جامعة سيدي محمد بن عبد الله بغاس +٥٥٨٥٤٤ ٥٤٨٤ ٢٤، ٢٢٥٨ ٥٩ ٢٩٥٥ ٤٠ ٤٠ UNIVERSITÉ SIDI MOHAMED BEN ABDELLAH DE FES



Faculty of Letters and Human Sciences Dhar El Mehraz Fes Department of English Studies Semester 4 Group 1 Introduction to Media Studies PROF. MOHAMMED BENNIS

1-CITIZEN JOURNALISM

- SOCIAL MEDIA CONTRIBUTES LARGELY TO THE DISSEMINATION OF CITIZEN
 JOURNALISM:
 - YOUTUBE
 - FACEBOOK
 - TWITTER
- « SOCIAL MEDIA HAS INCREASED THE SPEED AND THE SPREAD OF INFORMATION » QUOTE :
- « Any citizen with a cellular phone or a camera was enabled to be a witness of an event, record and disseminate that material for the rest of society to consume. Not only videos and photographs, but also stories from the place of the events by means of which fill in for the professional journalists. The very media have resorted to the citizens' new informational role in certain situations in which it was easier to publish a photograph or the information sent by a witness than dispatch a group of professionals to the place »

STRENGHTS OF CITIZEN JOURNALISM :

- -Unlimited time and space
- -Interactivity
- -Participatory : enhances the spirit of collaboration and solidarity
- -Global dissemination : going beyond geographical borders
- -Democracy : all citizens can practice online journalism

2-AUDIO-VISUAL MEDIA

• COMBINES SIGHT, SOUND AND MOTION THROUGH IMAGES AND SPEECH



- THE USE OF TECHNOLOGIES, SIGNALS AND CODES TO TRANSMIT INFORMATION TO A WIDE AUDIENCE.
- TELEVISION IS THE MOST COMMON AUDIO-VISUAL MEDIUM.
- REPRESENTS/SIMULATES REALITY.
- TV HAS A PHYSICAL, SOCIAL AND PSYCHOLOGICAL PRESENCE.
- "Television is vast" both as an institution and an object of analysis.
- •

HISTORY OF TV

- JOHN LOGIE BAIRD :
- THE FIRST TO SUCCEED IN TRANSMITTING MOVING PICTURES IN 1926.
- IN THE BEGINNING TV WAS MECHANICAL, BLACK AND WHITE.
- THE 1950'S THE GOLDEN AGE OF TELEVISION/COLOUR TV :
- ENTERTAINMENT
- ADVERTISING
- NEWS
- SATELLITE TV AS EARLY AS 1962.
- SMART TV IN 1980's.

- TELEVISION STUDIES EXAMINES THE IMPACT OF TV ON PEOPLE'S CULTURES, BEHAVIOURS AND RESPONSES TO TV MESSAGES AND IMAGES.

-TELEVISION IS BY FAR A SHAPING CULTURAL APPARATUS AND INSTITUTION.