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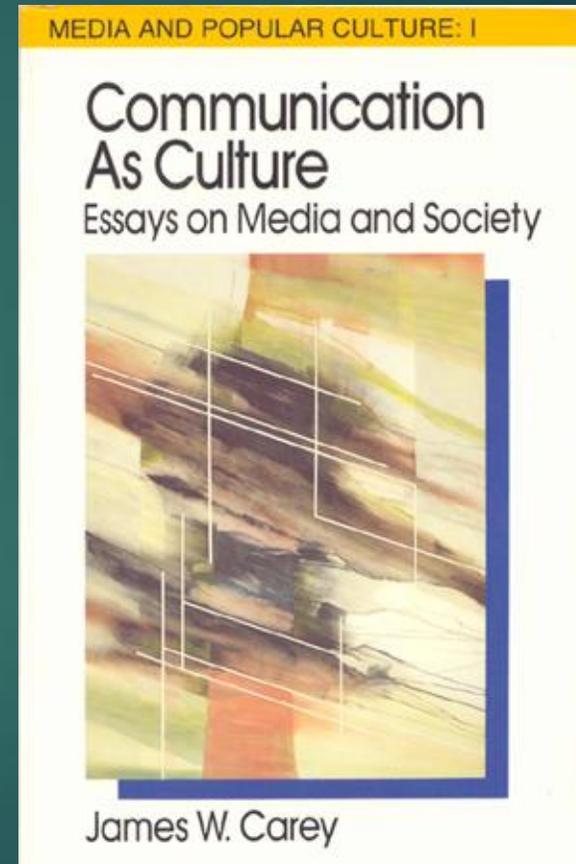
Computer Mediated Communication

Agenda

- ▶ Review
- ▶ Avatars & Identity
- ▶ Preview

Review

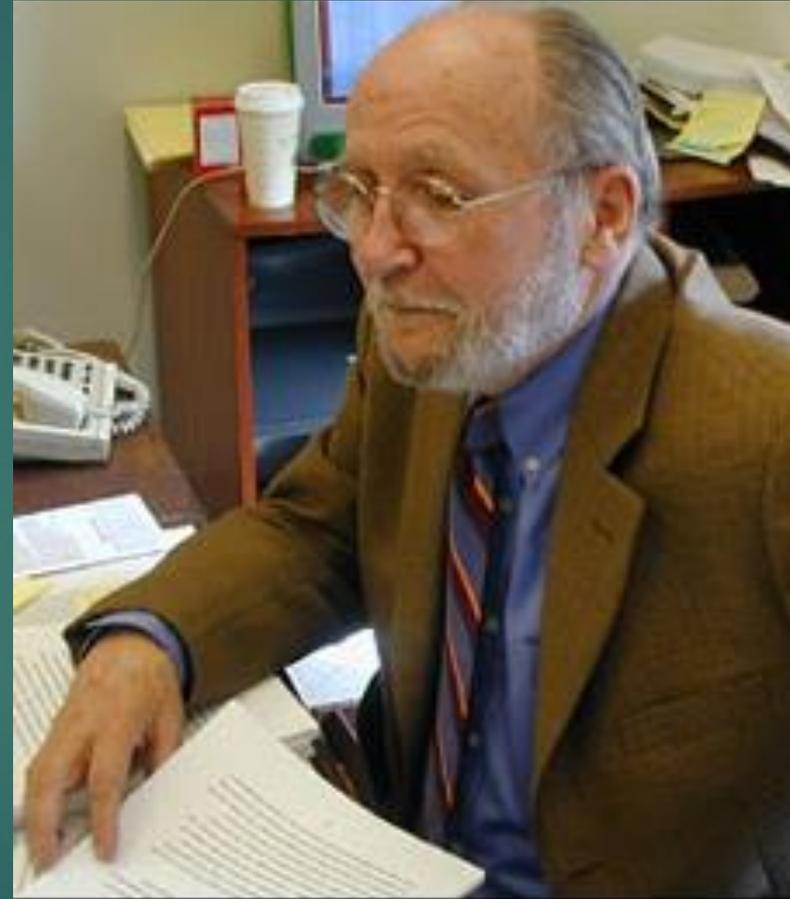
- ▶ Communication & Community
 - ▶ Carey - A Cultural Approach to Communication
 - ▶ Turkle - Connected, but Alone? (video)



Review

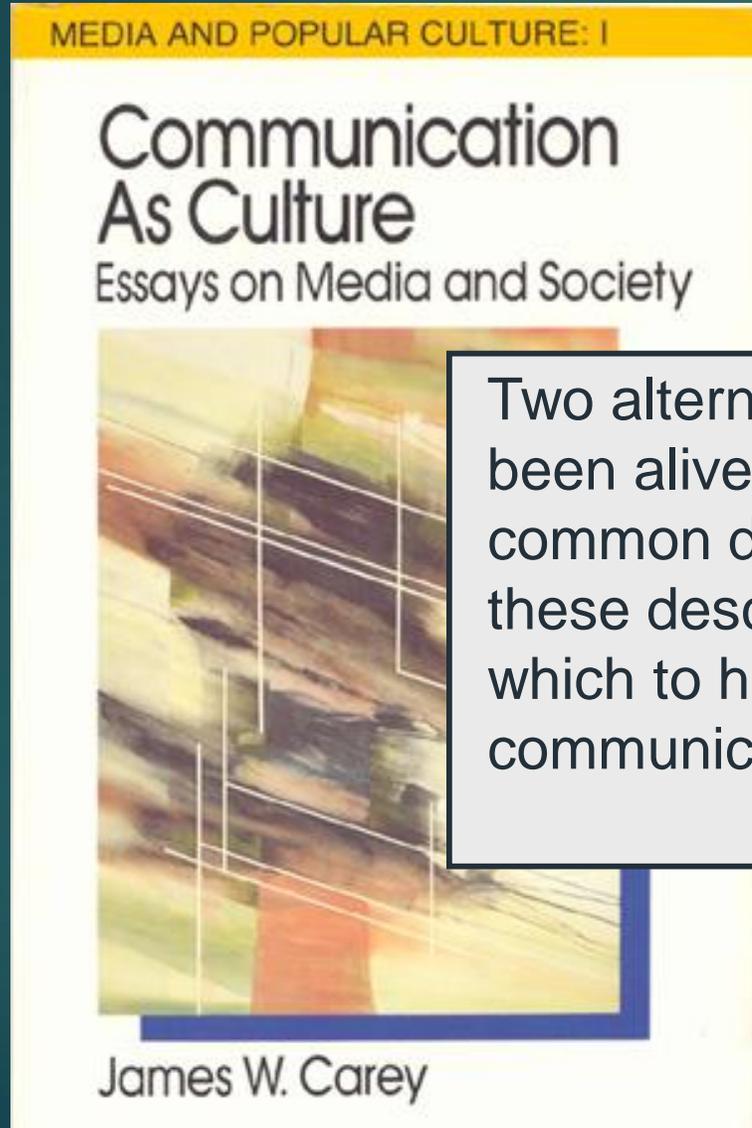
Communication

thought, or feeling so that it is satisfactorily received or understood 3
: to open into each other : CONNECT (the rooms ~) — **com-mu-ni-ca-**
tee \,myü-ni-kä-'tē\ *n* — **communicator** \,myü-nä-'kät-ər\ *n*
com-mu-ni-ca-tion \kä-'myü-nä-'kä-shən\ *n* (14c) 1 : an act or instance
of transmitting 2 **a** : information communicated **b** : a verbal or
written message 3 **a** : a process by which information is exchanged
between individuals through a common system of symbols, signs, or
behavior (the function of pheromones in insect ~); *also* : exchange of
information **b** : personal rapport (a lack of ~ between old and young
persons) 4 *pl* **a** : a system (as of telephones) for communicating **b**
: a system of routes for moving troops, supplies, and vehicles **c** : per-
sonnel engaged in communicating 5 *pl but sing or pl in constr* **a** : a
technique for expressing ideas effectively (as in speech) **b** : the tech-
nology of the transmission of information (as by the printed word or
telecommunication) — **com-mu-ni-ca-tion-al** \-shnəl, -shən-'l\ *adj*
com-mu-ni-ca-tive \kä-'myü-nä-'kät-iv, -ni-kät-iv\ *adj* (1654) 1 : tend-
ing to communicate : TALKATIVE 2 : of or relating to communication
— **com-mu-ni-ca-tive-ly** *adv* — **com-mu-ni-ca-tion-er** *n*



James W. Carey

Review



Two alternative conceptions of communication have been alive in American culture since the term entered common discourse in the 19th century.... We might label these descriptions, if only to provide handy pegs upon which to hang our thought, a *transmission view* of communication and a *ritual view* of communication.

James W. Carey (1989)

Review

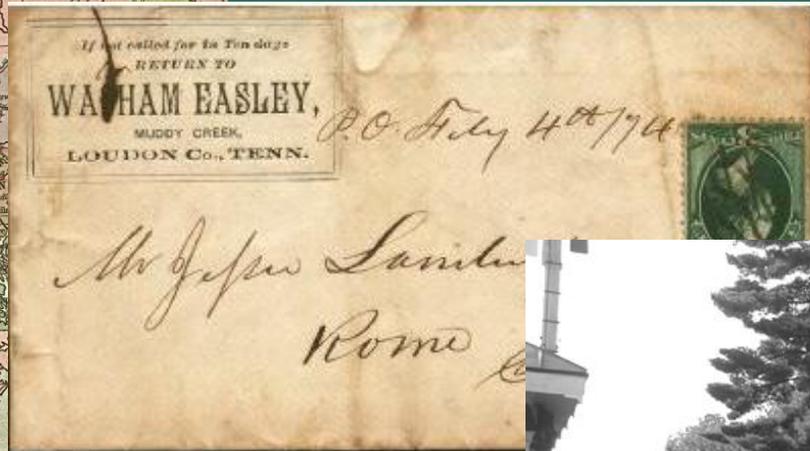
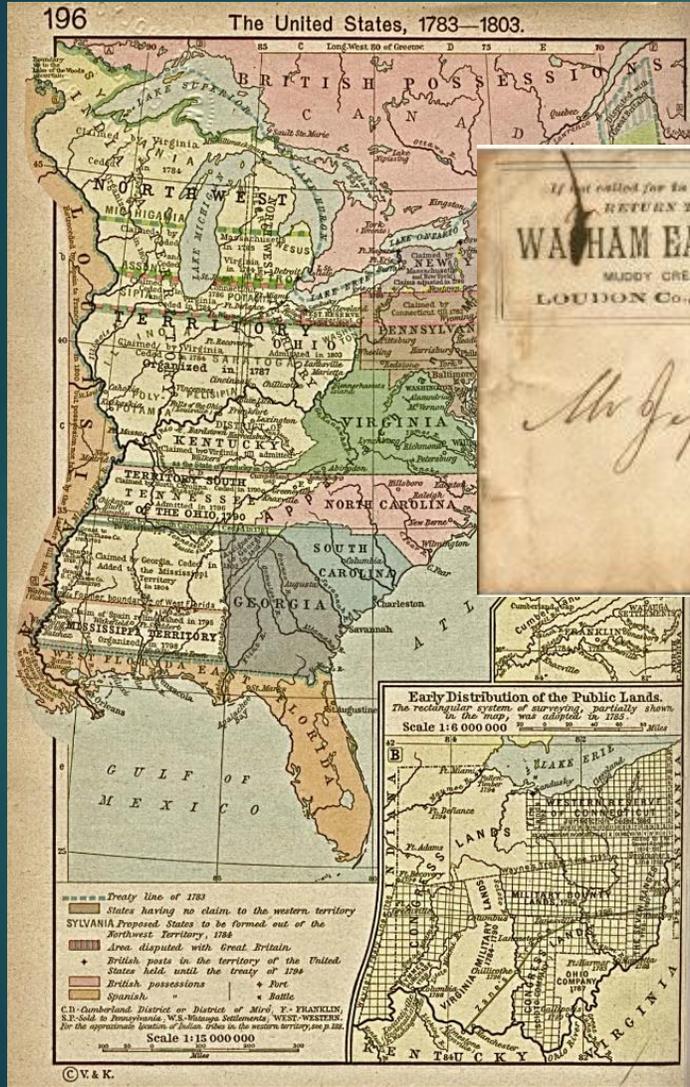
transmission view

The transmission view of communication is the commonest in our culture—perhaps in all industrial cultures—and it dominates dictionary entries under the term. It is defined by terms such as imparting, sending, transmitting, or giving information to others. It is formed from a metaphor of geography or transportation. In the nineteenth century but to a lesser extent today, the movement of goods or people and the movement of information were seen as essentially identical processes and both were described by the common noun “communication.”

James W. Carey (1989)

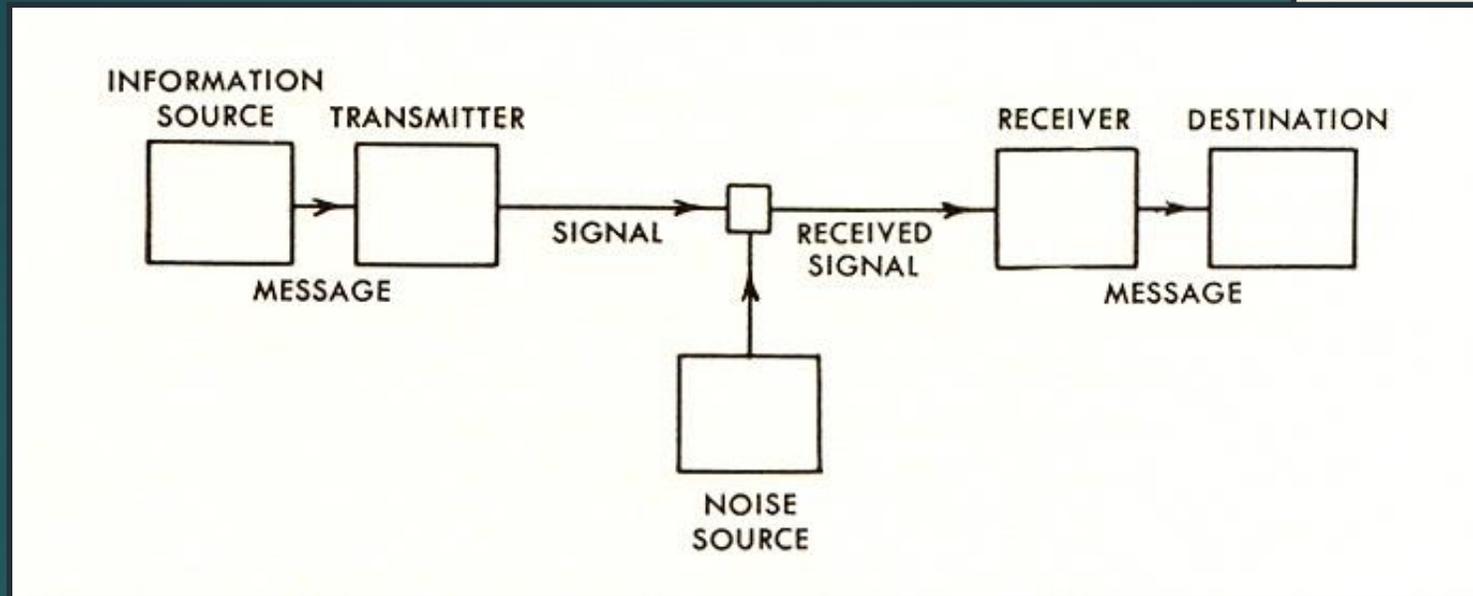
Review

transmission view



Review

transmission view



THE MATHEMATICAL THEORY OF COMMUNICATION

by Claude E. Shannon and Warren Weaver

Product: CTMAIN PubDate: 06-27-2007 Zone: C Edition: HD Page: CMAIN:1 User: behap Time: 06-27-2007 00:14 Color: B

All about the action

'Die Hard' sequel sticks to basics **TEMPO**



GOOD EATING

Savory Memphis

You name it, they barbecue it



Chicago Tribune

Wednesday
June 27, 2007

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"We all thought we were going to be rich," Fernando Chavarin says of the agave craze.

Tequila sun sets on fields of fortune

Agave growers sought to cash in on Mexico's prized liquor, and many now face ruin

By Oscar Avila
Tribune foreign correspondent

AHUACILCO, Mexico — Tequila used to be the ruin of Fernando Chavarin.

The sugar cane farmer has invested \$18,000 to grow agave, the silky plant and raw material for Mexico's national liquor. He couldn't resist jumping in, agave prices had soared because planting had not kept up with the global thirst for tequila.

Unfortunately for Chavarin, thousands of other farmers, and even lawyers and doctors from urban Guadalajara, had the same idea. As the crops planted in 2000 and 2001 reach their cycle for harvest, the market is drowning in agave.

The oversupply has caused prices to tumble to less than \$2 per typical 30-pound plant, from a peak of \$20. Agave farmers are going bankrupt, even burning their crops to dispose of them.

Some farmers have headed to the United States to buy their plants before they rot in the rugged fields of Jalisco state.

"We all thought we were going to be rich," said Chavarin, 51. "But we can't sell our agave. We have the plants for planting. If we don't, we lose it. I'm not going to cry."

The debacle has seen agave farmers and tequila producers try to pin in the roller-coaster cycle of planting that is a response to wild swings in price. The Mexican government now requires agave farmers to register...

If this had been an actual emergency...

By Phil Rosenthal
Tribune media columnist

In the parlance of the Cold War era that spawned the federally mandated Emergency Alert System, a FEMA spokesman would be used throughout Illinois on Tuesday evening, automatically preempting dozens of radio and television stations as if the region faced nuclear annihilation.

Everything from local public broadcasting to music stations—any "unintentional disruption," a Federal Emergency Management Agency spokesman called it—stopped working. From a FEMA contractor's installation of the state's Emergency Alert System satellite receiver in Springfield as part of a nationwide upgrade.

The FEMA spokeswoman said the new Illinois receiver in...

CIA AIRS DIRTY LAUNDRY



"PLUMBER" IN CHIEF: E. Howard Hunt, head of a group called the "plumbers" that tried to stop news leaks in the Nixon administration, got help from Hunt's former agency, the CIA. Along with an alias, Hunt was given a camera that looked like a tobacco pouch, a wig and a "speech alteration device."



SECRET WEAPONS: Sen. Frank Church's committee spent two years investigating the documents that were released Tuesday. At a hearing in 1975, Church held up a poisonous gun designed by CIA technicians. CIA officials said it was never used.

Bungled plots, wiretaps, leaks

Memos, reports confirm rampant agency abuses

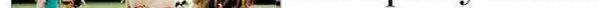
By Stephen J. Hodges and John Creodson
Washington Post

WASHINGTON — The Central Intelligence Agency shined an unrequested light on its dark side Tuesday, making public a 600-page report that documents some of its worst historical abuses, from failed assassinations to illegal spying on Americans to its links with the hajdos...

If one examines a newspaper under a transmission view of communication, one sees the medium as an instrument for disseminating news and knowledge... in larger and larger packages over greater distances. Questions arise as to the effects of this on audiences: news as enlightening or obscuring reality, as changing or hardening attitudes, as breeding credibility or doubt.

James W. Carey (1989)

A camp they can believe in



Watergate burglars whose arrests eventually toppled the presidency of Richard Nixon.

Known inside the agency as the "family jewels," the collection of memos, investigative reports and handwritten journals confirms many details of the CIA's troubled past from the 1950s and '60s. It reveals the determined work of the Americans who behind the scenes tried to conceal some of its darkest deeds behind its cloak of government secrecy.

Many of the allegations are new, but some have been reported before. The CIA's role in the failed assassination of the first vice-presidential pick of the original records. The CIA's darker deeds generated...

MARRIED TO THE MOB: The CIA enlisted the help of Chicago mob boss Sam Giancana in a plot to assassinate Cuban leader Fidel Castro with poison pills, but the scheme went awry.

CIA manufactured poison pills, have become the stuff of popular legend.

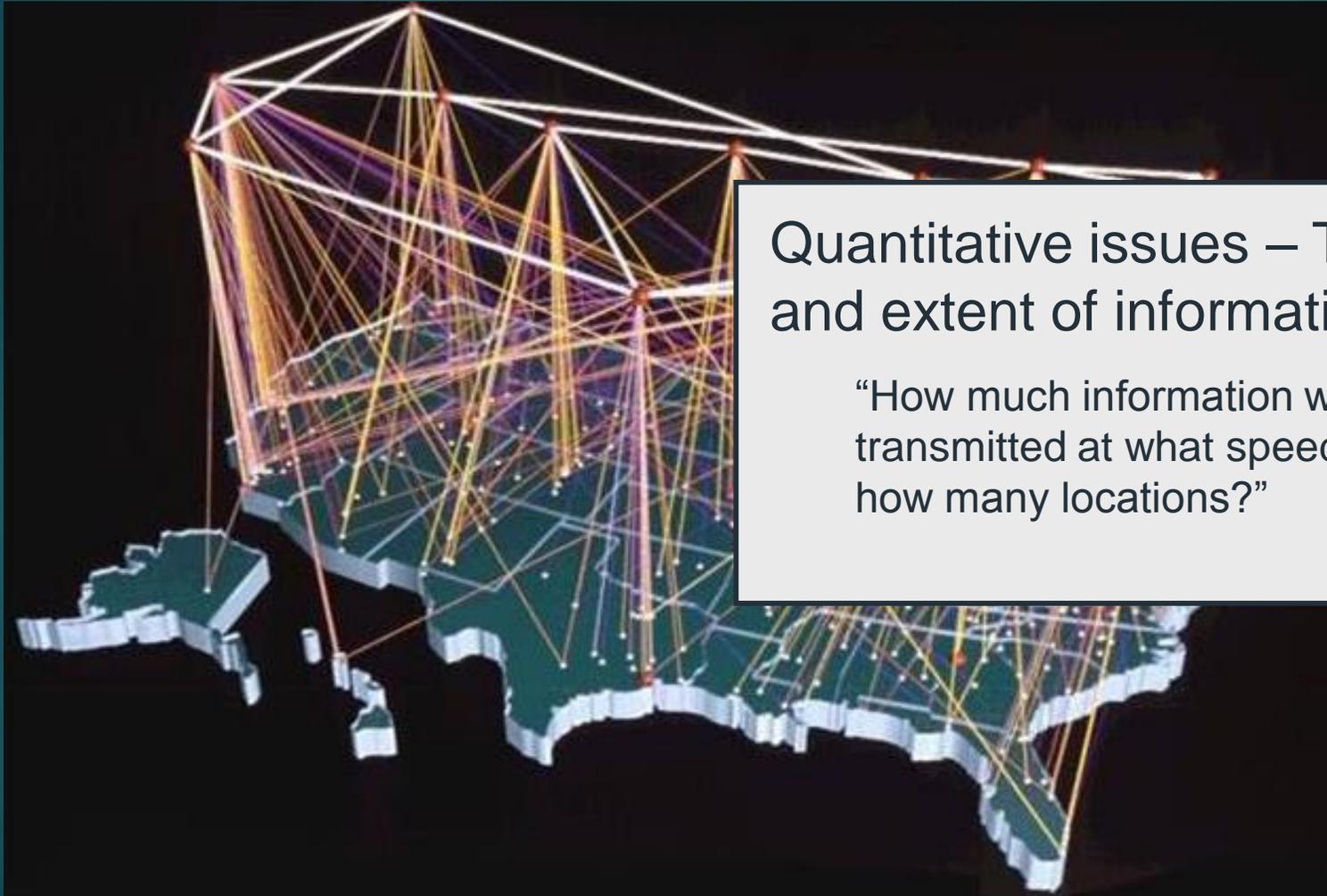
Some episodes, such as the CIA's enticement of Chicago mob boss Sam "Momo" Giancana to help with an ill-fated assassination plot against Cuban leader Fidel Castro using...

INSIDE



Review

transmission view



Quantitative issues – The amount, speed, and extent of information flow

“How much information with how little noise may be transmitted at what speed and over what distance to how many locations?”

Mark Poster (1995)

Review

ritual view

In a ritual definition, communication is linked to terms such as sharing, participation, association, fellowship, and the possession of a common faith. This definition exploits the ancient identity and common roots of the terms ***commonness***, ***communion***, ***community***, and ***communication***. A ritual view of communication is directed not toward the extension of messages in space but toward the maintenance of society in time; not the act of imparting information but the representation of shared beliefs.

James W. Carey (1989)

Review



ritual view



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Chicago photo by Alan Goren

We all thought we were going to be rich, Fernandez

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Agave growers sought to cash in on Mexico's prized liquor, and many now face ruin

By Oscar Avila Tribune foreign correspondent

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The sugar cane farmer has invested \$1,000 to grow agave, the spiky plant and raw material for Mexico's national liquor. He couldn't resist jumping in. Agave prices had soared because planting had not kept up with the global thirst for tequila.

For those prices, we can't even buy a pair of pants to harvest our crops.

—Enrique Mendez, a national agave farmer's union leader

Some farmers have blooded tequila distilleries, begging them to buy their plants before they rot away in the rugged fields of Jalisco state.

—Wally Grogan, a tequila producer

PLEASE SEE TEQUILA, PAGE 20

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PLEASE SEE TEQUILA, PAGE 20

Goof sends presidential

A ritual view of communication will focus on a different range of problems in examining a newspaper. It will, for example, view reading a newspaper less as sending or gaining information and more as attending a mass, a situation in which nothing new is learned but in which a particular view of the world is portrayed and confirmed.

James W. Carey (1989)



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Watersgate burglars whose arrests eventually toppled the presidency of Richard Nixon. Known inside the agency as the "family jewels," the collection of memos, intelligence reports and handwritten letters confirms many details of the CIA's troubled past from the 1950s and '60s. It reveals the determined work of the American espionage bureaucracy to conceal some of its worst deeds behind its sleek cloak of government secrecy.

PLEASE SEE CIA, PAGE 21



A camp they can believe in

Ohio's Camp Quest lets young atheists enjoy summer fun with like-minded children

By Ron Grossman Tribune staff reporter

CLARESVILLE, Ohio — A little boy himself as the nation's first atheist-only summer camp for children. Founded in 1995, it has inspired four similar camps.

PLEASE SEE CIA, PAGE 21

INSIDE

SPORTS

Ditka delivers emotional hit

Ex-coach takes his NFL pension crusade

Review

ritual view

Qualitative issues

How shared performances participate in, define, and maintain specific communities.

Redundant and repetitive practices that define and sustain distinct communities.



Review

transmission or ritual

Transmission and ritual views are
not mutually exclusive

Review

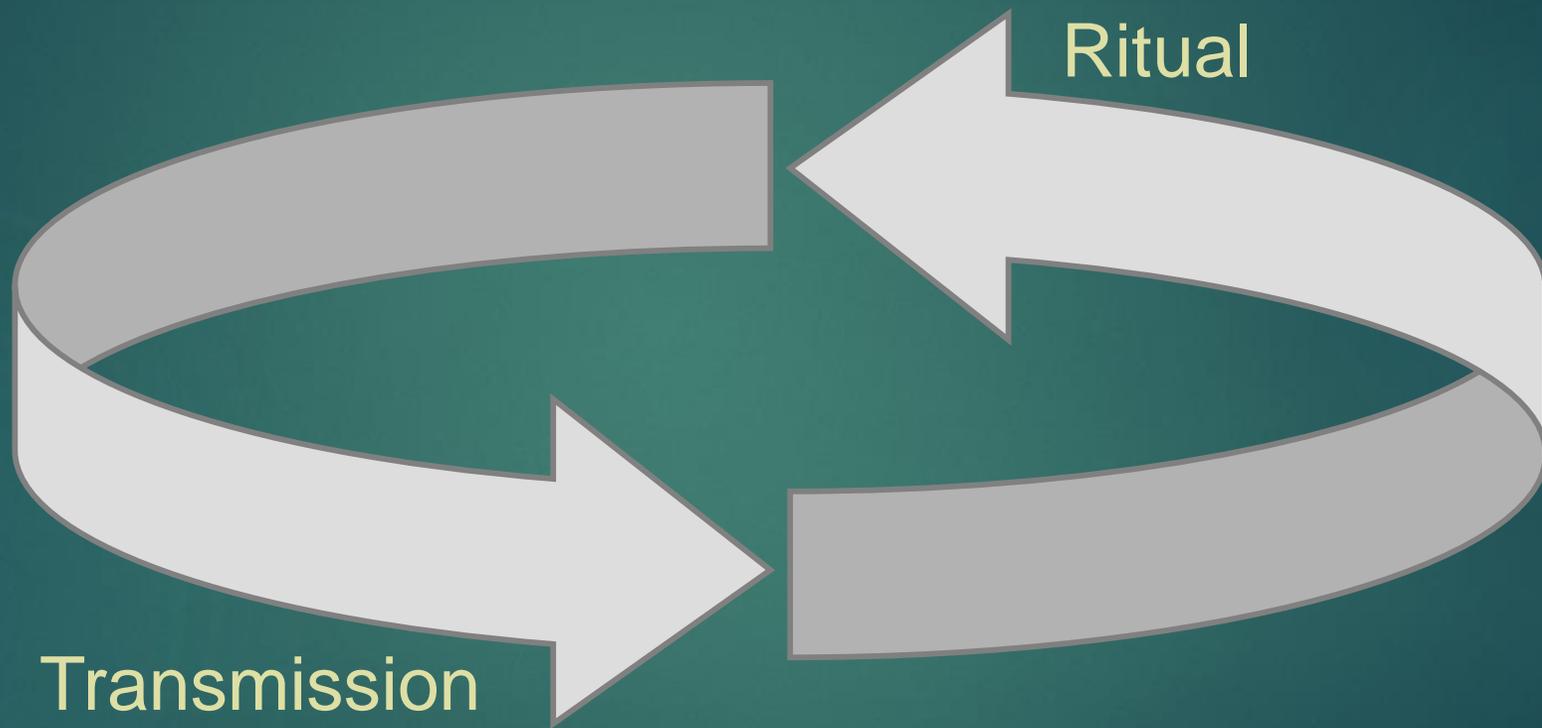
transmission or ritual

Neither of these counterposed views of communication necessarily denies what the other affirms. A ritual view does not exclude the process of information transmission...It merely contends that one cannot understand these processes aright except insofar as they are cast within an essentially ritualistic view of communication and social order. Similarly, even writers indissolubly wedded to the transmission view of communication must include some notion to attest however tardily to the place of ritual in social life.

James W. Carey (1989)

Review

transmission or ritual





Transmission View

Quantitative issues
Content & Information
Control

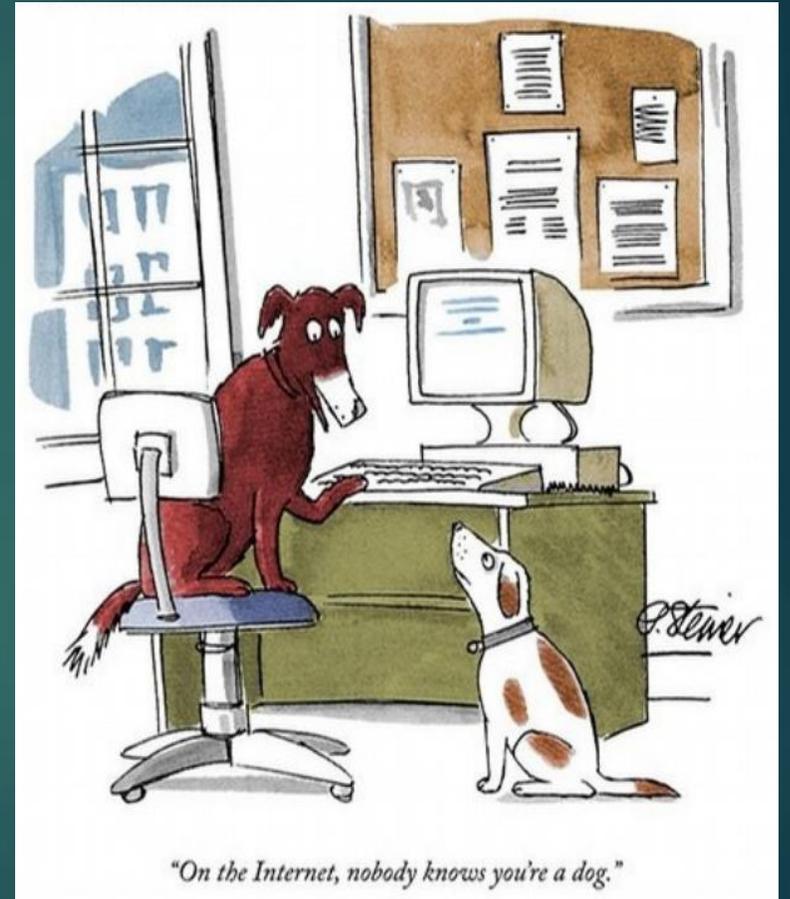


Ritual View

Qualitative issues
Community & Cohesion
Sharing

Today

- ▶ Avatars & Identity
 - ▶ *Gaming the System* - ch. 2
 - ▶ Julian Dibbell - *A Rape in Cyberspace*



Preview

- ▶ Virtual Worlds
 - ▶ Castronova – Virtual Worlds
 - ▶ *Gaming the System* – ch. 3

