

MASS MEDIA MANAGEMENT: TECHNOLOGICAL BACKGROUNDS

Conspective content of Roman Gazenko's workshop

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Abstract

The paper provides a professional overview of the development of media technology, as well as the influence of technology on media content and its interpretation. The aim of communication is definitively to connect the source with the receiver. It means to solve the main problem – to overwhelm the obstacle of space and time. Technological goals since the dark ages were aimed at increasing the physical features of man as direct carrier or to replace him by a more efficient one.

Key words

media, technology, media management

INTRO

The one who can precisely define a trend earns the future. Especially considering the total digitalizing of the modern civilization.

The approach supporting that is first to take under consideration the historical, even the prehistorical feedback of the information delivery and communication technologies.

PART 1. BRIEF HISTORICAL OVERVIEW

1st step: horse/ship

2nd step: signal systems using special singses and specific means of delivery such as light mirrors, flags, signal fires etc. A remarkable example are the "Guarding towers" in Caucasus mounteens established a millennium before to protect caravans on the Silk Road from China to Europe. From tower to tower the urgent messages were transmitted by colored steams with the velocity just needed to make fire on top of the tower. So the transmitting process factcaly reached the speed of light.



Till now there are traces of that ancient but reliable technologies based on flags and spotlights remaining in the sea navigation.



This approach made possible to exclude the man as immediate carrier of information in solving the space/time problem.

But! The progress has been facing quite another problem of enormous difficulty. From the contemporary point of view previous exclusive methods of de facto "P2P" communication have been unable to match the challenge of mass information.

- Middle ages, also called medieval – a good wordplay for establishing the mass media itself.
- The preconditions were: development of literacy and printing.

The press, the paper technology which gave the name for the media for centuries ahead, became the mediators between the information source and the customer. Plus (or minus) - the velocity developed by the horse power.



The technical revolution gave a solution to the logistical space/time problem: steamover – automobile – airplane and finally – the telegraph. (Daily Telegraph) The technical revolution caused the media revolution. The golden age of press has begun.

- The information becomes the subject of a good in the classical capitalism. The obtaining, handling and delivering of information is a product to sell and to buy. Keyword "newspaper" – the main word is "news". Paper is just a container.
- Radio as a concurrent. Quick but technically complicated logistic and personal receiver as prepayment technical object.

May, the 3rd 1937 The Zeppelin catastrophe at Lakehurst, New Jersey [actually the birth date of

Radio as news media. First live radio report on occasion.

- The "chronical disease of chronic": the media race for a news sensation determines the out-of-context approach. The overturned spell ("a spoon of honey in a barrel of tar"). One of the earliest and noticeable misery cases of information and even political management. Failed information in the world press about the political background of the Hindenburg tragedy – the USA sanctions against Germany on delivery of argon as filling gas for Zeppelin balloons German engineers had to use highly flammable hydrogen instead. As a result – the whole aeronautic world industry collapsed for over 70 years.



In the 60-ies of the XX century national- and international media complexes carried out the role in political management of the Cold War. They became a key instrument of propaganda used by the both sides of the global conflict of opponent social-economic systems. Containing the features of the mentioned chronic disease – the out-of-context approach.



- The Dooms Day Clock of nuclear elimination of mankind
- Media as an instrument for manipulation of mass public opinion
- Vietnam war: antiwar social- and media agenda out of governmental policy control

Excercise "Context analysis"

The famous photo by the American photographer Eddie Adams, crowned as the "best photo of the century".



Questions:

1. Emotional evaluation (step 1): goodness/evil
2. Fact/personalities: left – South-Vietnamese army general Nguen Loan, right –Vietcong partisan Van Lem captured by the Saigon police. In a second general Loan will shoot him down.
3. Fact evaluation (step 2)
4. Fact: the photo got the "Pulitzer Prizes" – the highest world journalism award. But the photographer had been asking "the Hangman" general for excuse for all his life. Why?

Reality:

The "victim" is the Vietkong army officer and a friend of the "hangman". He has shot down several families of Saigon police officers including elder women and little children. After committing

the serial crime as a fear action he tried to escape in a civil dress. The journalist avoided making any text explanation to the pictured scene. The issue and the nomination of the photo (1965) corresponded to the Henry Kissinger' beginning to work as a consultant of the US State Department on Vietnam an his first visit of the country. Kissinger was a friend of the American invasion in Vietnam. (Explanation of the version).

Demonstration of the R.Gazenko filmdocumentary "The Prisoners of Kurila Islands"/TV Channel "Russia1"

Brief discussion

PART 2 AT THE EDGE OF "THAN" AND "NOW"

Mean becomes goal

The concurrent struggle for edition volumes of printed media and audience shares of broadcasters turns the information content into the driver of the carrier. Container - instead of content. So in fact the publishers are selling not the newspapers, but paper itself, and the broadcasters – not the programmes, but the air time.

- Increased technology progress of television and radio.
- Broadcasters vs publishers: struggle of the left hand with the right. From the point of view of political infomanagement: two sides of one process.
- Information agencies inbetween and outside the media concurrence. The main agent in the media market as source and news aggregator for other media. Key point in the political media management.

Monopolisation of media aktives as the instrument of global policy. Controlling shareholder defines the agenda

First call: the British authoritative politician and media magnat baron Beaverbrook



has actually taken under control the media policy in the United States on the eve of WW2. He obviously wasn't satisfied with the electoral promise of President Franklin Roosevelt: «No hair from the head of american soldier will fall in the coming war». With well known consequences.

Now: the global policy media management summarizes the historical experience of forming the public opinion to reach the global goals. The winner is who can clearly see the functioning mechanisms of extremely globalized world media complex as well as the reflexes of mass unconsciousness of the audience.

The television dislikes events making the watcher boring and recultantly sacrificizes rating in the sake of a headline must, such as conferences and press-conferences. On the other hand events of that kind make possible a potentially wide coverage of exclusive information. With that – a unique chances to pursue a fake manipulative information in wide dimension.

- Remember the famous test tube in the hand of the US Secretary of State Colin Powell at the UN Conference. Fake gas weapons/invasion in Irak.

- Generating of news – the kind of material which doesn't admit analytic interpretations. Even if in the test tube was just cola, it was to accept as the evidence of Iraki poison gas.

- The close-up picture on the background of boring debates attracted all the cameras and became the eye catcher for billions of watchers over the world

Based on the newest digital technologies mass media management takes another heights.

- Traditional media vs internet: the age of paper is over. The printed media make the misery to victory. Didital paper format takes the leading source positions in Internet due to enourmous experience in getting information and creating content. Now they compete in the new technological enviroment with the social networks.

- TV results 2017 – advertising gross shares in Russia: equal to Internet. But the obvious coming catastrophe seems to be an illusion. (graphics) On the contrary, the television makes an alloy with the I-net and masters digital technologies. Besides the TV on demand, cash storage of programmes etc. The new technologies deeply change the former large system of shooting, cutting and transmitting feed video material of highes resolution.

- Obvious trend: connecting of TV- and social networks. Dominating due more experience in content forming. Eliminating a border between the watcher and producer.

A trend of the digital age: establishing of universal media multimplexes uniting infoagency, newspaper, TV, radio and internet.

- First steps in the analogue age. Spiegel – Spiegel TV: television just as a marketing supplement.

- Now any publisher establishes a radio, TV, an internet site as well as an account in a social network.

The digital and IT-technological break through now faces the edge of exhausting because of the limits of human reception capacity. Even a decade before a 3 MP instelled camera in a Nokia handy was a revolution. Now the famous company is insolvent while an ordinary telephone is able no transmit a high resolution real time video. We are facing the horizontal implementation of new technologies in industry, culture, medicine, education, banking, commerce, theoretical sciences, designing, transport, army forces etc.

What about the political information – and media management. 3 different main trends: konservative/traditional (much substancial experience – less competency in new technologies), ultra pro-

gressive (less substantial experience – much competency in new technologies) and traditional/ progressive (much experience – much skills I new technologies) with corresponding efficiency.

- Trump – Twitter scandal with the North Korean leader Kim



- Jobbik party (Hungary) – internet involvement of young electoral segment with 13 % votes at their first Parliament elections

The new generation of media managers will be the real trendsetter provided that it will assimilate the historic experience and get skills in new technologies.

UPRAVLJANJE MASOVNIM MEDIJIMA: TEHNOLOŠKI POKAZATELJI

Roman Gazenko

Sažetak

U radu se daje stručni pregled razvoja medijske tehnologije, kao i utjecaj tehnologije na medijski sadržaj i njegovo tumačenje. Cilj komunikacije je povezivanje izvora s recipijentom. To znači riješiti glavni problem - premostiti zapreku prostora i vremena. Tehnološki ciljevi od mračnih vremena bili su usmjereni na jačanje fizičkih osobina čovjeka kao izravnog prenositelja poruke ili njegova zamjena za učinkovitije sredstvo.

Ključne riječi

medija, tehnologije, upravljanja medijima