

A stylized blue smartphone icon with a white screen area. The text is centered on the screen.

Communication Today: Models, Ethics and Technology.

COM 500: Communication Media & Society
Professor Rhonda Clark

My personal career mission is to be a Creative Content Producer for a large entertainment network like Disney or NBC.

Strengths

Weaknesses

SWOT

- Positive outlook
- Passionate, goal-driven, ambitious
- Smart and talented in performance
- Creative and enjoy team-work
- Excel at public speaking
- Planner, not a procrastinator

- Hard time saying no
- Impatience
- Overthink situations
- Over-achiever

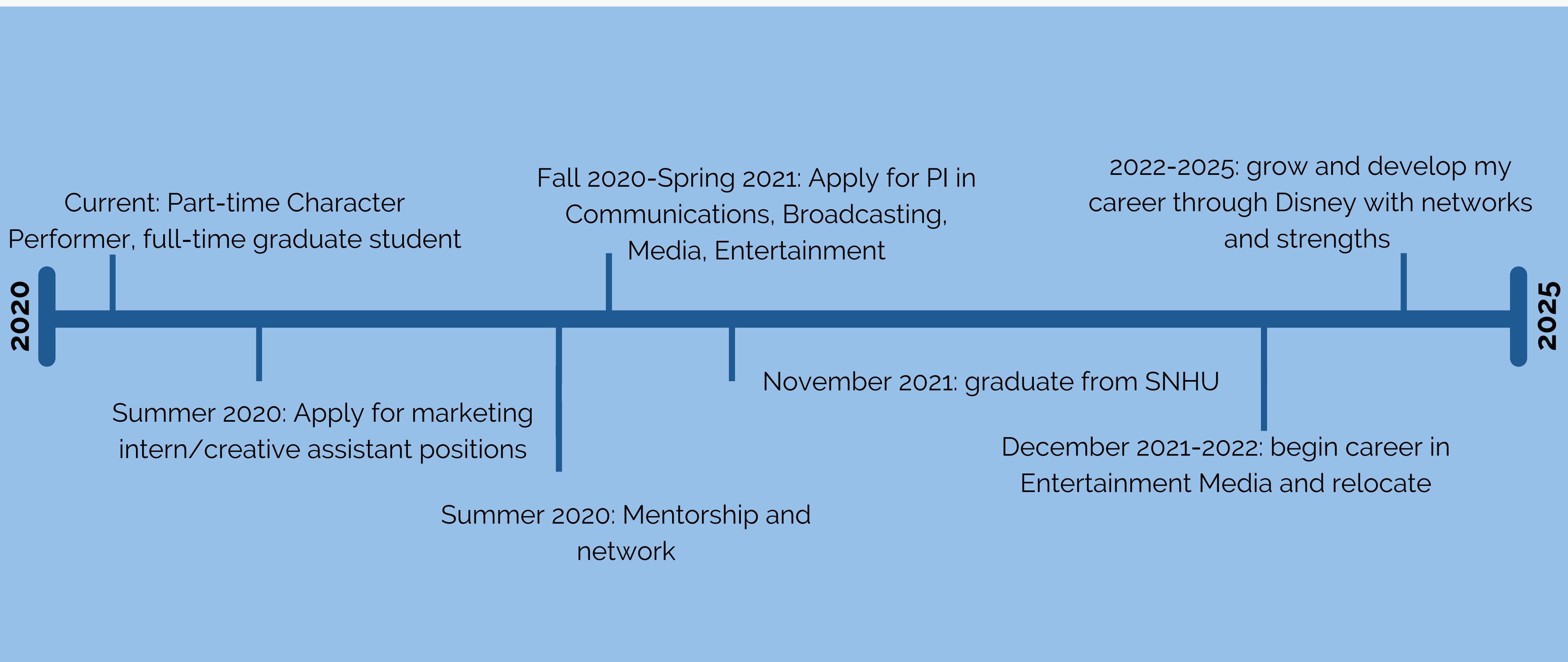
- Master's degree in Communications
- Cast member for the Walt Disney Company
- Marketing Intern for a non-profit

- COVID-19 threat to my job
- Without Disney, I cannot financially afford master's degree
- Competition, in the field and in entertainment

Opportunities

Threats

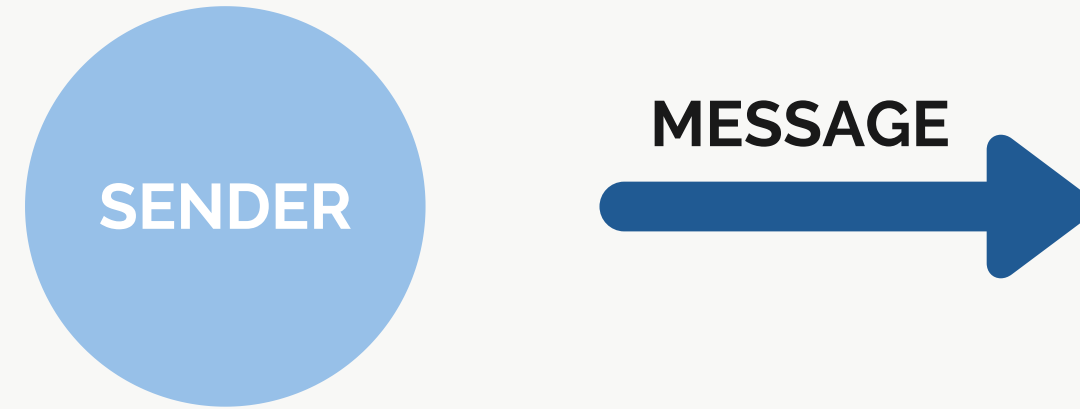
Growth Timeline



Communication Theory and Concepts

(Baran, 2019)

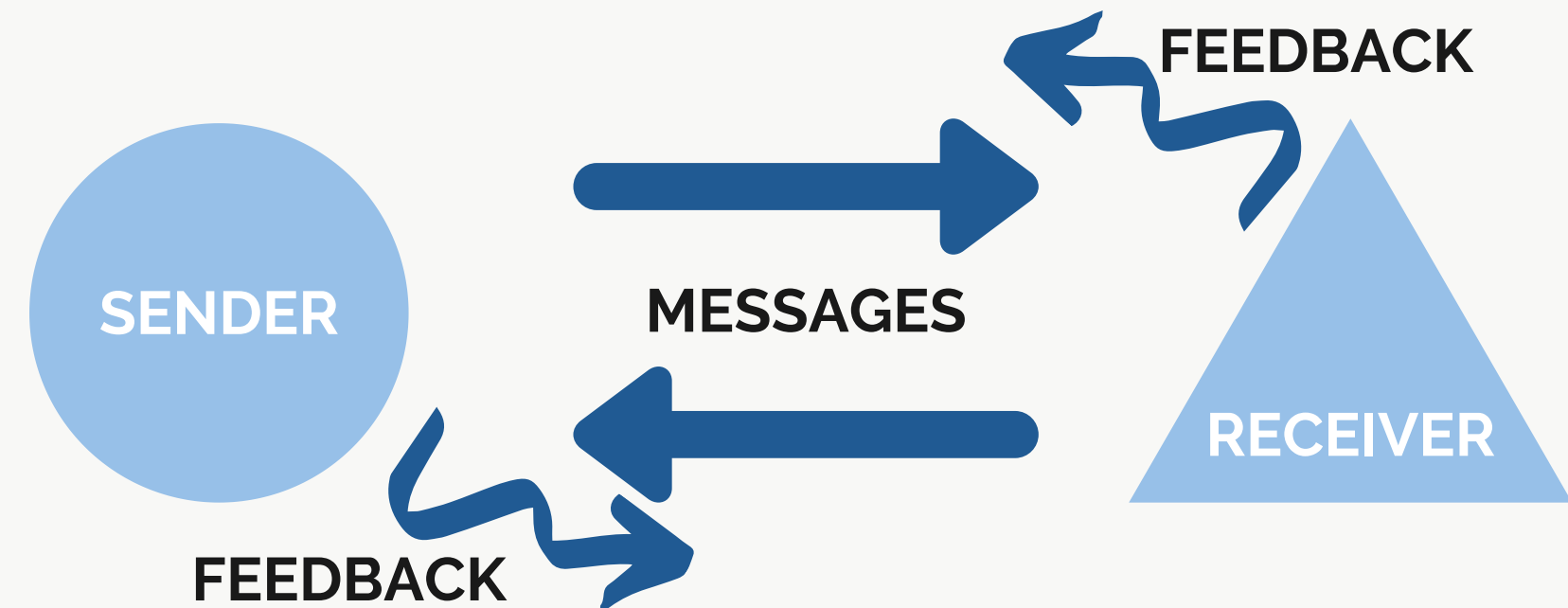
ACTION MODEL



INTERACTION MODEL



TRANSACTIONAL MODEL



COMMUNICATION MODELS

Uses and Gratification

Using the media to meet a level of need: information, social interaction, or entertainment.

(Lamb)

Agenda Setting

Media has the ability to choose what people think about by selecting and sharing what they consider newsworthy

(Lamb)

Social Cognitive

Media can influence behavior, attitudes, beliefs and actions. People take in the environment around them, and they react through observational learning.

(Lamb)

Communication Theory and Concepts

Communication Theory and Concepts

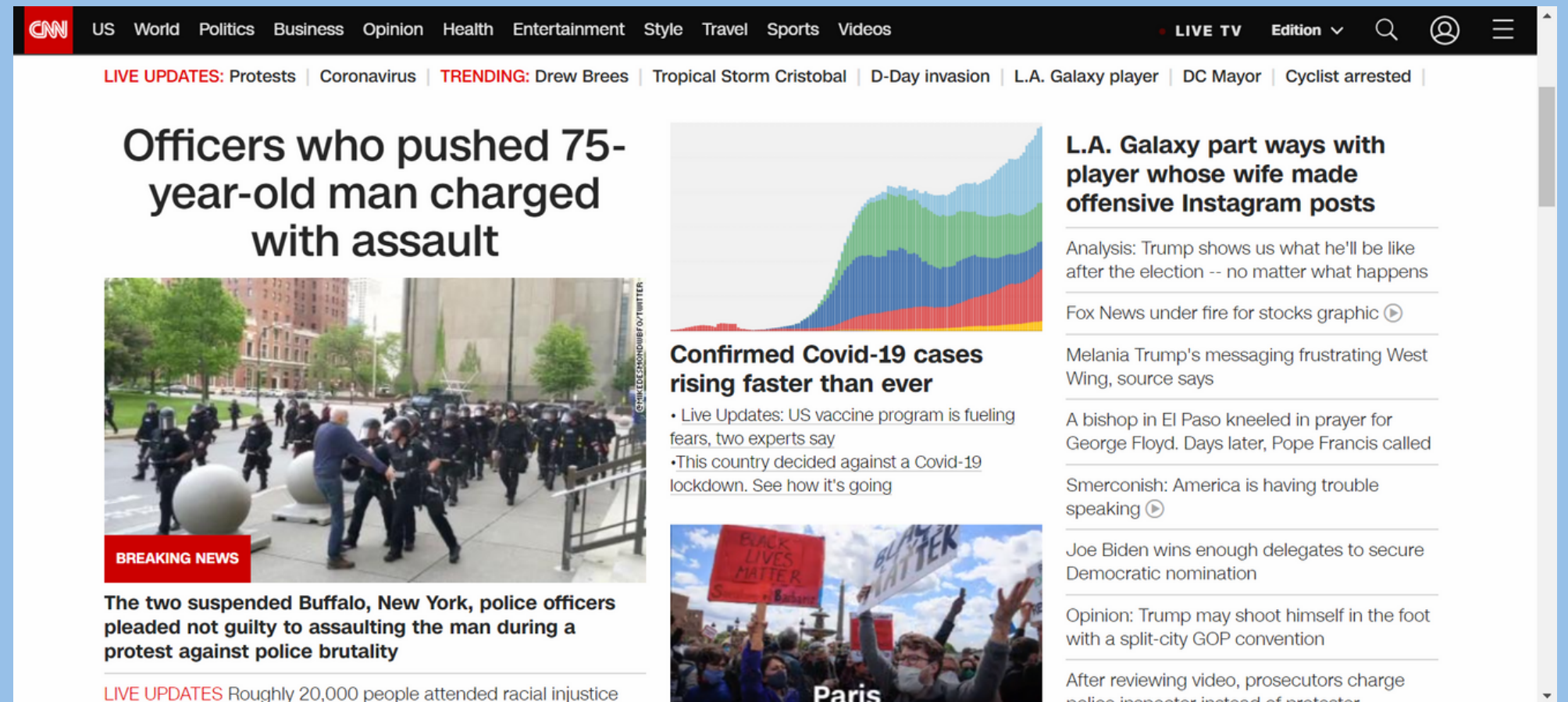
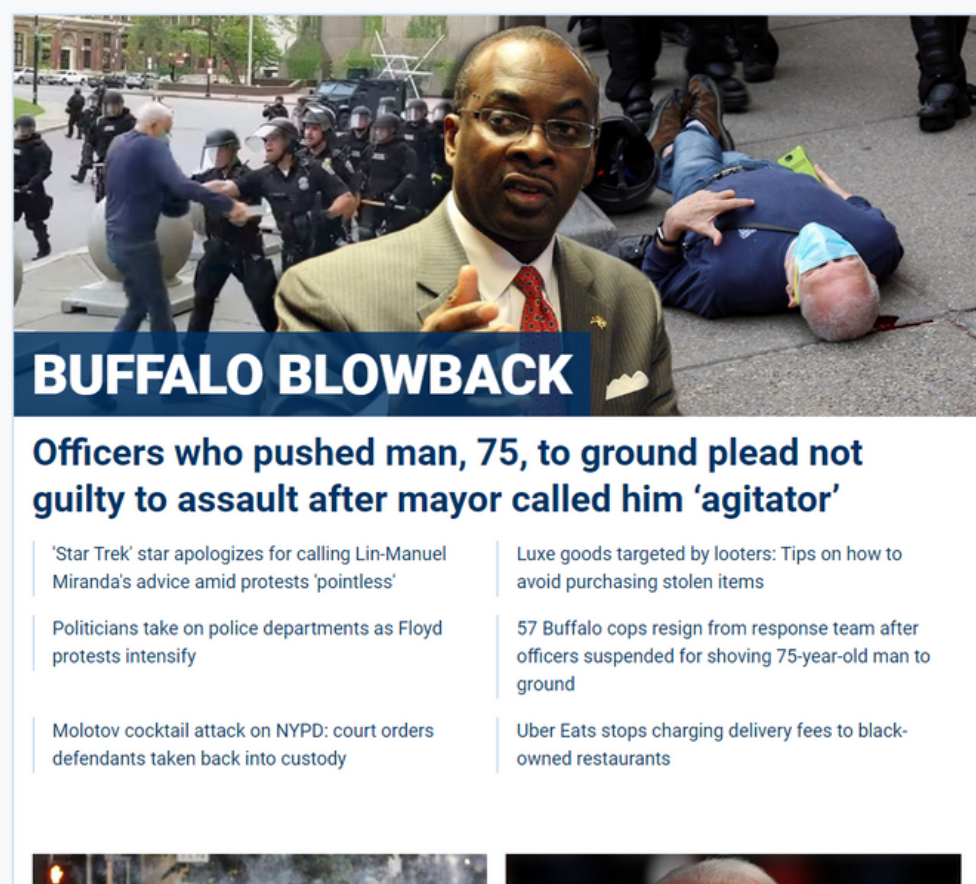
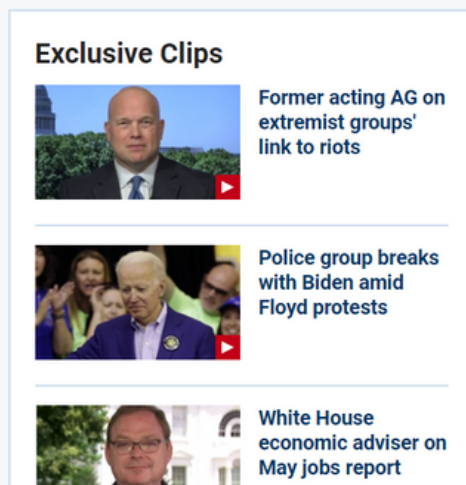
Action Model

One-sided message being broadcast out

Agenda Setting

Same message from two news sites. Placement and phrasing both tell the audience what to think about and how to think about it.

Traditional Media



(Irvine, 2020)

(Ly, 2020)

TRANSACTIONAL

Chat-room setting,
messages are being shared
between users.

INTERACTION

Sending a message,
someone receives it,
experience feedback

New Media

USES AND GRATIFICATION

Fulfilling motivations of
social interaction and
entertainment

ACTION

One-sided message, no
intentional receivers



(Sniderman, 2011)

TRUTHFULNESS

- First aspect of ethical communication
- Codes of Journalism: sincerity, truthfulness, accuracy and impartiality (Aznar, 2020)
- Violations of ethics AND the first amendment: **libel** and **slander**
- must validate sources to abide by code of truth (Baran, 2019)

BENEFICENCE

- Goal is to not cause harm
- Emphasis on compassion and empathy
- Media has an influence in society (Aznar, 2020)

Ethical Communication Methods

Article 7 of the Code of Ethics of the International Federation of Journalists

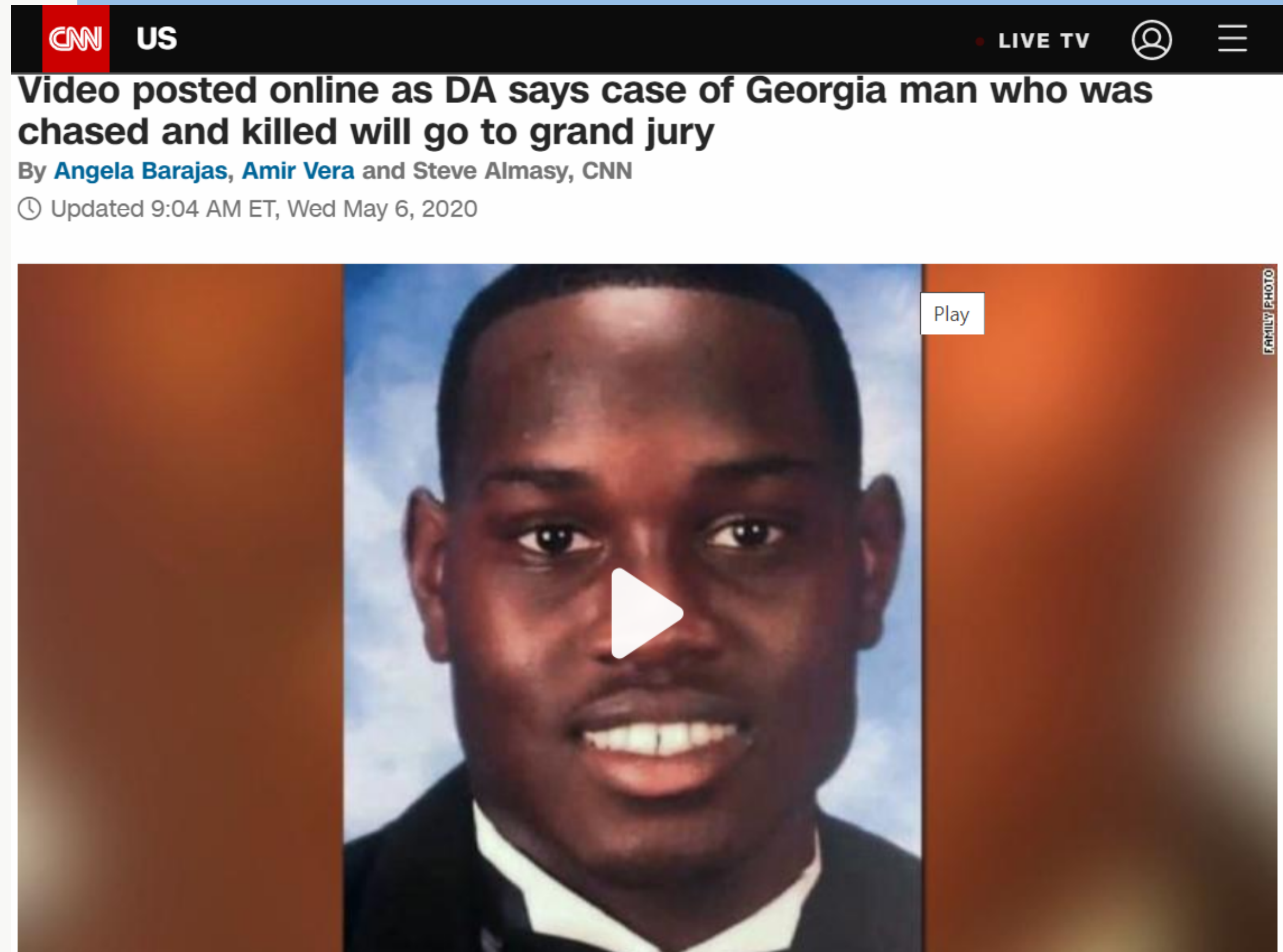
The journalist shall be aware of the **danger of discrimination** being furthered by the media, and shall do the utmost to **avoid facilitating such discrimination** based on, among other things, **race, sex, sexual orientation, language, religion, political or other opinions, and national or social origins**" (Aznar, 2020)

Ethical Communication Methods

Is it ethical sharing the
video of a man's death on
the news?

There is a lack of empathy
and compassion.

Does it cause more harm
than good?



(Barajas, 2020)



(Novak, 2019)

ABC News Broadcast, 2019

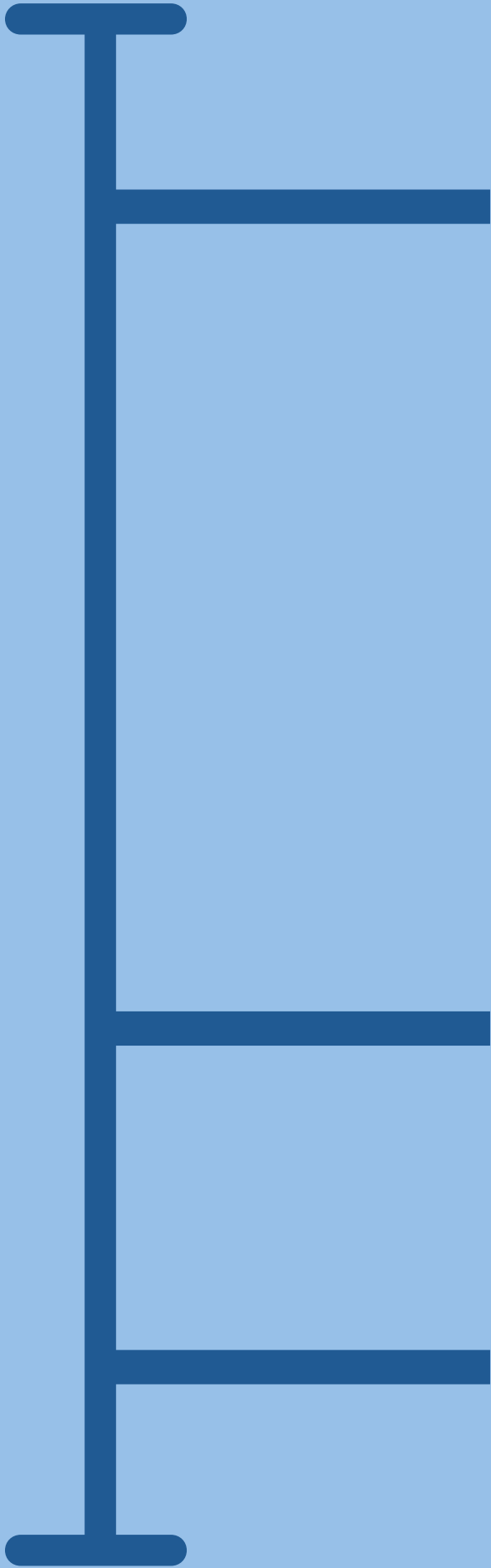
Kentucky Gun Show, 2017

Ethical Communication Methods

ABC News did not validate sources.

This violates the code of Truthfulness in ethics.

Looking at the two images side by side, it can be confirmed that this is from the same event,



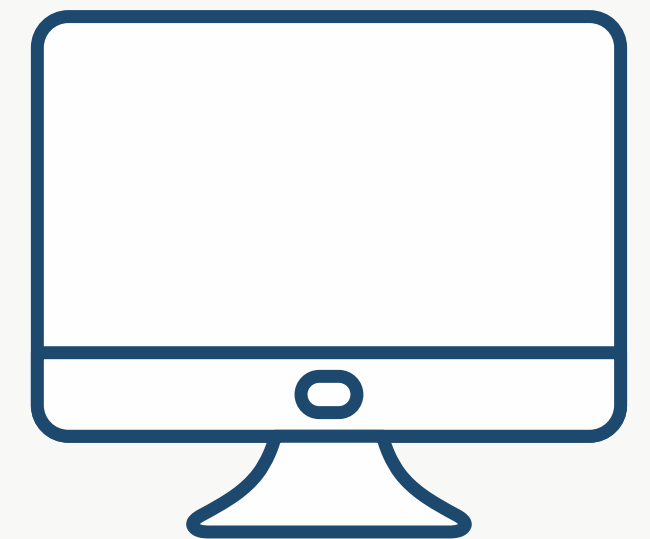
1792: The telegraph was invented... is this the start of social media?

History and Evolution

1991: The Internet is invented.

2000s: Emergence of social networking sites

**Communication
Technology**



Communication Technology

Technology at Home

Positive

- Connection with others over common interests
- Keeping in touch with family members and friends (Gledhil, 2020)
- Children use internet for studying and research for school
- Kids and teenagers socializing with friends online (Mesch, 2006)

Negative

- Comparisons between others that create feelings of inadequacy and low self-esteem (Gledhil, 2020)
- Tension between family members when technology is not utilized as intended (Kids socializing rather than studying).
- Exposing kids to the dangers of the internet: bullying, sexual harassment, and victimization (Mesch, 2006)

Technology in the Classroom

Students are empowering themselves in the classroom.

The internet is providing new tools and opportunities for students to learn and grow.

- DreamBox
- Quizlet
- Artificial Intelligence (Bernard, 2017)

**Communication
Technology**



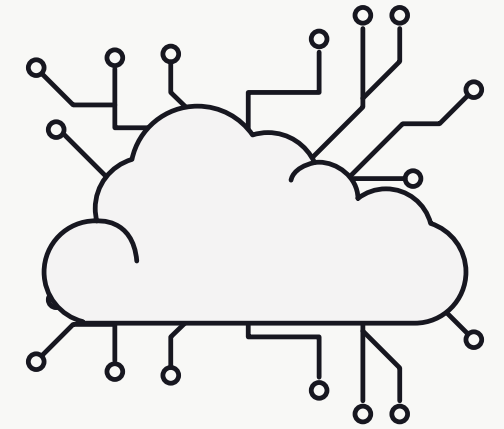
(Mitra, 2013)

With the internet combined with small group discussion and an elder to give encouragement, children today are ready to tackle the world.

Technology in the Workplace

Communication Technology

Social media is a tool for business to **gain customers** and **market their products and services**.



The key to social media success: **conversation**.

Focus on building that relationship through engagement and posts. (Edosomwan, 2011)

Cloud technology has become a popular tool in the workplace.

- ✓ Easy storage
 - ✓ Easy access
 - ✓ Saves money
 - ✓ Connect with team
 - Dropbox
 - Google Drive
 - Microsoft 365
 - Adobe Creative Cloud
- (Fee, 2013)

**"There is time.
Even if we are busy,
we have time for what matters."**

(Vanderkam, 2016)



**Communication
Technology**

"Always On" Environment

PROS

- People are active audience members, creating content and news
- Everyone has a voice and a platform (Baran, 2019)

CONS

- Loss of work/life balance
- Increased stress from not having time to ourselves
- Separation anxiety from devices (Marsh, 2010)

Significance of Social Media

Digital Media as Tools

Businesses can cater their message to a social media platform specifically for their audience.



People use social media to meet needs, via **Uses and Gratifications Theory**.

(Heinonen, 2011)

When those needs are met, an **emotional attachment** is created and a **relationship** is formed.

Relationships have **trust**.

People are more likely to **return** to brands that they **trust**.

Through engaging on social media, businesses are **fulfilling needs** and creating **brand trust** with their customers, who are more **likely to return**.

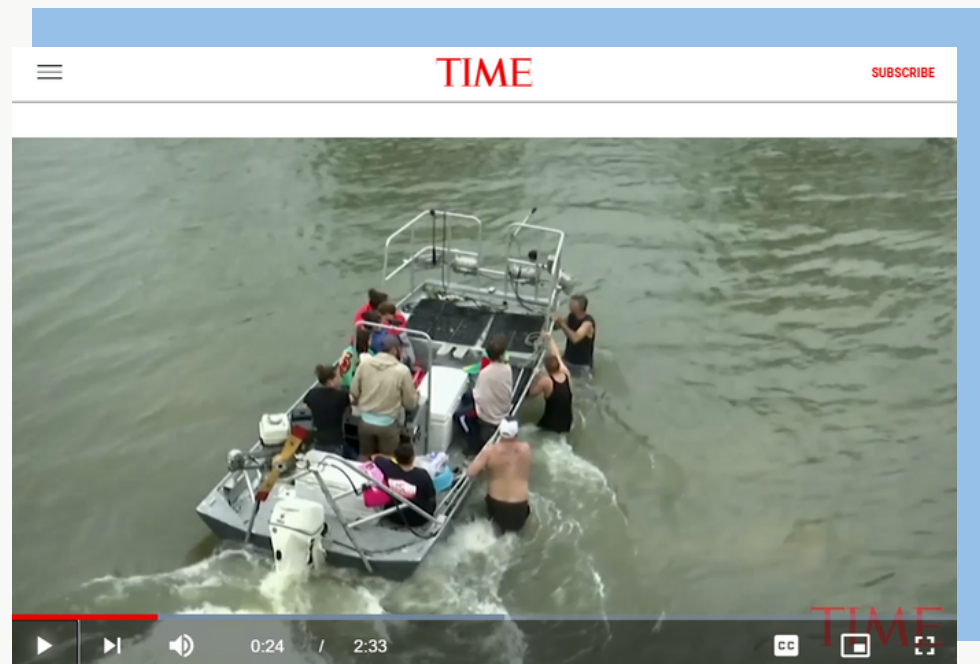
(Delgado-Ballester, 2001)

Social Media: The Unlikely Hero

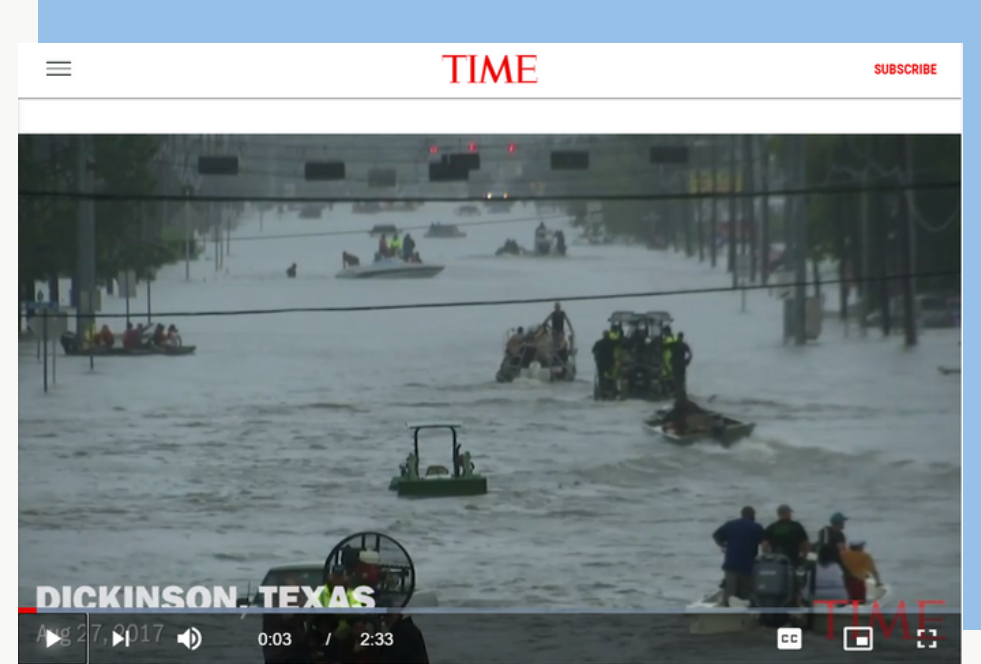
Digital Media as Tools

From Hurricane Harvey to the April 27th, 2011 tornadoes in Alabama, social media came to the aid of thousands in need of help.

Alabama tornadoes, 2011



Hurricane Harvey, 2017



(Rhodan, 2017)



(Morgan, 2018)

MARKETING EXPERIENCE

As the Marketing Intern for The Catalyst Center for Business and Entrepreneurship, I have made connections and gained experience in the field.

NETWORKS AND CONNECTIONS

Through Disney, I have made connections with numerous people who encourage me to grow, including: Ron Logan, Wendy Abraham and Karen Noble.

PROFESSIONAL INTERNSHIP OPPORTUNITIES

Being a DCP alumni grants me an opportunity to grow in through that program, and apply for new opportunities in my chosen field.

References

- Aznar, H. (2020). Truthfulness, Beneficence, and Vulnerability as Key Concepts in Communication Ethics. *Ecumenical Review*, 72(2), 270.
- Bandura, A (2001). Social Cognitive Theory of Mass Communication. Lawrence Erlbaum Associates, Inc. http://cogweb.ucla.edu/crp/Media/Bandura_01.pdf
- Barajas, A, Vera, A, Almasy, S. (2020). Video Posted Online as DA Says Case of Georgia Man Who Was Chased and Killed Will Go to Grand Jury. CNN. <https://www.cnn.com/2020/05/05/us/ahmaud-arbery-jogging-georgia-shooting/index.html>
- Baran, S. J. (2019). Introduction to Mass Communication: Media Literacy and Culture. New York, NY: McGraw-Hill Education
- Bernard, Z. (2017). Here's How Technology is Shaping the Future of Education. Business Insider. <https://www.businessinsider.com/how-technology-is-shaping-the-future-of-education-2017-12>
- Delgado-Ballester, E. and Luis Munuera-Alemán, J. (2001), "Brand trust in the context of consumer loyalty", *European Journal of Marketing*, Vol. 35 Nos 11/12, pp. 1238-1258.
- Dwivedi, A., Johnson, L., Wilkie, D., and De Araujo-Gil, L. (2019). Consumer emotional brand attachment with social media brands and social media brand equity. *European Journal of Marketing*. <https://www-emerald.com.ezproxy.snhu.edu/insight/content/doi/10.1108/EJM-09-2016-0511/full/html>
- Edosomwan, S., Prakasan, S. K., Kouame, D., Watson, J., & Seymour, T. (2011). The history of social media and its impact on business. *Journal of Applied Management and entrepreneurship*, 16(3), 79-91.
- Fee, J. (2013, August 26) The beginner's guide to the cloud. Mashable. <http://mashable.com/2013/08/26/what-is-the-cloud/#i9lW7YziJkqR>
- Flourish Consulting. (2020). Social Media 101. Flourish Consulting Services. <https://www.flourishconsultingservices.com/virtual-workshops>
- Gledhill, N. (2020). Social Media Affects Family Dynamics. The Daily Universe. <https://universe.byu.edu/2020/01/21/the-effects-of-social-media-on-family-dynamics/>
- Handler, J. (2015). Technology in Education – From Novelty to Norm [Video] TEDx. <https://www.youtube.com/watch?v=UoINhayjJVE>
- Heinonen, K. (2011), "Consumer activity in social media: managerial approaches to consumers' social media behavior", *Journal of Consumer Behaviour*, Vol. 10 No. 6, pp. 356-364.
- Irvine, C. (2020). Buffalo Cops Caught on Video Pushing 75-Year-Old to the Ground Plead Not Guilty After Mayor Described Man as 'Agitator.' Fox News. <https://www.foxnews.com/us/buffalo-cops-video-plead-not-guilty-pushing-man-75>
- Lamb, B. (n.p.) Communication Theories. LessonBucket. <https://lessonbucket.com/vce-media/units-3-4/agency-and-control/communication-theories/>
- Liu, X., Min, Q. and Han, S. (2020). Understanding users' continuous content contribution behaviours on microblogs: an integrated perspective of uses and gratification theory and social influence theory. *Behaviour & Information Technology*.
- Ly, L. and Christ, K. (2020). Buffalo Police Officers Plead Not Guilty to Assaulting 75-Year-Old Man at Demonstration. CNN. <https://www.cnn.com/2020/06/06/us/buffalo-police-officers-plead-not-guilty-old-man/index.html>
- Morgan, L. (2018). April 27, 2011: Why did so many die that day? AL.com. https://www.al.com/news/2018/04/april_27_2011_why_did_so_many.html
- Marsh, N. (2010). How to make work-life balance work [Video]. TEDxSydney. https://www.ted.com/talks/nigel_marshall_how_to_make_work_life_balance_work/up-next?language=en
- Mesch, G. (2006). Family Relations and the Internet: Exploring a Family Boundaries Approach. *Journal of Family Communication*, 6(2): 119- 138
- Mitra, S. (2013). Build a School in the Cloud [Video]. TED2013. https://www.ted.com/talks/sugata_mitra_build_a_school_in_the_cloud/up-next
- Mitra, S. (2010). The Child-Driven Education [Video]. TEDGlobal 2010. https://www.ted.com/talks/sugata_mitra_the_child_driven_education/up-next?language=en
- Novak, M. (2019). ABC News Broadcasts Fake Syria Bombing Video That's Actually From a Kentucky Military Show in 2017. Gizmodo. <https://gizmodo.com/abc-news-broadcasts-fake-syria-bombing-video-thats-actu-1839028685>
- Rhodan, M. (2017). 'Please Send Help.' Hurricane Harvey Victims Turn to Twitter and Facebook. Time. <https://time.com/4921961/hurricane-harvey-twitter-facebook-social-media/>
- Smith, S. 2019. Top Media Ethics Issues from 2019. iMediaEthics. <https://www.imediaethics.org/top-media-ethics-issues-from-2019/>
- Sniderman, Z. (2011). How Disney's Club Penguin Became the Biggest Social Network for Kids. Mashable. <https://mashable.com/2011/12/13/club-penguin-disney/>
- Vanderkam, L. (2016). How to gain control of your free time [Video]. TEDWomen 2016. https://www.ted.com/talks/laura_vanderkam_how_to_gain_control_of_your_free_time/up-next