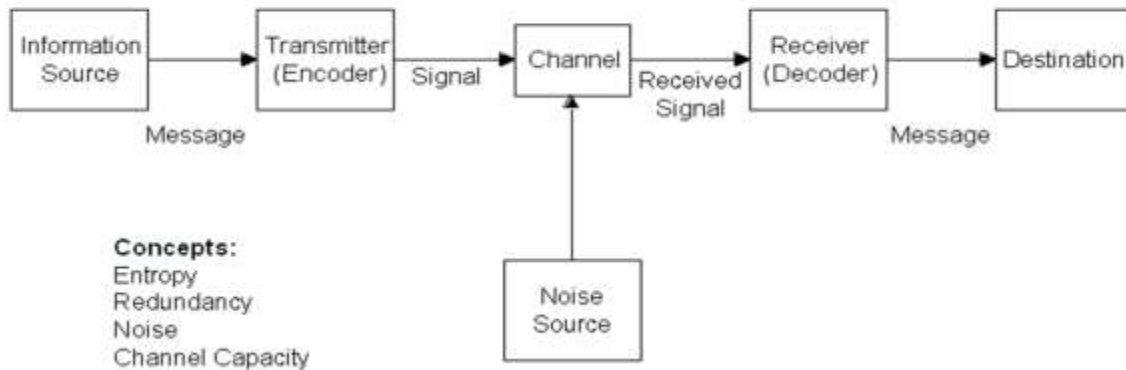


Varies Thai channels to deliver film project

Information System Theory: IST

Describe the power behind information and communication technology. information structure system spread and information control By applying system theory (System Theory)

The Shannon-Weaver Mathematical Model, 1949



From this model, it can be seen that "information sources" will act to create messages or news content, which may be words, writings, music or pictures, etc. "Transmitter" or "translator", this signal is adapted to suit the "contact" or "channel" to the "receiver", the role of the "receiver" converts the received signal back into that the "message" reaches the destination of communication

The main concepts of the theory of information systems transmitted or communicated in today's society.

- 1) Machine-to-Machine communication
- 2) Human-to-Human communication
- 3) Machine-to-Human communication

Information System Theory: IST

Describe the power behind information and communication technology.
information structure system spread and data control



Media theory determines the rules of society. Marshall McLuhan

The Medium is the Message

The medium "(medium) may no longer be the passage of the message" (message) that the sender wants to deliver to the receiver. but with equal or greater power and influence than the actual substance

There is a belief that technology is the main cause, driving change in other areas.

Concept When communication technology has changed What impact will it have on the social, institutional and individual levels?

The advancement of communication technology has expanded the finite experience of the individual to become more and more expansive. both in terms of time Many people can know the story anywhere. Within a quick period or at the same time, even in different hemispheres, stories can be heard in real time through the web, the Internet.

“Just the medium is the message” (medium is the message).

can already have a transformative effect on the human experience. The technology that is transformed into a medium or the way the message is delivered all influences how the receiver perceives the message. Today's media receives and sends fast. The receiver has yet to decipher the content The messenger wants to convey The substance had already gone far and had already passed through the perceptions of many people. Difficult to restore the original essence. risk of misinterpretation with decoding the message that the messenger wants to communicate first

Social and cultural theories determine information and communication technology.

Under what conditions of social change will be the origins of different types of technological progress Under what conditions of social change will be the origins of different types of technological progress? Social conditions are the main cause. As for the development of technology, it will become a result, believing that each society has its own conditions and culture. These are the things that will define the different technologies. To that society, including information and communication technology.

The idea that progress in human culture is Organized and harmonious "universal evolution"

1. Technical system (technological system) Tools appliances related to the way of life of human beings

2. Sociological system (sociological system) Interpersonal relationships in a society expressed in the form of behavioral patterns.

3. Ideological system: thoughts, beliefs, and knowledge expressed through the use of symbols, spoken language, written language, poetry, etc.

These three subsystems are combined into the social and cultural system of society as a whole. The system must be harmonious. Any changes made will also affect other subsystems.

Independent variables include technical systems. (technological system)

Dependent variable: Kai Kae, sociological system (sociological system)

“When the first system changed The latter system will have to change accordingly.”



Social mechanisms are what make technology. Therefore, science, technology, and society will always be related to each other. Knowledge, innovations, and various information technologies have been developed because of the systems or mechanisms of that society that allow or encourage thinkers. Various scientists and technologists who come up with knowledge, innovations, and technologies aim to be used as a mechanism to drive activities in various systems of society (economics, politics, international relations).