

# Other Relevant Communication Theories

Thr, July 9 (Week 3.5)

# Media is the Message (McLuhan, 1964)

Content is of course message, which it is obvious, and from a perspective, even distractive.

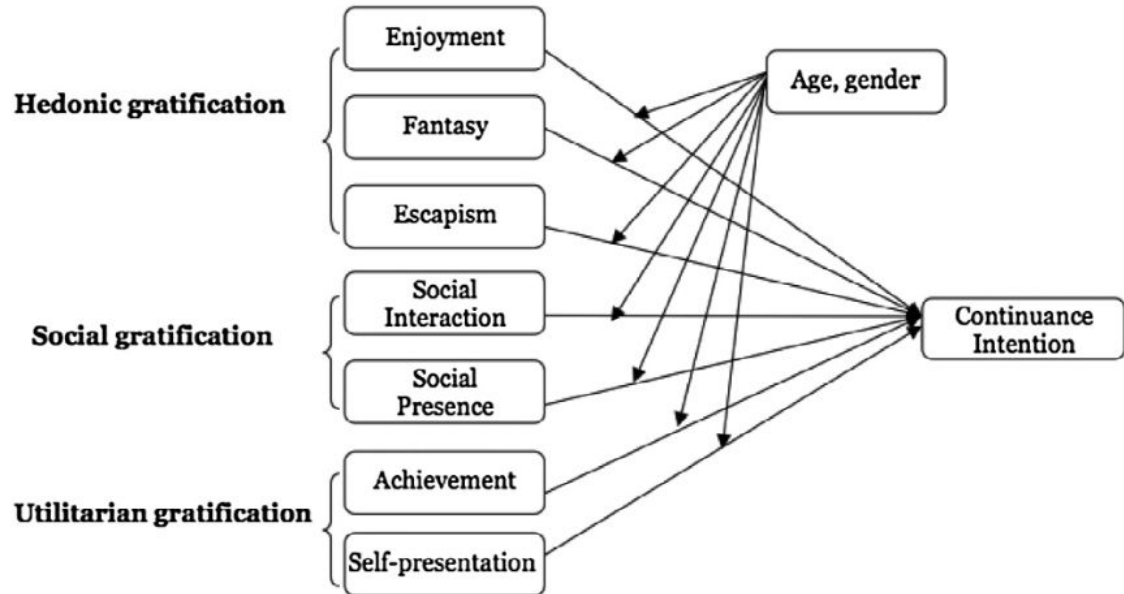
Example: With the advent of radios, a large portion of their impact came from the existence radios at homes, not solely from what came out from them.

From book “Understanding Media: The Extensions of Man”

# Uses and Gratification theory

Why do people use media?

Example from “Modeling hedonic is continuance through the uses and gratifications theory”



# Framing and Priming

Framing: making people to follow a certain way of thinking.

Priming: making people to think about something.

Question:

Is people buying diamonds because of the “diamonds are forever” campaign a case of framing or priming?

# AR in a Communication Model

Who are the communicators when one is wearing an AR headset?

What are the messages?

Does the framework below help you understanding AR?

