



CONCEPT OF MEDIA HISTORY & THEORIES

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Three concepts: definitions and changing meanings

- News
- Media
- Journalism/Journalist

A short history of journalism

- **Rome, 59 BC:** Acta Diurna, daily record of speeches, hung in prominent places
- **T'ang dynasty, China, 7th-10th centuries:** Bao, daily court report issued to officials
- **First modern newspapers, beginning of 17th century:** In Antwerp and some German cities, around 1609
- **First English newspapers, 17th-18th centuries:** Weekly Newes (1622); Daily Courant (1702); magazines (c.1710)



Enabling factors

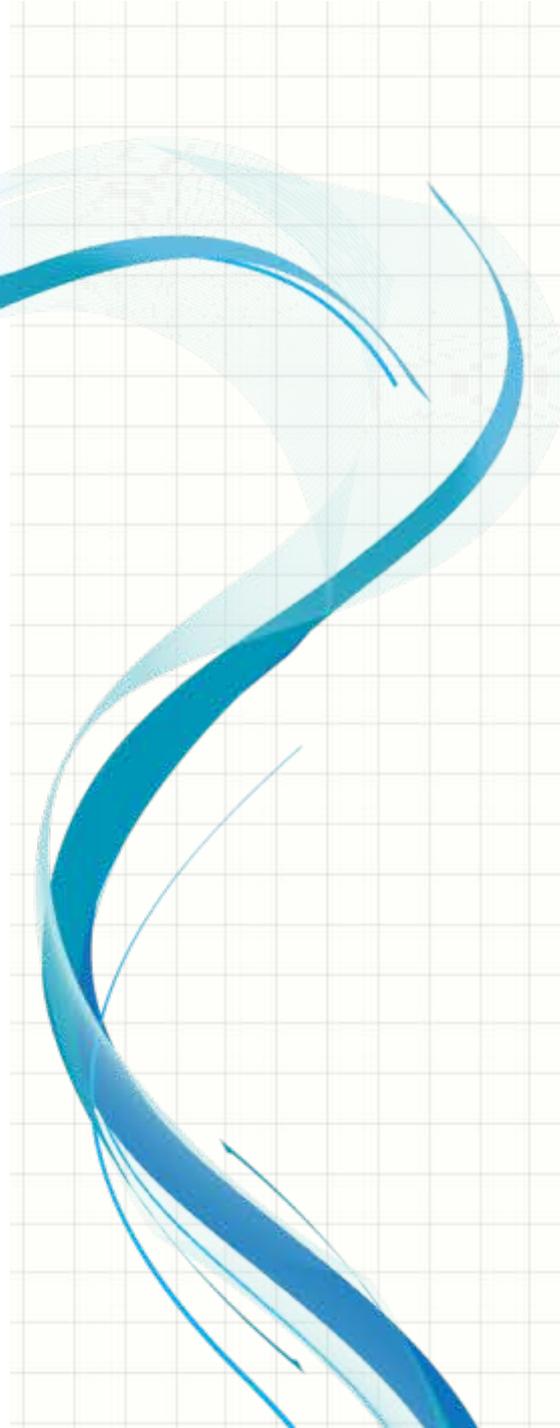
- **Invention of the printing press, c.1440**
- **Spread of literacy across Europe**
- **Discovery of steam power to run printing presses in the 18th century**
- **Invention of the telegraph in 1837**



News

New information about a subject of public interest that is shared with a section of public

- **Origin of the word: Late 16th century English ‘newes’ or ‘niwes’, replaced ‘tydings’ (Rumour: acronym for the four directions, North, East, West, South)**



What defines news

- Proximity
- Timeliness
- Consequence
- Interest
- Prominence



But it is also defined by...

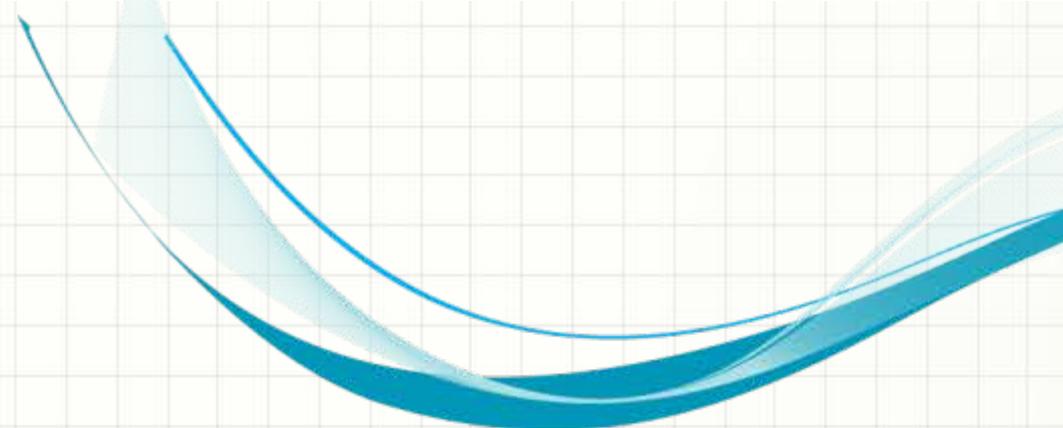
What sells

What people want

What news organisations create

What news organisations create

What people want



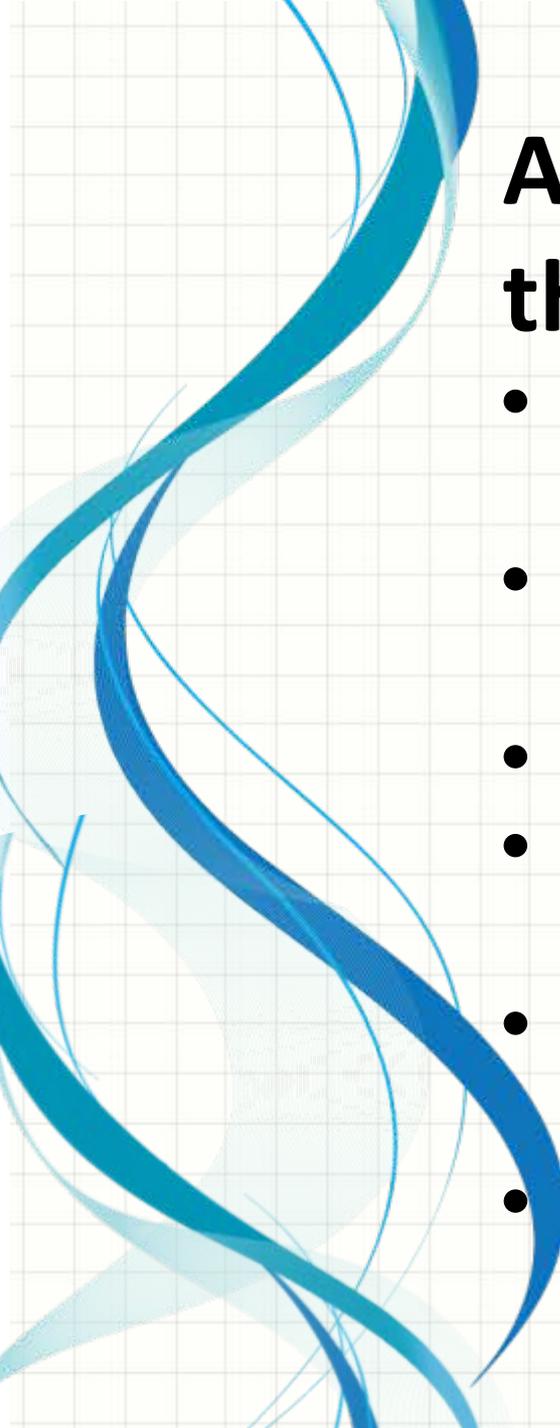
Media

Mediating agency that allows the relay of information to take place

Origin: 'Medium' (singular form in use since the late 16th century): An intervening or intermediate agency or substance

Association of newspapers: 18th century onwards

Turning point: Arrival of broadcasting in the 20th century



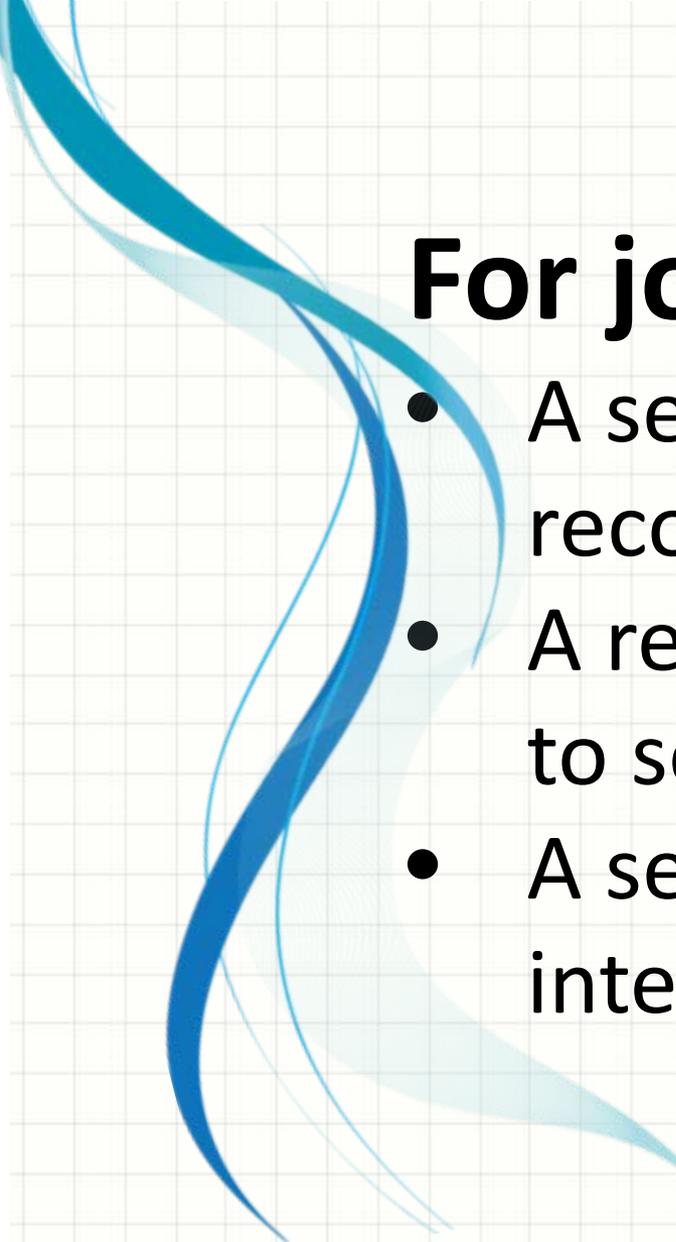
Age of mass media: From the 1940s onward

- Advertising, social psychology, media influence
- Agent of empowerment or disempowerment of social groups
- Industrial, institutional environment
- Standardisation of content
(more in Session 2)
- Mass communication: Act of imparting, conferring, delivering from one to another
- Role of technology in communication

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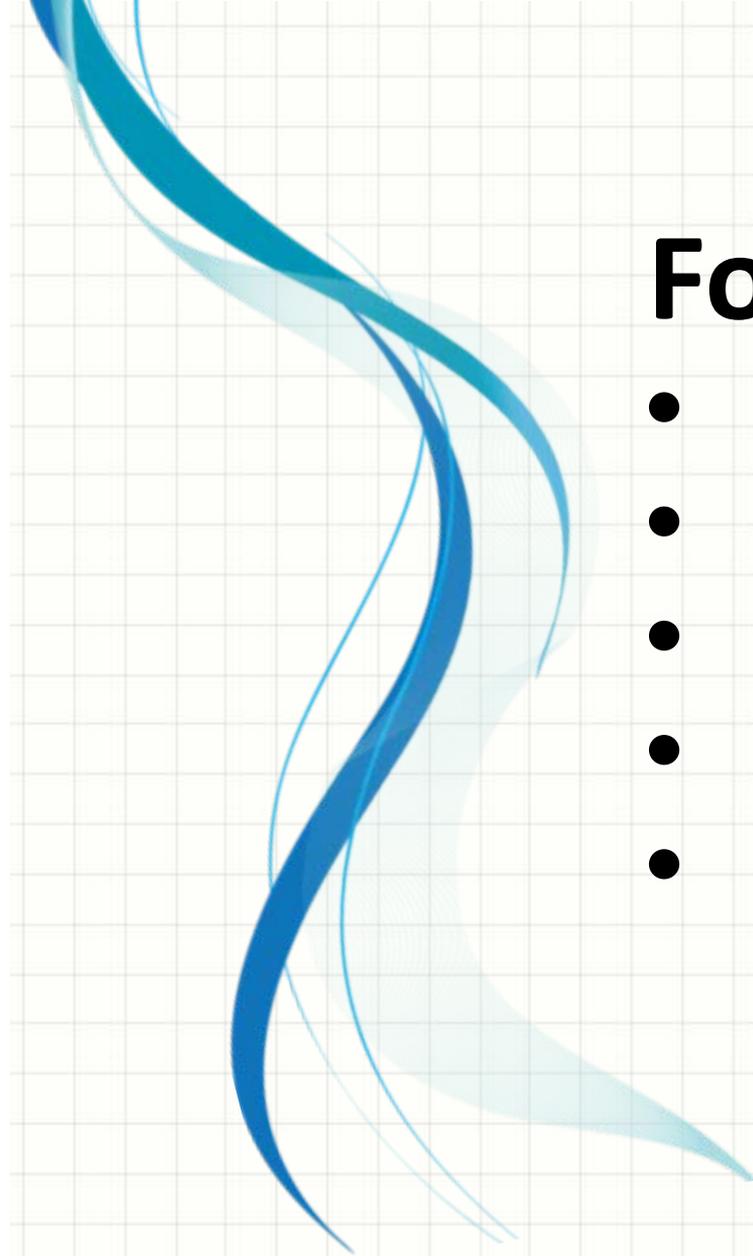
Journalism

**People, Dimensions, Practices,
Functions**



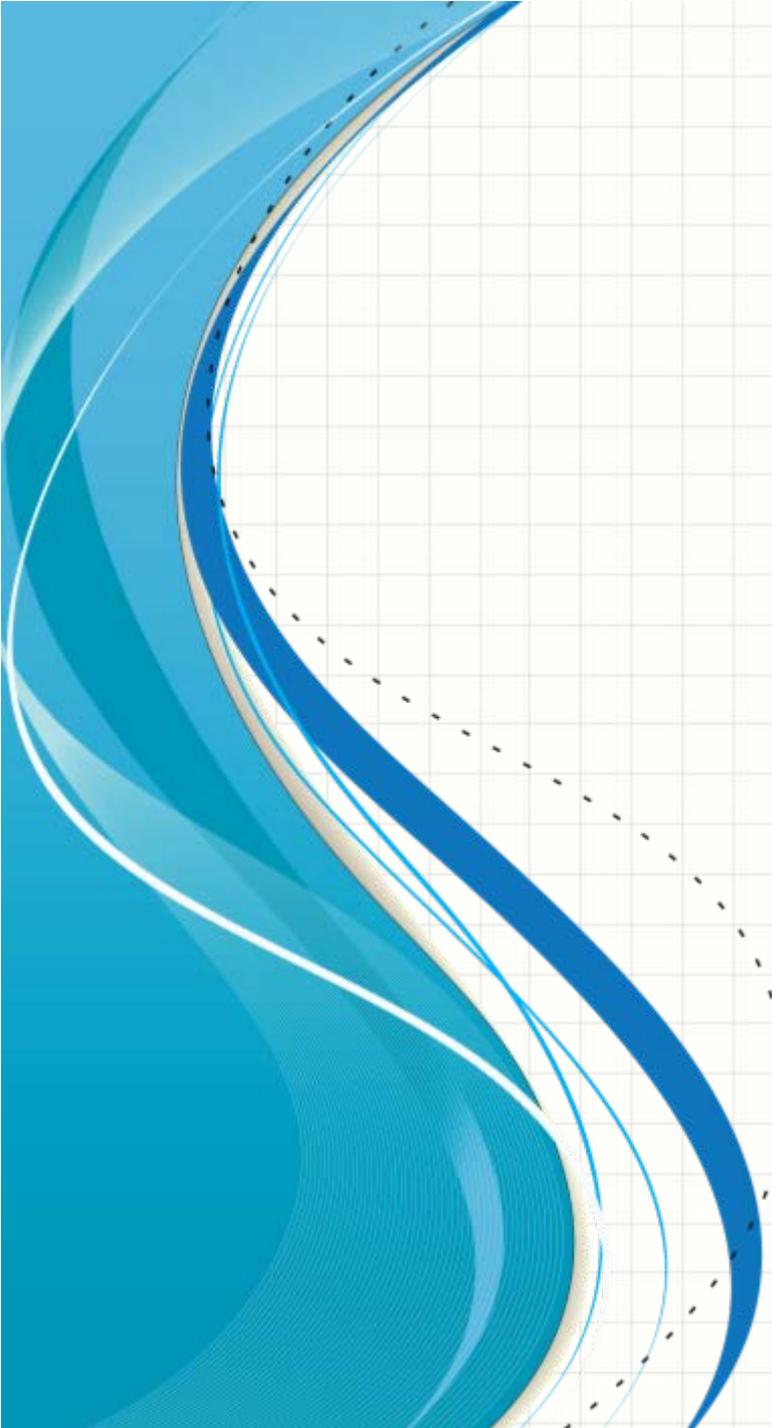
For journalists

- A sense and an ability: To recognise and communicate news
- A responsibility: To show a mirror to society, speak truth to power
- A service: To uphold the public interest, make the invisible visible



For everyone else

- **It is a profession**
- **It is an institution**
- **It is a text**
- **It is a set of practices**
- **It is a set of people**



THANK YOU

Next: How the media works