Week 3 Assignment

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The distribution mechanism controls the issues addressed in music and TV in that the IT-based, online environment allows group creations to get integrated content. Highlight and newsmakers can get access to the news library all day and night and quicker and cease from keeping many small scale documents that litter most of the telecast associations’ halls. In embracing the change in the media file, there must be motivation in terms of cost, exertion, and time (Lotz, 2016). Having a computerized innovation may help in safeguarding the media content and make it accessible through most channels and to most people. Distribution of music and TV are controlled by monster companies that focus on benefits, TV, and film creation. There are cycles of specific classes, subgenres, hybrid movies into TV arrangement, items inside the generation that is set apart by band codes that are unbending, traditions that are equation-based, as well as ideological limits. The entrepreneur values are underpinned by the media culture, and it is a site of battle as well, between classes, social gatherings, races, and sexual orientations (Lotz, 2016). The impacts of media society need to be examined. The organization of cultural structure is by traditions, and society generation investigation can show the codes in play. Digital communication has made time shorter by reducing the separation in different space focus, and this has made people feel that national, globe and local space is old. The current digital media is able to reach each individual everywhere. This is essential because if time and space are not restricted, the control of the message and its creation will be of no benefit. In the national realm, most people work from their own homes (Lotz, 2016). Exchanging work through the internet is more comfortable and saving the hours that were altered in the old days. Data innovation has made it easy for the bosses to be in touch with their representatives.

References

Lotz, A. D. (2016). The paradigmatic evolution of US television and the emergence of internet-distributed television. *Revista ICONO14 Revista científica de Comunicación y Tecnologías emergentes*, *14*(2), 122-142.