

Communication Studies as a Framework

Thr, July 9 (Week 3.5)

Reality Framework



Historical Framework



Oct. 4, 1960
M. L. HEILIG
2,955,156
STEREOSCOPIC-TELEVISION APPARATUS FOR INDIVIDUAL USE
Filed May 24, 1967
5 Sheets-Sheet 1

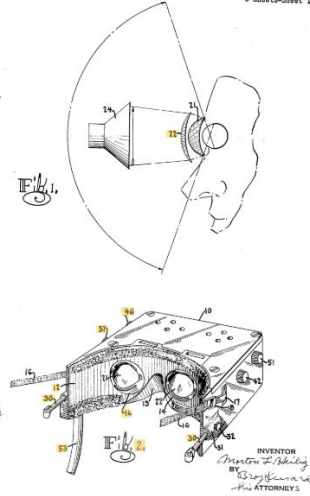


Figure 2: Different styles of wearable computing hardware.

Technological Framework

VR	MR	AR	AR
Oculus Quest	Samsung Odyssey	Google Glass	Microsoft HoloLens
Opaque Display	Opaque Display	Transparent Display	Transparent Display
No See-through	Video see-through	Optical see-through	Optical see-through
Binocular	Binocular	Monocular	Binocular



Communication Studies as a Framework

How should we speak?

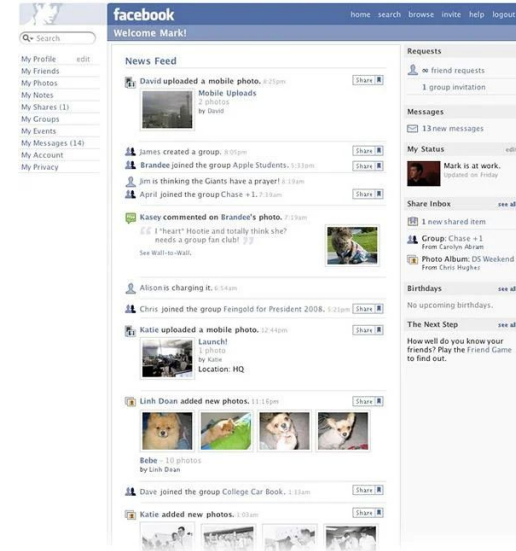
How should we write?

How should we interpret someone talking through a radio?

A.k.a. Media Studies



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Communication Models

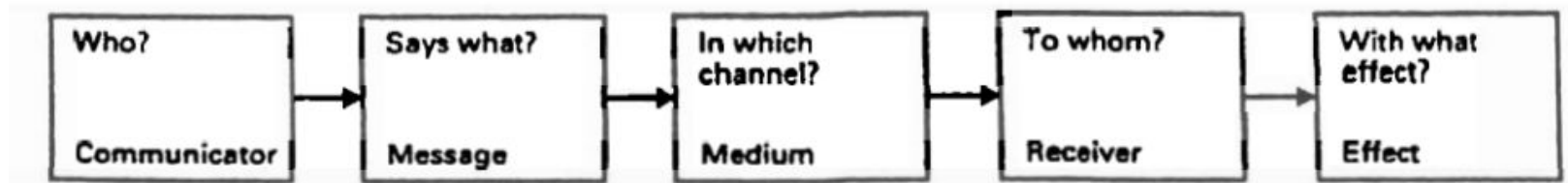
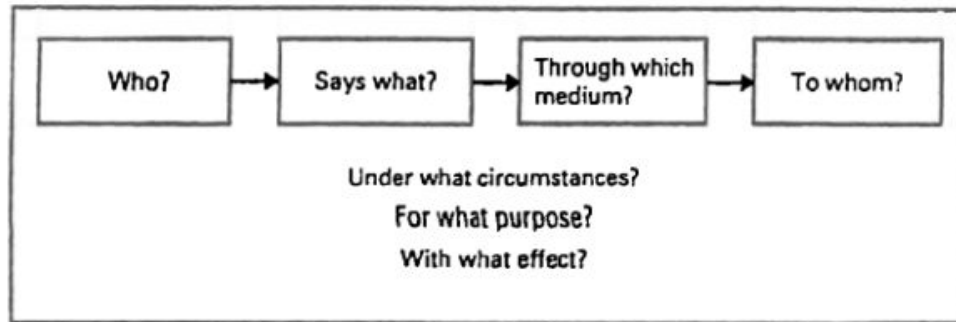


Fig. 2.1.1

The Lasswell Formula with corresponding elements of the communication process (Lasswell 1948).



Braddock's extension of the Lasswell Formula.

Communication Models

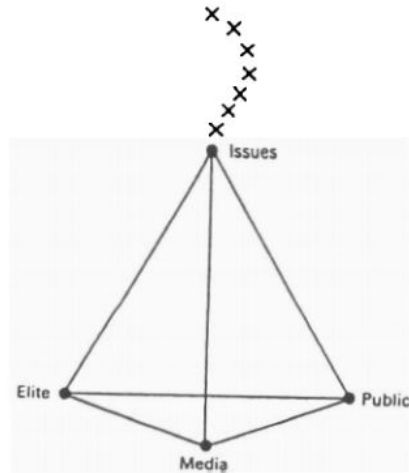


Fig. 2.4.2 A 'kite' co-orientation model, showing the relations between élite, media, public and issues,

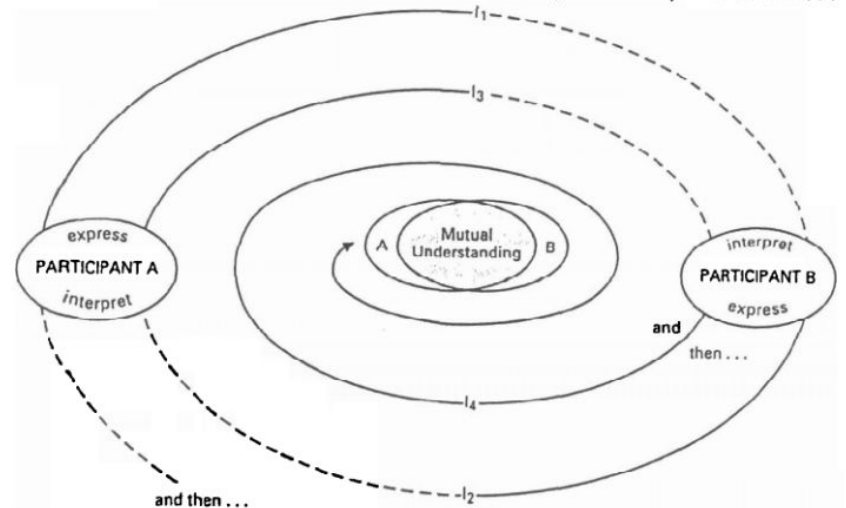


Fig. 2.4.4 A convergence model of communication (Rogers and Kincaid 1981).

AR in a Communication Model

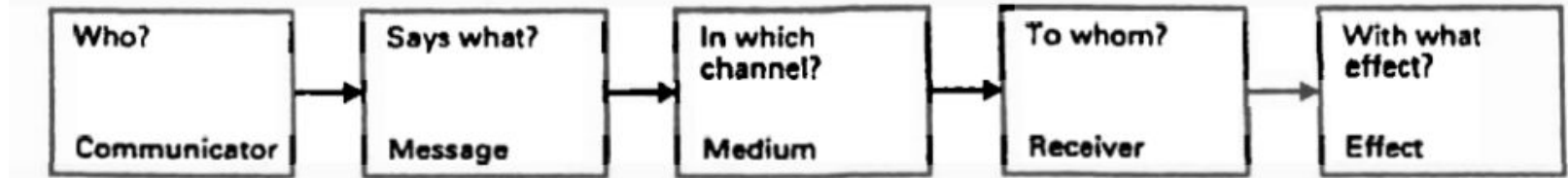
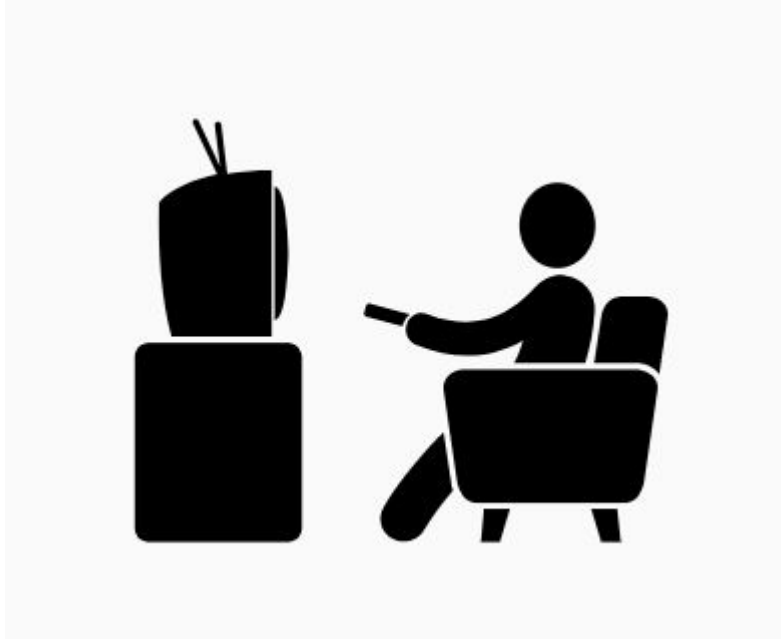


Fig. 2.1.1 The Lasswell Formula with corresponding elements of the communication process (Lasswell 1948).

Radio/TV for One-way Communication



Mass Media

Mass media: a source sending their message to all the receivers.

One-way communication: no feedback loop from receivers.

One-way communication are often close to mass media.

Not the only popular option anymore.

Even TV/radio have much more channels now and are less centralized.

Internet for Two-way Communication



AR Headset as a Medium

Two-way communication

Spatial and personalized messages

Would implementation of a bi-directional mass media become possible?