

Traditional functions of media assignment



Constitutive rules: In the theory of the social construction of reality, institutive rules create forms of social action. Constitutive rules are different than regulative rules, which impose conditions on prior forms of activity.

Convergence: Large media companies own several types of media outlets (book publishing, radio stations, film studios). Thus, they can promote and deliver content across all of these outlets. Convergence can be technological (delivering content across multiple platforms) and economic (resources are shared among media outlets).

Consolidation: The recent trend has been for a few large multinational media impasses to buy up smaller outlets through mergers and acquisitions media.

Cultivation research: The theory that if the media continually presents a certain view of the world, that audiences will come to believe that this view is reality. **Doing Well by Doing Good:** The idea that corporations can profit by selling to the world's poor, and at the same time help the poor out of poverty. **Corporate social responsibility:** The notion that corporations should not be solely driven by profit, but also by ethics and social values.

Cultural imperialism: A controversial theory that the spread of cultural forms, from hip-hop to Hollywood blockbusters, has been driven by the commercial and political interests of Western powers, such as the United States.

Fan culture: An important component of media marketing, fans shape the production, distribution and reception Of media content. **Film genre:** A type of film shaped according to expected formulas, such as science fiction or romantic comedy. **Formula:** A repeated set of elements, such as plot, character, and setting.

Format: A formula, owned by a media company, that is licensed to another broadcaster in another territory. Franchise: An authorization to sell a company's products in another location. Functions: The roles we assign to things in our social reality. Gatekeeper: Because media companies investigate and select the content to be delivered, they act as gatekeepers, deciding what we can see and hear. Media conglomerates: Large multinational media companies that own many media properties. Traditional Functions of Media: Information, entertainment, advertising.

Media effects: Communications researchers have long been interested in the effects of media, especially on children.. Some have believed that the media has a strong, hypnotic effect while others have been more interested in how audiences consume media for their own uses. Nation branding: The notion that countries can be branded like consumer goods in order to attract tourism and business investment. Newlywed: The Nigerian movie industry. Regulation (media): Governments usually assert control over these aspects of media production: ownership, content (ii. Obscene), and technological infrastructure.

Regulative rules: In the theory of the social construction of reality, regulative rules are social conditions imposed on prior forms of activity. Production "Bible": The formal description of a media format owned by a corporation as intellectual property. Social construction: The theory (ii. Through John Sears) that exist in a social world that shapes our most fundamental beliefs and behaviors and our view of reality. Some things, like money, marriage, and citizenship, could not exist at all without a collective intention to treat them as real and meaningful.

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Taste: As a sociological idea, taste is associated with 1) individual choice among many choices, 2) a pre-existing menu of choices provided by a culture, and 3) a form of practical knowledge on how to live and succeed in that culture. Tealeaves: Globally popular Spanish-language soap operas with limited runs of 200 episodes. U. N. Convention on the Promotion and Protection of the Diversity of Cultural Expression - a treaty to protect cultural diversity in the face of globalization and free trade, opposed by the LLC. S. Which wants to see cultural products treated as economic goods.