

# Effects of mass media worksheet

[Media](#), [Advertising](#)



University of Phoenix Material Effects of Mass Media Worksheet Write brief

250-to 300-word answers to each of the following: Questions | Answers |

What were the major developments in the evolution of mass media during the 20th century? | By the turn of the 20th century, other types of media were gaining public attention on this scale. Silent movies became increasingly popular during the early 20th century. Although entertainments, such as the dramatic narratives, dominated the silent screen, informational genres of cinema, such as the newsreel and the documentary film, were also born at this stage of development. By the middle of the 20th century, newspapers, magazines, movies, phonograph records, and radio programs were conveniently available to most of the American population. Through sheer ubiquity, the mass media began to rival such traditional cultural determinants as family, education. And religion in providing information, art, and other aspects of cultural learning to many or most people. In the late 20th Century, mass media could be classified into eight mass media industries: books, newspapers, magazines, recordings, radio, movies, television and the internet. Each mass media has its own content types, its own creative artists and technicians, and its own business models. The internet includes web sites, blogs, podcasts, and various other technologies built on top of the general distribution network. The sixth and seventh media, internet and mobile, are often called collectively as digital media; and the fourth and fifth, radio and TV, as broadcast media. Some argue that video games have developed into a distinct mass form of media. A telephone is a two way device; mass media refers to medium which can communicate a message to a large group, often simultaneously. However, modern cell

phones are no longer a single use device. Video games may also be evolving into mass medium. Video games convey the same messages and ideologies to all their users' users. Users sometimes share the experience with each other by playing online. | How did each development influence American culture? | Mass media has developed immensely during the last century and continues to develop today. The development of mass media has influenced American culture in many ways. It is media intended for a large mass of people. The possibilities in which this media can reach people appear to be endless and insistent. Originally in American culture we communicated orally. Our knowledge and information moved slowly. We relied on teachers and storytellers to obtain knowledge. One of the first developments in mass print. In the early 1400s books were in the beginning phases of becoming available to the mass audience. At that time, only wealthy people can afford to purchase books because of the rarity. It took a long time to illustrate and publish books. Eventually, books became more affordable and more common among most people. Print became the fastest way to communicate and could travel farther than ever. The movement was made possible by machine production. The telegraph was a huge development in mass media. This allowed people to receive information instantaneously. It eliminated the need to transport written information physically. The telegraph led to things such as the radio, fax machines, and cell phones. |