

Week 9 materials

Examples of articles from the 4 Topic areas:

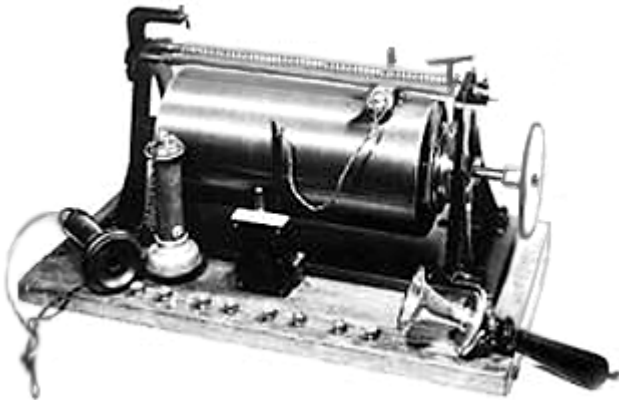
- Technology
- Media
- Advertising
- Economy

1. Technology

<http://inventors.about.com/library/inventors/blansweringmachines.htm>

The History of Answering Machines

By Mary Bellis



According to "Adventures in Cybersound - Valdemar Poulsen":
Valdemar Poulsen, (b. Nov. 23, 1869, d. July 1942), Danish telephone engineer and inventor, best known for his Telegraphone, which he patented in 1898. It was the first practical apparatus for magnetic sound recording and reproduction. It was an ingenious apparatus for recording telephone conversations. It recorded, on a wire, the varying magnetic fields produced by a sound. The magnetized wire could then be used to play back the sound.

According to Phontel:

Mr. Willy Müller invented the world's first automatic answering machine in 1935. The first answering machine was a three-foot-tall machine popular with Orthodox Jews who were forbidden to answer the phone on the Sabbath. The Ansafone, created by inventor Dr. Kazuo Hashimoto (Phonetel), was the first answering machine sold in the USA, beginning in 1960.

According to Casio from *Casio TAD History (Telephone Answering Devices)*:

CASIO COMMUNICATIONS created the telephone answering device (TAD) industry as we know it today by introducing the first commercially viable answering machine a quarter of a century ago. The product - the Model 400 - is now featured in the Smithsonian... ..In 1971, PhoneMate introduced one of the first commercially viable answering machines, the Model 400. The unit weighs 10 pounds, screens calls and holds 20 messages on a reel-to-reel tape. An earphone enables private message retrieval.

The first digital tad was invented by Dr. Kazuo Hashimoto of Japan in mid-1983. US patent 4,616,110 entitled Automatic Digital Telephone Answering.

Voicemail - Voice Mail

U.S. Patent No. 4,371,752 is the pioneer patent for what evolved into voice mail, and that patent belongs to Gordon Matthews. Gordon Matthews held over thirty-three patents. Gordon Matthews was the founder of the VMX company in Dallas, Texas that produced the world's first commercial voice mail system, he has become known as the "Father of Voice Mail."

"When I call a business, I like to talk to a human" - Gordon Matthews.

Gordon Matthews - Voicemail Inventor

In 1979, Gordon Matthews formed his company, VMX, of Dallas (Voice Message Express). He applied for a patent in 1979 for his voicemail invention and sold the first system to 3M.

2. Media

<http://www.theregister.co.uk/content/7/34354.html>

IT giants fingered over links to China

By Tim Richardson

Posted: 04/12/2003 at 17:07 GMT

A human rights organisation has written to more than a dozen of the world's leading IT companies urging them to take a stand against the Chinese government's repression of the Internet.

Reporters Without Borders - which fights for press freedom - has written to the bosses of Microsoft, Intel, Thomson, Nortel Networks, Hewlett-Packard, Logitech, Oracle, NEC, Samsung, Sun Microsystems, IBM, Yahoo! and Alcatel saying that they are all selling gear that helps the Chinese government spy upon and crack down on people using the Internet.

"All of them [the bosses of the IT giants] should feel responsible for the plight of China's embattled Internet users," said Reporters Without Borders in a statement.

Singling out individual companies, Reporters Without Borders claimed that "Cisco Systems supplies special online spying systems while Intel just sells its standard products".

It went on: "Yahoo! agreed to change its portal and search-engine to facilitate censorship in exchange for access to the Chinese market, while South Korea's Samsung is simply selling its goods to a neighbouring country."

No one from Cisco, Intel or Yahoo! was available for comment at the time of writing.

Of course, this isn't the first time that the IT industry has been fingered for its involvement in China.

A year ago, Cisco Systems, Nortel Networks, Microsoft, and Sun Microsystems, among others, were accused of aiding and abetting human rights violations in China by Amnesty International.

The human rights watchdog argued that China depends on the technological expertise and investment of foreign companies that provide technology which is used to restrict fundamental freedoms.

Amnesty listed how the Chinese authorities have "introduced scores of regulations, closed Internet cafes, blocked e-mails, search engines, foreign news and politically-sensitive websites, and recently introduced a filtering system for web searches on a list of prohibited key words and terms".

3. Advertising

<http://www.aber.ac.uk/media/Documents/gaze/gaze11.html>

Notes on 'The Gaze'

Daniel Chandler

Categorizing facial expressions

Rather than 'reinventing the wheel' it is useful for those undertaking their own research to refer to existing categories where appropriate, although clearly the system adopted needs to relate to the specific purposes of the study, and the lists offered here are of course time-bound and domain-specific. Indeed, the dates and genres of these studies make their frameworks and their findings potentially fruitful for comparisons with current material in the same genre or in other genres.

Marjorie Ferguson (1980) identified four types of facial expression in the cover photos of British women's magazines:

1. *Chocolate Box*: half or full-smile, lips together or slightly parted, teeth barely visible, full or three-quarter face to camera. *Projected mood*: blandly pleasing, warm bath warmth, where uniformity of features in their smooth perfection is devoid of uniqueness or of individuality.
2. *Invitational*: emphasis on the eyes, mouth shut or with only a hint of a smile, head to one side or looking back to camera. *Projected mood*: suggestive of mischief or mystery, the hint of contact potential rather than sexual promise, the cover equivalent of advertising's soft sell.
3. *Super-smiler*: full face, wide open toothy smile, head thrust forward or chin thrown back, hair often wind-blown. *Projected mood*: aggressive, 'look-at-me' demanding, the hard sell, 'big come-on' approach.

4. *Romantic* or *Sexual*: a fourth and more general classification devised to include male and female 'two-somes'; or the dreamy, heavy-lidded, unsmiling big-heads, or the overtly sensual or sexual. *Projected moods*: possible 'available' and definitely 'available'.

In a study of advertisements in women's magazines, Trevor Millum offers these categories of female expressions:

1. *Soft/introverted*: eyes often shut or half-closed, the mouth slightly open/pouting, rarely smiling; an inward-looking trance-like reverie, removed from earthly things.
2. *Cool/level*: indifferent, self-sufficient, arrogant, slightly insolent, haughty, aloof, confident, reserved; wide eyes, full lips straight or slightly parted, and obtrusive hair, often blonde. The eyes usually look the reader in the eye, as perhaps the woman regards herself in the mirror.
3. *Seductive*: similar to the *cool/level* look in many respects - the eyes are less wide, perhaps shaded, the expression is less reserved but still self-sufficient and confident; milder versions may include a slight smile.
4. *Narcissistic*: similarities to the *cool/level* and *soft/introverted* looks, rather closer to the latter: a satisfied smile, closed or half-closed eyes, self-enclosed, oblivious, content - 'activity directed inward'.
5. *Carefree*: nymphlike, active, healthy, gay, vibrant, outdoor girl; long unrestrained outward-flowing hair, more outward-going than the above, often smiling or grinning.
6. *Kittenlike*: coy, naïve (perhaps in a deliberate, studied way), a friendlier and more girlish version of the *cool/level* look, sometimes almost twee.
7. *Maternal*: motherly, matronly, mature, wise, experienced and kind, carrying a sort of authority; shorter hair, slight smile and gentle eyes - mouth may sometimes be stern, but eyes twinkle.
8. *Practical*: concentrating, engaged on the business in hand, mouth closed, eyes object-directed, sometimes a slight frown; hair often short or tied back.
9. *Comic*: deliberately ridiculous, exaggerated, acting the fool, pulling faces for the benefit of a real or imaginary audience, sometimes close to a sort of archness.
10. *Catalogue*: a neutral look as of a dummy, artificial, waxlike; features may be in any position, but most likely to be with eyes open wide and a smile, but the look remains vacant and empty; personality has been removed. (Millum 1975, 97-8)

Millum comments on how the male facial expressions depicted in the women's ads he studied related to his typification of female expressions:

There are fairly direct parallels with the above - the *carefree*, *practical*, *seductive*, *comic* and *catalogue*. The other two male expressions selected as types - the *thoughtful* and the *self-reliant* - have similarities to the female *introverted* and *cool*, though the *thoughtful* is far less introverted and the *self-reliant* more smug than aloof or reserved, but there are no counterparts to the *narcissistic* or *kittenlike*. (For the latter a type *boyish* might be postulated, but it remains potential). (*ibid.*, 98)

Paul Messaris notes differences in facial expression between models in high-fashion magazines and those in ads for less expensive products:

Models who display moderately priced clothing usually smile and strike ingratiating poses. But high-fashion models are generally unsmiling and sometimes openly contemptuous. So pronounced is this contrast that it is tempting to formulate it in a simple rule: the higher the

fashion, the more sullen the expression. The supercilious expressions on the models' faces serve to increase the desirability of what they're selling by evoking status anxiety in the viewer. (Messaris 1997, 38-40)

4. Economy

<http://neworleans.fbi.gov/ecoc.htm>

FBI New Orleans Division

Economic Crimes Program

Economic fraud directed at consumers and small businesses is on the rise and comes in all shapes and sizes. These frauds include investment scams in which the perpetrators capitalize on the financial needs of the individuals, naivete, optimism, and wide-spread fantasies of "hitting the jackpot." Fraud promoters masquerade as national sales firms using telemarketing, direct mail, television, and the Internet to reach individuals. Another important crime problem involves insurance fraud, particularly in the area of personal injury, which involves fraud schemes involving staged accidents and further fraud committed by doctors and attorneys. In Orleans Parish alone, a conservative estimate of loss to automobile fraud is in the range of \$20 million per year; but many believe that the loss is probably between \$50 million to \$75 million. While some areas of the country are overwhelmed with staged accidents which involve medical treatment and questions of liability, the New Orleans fraud problem infiltrates insurance fraud on all sides. Individuals involved in this fraud include the medical and legal profession, the peripheral services, such as tow trucks, rental cars, and body shops, as well as law enforcement personnel. Finally, computer fraud such as theft of information, intrusion, and illegal copying of software have also become priorities of the New Orleans Economic Crimes program.

Send mail to new.orleans@fbi.gov with questions or comments

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