



Communication of Norms and Values in Mass Media

By Nick Birch

GRIN Verlag GmbH. Paperback. Condition: New. 16 pages. Dimensions: 10.0in. x 7.0in. x 0.0in. Essay from the year 2013 in the subject Communications - Mass Media, grade: 1. 3, Central Queensland University, course: Applied Communication Arts, language: English, comment: Grade has been converted from Australian (2730) to German (1. 3) , abstract: Governments, businesses and citizens across the world are only beginning to understand the profound implications of living in a hyper-connected world. Organisations operating across borders must recognise that the users of that information, and their governments, often have different cultural norms, values and expectations. These norms are changing as digital natives come of age and challenge old orthodoxies. Digital technologies continue to evolve, making it ever more difficult for anyone to control or regulate the manner and flow of information (World Economic Forum, 2013). According to an International Media Concentration Research Project, led by Professor Eli Noam of Columbia University, Australian newspaper circulation was the most concentrated of 26 countries surveyed, and among the most concentrated in the democratic world (Flew, 2013). Rupert Murdoch's News Corp Australia, the Fairfax Media and the Australian Broadcasting Corporation (ABC) are all examples of mass media communicating systems of norms and values. The...



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