

Lecture 1

What's the most common
device in the world?



Why Media?

Types of information collected if you flew

- 1. PNR record locator code
- 2. Date of reservation
- 3. Date(s) of intended travel
- 4. Name
- 5. Other names on PNR
- 6. Address
- 7. All forms of payment information
- 8. Billing address

And also. . .

- 9. Contact telephone numbers
- 10. All travel itinerary for specific PNR
- 11. Frequent flyer information (limited to miles flown and address(es))
- 12. Travel agency
- 13. Travel agent
- 14. Code share PNR information
- 15. Travel status of passenger
- 16. Split/Divided PNR information

And . . .

- 17. Email address
- 18. Ticketing field information
- 19. General remarks
- 20. Ticket number
- 21. Seat number
- 22. Date of ticket issuance
- 23. No show history
- 24. Bag tag numbers
- 25. Go show information

And . . .

- 26. OSI information (Other Supplementary Information)
- 27. SSI/SSR information Special Service Information/Request (e.g. assistance/diet)
- 28. Received from information
- 29. All historical changes to the PNR
- 30. Number of travelers on PNR
- 31. Seat information
- 32. One-way tickets

Oh, and also

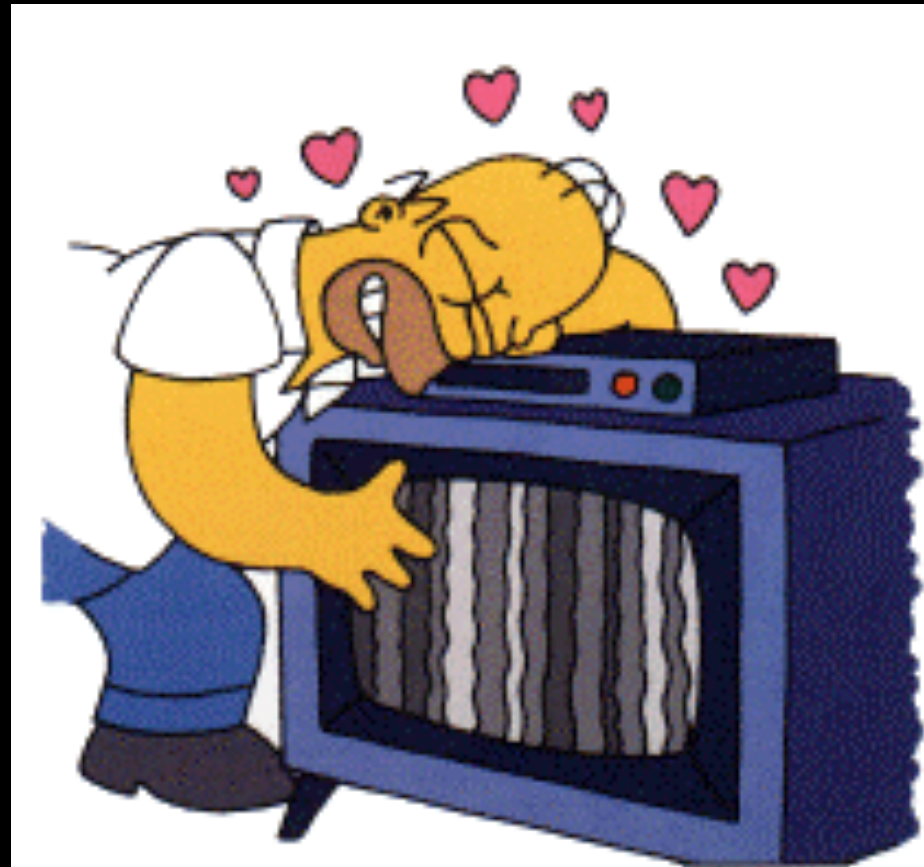
- 33. Any collected APIS information
- 34. ATFQ fields (Automatic Ticket Fare Quote)

Communication Studies at McGill

- Asks the “why media” questions
- Critical, historical and theoretical analysis of communication in culture, communication institutions and technologies and communication policy

What isn't Communication Studies?

Media appreciation



How to have happy relationships



How to “produce”



How to “be a good communicator”

The Great Communicator



Introduction
Chronology
Commentary

The Speeches

Speech Challenge
Read More About...

How to make it in the media business



Partial Outcomes of Branching Matrices

