**Global Class Media in the**

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* We will discuss how media influences us around the world through its many forms that have been made possible by the modern technology we possess today.
* How do people communicate?
  + Standing face-to-face
  + Internet
  + Pictures/Signs
  + Mannerisms/Body Language
* How does communication between humans and animals differ?
  + A dog is conditioned to recognize words and body language, whereas a human can recognize *and interpret* words and body language
  + The difference lies in the way human’s think
  + A dog solely recognizes a physical bone, but a human can recognize the idea of a bone – this is due to **abstract thinking**
* What is abstract thinking?
  + Having a problem solving skills – being able to solve problems by thinking in steps and extrapolating data based on what we see
  + A level of thinking about things that is removed from the “here and now” and from specific examples that we think about
* Why is abstract thinking beneficial, and how can it “backfire”?
  + Abstract thinking allows us to innovate and create new things that we otherwise wouldn’t think of in order to solve problems, yet it may also lead to us creating problems for ourselves that don’t actually exist, and may also lead to us creating biases.
  + Sometimes our brains fill in spots that we’ve missed with things that didn’t actually happen which can lead to an incorrect perception.
  + Allows human beings to share their experiences through generations. It is beneficial because without it we cannot create the culture we have today or create the languages we use, and we would not be able to communicate effectively.
  + Ex. You may be able to judge a person on what they will be like based on what they are wearing or maybe how they walk.
  + People think in categories, but that can complicate things because we can simplify things to a point where we get stuck.
    - Can lead to narrow-mindedness as different people associate whole groups of people/things with different characteristics ie. Racism, sexism, etc.
* What is the media?
  + The 1 percent’s way to control the general population for their own gains. (News channels, etc)
  + A way of learning
  + A way for everybody to stay connected and learn from each other
  + It is **a way to communicate**. It may be to control people (propaganda), but not always.
  + Media is something that needs a tool (television, internet/laptop, books, etc) in order to communicate
  + To clarify, media are communications that utilize **tools/technology.**
  + The media is supposed to control/influence people. However, the media does not influence the people, the people influence the media.
* Is media trying to brainwash people or to celebrate freedom?
  + The media is not always trying to brainwash people but it isn’t celebrating freedom either. It simply broadcasts what the people want.
  + The media is shaping our worldview in a way that twists our perception of how things are in the rest of the world
  + On the other hand, the media helps us to experience things that we otherwise would not be able to. People are becoming immune to advertising/marketing. Our attention span and willingness to read has decreased – we desire new sources of media now.
  + So many people believe that the media is controlling them that they try to actively ignore it.
  + Media is a distraction that we both indulge in and create. Examples of this are music and movies. This media is created based on the demand of the people (**we *are* the media**).
* Media is the circulatory system of society that carries around ideas and ideologies.
  + Ideologies are sets of unconscious beliefs/assumptions that shape our perceptions and guide our actions.
  + It can be very difficult to change our system due to our ideologies. It is not impossible, but it takes a very long time.

**The Takeaway**

* The perception of somebody who is not learning about the media in school is very interesting and valuable.
* Modern media has allowed us to all communicate and learn together. It has the potential to be a positive tool that can be used in a way to benefit humanity.
* It is important to be aware of how we are all a part of this system of communications as some ideas can be positive yet some can be negative. It is important to realize how you affect the world around you.