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presentation

# Media Studies 2.0

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David Gauntlett  
William Merrin

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# 01 | Media Studies

A Background



David Gauntlett  
(2009,2011)

- A British sociologist and media theorist.
- Published Media studies 2.0 online in 2009



William Merrin  
(2009)

- Senior Lecturer in Media Studies at the University of Wales, Swansea
- Published 'Media Studies 2.0: My Thoughts

# 01 | Media 1.0



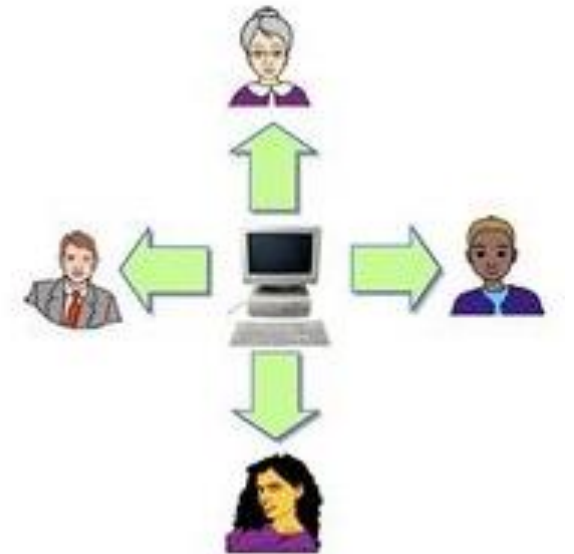
Media studies is an academic discipline, and field of study of mass Media

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# 02 | Media Studies 1.0

This traditional approach to Media Studies, which is still dominant in a lot of school and university teaching, and textbooks.

- 1 Popular culture < Expert
- 2 Non-expert audience → Receivers
- 3 Formal media industries → Producers
- 4 A phenomenon to accept without criticism of large publishers and media institutions
- 5 Vague recognition of the internet and new digital media, as an **'Add on'** to the traditional media



Read  
 Search  
 Copy and paste  
 Passively consume  
 Control

## 03 | Web 2.0 and Media 2.0

Definition and

“Harnessing collective intelligence”

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Individuals should open themselves to **collaborative projects** instead of seeking to make and protect their 'own' material.

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Every one engaged in media studies will be making, creating  
developing a critical understanding of the media in the wider society

afreecaTV 

You Tube

WIKIPEDIA  
The Free Encyclopedia

facebook®

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## 03 | Web 2.0 and Media 2.0

Dark Side

Users knowingly or unknowingly participate in their own surveillance by the Corporations who often have access to our data

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# 04 | Media Studies 2.0

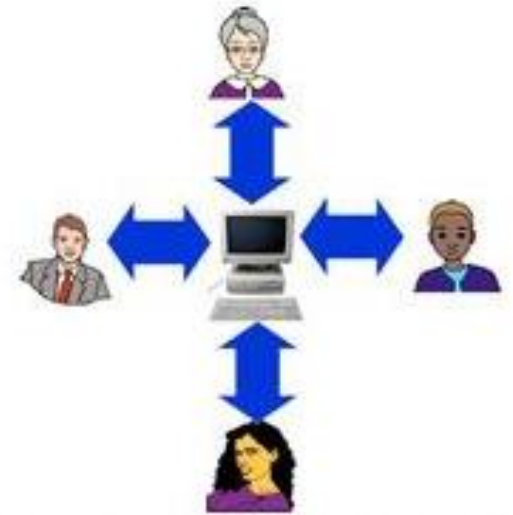
The changing media landscape in which the categories of Audiences-→Producers

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- 1 Expert ->Diverse array of audience members
  - 2 Classic Media ->DIY media
  - 3 Passive -> Widespread creation and participation.
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A belief that students should be taught how to 'Read' the media in an appropriate 'critical' style;

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Read, write, publish, interact  
 Personalise - RSS  
 Collaborate, network,  
 Actively participate  
 Connect



# 05 | Conclusion

Media Studies 1.0 VS Media Studies 2.0

Media Studies 1.0	Media Studies 2.0
Experts	Audience members
To celebrate key text. Media industries. Well known	Massive and independent Media
Celebrities	International dimensions Diverse perspective on media and society being worked on around
Appropriate 'critical' style	Critical eye and contemporary media techniques.
Traditional media	New digital media
People=non-expert audience=receiver	People=receiver=producer

# 05 | Conclusion

Media Studies 1.0 VS Media Studies 2.0

TIME TO UPGRADE MEDIA STUDIES ...  
A DIGITAL MEDIA RESOURCE FOR MEDIA STUDIES STUDENTS AND  
SCHOLARS.  
-Willam Merrin-

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Presentation

Thanks  
for Listening