

SCOM INFOGRAPHIC on CHAPTERS 1-7

I picked these chapters because media isn't just something we consume, it's a force that influences how we view ourselves, others, and the world around us. From music that hits us right in our emotions, to movies that mirror our battles and aspirations, all the way to social media that brings us together (and sometimes tests us).

These chapters opened my eyes to the real influence media has on our lives.

Every one of them showed me just how impactful storytelling can be. It's not only in movies or music, but also in how it connects each and everyone one of us, drives change, and makes us feel understood. I wanted to explore the media that raised us, moved us, and made us think, because understanding it means understanding ourselves.

Chapter 1: Media, Culture, and Communication

- Media = ways we share info (like TV, TikTok, radio)
- Culture = shared values, beliefs, and traditions
- Mass communication = sending messages to lots of people
- We need media literacy to think critically about what we watch, read, or scroll through



Internet & Digital

Chapter 2: The Internet and Digital Media

- The internet changed everything — now we talk, shop, and learn online
- Social media gives us a voice, but also spreads fake news
- Digital media lets us interact (not just watch)
- Privacy is a big issue — companies track our online habits

Chapter 3: Digital Gaming and the Media Playground

- Video games are more than fun — they build skills and communities
- People play online together and even watch others play on Twitch
- Games have different genres (like action, role-play, sports)
- Gaming is a huge industry — even colleges offer scholarships for it



Music and Sound

Chapter 4: Music and Sound Recording

- Music used to be on records and CDs — now it's streamed on apps
- Artists can go viral through TikTok or SoundCloud
- Music helps us express identity, emotions, and culture
- Technology changed how we make, share, and listen to music

Chapter 5: Radio and Podcasts

- Radio started with Morse code — now it's streaming, podcasts, and smart speakers
- Podcasts are like on-demand talk shows you can listen to anytime
- Radio still reaches lots of people every day — it's not dead!
- Shows like The Daily or This American Life mix news and storytelling



Television & Streaming

Chapter 6: Television and Streaming

- We used to watch TV on a schedule — now we binge shows on Netflix
- Streaming platforms let us watch what we want, when we want
- TV now includes shows from all over the world
- Algorithms suggest shows, but also shape how we see the world

Chapter 7: Movies and Visual Power

- Movies started silent and black-and-white — now we have huge global franchises
- Films reflect society, teach lessons, or spark change
- Platforms like Netflix and Disney + let people skip theaters
- Today, anyone can be a creator — not just Hollywood



Movies & Visuals