

MASS MEDIA

Yaxshiboyev Ahrorbek

Teacher of Andijan State Institute of foreign languages

Olimov Avazbek

Student of Andijan State Institute of foreign languages

Annotation: In this article you will learn about mass media.

Key words: American entrepreneurship, Michael Jacson.

INTRODUCTION

The rise and current status of black media in America have been documented in terms of portrayal and employment with some discussion of entrepreneurship in terms of the traditional media, and new world/environment is developing around communication technology that is changing the mass media playing field. While patterns of portrayals, employment, and entrepreneurship have been ingrained in the traditional media, the task for blacks is to not allow history to repeat itself and to become larger players in the developing communications technological environment. One could argue that many of the earlier barriers are becoming less formidable. Oprah Winfrey, Bill Cosby, Michael Jacson, Whitney Houston, and Eddie Murphy had five of the positions on the 1994 Forbes magazine list of the 40 richest American entertainers. Houston replaced the artist formerly known as Prince from the 1993 hosts of their own television talk shows.

Broadcast journalists Bryant Cumbel (NBC), Ed Bradley (CBC), Carole Simpson (ABC), and Bernard Shaw (CNN) received regular exposure in 1994 on television news. Black motion picture directors Spike Lee (Malcolm X), Ernest Dickerson (Juice) Matty Rich (straight out of Brooklyn), and John Singleton (Boyz n the Hood) made movies that get major national distribution. Black recording stars Michael Jacson, the artist formerly known as Prince, and Whitney Houston have national star status. More blacks than ever are working for daily newspapers. In 1994 Blacks owned approximately 200 radio and television stations and operated a national television programming service. However, this list of achievements and notable personalities masks the dilemma of Blacks and the emerging communications technologies. The entrepreneurial aspects of the information superhighway and the “new” media and communications services are the focus of this chapter.

MEDIA TRENDS

Several, sometimes contradictory, macro-trends have an impact on the relationship of Blacks and the mass media. First, there is an overall trend toward increasingly larger media organizations through conglomerate growth, with large companies buying each

other. A second trend is the globalization of mass media. Both trends have led to subsuming one notable black media institution., Motown Records, Berry Gordy started Motown in Detroit in 1958. For years it was the preeminent independent black record company, until it was bought in 1988 for \$61 million by MCA, a large American media conglomerate. MCA sold the company in 1993 for approximately \$300 million to Polygram, a European based company.

A third trend is a blurring of media distinctions. The term “electronic newspaper” is no longer an oxymoron. Books and magazines are available on CD ROM. Technological innovations are changing the ability to distinguish easily the new media from each other. A fourth trend is audience fractionalization. In the current competitive environment, many media organizations try to reach specific, targeted audiences instead of large, undifferentiated ones. Finally, the development of the information superhighway, a communications network capable of two way delivery of audio, video, voice, and data services, could become the pulse of America by the year 2000.

In this environment several realities exist which do not bode well for blacks. First the large conglomerates are jockeying for position in the new media age. Second, the new media are more capital intensive than traditional media. Third little black activity is taking place relative to the “new” communications media. There are no black “electronic” newspapers or black magazines available on CD ROM containing full-motion video clips. Indeed so much activity is still devoted to level one (portrayal) and level two (employment) for the traditional media that the opportunities for level three of the new media may be slipping away.

Mass media is a term used to denote, as a class, that section of the media specifically conceived and designed to reach a very large audience (typically at least as large as the whole population of a nation state). It was coined in the 1920s (with the advent of nationwide radio networks, mass-circulation newspapers and magazines), although mass media was present centuries before the term became common. The term public media has a similar meaning: it is the sum of the public mass distributors of news and entertainment (almost all being members of AFL-CIO, via Newspaper Guild and AFTRA) and other information: newspapers, television and radio broadcasting, book publishers, and suchlike. To this have been added more recently the Internet, podcasting, blogging, and suchlike. All of these public media sources have better informed the general public of what is going on in the world today. Some traditional public broadcasters are turning to these new areas to reach more people or quicker. These methods of communication reach a greater number of people faster than traditional oral communication. Such things as podcasting and blogging give people an opportunity to express themselves in ways that can only be done with such technology.

The mass-media audience has been viewed by some commentators as forming a mass society with special characteristics, notably atomization or lack of social

connections, which render it especially susceptible to the influence of modern mass-media techniques such as advertising and propaganda. It is also gaining popularity in the blogosphere when referring to the mainstream media (MSM). The mass-media audience can be easily persuaded one way or another (depending on the subject of discussion) whether or not they want to believe the media. Mass media can be one of the hardest forms of media to decipher what is true and what is not.

Etymology and usage

Media (the plural of "medium") is a truncation of the term media of communication, referring to those organized means of dissemination of fact, opinion, entertainment, and other information, such as newspapers, magazines, banners and billboards, cinema films, radio, television, the World Wide Web, billboards, books, CDs, DVDs, videocassettes, computer games and other forms of publishing. Although writers currently differ in their preference for using media in the singular ("the media is...") or the plural ("the media are..."), the former will still incur criticism in some situations. (Please see data for a similar example.) Academic programs for the study of mass media are usually referred to as mass communication programs.

An individual corporation within the mass media is referred to as a Media Institution.

The term "mass media" is mainly used by academics and media-professionals. When members of the general public refer to "the media" they are usually referring to the mass media, or to the news media, which is a section of the mass media.

Sometimes mass media (and the news media in particular) are referred to as the "corporate media". Other references include the "mainstream media" (MSM). Technically, "mainstream media" includes outlets that are in harmony with the prevailing direction of influence in the culture at large. In the United States, usage of these terms often depends on the connotations the speaker wants to invoke. The term "corporate media" is often used by leftist media critics to imply that the mainstream media are themselves composed of large multinational corporations, and promote those interests (see e.g., *Fairness and Accuracy in Reporting*; Herman and Chomsky's "A Propaganda Model"). This is countered by the right-wing media critics with the term "MSM", the acronym implying that the majority of mass media sources are dominated by leftist powers which are furthering their own agenda.

The more recent term 'Drive-by Media' has been popularized by conservative talk-show host Rush Limbaugh in response to the proposed transfer of operations of several U.S. ports to Dubai Ports World.

CONCLUSION

Mass media had the economics of linear replication: a single work could make money proportional to the number of copies sold, and as volumes went up, unit costs went down, increasing profit margins further. Vast fortunes were to be made in mass

media. In a democratic society, independent media serve to educate the public/electorate about issues regarding government and corporate entities (see Mass media and public opinion). Some consider the concentration of media ownership to be a grave threat to democrac

References:

<http://www.wesmirbook.ru>