

Learning Unit 3

Summary

	<i>Topic</i>	<i>Text</i>	<i>Language & Academic Skills</i>	<i>Assignments</i>
3	Transmission	Harold Lasswell, "The Structure and Function of Communication in Society" [1948]	Describing theories. Working in groups. Presentation skills. Giving peer feedback.	Identify and define key concepts within the text for our media theory glossary.

Overview

How do the media transmit content? This session explores Lasswell's pioneering approach to the communication process and relates this theory to others authors who developed arguments on media effects in line with Lasswell.

Texts, worksheets, and other materials for this session help students start identifying and defining key concepts as well as unpacking language in the media context.

Objective

At the end of this lesson students should be able to describe and explain key ideas from Lasswell's media theory and to generate a glossary for the course.

Language & Academic Skills

Describing theories. Working in groups. Presentation skills. Giving peer feedback.

Classroom Activities

Interactive Student-generated quiz and glossary

Chose a list of about ten words from Lasswell's text. Write these words down. Write ten or so sentences, one using each of the words on the list, in random order, but with blanks in place of those words to create a test for another student, who will then have to fill in the blanks.

Exemplifying

Find examples of the six different communicative contexts (see PowerPoint presentation for this session on transmission).

Assignments



Identify and define key concepts within the following text on “Personal Influence” (topic 4) and add them to the glossary.

Resources

<i>Type</i>	<i>Content</i>	<i>Context</i>
Textbook supplement	<u>Key Themes in Media Theory</u>	See the chapter on the behaviorist tradition for this session.
Web resource	<u>The transmission model of communication</u>	Daniel Chandler describes the prototypical example of a transmissive model of communication – the one proposed by Shannon and Weaver in 1949.
Video	<u>Cartoons for Victory</u>	A wartime cartoon compilation that offers a unique view of World War II, including American films like Private Snafu and Mr. Hook.

