

Chapter 2 – History of new media

1800s – messages over wires – Samuel Morse popularized the **telegraph**

Telegraph

- First encoded by telegraph operators who converted words into letters by hand and each letter into **Morse code**
- Later automated by teletype machine which sped up the process
- Telegraphs pioneered input devices, storage devices, and underlying technological methods such as “multiplexing” (sending more than one message at a time to make the most of the limited amount of capacity available on wires)
- Allowed instantaneous communication over long distances for the first time
- Made control at a distance easier
 - Workers able to control their employees from far away or shippers could gain knowledge about their far away market and ship at the lowest price
- One of the first new media where advertising was used

Harold Innis

- Canadian professor of economics at University of Toronto
- “staples” theory
 - Explain economic life in terms of basic (“staple”) trading goods in an economy (eg fish, wheat, furs)
- Author of seminal works on media, communication theory, Canadian economic history
- Attributes parts of Britain’s power to the use of the telegraph

Scanning – process of sending images through telegraph that were created by making small dots and dashes while the photo was in a drum

Paper tape – using small holes in paper tape to represent code

Metcalf’s Law – the value of a network increases as the number of connections increases

- Most people end up getting emails or telephones because the value of the networks grow more and more and not being part of that network means not having access to something increasingly valuable

Telephone

- Surge in usage that telephone companies couldn’t keep control of
 - Reserved for emergencies
- Using a telephone was a learned cultural experience
- Became even more common than having electricity in a household

Radio

- Brought importance of amateurs to media
- Identified new business models such as advertising
- Regulation of content
- US model of radio was private
- UK model was public

- Canadian was mix