Pressure Unit

Lecture One

The Media

This is the PRESSURE Unit

Pressure can make impressive things happen!

What Does the Constitution Say About Pressure?

Nothing specifically, but I’ve got an idea there's something useful in the First Amendment!

The Marketplace of Ideas!

The Framers of the Constitution believed that a free flow of information from many sources was basic to maintaining their systems of government. Ideas would compete with one another without restraint in the “marketplace of ideas”.

Thus, the First Amendment says:

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

The power of ideas!

In other words, it’s all about ideas:

Ways to figure out what we want, what we think is right, and then how to disseminate those ideas.

Where do most people get their ideas about what’s going on in their world?

The Media

“Molding and Shaping Young Minds to a more Focused World View…”

Mass Media

Mediums of Communication (Media) are those methods of communication that permit messages to be made public.

Mass Media uses those methods to make the messages VERY public – lots of people, all at once.

What Do Mass Media and Ernest Have in Common?

It shapes our world view, and world view matters!

Why World View Matters:

A Clear World View Helps You Determine How to Best Utilize Resources!

Speaking of World View – North Korea

Mexican Drug Wars

World Faces Largest Humanitarian Crisis Since 1945, U.N. Official Says

Yemen, South Sudan, Somalia, and northeast Nigeria.

20 million people at risk for starvation.

80,000+ Deaths since 2006

Why World View Matters:

A Clear World View Helps You Understand Your Brother and Sister’s Difficulties and How Best to Help.

So Who’s Forming Your World View?

The Growth of Mass Media

Once upon a time…

Three TV channels, plus maybe Public Television

ABC, NBC, CBS

Nightly Network News and Local Nightly News

Weekends: 60 Minutes and Meet the Press.

National News Magazines – Time, Newsweek, Life

National Newspapers – New York, Washington

Local Newspapers – Atlanta Journal, Searcy Citizen

C-SPAN started in 1979; CNN started in 1980

Most Americans had a pretty consistent news experience.

Is More Better?

Is it a Smorgasbord of Knowledge or do we just have Information Overload?

Know the lesson of history:

Consider the Source!

Be an informed media consumer. Then dig in!

The Menu of Messages

News and Information

Advertising

Entertainment

NEWS
You’re probably not getting your news through a very big screen anymore…

But certain problems still remain.

News

Problems With the Press:

Sensationalism, aka Clickbait:

If it bleeds, it leads; if it burns, it turns heads. Or “10 annoying headless baby trends that must stop now...”

Selectivity

What’s News, What Isn’t:

 4 dead, 50 wounded in London

 31 dead, 130 injured in Damascus

Agenda Setting – Sixth anniversary?

Surreptitious bias

Everyone has a point of view

I’d rather listen to someone who

recognizes that they have a bias. Unfortunately, that’s “rather” rare. And that’s “The Truth.”

Advertising

Most of the profits in the media industry come from: Advertising

60% of Presidential campaign funds are spent on advertising

Long before viral videos, the most infamous political ad, LBJ’s the Daisy Girl, only played once.

 http://www.youtube.com/watch?v=Er5h\_TXun6o&feature=related

30 Seconds of Superbowl airtime was a record $5.5 million bucks in 2017!

They KNOW it is effective or they wouldn’t pay so much for it. It WORKS!

Can you discern what’s an ad and what’s real content? It takes eagle eyes and a sharp mind! Do you know what product placement means?

Entertainment

What are you willing to give up to be entertained?

Your data? (Unlimited?)

Your time? (Unlimited?)

Information about who you are?

Access to your brain? – Remember $5.5 million for 30 seconds!

Does your entertainment dull your senses to violence?

Is your entertainment addictive?

It’s probably created to be!

Politics and the Media

The President’s Press Secretary

Sean Spicer

<https://www.whitehouse.gov/briefing-room/press-briefings>

Modern Political Communication

<https://twitter.com/realDonaldTrump> vs <https://twitter.com/POTUS>

Truth Matters!

Then you will know the truth, and the truth will set you free. (Who said it?)

Jesus to the Children of Abraham in John 8:32

John 16:33 "I have told you these things, so that in me you may have peace. In this world you will have trouble. But take heart! I have overcome the world."