Mass Communication 101

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The stuff I never thought I’d talk about in class...

Pornography!
So we can speak the same language

- **Mediated communication** – communication between two or more people that employs technology as a medium
  - Continuum from interpersonal to mass communication
- **Mass communication** – when a source (typically an organization) employs a technology as a medium to communication with a large audience
History is fascinating!

- Mass society era – media is all powerful and influential, especially to the “socially inferior”
- Limited effects – media not nearly as powerful as thought/feared
- Moderate effects – media are influential, people are active meaning-makers
Weather through the lens of communication concepts & theories
Message redundancy

- When information is shared or repeated among multiple channels → influence on recall, understanding, effectiveness, use ...
Schemas & schema theory

- People are **cognitive misers!**
- Schemas are everyday, organized **knowledge structures** that we use to manage information
  - Represent objects or events ... and provide info about their characteristics, relationships, relevance
  - Help us process information
  - We build on them all the time!

Emergency manager

Mobile home residents

Someone who doesn’t evacuate

Flash flood

Blizzard
Related research questions

- What types of schemas do forecasters hold? How are they developed? How do they vary ... by event? By geography? By forecaster?
- How are forecasters’ schemas activated?
- How do technology and new information streams influence schemas?
- How do forecasters try to cue audiences’ schemas in the messages they convey?
Let’s talk hurricane fatigue!
Time for YOUR questions and ideas!