

ТЕКСТЫ ДЛЯ ДОПОЛНИТЕЛЬНОГО ЧТЕНИЯ

Unit 1

Technological Advances: From the Printing Press to the iPhone

Technological advances made possible newer forms of media that displaced others.

The Print Age. The development of the printing press in Europe around 1450 was the key technological advance that moved us from the manuscript era to the print era. As paper and bookbinding materials became cheaper, books spread around the world and literacy rates increased. Cheaper paper, more advanced printing presses, and faster and more reliable transportation technologies also contributed to the rise of newspapers and magazines as print media.

The Audiovisual Age. Wireless telegraphy paved the way for radio and television broadcasts. Advances in signal transmission and reception as well as vacuum tube technology made televisions and radios more reliable and compact. Cable and satellite television began to compete with broadcast television, as they provided access to more channels and service in areas where broadcast signal reception was unreliable.

The Internet and Digital Media Age. The development of digital code, microprocessors, and fiber-optic cables were key technological advances that made the Internet and digital communication possible. Rapid developments around 1990, such as the creation of HTTP and HTML coding and Internet browsers, created what we know today as the World Wide Web.

Each form of mass media affected society in important ways. Books allowed people to educate themselves and be more selective about the information to which they were exposed. Newspapers chronicled the daily life of societies and provided a public forum for information sharing and debate. Magazines were the first medium to make major advances in the mass printing of photographs, which brought a more visual medium to their audience before the advent of television. Radio allowed masses of people to experience something at the same time, which helped create a more unified national identity and also brought entertainment and news programs into people's homes. Television copied many of radio's ideas and soon displaced the radio as the centerpiece for entertainment in people's homes. The Internet brought a new decentralized and

communal form of media that could not be controlled by any one government or business and allowed for the creation of user-generated content.

Electronic media especially has had to adapt as new forms of media are invented. Radio, for example, lost much of its advertising revenue to television, which led radio to adapt its programming from news and entertainment to broadcasting music. Radio also took advantage of new technologies to become portable and follow people out of their house. Broadcast television had to diversify its program lineup as cable and satellite providers offered many more channels. All these media, even print, had to adapt to the advent of the digital age. Copyright violations—pirating—become a problem when old media content is digitized, which makes it more easily reproducible and sharable.

Social Networking Service (SNS)

What is a Social Networking Service (SNS)?

A social networking service (SNS) is an online vehicle for creating relationships with other people who share an interest, background or real relationship. Social networking service users create a profile with personal information, photos, etc. and form connections with other profiles. These users then use their connection to grow relationships through sharing, emailing, instant messaging and commenting. Social networking services may also be referred to as a "social networking site" or simply "social media."

Breaking Down Social Networking Service (SNS).

The first SNS, SixDegrees.com was started in 1997 and was soon followed by Friendster, MySpace and Facebook. Today there are a wide range of SNS and approximately 75% of Americans have SNS profiles. SNS range from sites where users have general interests to those where users have very specific interests. Successful specialized SNS include YouTube, Google Plus, Instagram, Twitter, LinkedIn, Reddit, Snapchat, Tumblr, Pinterest and Vine. SNS profiles are very popular across the globe. Facebook alone boasts over 2 billion users as of the end of 2017. The social networking service business model is based on online advertising, either through direct, targeted advertising that utilizes an individual's personal information, search habits, location or other such data, or by selling the personal information to third-parties. The proliferation of mobile technologies, such as smartphones and tablets, has helped the growth of social SNS adoption and use.