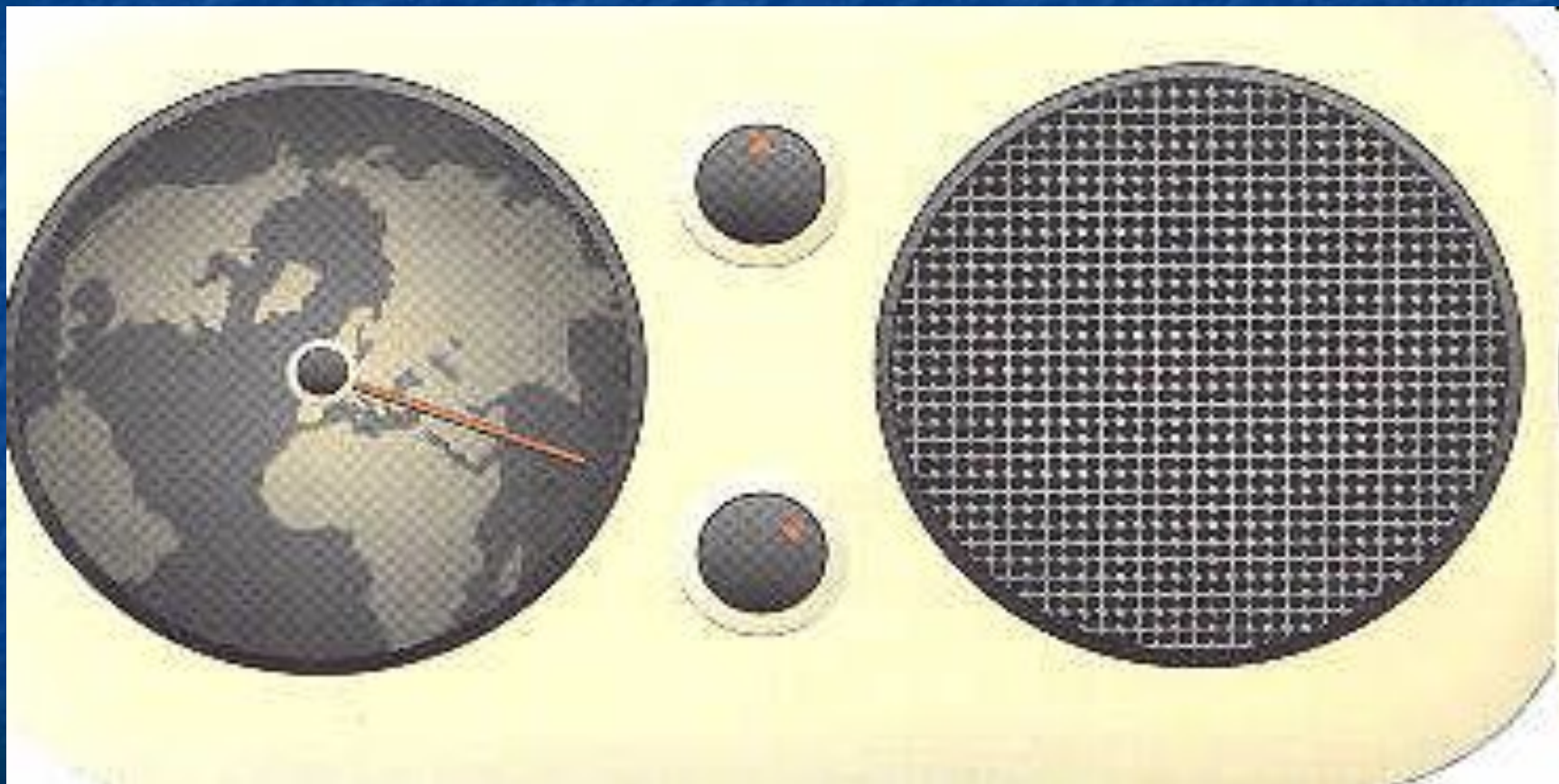


# ***THE USA MASS MEDIA***



# General Information





# What are the Media?

- **“Media” is the plural of “medium” which means a channel through which information is transmitted”**

- *Advertising*
- *Books Publishing*
- *Cinema*

*The Pop Music Industry*

*The Press*

*Radio*

*TV*

*Video*





## In the Past

Hundreds of years ago news travelled either by foot or on horseback. Runners and riders took days, weeks, sometimes months to get from one place to another. And what happened when they arrived? Well, often the news was announced by the Town Crier. He was a man with a bell and a loud voice who shouted public information in the street. Communication has come a long way since then.

# Here are 5 “key” events in media history

- **15<sup>th</sup> century**  
**Germany**  
**Jonannes**  
**Gutenberg**  
**developed first**  
**printing press**



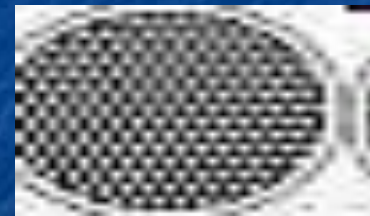




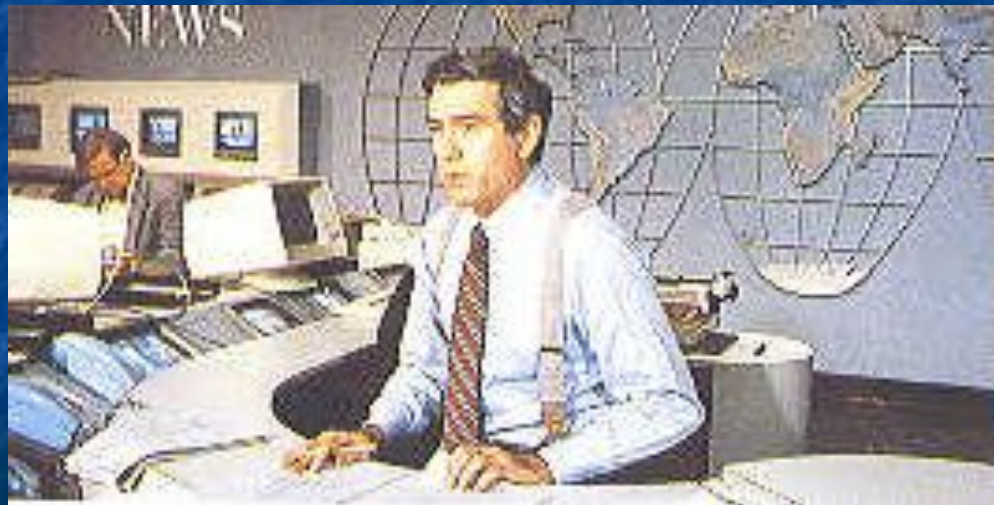
- **1621 Europe  
“The Corante”  
Europe’s first  
printing  
news-sheet  
appeared**



- **1901**
- **Britain**
- **Marconi sent the first transatlantic radio message from England to Canada**



- **1962 America “Telstar” the first communications satellite went into space**





- **1970/1980 USA/Japan/Europe**
- **The micro-electronics revolution began**



# What is next?







- Most news media privately owned