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| MASS MEDIA: THE NEW MEDIA |

Key Concepts

1. Digital Technology and the Internet have forced a permanent and dramatic change to the way that individuals, societies and media providers communicate.

2. The Digital Revolution is creating the most substantial change in human society since the Printing Revolution.

3. Essential qualities of the new media are asynchrony, narrowcasting, interactivity and convergence, as is best illustrated by smartphones with internet access to all forms of web media and applications.

Essential Questions

1. What is the nature and purpose of the Mass Media?

2. How will the Mass Media continue to change in our digital age?

3. What are the benefits of digital technology?

4. What are the harms of digital technology?