Communication, Media, Technology

China Advocacy Institute
International Debate Education Association

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Summer 2010
Communication

• A process in which participants create and share information with one another in order to reach mutual understanding (Rogers, 1995).
• Carey’s “Information Transmission vs Ritual Mode”
• Sophisticated and Complex Process
• Mediated
• More than Transmission
• What does it “will” as it “Works?”
Mediated

• Simple Definition
  – *mediated*. (adj) acting or brought about through an intervening agent; (v) to be in the middle

• Issues
  – Our world is increasingly mediated
  – New Information Communication Technologies Shape our Social World
  – New Media Driving Technological and Social Innovation
  – We live mediated lives
Distinctions

• Medium: Traditionally understood as intermediary in transmission of messages
• Media: Traditionally understood as large broadcast system for dissemination
• New Understandings:
  – Medium as vehicle, “wrapper,” not necessarily or easily detached from “media.”
  – Media as both: systems of dissemination, but also cultural systems that “grow” around particular mediums and ICTs
  – Mediation as process not just of transmission
Distinctions, Part II

• Mass Media, Mass Communication:
  – Large audience centered (diverse audiences)
  – Public transmission, coordinated and technologically organized for synchronicity
  – Usually not interactive (direction is linear and usually from few to many). One way communication.
  – Authority and legitimacy of messages centered on expertise, access, control of means of dissemination
New Media

Audiences Diverse (time and space of audience and messages different)

• More “Social” and Interactive (less linear)
• Shift in Control from Source to Communicators
• Variability in Form and means of dissemination
• Faster Access, Ubiquitous (mobile, etc.)
• Constantly Shifting (technology moves quickly)
• Authority and Legitimacy of Messages Change
• Change in Consumption and Cultural Production Patterns by Audience Members
• Remediates
Different Ways to Communicate

• World Wide Web
• Mobile Technology
• Portable Audio (and protocols)
• E-mail
• Online Chats
• Tele-Presence (video conferencing)
• Digital Storytelling
• Apps
Key Considerations

• Fragmentation of Messages
• Articulation of Messages (Assemblage)
• Circulation & Dissemination
• Convergence
• Interfaces