Media & Communication M2

Communication :(from Latin COMMUNIS 'Common')

1-Production and exchange of messages by means of signals, facial expressions, talk gestures or writing.

2-The art of expressing ideas especially in speech or writing.

Computer (from Latin COMPUTARE 'to reckon')

Machine that performs algorithmic tasks such as mathematical calculations under the control of instruction called program.

Computer graphics :

Display of pictures(charts, drawings) as opposed to alphabetic and numerical

Discourse :

Communication of ideas,information,etc.By talking or writing

Facial expression :

Facial look that convey emotion

Fiction :

literary work whose content is produced by imagination and is not necessarily based on facts.

Folklore :

Beliefs ,traditions, sayings and arts that are transmitted orally by common people.

Information :

any fact or datum that can be stored or retrieved by humans or machines

Language :(Latin 'LINGUA' tongue)

The ability to communicate by means of vocal sounds to which meaning is attributed.

Mass Media :(Latin MEDIUS 'middle')

Means of public communication reaching a large audience through radio, television ,newspapers

Message :

information, ideas passed by talking or writing.

News :

Popular form of radio or television program that reports events in the world .

Pop culture :

Form of culture that focuses on trivial and on the routines.

Media :

Newspapers ,magazines, radio and television considered as a group.

I fill in the blanks with the most appropriate terms

1)Her books are often based on …………………and fairy-tales.

2)This issue has been discussed in………………..

3)I 've read an interesting piece of …………….in the newspaper.

4)Was there anything on the…………..this evening ?

5)The film's ………………..is that the poor and the rich are alike.

6)We came from similar backgrounds .So, we speak the same…………….

7)Ordinary people enjoy a form of entertainment called ………….unlike the specialists.

8)When he's telling you something ,you will never know what's fact and what's ……………………

9)…………….on the nature of life after death is universal.

10)All our customers orders are handled by……………..

11)We 're in direct ………………..with Moscow .

12)The main instruments of political change has become………….

13)The decrease in sales has been described in……………………

14)Smiling ,frowning, eye rolling, making eye contact are………..that might indicate excitement or even shock.

The Evolution of Media and Communication: **Shaping** Our World In today's fast-paced world, media and communication have become **integral** components of our daily lives, profoundly influencing how we **perceive and interact** with the world around us. From traditional forms like newspapers and radio to modern **digital platforms** such as **social media and streaming services**, the landscape of media and communication continues to evolve, shaping **societal norms, political discourse, and cultural trends**.

How has the advent of digital media transformed the way information is **consumed** and **disseminated**? The emergence of digital media has revolutionized the way information is consumed and disseminated. With the internet as a powerful tool, news and content are now **instantly accessible** to anyone with a connection. This has democratized information, allowing for diverse perspectives to be shared globally in real-time. Additionally, social media platforms have empowered individuals to become **content creators**, blurring the lines between producers and consumers of media. What are some of the challenges posed by the rise of **social media** in shaping public opinion and **discourse**?

While social media has provided a platform for voices that were previously marginalized, it has also introduced challenges such as **misinformation**, **echo chambers,** and **online harassment**. The spread of **fake news** and **disinformation campaigns** can manipulate **public opinion** and undermine trust in **credible sources**. Moreover, the algorithmic nature of social media platforms often reinforces existing **biases**, leading to **polarized discourse** and the proliferation of **echo chambers** where individuals are only exposed to viewpoints that align with their own. How has the convergence of media technologies impacted the entertainment industry? The convergence of media technologies has transformed the entertainment industry, blurring the boundaries between different forms of media such as television, film, and gaming. Streaming services like Netflix and Hulu have disrupted traditional distribution models, offering consumers greater **flexibility** and choice in how they consume content. Furthermore, advancements in **virtual reality** (VR) and **augmented reality** have created immersive experiences that redefine storytelling and audience engagement.

What role does **media literacy** play in navigating the complexities of today's media landscape? Media literacy is crucial in **empowering individuals** to critically evaluate and navigate the complexities of today's media landscape. By developing skills to analyze media

messages, identify **biases**, and distinguish between **credible and unreliable sources**, individuals can make informed decisions about the information they consume and share. Educating people, particularly youth, about media literacy is essential for fostering a more responsible media culture. How do you envision the future of media and communication **in the digital age**? The future of media and communication in the digital age is likely to be characterized by continued **innovation and convergence** across platforms and technologies. Artificial intelligence (AI) and machine learning will play increasingly significant roles in content creation, personalization, and audience engagement. Additionally, ethical considerations surrounding **data privacy**, **algorithmic accountability**, and **digital inclusion** will shape the development and regulation of media technologies. As the digital landscape evolves, it is essential to prioritize principles of **transparency, diversity**, and **accountability** to ensure that media and communication continue to serve **the public interest.**