

- Mass comm. Are also subject to additional feedback, usually in the form of criticism in other media, such as TV critic writing a column in a newspaper
- The immediacy and directness of feedback in interpersonal communication free communicators to gamble, to experiment with different approaches
- Knowledge of one another enables to tailor their messages as narrowly
- Interpersonal communication is often personally relevant and possibly even adventurous and challenging
- Mass comm. Tends to be more constrained → less free
- Media theorist James W. Carey (1975) offered a **cultural definition of communication** that had a profound impact on the way communication scientists and other have viewed the relationship between communication and culture

What Is Culture?

- **Culture** is the learned behavior of members of a given social group
- 1. Culture is the learned, socially acquired traditions and lifestyles of the members of a society
- 2. Lends significance to human experience by selecting from and organizing it
- 3. The medium evolved by humans to survive
- 4. Historically transmitted pattern of meanings embodied in symbols, forms by means of which people communicate, perpetuate, and develop their knowledge about attitudes toward life

Culture as Socially Constructed Shared Meaning

- Creation and maintenance of a more or less common culture occurs through communication including mass communication
- When media professionals produce content that we read, listen to, or watch, meaning is being shared and culture is being constructed and maintained

Functions and Effect of Culture

- Helps categorize and classify our experiences → defines us, our world, and our place in it
- Can have a number of sometimes conflicting effects
- Culture provides information that helps us make meaningful distinctions about right and wrong, appropriate and inappropriate, good and bad, attractive and unattractive, and so on
- Culture's limiting effects can be negative → when we are unwilling or unable to move past patterned, repetitive ways of thinking, feeling, and acting or when we entrust our "learning" to teachers whose interest selfish, narrow, or otherwise not consistent with our own
- **Dominant culture** (or mainstream culture) the one that seems to hold sway with the majority of people is often openly challenged
- Sofia Vergara, Queen Latifah, J-Lo, and Jennifer Hudson all represent alternatives to our culture's idealized standards of beauty and all have major power
- Liberation from the limitation imposed by culture resides in our ability and willingness to learn and use new patterned, repetitive ways of thinking, feeling and acting