICATIONS AND MEDIA STUDIES AN INTRODUCTION



Mass Communications and Media Studies

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Mass Communications and Media Studies

An Introduction

Peyton Paxson



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And to my brother-in-law, Bob Muncaster, who will read this book in a big brown truck.

Thank you all.

A Note to the Reader . . .

Nearly 20 years ago, a 10-year-old asked me what I thought about “The Crisis in the Gulf.” I thought it was odd that a child would use such an expression. I later discovered that he had learned the term from CNN, which used it as its “branding” of its coverage of the first Gulf war.

Mass communications are more than a source of entertainment and information. They affect how we see the world and how we see ourselves. Yet because they are so embedded in our lives, it is easy for us to take mass communications for granted. This book doesn’t do that. Chapter 1 looks at the cultural, social, and economic roles that mass communications serve. Chapter 2 discusses the need for each of us to be media literate, and provides a framework for thinking critically about the media.

The mass communications industry arose in the United States in the 1800s, as the Industrial Revolution generated the need for mass marketing and mass media. For two centuries, mass communications was essentially a one-way process, with information and entertainment created and delivered by the mass media to individuals. Chapters 4 through 8 examine “traditional” media: television, radio, print media, and movies. These chapters look at how each communications medium arose and discuss the current industry structure of each.

Most traditional media are essentially advertising delivery vehicles. This should be obvious for broadcast and print media, and advertising plays a larger role in movies than you may realize. The structure of the advertising industry is discussed in Chapter 3, and the role advertising plays in each medium is examined in the chapters devoted to those media.

Chapters 8 and 9 focus on the Internet and what are commonly referred to as “new” media. New media include social networking, mobile communications devices, and video games. The interactivity of these media and their ability to let users view media whenever and wherever they want are posing serious threats to traditional media.

Chapter 10 examines the disaggregation of audiences and the convergence of media. We will see that these relatively recent phenomena provide new

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opportunities to consumers and new challenges to the media industry. The role that law and government regulation play in shaping and controlling the mass communications industry is the topic of Chapter 11. We know that globalization is an increasingly important process. The book concludes with a discussion of how mass communications both affect globalization and are affected by it.

Each chapter ends with thoughts about the future of each topic, as well as a discussion of career opportunities that these topics present. There are also a handful of questions at the end of each chapter that ask you to engage in critical thinking and discussion of the topics presented.

This book provides a condensed introduction to mass communications. Its brevity and lack of color illustrations serve to make this book an accessible and affordable alternative to other books in the field.

Mass Communications and Contemporary Culture

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Issues and trends in mass communications and contemporary culture

- Interpersonal communications have existed as long as humanity; mass communications are a relatively recent development.
- Mass media in the past lacked the ability to quickly receive feedback from their audiences, but new communication technology provides increased interactivity.
- Just as interpersonal communications allow people to establish relationships with each other, mass communications serve a role in building and maintaining communities.
- Mass communications are distributed through mass media, which arose during the American Industrial Revolution of the 1800s to provide mass marketing for firms that mass manufactured products.
- Mass markets are segmented into numerous characteristics, including people's age, income, and attitudes.
- Half a dozen firms control many of the major media channels in the United States.

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"For the first time in human history, most of the stories about people, life, and values are told not by parents, schools, churches, or others in the community who have their own stories to tell but by a group of distant media conglomerates that have something to sell. This is a radical change in the way we employ creative talent, the way we cast the symbolic environment, and the way we learn our roles in life."

George Gerbner¹

Mass communications

This book looks at mass communications as a source of entertainment and information, as a process, and as a business. *Communication* means the practice of encoding information through sounds, symbols, and actions in order to transmit that information to others. Communication also includes decoding that information and interpreting it to give it meaning. Wilbur Schramm, a key figure in communication studies, developed one of the best-known models of communication in 1954² (see Figure 1.1).

Note that Schramm's model is cyclical, with both parties involved in encoding and decoding each other's messages. It may help you to understand Schramm's model by labeling the bottom message as feedback, which the sender of the original message uses to determine whether the message was decoded and interpreted as intended. Interpersonal communications, whether one-on-one or in groups, is as old as humanity. However, mass communications have existed for only a few hundred years. By *mass*

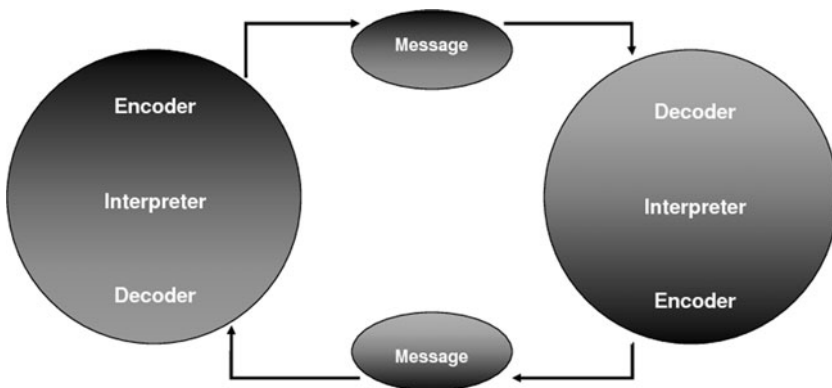


Figure 1.1 Schramm's communication model.

communications, we mean communicating with many people, perhaps millions of people, often simultaneously. Mass communications are messages: the means of communicating these messages is through the *mass media*. (Note: media is the plural of medium. Therefore, the correct usage is to say, “the media are . . .” not “the media is.” Even people who work in mass media often get this wrong.)

In many ways, mass communications rely more on quantity than quality, while interpersonal communications rely more on quality than quantity. Mass communications can reach more people at one time (a greater quantity) than interpersonal communications can. For example, the January 20, 2009 presidential inauguration of Barack Obama drew 37.8 million television viewers in the United States.³ A few days later, over 95 million U.S. viewers watched the Super Bowl. Millions of people in other countries also watched these events, either live or recorded. Today, nearly any event can be transmitted around the globe instantaneously. Global electronic communications also allow newspapers and news magazines to print stories as they occur, although the distribution of print media creates a time lag in delivery of this information. The potential viewership, readership, or listenership for an event can approach nearly all of the world’s population.

However, the quality of mass communications rarely attains the quality of effective interpersonal communication. Interpersonal communications can occur one-on-one or within a group. One of the key differences between interpersonal communications and mass communications is that we are much more likely to have feedback in interpersonal communications than we are in mass communications. As we saw in Schramm’s model of communication, feedback is part of a loop: we encode messages and transmit them to others; they decode our message, encode their response, and transmit that response back to the original sender, who begins the decoding, encoding, and transmitting process again. Even when we silently look at the other person who has just spoken to us and walk away, we are sending a message.

If necessary, someone involved in interpersonal communication can repeat or rephrase something that another person did not hear, did not hear correctly, or did not understand. Based on the verbal or nonverbal reaction of the other person or persons during interpersonal communications, we can see if our message is being interpreted the way we want it to be (or not) and whether it is being accepted the way we want it to be (or not). As part of the feedback

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process, the other person may display nonverbal communications (such as smiling with delight or looking away with disinterest) while we are communicating with them. They can reply to our questions or ask questions of their own. Based on this feedback, we can adjust the message as necessary.

Though lacking the level of feedback that interpersonal communication possesses, the mass media still attempt to assess their ability to connect with audiences. For example, print publications collect readership figures and television networks collect viewership numbers. Newspapers and magazines also solicit letters from readers and publish some of them. However, unlike many forms of interpersonal communications, these efforts to measure the effectiveness of mass communications often occur after the fact.

Advertisers receive feedback for their advertisements both directly and indirectly. A particularly successful advertisement may result in increased sales of the advertised product or service. Similarly, unsuccessful advertising may lead to diminished sales. This success, or lack of it, is a form of consumer feedback. Consumers may also take it upon themselves to communicate with an advertiser. For example, *Ms.* Magazine maintains a “No comment” section that presents advertisements that have run in other publications, which the *Ms.* staff finds objectionable for their portrayal of females. *Ms.* includes the address of the advertiser, to whom many readers of *Ms.* write complaining about the advertisement.

Another form of negative feedback is the boycott, or refusal to do business with certain advertisers. The boycott may originate from an advertisement that some people find offensive. For example, an advertisement perceived to be racist may lead to an organized effort to avoid buying the advertised product. Another form of negative feedback results from *channel effect*. The medium in which an advertisement is placed affects how consumers perceive the advertisement. In this case, if the medium is viewed as unacceptable, the advertisement placed in that media is also viewed unfavorably. For example, the editors of the *Penthouse* magazine, competing against Internet pornography, decided to make the magazine more sexually explicit. This resulted in several advertisers pulling their advertisements from the publication.

Mass communications and communities

An important question about the quality of mass communications is whether they help build and maintain communities or whether they, in fact, hurt our

sense of community and connection to others. While we may be able to enjoy talking with others about recent movies and television shows or articles that we have read, we also talk with others less while we are consuming media. (How many times have you been told “Shhh!” by someone watching television or listening to the radio?)

Some people defend mass communications as a means of reconfiguring our sense of community, away from a sense of shared physical space, to one that is based on shared interests. For example, someone with an interest in skydiving may live in an area where there are few other skydivers. However, there are magazines and Internet websites targeted at skydivers. Still, the one-sidedness of mass media, with the advertising-supported medium as sender and consumers as receivers, means that most mass media are driven by profits, rather than a social exchange.

In an era when new social media such as Facebook and Twitter have been so energetically embraced by consumers, more traditional forms of mass media have had to adjust. The lack of quality of communication among traditional mass media stands in sharp contrast to the interactivity of new communication media. Traditional media now encourage their audiences to use the Internet, text messaging, and social media to comment on the articles or programs that these media distribute.

Mass communications and technology: Gutenberg

Mass communications require technology. Today, many forms of mass communications rely on electronics. However, the first important event in mass communications was movable type and the printing press, which was originally operated by hand. The German printer Johannes Gutenberg (1398–1468) (see Figure 1.2) often is credited with inventing movable type around 1440. While many scholars today believe that movable type originated in China about 600 years earlier, Gutenberg did popularize it in Europe. Movable type was a significant improvement over earlier forms of book-making, which involved either handwritten manuscripts or the use of carved woodblocks. Movable type made printing faster and easier, as a printer could quickly set up lines of type and quickly print documents. This new efficiency in printing reduced the cost of printing documents and the cost of the documents themselves. When books became less expensive, more people could buy books.

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Figure 1.2 Johannes Gutenberg. *Source:* iStockphoto

The first important book that Gutenberg published was the Bible in 1455. Prior to this time, few people owned the Bible. Few people could read, as there was little reading material, and there was little need to read. Even if one could read, printed documents were quite expensive. As a result, rich people and some officials within the Roman Catholic Church were among the few Europeans who could read prior to Gutenberg's work.

Movable type not only expanded the market for reading material; it led to the spread of discoveries and ideas. Thus, the printing press helped advance the European Renaissance, which saw startling new advances in the arts between the fourteenth and seventeenth centuries, as well as the Scientific Revolution, which began in the mid 1500s. The printing press also fostered the Reformation, a religious movement that began in Germany in the early 1500s. The Reformation, an effort by some members of the Roman Catholic church to change what they saw as wrongful beliefs and activities within the church, resulted in many followers leaving the Roman Catholic Church in protest (thus, they were "Protestants") and forming new Christian sects. One of the key figures in the Reformation was Martin Luther

(1483–1546) a Catholic monk in Germany who distributed printed documents to promote his religious arguments.

You have probably heard the expression that information is power. It is typical among those who hold power not to want to give up any of that power. The aristocracy of Europe understandably felt threatened by the changes that the printing press brought to the continent. However, as we will see, most mass communications became the property of the mass media, which often control which messages we are exposed to (or not).

Mass communications and technology: the Industrial Revolution

Our quick look at the history of mass communications jumps from the 1500s to the 1800s. The nineteenth century saw the beginning of the Industrial Revolution in the United States. Borrowing technology and techniques from the British, whose Industrial Revolution began earlier, the first American industrial factories, built in New England in the 1810s and 1820s, produced textiles. Other factories producing consumer goods and commercial equipment soon followed throughout the United States.

To explore the relationship between mass manufacturing and mass media, we use the chocolate industry as an example. Beginning in the 1840s, Baker's Chocolate of Dorchester, Massachusetts is believed to be the first branded, packaged grocery item in the United States. Once a product has a brand name (as opposed to being a generic item) the owner of that brand is motivated to advertise the product. It would do little good for a chocolate maker to advertise for chocolate in general, as that advertising would help the advertiser to only a small degree, while also helping its competitors in the chocolate-making business. With a brand name on a product or its package, advertising that product by name helps boost the sales of that particular brand.

Years after the Baker's Chocolate brand was introduced, Milton Hershey created an inexpensive way of producing milk chocolate, and built what was then the largest chocolate factory in the world, producing the first molded chocolate bar at the turn of the early twentieth century.⁴ The Hershey chocolate bar exemplifies two conditions for the rise of the mass media in

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the nineteenth century. The Hershey bar has a brand name, and the product is mass manufactured. If a firm manufactures 100,000 branded candy bars a day (or cans of paint, computer monitors, and so on) it needs to sell 100,000 of those items every day. This requires *mass marketing*. In order to mass market an item, the advertiser needs mass media for placing advertisements. Thus, the rise of mass manufacturing in America led to the emergence of mass media. Figure 1.3 shows the timeline for developments in communication.

Mass media and mass markets

Although we are all consumers, we are not all the same type of consumers. A variety of factors affects our consumption habits and preferences. One method of categorizing people is by *demographics*. Demographics are measurable statistics of people based on such factors as age, gender, income, education, and geographic location (usually identified by zip code). For example, the 22-year-old who makes \$3 million a year as a professional athlete has very different consumption habits than the 22-year-old who has just started a career selling insurance.

Another categorization of people is by *psychographics*, which examines consumers' attitudes, beliefs, and habits (including buying habits). For instance, a consumer who is concerned about global warming is more likely to buy a Toyota Prius than is the driver of a Hummer, who may believe that global warming is a myth propagated by liberals.

The demographics and psychographics of consumers play a large part in determining what types of mass media they consume. Few young people read *Reader's Digest*; few old people listen to Jay-Z. Although both poor people and rich people use the Internet, few poor people use the Internet to search for vacation ideas, and few rich people use the Internet to learn about unemployment benefits. Because our differences as people determine which mass media we consume, different forms of mass media aim themselves at different groups of people.

The effort by the mass media to identify and attract increasingly specialized demographic and psychographic groups leads to *disaggregation* among the mass media. While your parents can probably remember when there

3200 BC	First alphabet developed by the Phoenicians
400 BC	Papyrus and parchment made for light and portable writings
105 BC	Paper invented in China
1455 AD	Gutenberg is credited with inventing the printing press with movable type
1650	First daily newspaper (<u>Einkommende Zeitungen</u> , Leipzig, Germany)
1843	Samuel Morse introduces long-distance telegraph
1874	First modern typewriter sold in America
1876	Alexander Graham Bell patents the telephone
1926	Warner Bros. introduces synchronized movie soundtrack
1877	Thomas Edison patents the phonograph
1927	NBC launches Red and Blue radio networks (Blue became ABC in 1942)
1948	The transistor is invented, allowing portable radios and televisions
1949	National network television begins in the U.S.
1969	ARPANET, precursor to the Internet, is established (U.S.)
1972	First premium television service, HBO, begins broadcasting
1979	First cell phone network is established (Japan)
1994	The Internet is commercialized
2003	MySpace is introduced to the public
2004	Facebook is launched
2006	Twitter is publicly launched

Figure 1.3 Communication timeline.

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were only three or four television channels, there are now at least a hundred, and this does not include the thousands of choices for viewing television programs on the Internet. Today, relatively few broadcasters try to appeal to the entire population. Instead, we have television for women (Lifetime) and television for men (Spike). We also have music television aimed at college students (MTV) and people who have been out of school for a while (VH1). There are also cable networks aimed at different ethnic groups, such as BET and Telemundo. Magazines cater to different interests, occupations, and hobbies. The Internet allows mass media to reach groups that are even more segmented.

A key factor driving disaggregation is the desire among advertisers to identify specific media vehicles that attract highly defined groups of customers. For example, many of the millions of people who watch television are not interested in the services of investment firms. Accordingly, investment firms want to advertise only in those media that their prospective customers are most likely to consume. Disaggregation has led to the rise of media conglomerates that own a wide variety of different media brands. Figure 1.4 shows an abbreviated list of just a sampling of the media brands owned by the so-called Big Six. You are probably familiar with some of these “family trees,” while some may surprise you.⁵

Five of these firms were founded in the United States. The News Corporation, originally headquartered in Australia, was founded by Rupert Murdoch, who has since become a U.S. citizen. Three foreign-based firms also need to be mentioned: Sony (Japan), Vivendi (France), and Bertelsmann (Germany). These firms maintain a strong presence in the United States and engage in partnerships with American firms. Sony, well known for its electronics goods, is also one of the major movie and television studio owners in the United States and an important music label. Vivendi owns several American music labels and several major American video game firms, and owns part of movie and television firms in partnership with GE. Bertelsmann owns American book and magazine publishing firms and together with Sony owns several American music labels.

These media firms create products that we consume. These products are entertaining and informative, but they are all created for the primary purpose of generating a profit for their owners. Because we spend so much of our time consuming media, they have become an important part of our culture.

<p>General Electric Broadcast Television: NBC Networks, Telemundo Cable: CNBC, MSNBC, Bravo, Sci Fi Channel, USA, Oxygen Film: Universal Pictures</p>
<p>Time Warner Broadcast Television: CW Network (50% with CBS) Cable: HBO, Cinemax, TruTV, TBS, Cartoon Network, Turner Classic Movies, TNT, CNN Internet: AOL, MapQuest, Moviefone, NASCAR.com, PGA.com Film: Warner Bros. Pictures, New Line Cinema, Castle Rock Comics: DC Comics, MAD magazine Book Publishing: Time Warner Book Group, Little, Brown and Company, Books-of-the-Month Club Magazines: <i>People, Time, Sports Illustrated, Fortune</i>, over 100 others</p>
<p>Walt Disney Broadcast Television: ABC Cable Networks: ESPN, ESPN2, ESPN Classic, Disney Channel Toon Disney, SOAPnet Radio Programming: ESPN Radio, "Imus in the Morning" Magazines: <i>Family Fun, ESPN the Magazine, Jetix, Wondertime, Bassmaster, Disney Adventures</i> Music: Walt Disney Records, Hollywood Records, Buena Vista Records, Lyric Street Records, Disney Music Publishing Worldwide Comics: Marvel Comics Books: Hyperion Books, Hyperion Books for Children, Disney Press Film Production and Distribution: Walt Disney, Touchstone Pictures, Miramax Films, Pixar Animation Studios, Hollywood Pictures, Buena Vista Online: Go Network</p>
<p>News Corporation Television Networks: Fox, MyNetworkTV Cable: Fox Business Channel, Fox Movie Channel, Fox News Channel, Fox College Sports, Fox Regional Sports Networks Magazines: <i>Barron's, TVGuide</i> Newspapers: <i>The Wall Street Journal, The New York Post, MarketWatch, Dow Jones Newswire</i>; many community newspapers Film: 20th Century Fox Online: MySpace.com, RottenTomatoes, photobucket.com</p>
<p>CBS Television Networks: CBS, CW Network (50% with Time Warner) Cable: CBS College Sports Network, the Smithsonian Channel, Showtime, the Movie Channel, Flix Radio: 140 radio stations in 31 markets Books: Scribner, Simon & Schuster, Touchstone, Fireside</p>
<p>Viacom (shares ownership ties with CBS) Cable: MTV, Nickelodeon/Nick-at-Nite, TV Land, VH1, Spike TV, CMT, Comedy Central, BET Film: Paramount, Dreamworks, National Amusement theaters Online: Ratemyprofessors.com, Addicting Games</p>

Figure 1.4 Big Six media firms.

Contemporary culture

Describing “contemporary” is relatively easy. It means of the current time. *Culture* proves to be a more problematic term. Sociologist Raymond Williams described it as including the “variable cultures of different nations and periods, and also variable cultures of social and economic groups within a nation.”⁶ (Yes, Williams violates the rule that says one should not use the word being defined within the definition.) Williams tells us that when archeologists and anthropologists discuss culture, they often mean material production. Material production is a fancy way of referring to the “stuff” that different groups of people make. Why do we dress the way we do? How do we determine what is in style and what is not? The media play a significant role in these decisions.

Williams says that for those who study history, literature, and art history, culture means the signifying or symbolic systems that different groups of people use. These systems include language and nonverbal communication. We communicate ideas not only through words, but also by how those words are presented and by whom. For example, when we see an advertisement for medicine, the advertisement often features an actor dressed to look like a doctor. Even though she is not really a doctor, the message is more believable because the actor *looks like* a doctor.

Many people believe that the mass media have no impact on our lives, but are merely forms of entertainment. George Gerbner, quoted at the beginning of this chapter, was one of many communications scholars who believe otherwise. The fact that mass media often present themselves to us as entertainment means that we are more willing to pay attention to them, as we perceive mass media as informative and entertaining. When we tell ourselves that the mass media are “only entertainment,” we consume media carelessly.

Mediated culture

Why do college students in Tallahassee and Seattle tend to wear pretty much the same types of clothes? Why do they tend to listen to the same types of music? Enjoy the same movies or television shows? Drink the same brands of beer or cola? Because they are exposed to many of the same media messages and images! No matter where you live, you probably recognize the icons in the chart shown in Figure 1.5.



Figure 1.5 Cultural icons.

It seems simplistic to say that the media (plural noun) mediate (verb). For our purposes, mediate means that the mass media serve as an intermediary, or go-between, for people and reality. This does not mean that the mass media create reality; rather, they create a value system for how we look at and interpret reality.

Mass media provide us with reproductions of moving images, still images, and sounds. We are able to view performances and sporting events that we cannot attend in person. We are able to see landmarks and works of art from all around the world. We are able to watch historic events, such as presidential inaugurations and wars. It is easy to take this for granted today,

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but this ability to observe or witness from a distance is a relatively recent phenomenon in the thousands of years of human existence.

However, observing or witnessing an event through the media should not be confused with being there. As media scholar David Buckingham tells, “The media do not offer us a transparent window on the world. They provide channels through which representations and images of the world can be communicated *indirectly*. The media *intervene*; they provide us with selective versions of the world, rather than direct access to it.”⁷ For some, the difference between experiencing events in person and experiencing events through communication media has become blurred. It is common to be at a sporting event and see fans spend most of the game watching the broadcast of the game on the scoreboard’s jumbotron. You probably know at least one person who finds romantic movies (or perhaps pornography) more interesting than actual relationships.

However, not all of mass media’s effects on contemporary culture are harmful. Mass media allow us to learn about the ideas and activities of people around the world. They allow us to witness the work of some of the world’s most creative artists. They can cheer us up when we are sad or stressed and keep us company when we are alone.

In this book, we will briefly examine the history of the most significant forms of mass media in order to provide the social and economic context for



Figure 1.6 Communications technology has advanced significantly since Gutenberg’s day.
Source: iStockphoto

the current state of the media. For example, how did sound recording change the movie industry? How did the rise of television in the late 1940s and 1950s affect the radio and movie industries? What has digital downloading meant to the recorded music industry? Having this historical context can help us predict future shifts in the mass media. Figure 1.6 shows how far mass communications have come since Gutenberg.

Mass communications and careers

Because you are reading this book, it is likely that you are considering either a career in mass media, or a career in which communications are an important part of the job. You are not alone. According to the U.S. Department of Labor's Bureau of Labor Statistics, more than 1,500 higher education institutions offer educational programs in communication, journalism, and related fields.⁸ The need for people and businesses to communicate with others remains an important aspect of contemporary culture.

The U.S. Department of Labor estimates that between 2006 and 2016, there will be double-digit increases in employment for the following occupational categories:

- Advertising, marketing, promotions, public relations, and sales managers (11.7 percent)
- Arts, design, entertainment, sports, and media occupations (11.4 percent)
- Media and communications occupations (10.8 percent)
- Media and communications equipment occupations (13.0 percent)⁹

The Bureau of Labor Statistics tells us that there are about 313,000 people working in radio, television, and cable broadcasting in the United States today,¹⁰ about 370,000 people working in the motion picture, video and sound recording industries,¹¹ and about 850,000 people working in the newspaper, magazine, and book publishing industries.¹² There are also about 500,000 people working in the advertising and public relations fields.¹³

As we will see in later chapters, the mass media are currently in flux, with some media growing rapidly, some relatively static, and some in serious decline. Certain types of print media, particularly newspapers, are contracting, as people increasingly rely on electronic media for information and entertainment. Thus, the Bureau of Labor Statistics estimates there will be a seven percent decrease in publishing jobs between 2006 and 2016.¹⁴

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Understandably, many of those who have had careers in print communications will attempt to follow the market, and move into jobs in electronic media. The Bureau of Labor Statistics predicts a 44 percent increase in Internet publishing and broadcasting jobs during the same period.¹⁵

Questions for critical thinking and discussion

1. Although some countries decided to have the government operate radio and television stations, many countries, such as the United States, rely instead on privately owned radio and television stations. Government-owned stations rely on government subsidies to operate. Private-owned broadcasting companies rely on selling commercial time to advertisers for their revenue. Private-owned radio and television stations must broadcast content that is attractive both to advertisers and the people who buy advertised goods and services.
 - How does the reliance on advertising revenue affect the content of privately owned radio and television stations?
2. Estimate how many hours you spend using media on the average day.
 - Do you think you use media more than the average person or less? Explain.
 - Do you think that ten years from now you will use media more than you do now or less? Explain.
3. Americans love freedom of choice. However, there are only three American auto-makers, and there are only two major brands of cola.
 - Should we care that only half a dozen companies control a large share of American mass media? Explain why or why not.
4. Imagine that you are taking three courses. One is taught in a small classroom with no more than a dozen students seated around a table. One is taught in a large lecture hall with about 150 students. One is being taught online.
 - Using Schramm's model on p. 2, describe how the communication would vary in each of these class settings.
 - In which class setting(s) would you prefer to learn? Why?
5. We discussed the demographics and psychographics of people in this chapter. Take Strategic Business Insights' VALS survey to see what type of consumer group you fall into: The survey is available at <http://www.strategicbusinessinsights.com/vals/presurvey.shtml>

You will notice that most of the questions are psychographic in nature—they ask about your beliefs and attitudes. Only a few questions toward the end of the survey ask for demographic information about you, such as age, gender, and income. (Remember that this survey attempts to categorize you as a consumer, nothing more.)

 - Were the results about you accurate? Why or why not?
 - How do you feel about such surveys? Explain.

Additional resources

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