









1.  **Epistemological shift:** From 20th century WORD to 21st century IMAGE.
Question: What are the trade-offs of living in a media culture dominated by the IMAGE?
(Symbol: SCREENS).
2.  **Technological shift:** From 20th century ANALOG to 21st century DIGITAL.
Question: What are the trade-offs of living in a media culture in which most forms of information can be digitized, converted to a binary code of ones and zeros? (Symbol: PERSONAL COMPUTER).
3.  **Personal Shift:** From 20th century MASS media to 21st century PERSONAL and PARTICIPATORY (NEW) media. *Question: What are the trade-offs of living in a media culture that demands personal participation?* (Symbol: FACEBOOK).
4.  **Aesthetic shift:** From 20th century DISCRETE media platforms to 21st century CONVERGENT media platforms. *Question: What are the trade-offs of living in a convergent media culture?* (Symbol: the so-called SMART PHONE).
5.  **Political shift:** From 20th century REGULATION to 21st century DE(RE)REGULATION.
Question: What are the trade-offs of living in a de(re)regulated media culture? (Symbol: the 1996 Telecommunications Act).
6.  **Economic shift:** From 20th century COMMERCIALISM to 21st century HYPER-COMMERCIALISM and CORPORATE CONSOLIDATION. *Question: What are the trade-offs of living in a hyper-commercial corporately-consolidated media culture?* (Symbol: MTV).
7.  **Discursive shift:** From 20th century OBJECTIVE news to 21st century SUBJECTIVE news. *Question: What are the trade-offs of living in a subjective media culture?* (Symbols: Talk Radio, Civic Journalism, the "blogosphere.")
8.  **Cultural shift:** From 20th century privacy to 21st century surveillance.
Question: What are the trade-offs of living in a media culture in which our media user data is monitored, collected, stored, analyzed, and shared?
(Symbol: Google and the NSA.)

Medium: *A form of communication; a storytelling environment.*

Media Education: *An educational approach that gives media users greater freedom and choice by teaching how to access, analyze, evaluate and produce media.*