

Marketing Media Development and Communication

Communication

The transfer of information from one person to another

- Sender
- Message transmitted
- Receiver

Types

Verbal Language
Drawings/images
Written language

Media / Mass Media

Media (singular: medium) is the channel or tool used to communicate - audio, print, analog, or hand produced. The term is often used to refer to the type of media: news media, broadcast media. Mass Media: the movement from individual or small group communication to communicating to large audiences with a single transmission.

Types

Newspaper
Radio
Television

Careers

Radio DJ
Journalist
Type setter
Press operator
Television anchor
Cameraman
News director

Multimedia

Multimedia is media that uses a combination of forms of communication. Multimedia was initially used for presentations, incorporating audio with printed or digital graphics. PowerPoint became a powerful tool for this, and further software development began the era of interactive media, sometimes referred to as rich media.

Types

Presentations
Software
Animation

Careers

Presentation developer including: audio, graphics, animation, and video
Advertising designers
Software developer
Animator

Digital Media

Digital media refers to media that is created, transmitted and received digitally. It is sometimes referred to as new media. Graphics, animation, audio, video, and web development are used in an integrated manner, as needed, to meet communication needs.

Types

Integrated use of graphics, animation, audio, video, and web

Careers

Digital media careers include media development in the individual areas of graphics, animation, audio, video and web development that require the individuals to work cooperatively for one end product. Many small businesses have opportunities for digital media specialists who work across areas.

Social Media

Media specifically designed to foster communication through social interaction. Social media is designed to be very accessible to encourage social and interactive dialogue. Communication is user generated.

Types

Websites

Careers

Web design
Web site management
Blogger
Independent publisher of art work, books, ezines,
Marketing and marketing management