

Chapter Summary –Module One

We are all consumers of the mass media. Because our interaction with the mass media differs dramatically from interpersonal communication, it is essential to become informed media consumers. Every day, we interact with both the traditional forms of print and electronic media, but also with the newer technologies of cable, text messaging, podcasts, satellite services, twittering and the Internet. Issues central to the study of mass media include the effects of changing media on a democratic society, the implications for cultural and social change, and the impact of these changes on individuals and societies around the globe.