



Introduction to Mass Communication

MODULE II

CHARACTERISTICS OF MASS COMMUNICATION


- **Mass medium:** An important characteristic of mass communication is the presence of mass media like newspaper, radio, television, magazines, books, websites and social media networks. The medium is capable of taking the same message around the world.
- **Anonymous:** The participants (senders and receivers) in the mass communication process are usually unknown to each other. The messages are not usually directed to anyone in particular.
- **Delayed feedback:** Feedback is the information that is sent back by the receiver to the source. In interpersonal communication feedback is instant. But in mass communication feedback is slow.


- **Gate keeping:** Mass communication implies a gate keeping function on the part of the communicators such as reporters and editors. In their capacity as people who control the flow of news they may limit, expand or reorganise information.
- **Limited sensory channels:** In a face to face communication process a person can see, hear, touch and even smell the other person. But in mass communication, we may only be able to hear and see and even these maybe limited depending on the way the **mass communicator decides**.
- **Universal access:** Mass communication **experience is a public one**. Everyone has access to it. It cannot be restricted to anyone on account of colour, race, sex and other differences.


- **Rapid:** Messages are sent to the audience as soon as they are received by the communicators. News items and events can be broadcast to millions of people worldwide instantly.
- **Mass audience:** The **receivers of mass media are large.** The number can vary from hundreds to thousands and even to millions.
- **Transient:** Mass communication experience is **transient.** The message is meant to **be consumed at once** and then it **disappears.** Numerous messages and images **come and go in fleeting seconds.**

FUNCTIONS OF MASS COMMUNICATION

- **Surveillance of the Environment:** Close watch or Watch over
- **Inform:** Mass media carry out this function by keeping us informed about the latest news in our region and around the world. In many societies mass media have become the principal means of information.
- **Entertain:** Mass media design their programmes to entertain. They attempt to entertain, to capture the attention of large numbers of people. Mass media help us to pass time and to relax with family and friends.

- 
- **Educate:** Media is a great teacher and educator. Most of the information that we have obtained is not from classrooms but from mass media like newspapers, magazines, radio, television and internet.
 - **Reinforce:** Media function to reinforce or make stronger our beliefs, attitudes, values and opinions. For example, the communists will expose themselves to communist publications and programmes and they will emerge ideologically reinforced from such experiences. Similarly, the anti-communists will expose themselves to messages in line with their ideology and will emerge reinforced or stronger in their convictions.
 - **Socialise:** Socialising is a process in which an individual adopts the behavior, norms and values of a society. One of the main functions of any media system is to socialise its viewers, readers and listeners.

- 
- **Activate:** Mass media can activate audience or move people to action. They function to get the audience to channelize their opinions and pressurise the government and other civic bodies to act.
 - **Change or persuade:** Media do not function primarily to change our behavior. But media can be used to form public opinion, influence voting behaviour, change attitudes, moderate behaviour, expose claims and sell products.
 - **Confer status:** If you list the 100 most important people in the country, they would undoubtedly be the people who have been given a great deal of mass media exposure. Media confer status to people with great media exposure.

- 
- **Focus attention:** Mass media have the ability to focus public attention on certain problems, events and issues at a given time. The devastating earthquake and tsunami in Northern Japan in March 2011 and subsequent nuclear radiation in Fukushima were the lead stories in most of our media.
 - **Ethicise:** By making public certain deviations from the norms, the media can arouse people to change the situation. It provides people with a collective ethics or ethical system

Mass Media


- Mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages.

Types of Mass Media

- **Print Media:** • Newspapers • Magazines
• Booklets and Brochures • Billboards
- **Electronic Media:** • Television • Radio
- **New Age Media:** • Mobile Phones
• Computers • Internet • Electronic Books

- **Podcasts:** Podcasts are mediums of mass communication that include short video or audio files. They can be seen and heard on mobiles, computers, and portable media instruments. They are engaging devices of communication.
- **E-Forums:** E-Forums are bulletin boards on websites where people start threads on topics. These are usually hosted on a website. These forums are open platforms to discuss a range of topics. People give their opinions and share their experiences on various topics.
- **E-Books:** There are a number of websites which have hosted eBooks and online libraries. The main benefit of having eBooks is that you don't have to carry bulky books. You can read them on your eBook readers, mobiles, computer screens, or other devices. You can even adjust the font size to suit your requirements.

- **Blogging:** A blog is a space on the Internet where a single person or a group of people record their information, opinions, photos, videos, etc. It is an interesting and free platform to talk about any topic. Interaction happens in the form of comments or feedback.
- **Internet TV:** It is also known as online TV. It usually has an archive of programmes. You have to choose the programme, you wish to view from the list. You can either view the programs directly from the host server, or download the content on your computer. It is an effective means of communication.
- **Facebook:** It is the most popular social networking website. Facebook has several applications which people utilize. It is the best platform to meet old friends, or make new ones. Advertisers also like this forum for communicating about their products.

- 
- **Twitter:** It is also a famous social networking website. Twitter is a micro blogging site which allows interaction and feedback of different people. There was a time when it was very popular among celebrities and individuals. Today, the governments of various nations have understood the importance of "tweeting" information to the public, and regularly share information through Twitter.
 - **YouTube:** It is a website which uploads content in a video format. It houses a range of interesting videos that appeal to people of all generations. From films to educational videos, you will find everything on YouTube.

Components of Mass Communication

Two basic components: the mass and the communication media.


- **The *Mass***

- The concept “*mass*” in mass communication is defined as a large, heterogeneous, assorted, anonymous audience.
- ‘***Large***’ means we can’t exactly count the number of the members of audience. It is relatively large but it doesn’t mean that the audience includes all people.
- ‘***Heterogeneous***’ means the audience of mass media includes all types of people – the rich, the poor, farmers, bureaucrats, politicians and so on.

- **‘Assorted’** means the audience of mass media is not necessarily limited to a particular geographical sector. They may be scattered everywhere. For example, a newspaper may have a reader in every nook and corner of the world.
- **‘Anonymous’** means we can’t specifically identify a reader of a newspaper of newspaper with his certain characteristics. Today he may be reader of a particular newspaper. Tomorrow, he may change his media habit. Anybody at any time may be a member of mass media audience.

Nature of Mass Communication

- Mass communication experience is public one. It means that anybody can be a part of this communication process at any time without much effort or permission.
- It is a mediated communication act. Nature of the media involved in the process defines the mediation in mass communication. For example, television can transmit a news instantly as it is a fast medium, newspaper takes to bring the same news report to the public because of its limitations. This is how nature of the media defines the mediation process in mass communication
- Mass communication is filtered communication. This filtering processing is called gatekeeping. For example, a news report in a newspaper or on a television channel filtered or controlled at different level by reporter, sub editor, news editor, editor.

- 
- It is the most complicated form of communication as it involves complex technology like satellites digital networks, management structure, marketing chain etc.
 - Mass communication can alter the way the society thinks about events and attitudes.
 - Mass communication experience is transient. It means that once you used a message (for example, a news report or a film) you may not use it again. The message is meant to be used once and it is gone. Who will read yesterday's newspaper?


- Mass communication is most often remains as one-way communication. As receivers, how many of us write letters to editor (sender)? A very few. But, in interpersonal communication, senders and receivers are in active conversation sending feedback to each other.
- Unlike other communicators, mass communicators can't see their audience. Karan Tapar or Pranoy Roy, the leading television personalities in India know that their programmes are watched by millions of Indians. But, they can't see how people respond or react while watching their presentations. That's why they can't change the style of presentation or mode of communication instantly as we do in interpersonal or group communication.

The Role and Influence of Mass Media

- Mass media is communication—whether written, broadcast, or spoken—that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth.
- **Mass media is a significant force in modern culture**
- Mass Media like Newspaper, magazines, Radio, TV, billboards, and Social media promote not only products, but moods, attitudes, and a sense of what is and is not important.
- Mass media makes possible the concept of celebrity: without the ability of movies, magazines, and news media to reach across thousands of miles, people could not become famous. In fact, only political and business leaders, as well as the few notorious outlaws, were famous in the past. Only in recent times have actors, singers, and other social elites become celebrities or “stars.”

- Today, one can find a television in the **poorest of homes, and multiple TVs in most middle-class homes.** Not only has availability increased, but programming is increasingly diverse with shows aimed to please all ages, incomes, backgrounds, and attitudes.
- More recently, the **Internet has increased its role exponentially** as more businesses and households “sign on.” Although TV and the Internet have dominated the mass media, movies and magazines—particularly those lining the aisles at grocery checkout stands—also play a powerful role in culture, as do other forms of media.

- **Mass media is a permanent part of modern culture.**
- **Limited-effects theory** argues that because people generally choose what to watch or read based on what they already believe, media exerts a negligible influence.
- **Class-dominant theory** argues that the media reflects and projects the view of a minority elite, which controls it.
- **Culturalist theory** combines the other two theories and claims that people interact with media to create their own meanings out of the images and messages they receive.
- This theory sees audiences as playing an active rather than passive role in relation to mass media. One strand of research focuses on the audiences and how they interact with media; the other strand of research focuses on those who produce the media, particularly the news.

- 
- **Agenda Setting:** People are influenced in how they think about issues due to the selective nature of what media choose for public consumption.
 - **The Knowledge Gap:** The mass media influences knowledge gaps due to factors including "the extent to which the content is appealing, the degree to which information channels are accessible and desirable, and the amount of social conflict and diversity there is in a community".
 - **Cultivation of Perceptions:** The extent to which media exposure shapes audience perceptions over time is known as cultivation.

The Pros of Mass Media


- ***It Can Keep Us Connected***
- ***It Can Spur Business***
- ***It Can Spread Art and Culture***
- ***It Can Give Voice to the Voiceless***

The Cons of Mass Media

- *It Can Empower the Already Powerful*
- *It Can Be Used for Disinformation and Hate*
- *It Can Homogenize Culture*
- Before mass media, art and culture were more localized, so they reflected diversity in how people spoke, dressed, and entertained themselves. While diversity still clearly exists, there is the risk that mass media might reduce cultural variety, leaving us with less art and fewer inspirations.
- *It Can Overtake Personal Connections*
- We've all seen it or been a part of it: a group out to dinner where everyone spends much of the evening staring at their phones or gazing at a TV in the corner. As much as mass media can connect us with people all over the world, it can disconnect us from the people right in front of us.

Advantages of Social media

- **Social media** basically means any human communication or sharing **information** on **internet** that occurs through the medium of **computer, tablet or mobile**.
- In last few years social media has grown tremendously at an unexpectedly fast rate and has captured millions of users around the world.
- Social media is collection of websites, applications and other platforms that enable us to share or create content and also helps us to participate in social networking.

- 
- the impact of social media is very high and far reaching. It can make or break images.
 - Social media is one of the biggest elements that we live with and cannot ignore it.
 - Social media enables you to share ideas, content, information and news etc.
 - We have the access to any kind of information at just a button push away.

Disadvantages of Social media

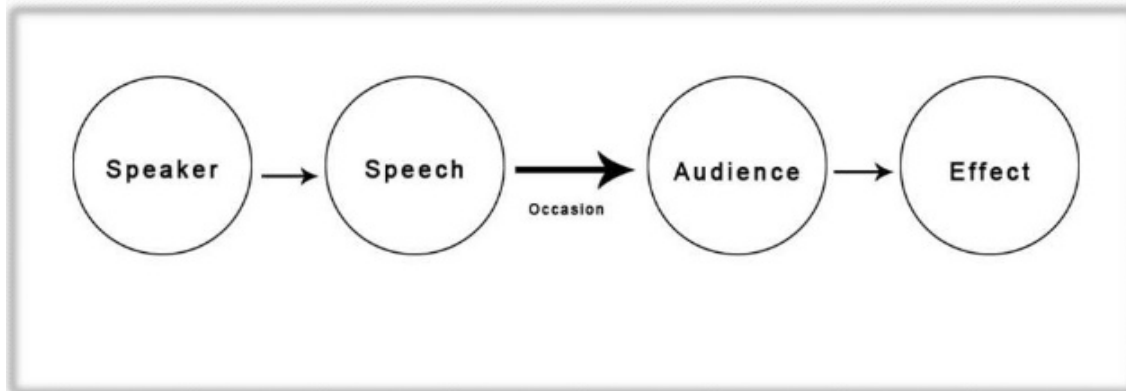
- Social media is a topic of controversy today, many feel it's a boon but there is a majority who feels that it is a curse.
- Mostly people feel that social media has destroyed human interaction with a rapid rate and has modified modern human relationships.
- social media is a single most factor causing depression and anxiety in people.
- Increased use of social media can lead to poor sleeping patterns.
- There are many other negative effects like cyber bullying, body image issues etc. as well.


MODULE. III

- **Models of communication** are conceptual models used to explain the human communication process. Following the basic concept, communication is the process of sending and receiving messages or transferring information from one part (sender) to another (receiver)

Aristotle Model of Communication (300B.C.)

Aristotle Model of Communication



- 
- The speaker must organize the speech beforehand, according to the target audience and situation (occasion). The speech must be prepared so that the audience be persuaded or influenced from the speech

- He believed “**Rhetoric**” is the study of communication and **persuasion** and different message or speech should be made for different audiences at different situations to get desired effects or to establish a propaganda. This model was highly used to develop **public speaking skills** and create a propaganda at that time so, it is less focused on intrapersonal or interpersonal communication.

Aristotle has given 3 elements that must be present in a good communicator or public speaker.

- **Ethos**

- Ethos is the characteristic which makes you credible in front of the audience

- **Pathos**

- If what you say matters to them and they can connect with it, then they will be more interested and they will think you are more credible

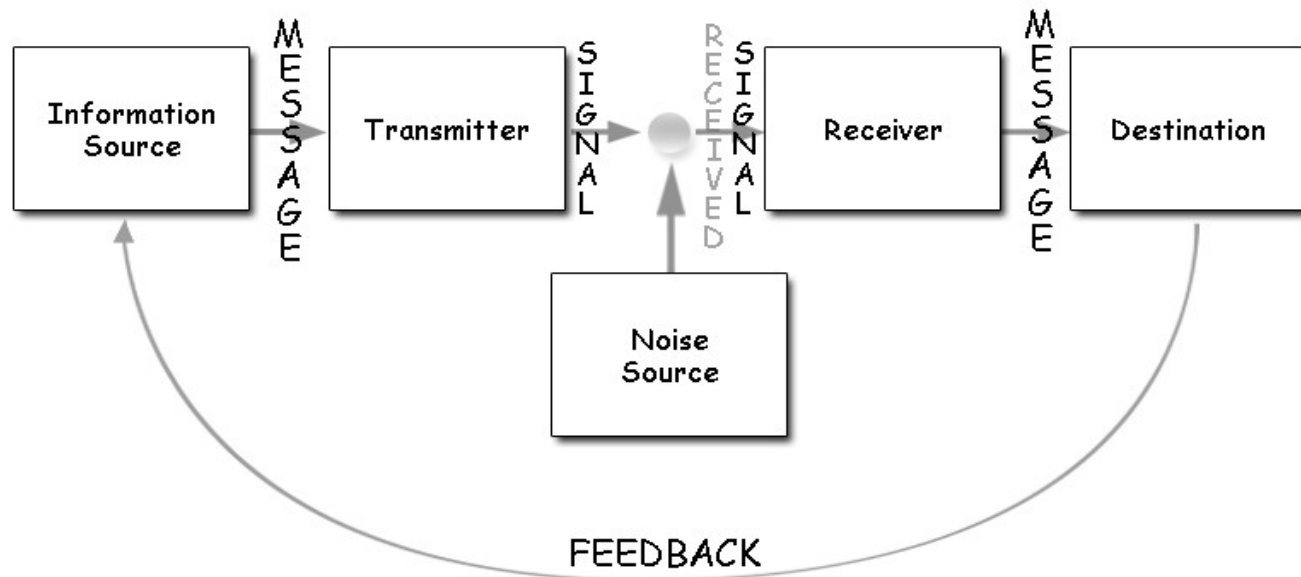
- **Logos**


- Logos is logic. People believe in you only if they understand what you are trying to say.

Wilber Schramm

- According to Wilber Schramm, encoding and decoding are very important in any communication process. Schramm's definition of communication is "the sharing of information, ideas or attitude is called communication."
- In his model of communication there are five elements:-
 - 1. Source
 - 2. Encoder
 - 3. Decoder
 - 4. Destination
 - 5. Message.

Shannon and Weaver Model Of Communication OR Mathematical theory (1949)

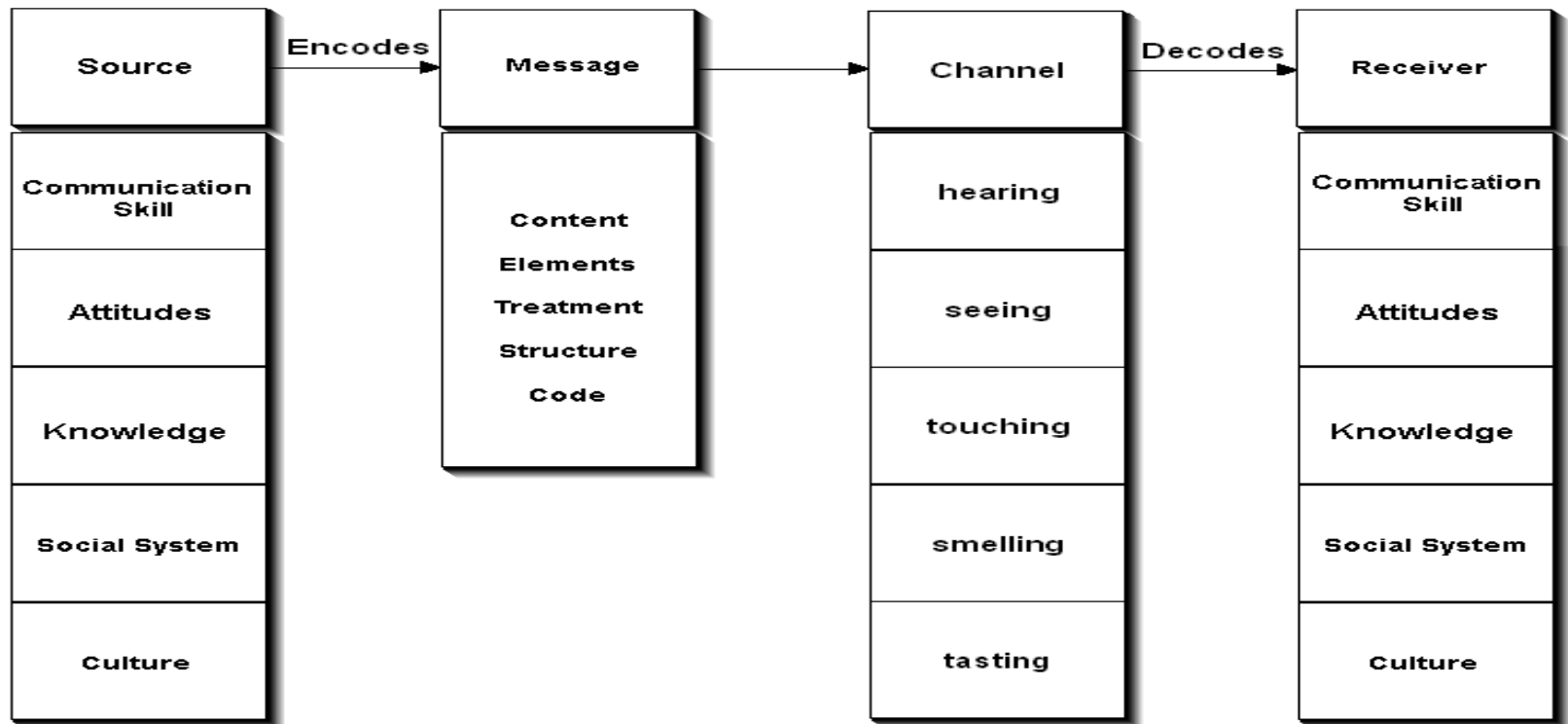


- 
- Shannon was an American mathematician whereas Weaver was a scientist. The Mathematical theory later came to be known as Shannon Weaver model of communication or “mother of all models.” This model is more technological than other linear models.

- **Sender (Information source)** – Sender is the person who makes the message, chooses the channel and sends the message.
- **Encoder (Transmitter)** –Encoder is the sender who uses machine, which converts message into signals or binary data. It might also directly refer to the machine.
- **Channel** –Channel is the medium used to send message.
- **Decoder (Receiver)** – Decoder is the machine used to convert signals or binary data into message or the receiver who translates the message from signals.
- **Receiver (Destination)** –Receiver is the person who gets the message or the place where the message must reach. The receiver provides feedback according to the message.
- **Noise** –Noise is the physical disturbances like environment, people, etc. which does not let the message get to the receiver as what is sent.

David K Berlo's SMCR Model (1960)

Berlo's Model of Communication



A Source encodes a message for a channel to a receiver who decodes the message: S-M-C-R Model.



- **S -Sender**

- Sender is the source of the message or the person who originates the message.

- **M-Message**

- A message is the substance that is being sent by the sender to the receiver.

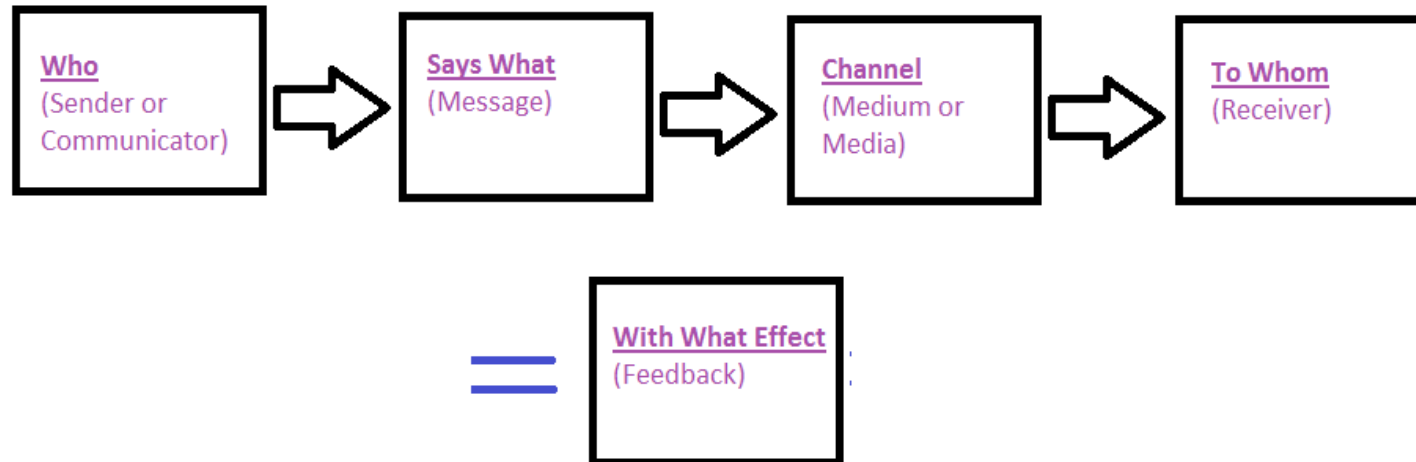
- **C-Channel**


- Channel is the medium used to send the message.

- **R- Receiver**

- Receiver is the person who gets the message sent in the process.

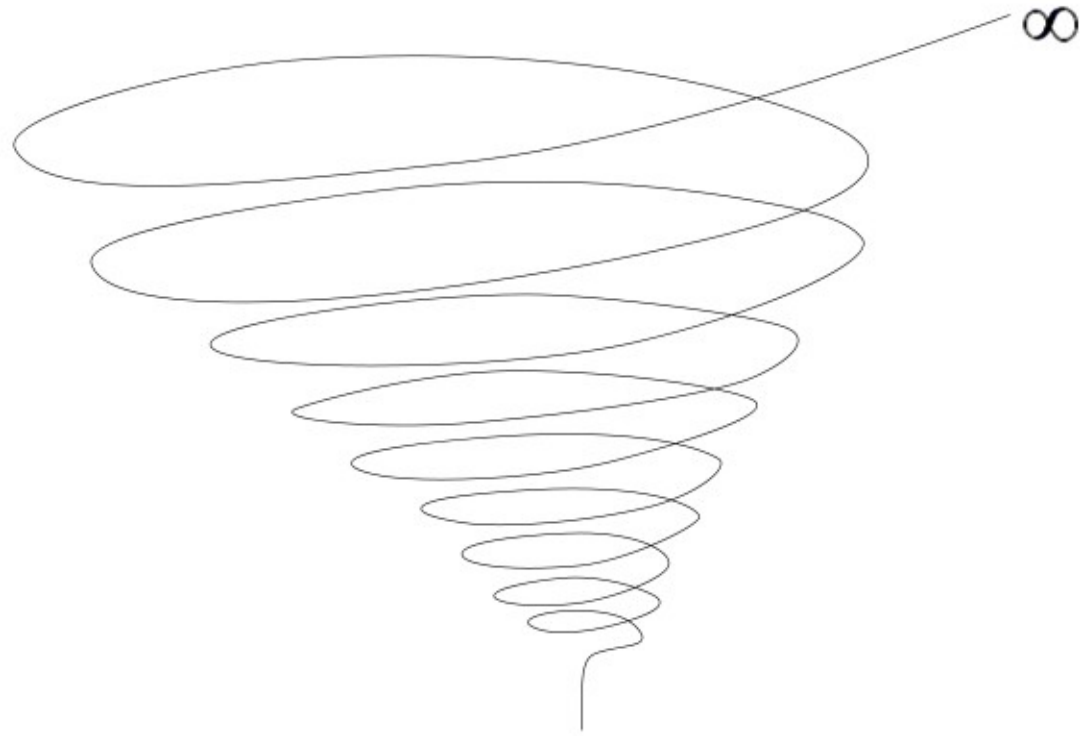
Harold D. Lasswell (1948)




- 
- Lasswell's communication model has 5 components which is used as an analysis tool for evaluating the communication process and components. The components are the questions to be asked to get the answers and keep communication going.

- **Who**
- **Says what**
- **In which channel**
- **To whom**
- **With what effect**

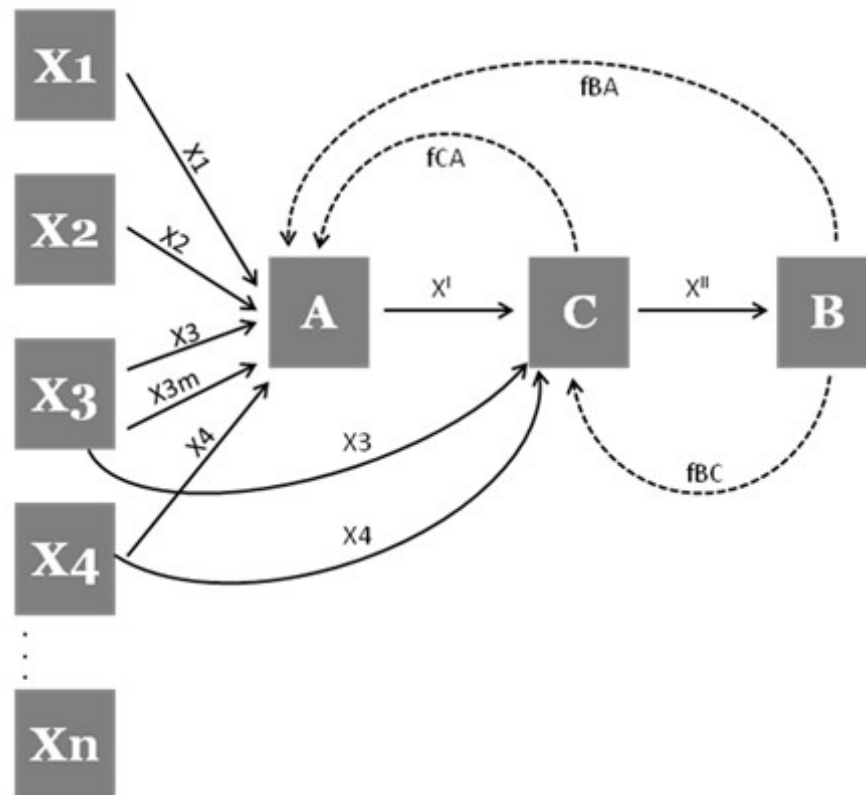
Frank Dance
Helical Model of Communication (1967)



- 
- At first, helical spring is small at the bottom and grows bigger as the communication progresses. The same effect can be seen with communication of humans, where you know nothing about a person at first and the knowledge grows steadily as you know the person better. It considers all the activities of the person, from the past and present.


Westley and MacLean's model

Westley and MacLean's Model of Communication

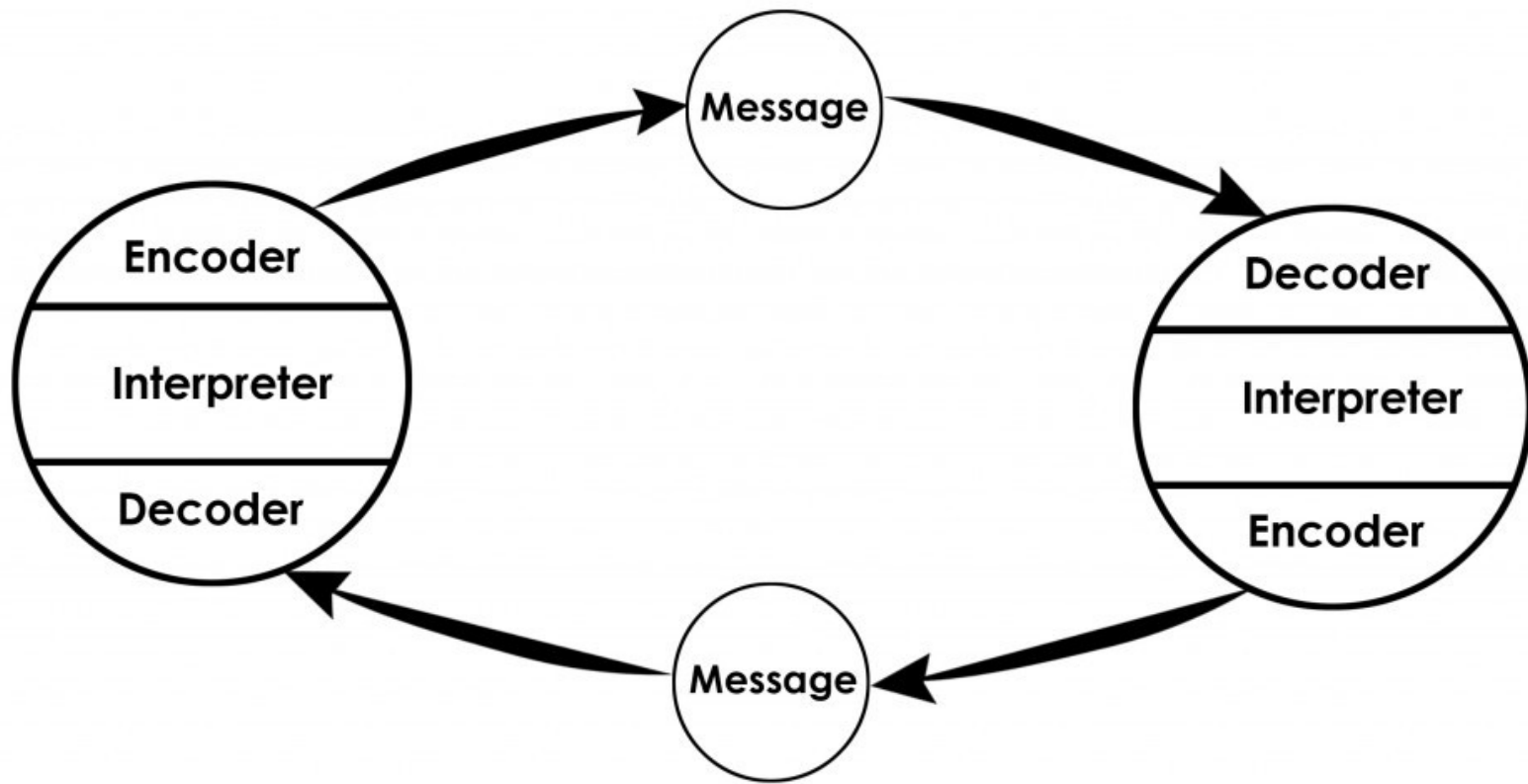


- **Source (A)** – Source is the message creator and sender.
- **Environment (X)** – Environment is the physical and psychological situation where the message is being created and sent.
- **Sensory experience (X1...)** – Sensory experience is the first thing that the source sees by which the source gets the idea for the formation of the message.
- **Objects of Orientation (X1, X2,...)** – Objects of orientation is the person's social and cultural reality that has formed from his/her past experiences and teachings.
- **Message Interpretation or Coding(X')** – Message is interpreted with the objects of orientation of the receiver of the message.

- **Receiver (B)** – The person who gets the message sent by the source and the person who interprets according to his/her objects of orientation.
- **Object of Orientation of Receiver(X, b)** – The views and ideas of the receiver or his/her social reality is his/her object of orientation. That is how the receiver interprets the message.
- **Feedback (f)** – The receiver forms another message after interpreting the message and sends it back to the sender. It is known as feedback.
- **Gatekeeper (C)** – Gatekeepers are found in mass communication. The gatekeeper is the editor who filters the message as per the needs of the audience and media institution.
- **Opinion Leader** – Opinion leaders are well known and recognized people who can influence public opinions.

- 
- X1 is any article
 - X2 is the audience comments
 - X3 is the website
 - f is feedback
 - A is writers
 - B is the audience
 - C is the gatekeeper or the editor

OSGOOD- SCHRAMM MODEL OF COMMUNICATION



- It is a Circular Model, so that communication is something circular in nature
- **Encoder** – Who does encoding or Sends the message (message originates)
- **Decoder** – Who receives the message
- **Interpreter** – Person trying to understand (analyses, perceive) or interpret
- From the message starting to ending, there is an interpretation goes on. Based on this interpretation only the message is received.
- This model breaks the sender and receiver model it seems communication in a practical way. It is not a traditional model.


Newcomb's Model

- The Newcomb's Model actually defines the relationship in the society.
- It represents how the relationship between people changes when the environment
- changes or vice versa. It affects the complete system according to Newcomb.
-


- There exist a system **ABX**.
- **Where,**
- **A – can be communicator or receiver**
- **X – is a part of social environment.**
- In this system, ABX if any of the two i.e. A or B changes then attitude
- towards X, the whole situation changes. Both A and B have to have same attitude
- or opinion towards X, Then only the system remains in equilibrium.
- It actually, represents the social system in which human relationships on
- change the complete scenario.

MODULE IV

- **Growth of Communication Technology**
- Internet, mobile services and satellite services are all that surrounds us as we think of information technology today. Though these systems have been with us for more than three decades, the recent developments enabling their smooth interconnectivity and interface has published the usp of the technology.

- 
- The world economies today, could have never been so much interconnected in the absence of this medium.
 - Be it banking, agriculture, mining, service industry, manufacturing sectors, health sector or even scientific researches; information technology (IT) either has an in-office or out-office or applications in both of them.
 - the role of IT seems imminent

- e_rail/air tickets, e_shopping, e_trading, DMAT accounts, e_banking, m_trading, video conferencing, real time market updates, e_entertainmentetc; all involve economic transactions, and their ease of availability provokes their demands.
- The satellite services offering point to point navigation enables economic, efficient, dependable transport of goods and people. The advanced weather prediction technologies are words of wisdom to the farmers.


- 
- Social networking sites and e_media serve as an immediate mentor of the social mood. A person being capable of being connected with each and every stone of his life journey certainly empowers him/her with a great social security.

Media culture


- **Media culture**

refers to the current *Western capitalist* society that emerged and developed from the 20th century, under the *influence of mass media*

(primarily TV, but also the press, radio and cinema), not only on public opinion but also on tastes and values.


- 
- The alternative term **mass culture** conveys the idea that such culture emerges spontaneously from the masses themselves, like popular art did before the 20th century. The expression media culture, on the other hand, conveys the idea that such culture is the product of the mass media. Another alternative term for media culture is "image culture."


- Media and culture are interconnected; levels of understanding various cultures influence media contents, meanwhile media platforms and contents impact cultural and day-to-day practices.
- Some critics argue that **popular culture** is "dumping down": "newspapers that once ran foreign news now feature celebrity gossip, pictures of scantily dressed young ladies... television has replaced high-quality drama with gardening, cookery, and other "lifestyle" programmes reality TV and asinine soaps," to the point that people are constantly immersed in *trivia* about *celebrity culture*.

- 
- **Popular culture** : Generally recognised by members of society as a set of the practices beliefs and objects that are dominant in a society at a given point in time.
 - **Heavily influenced in modern times by mass media**

Globalization

- **Globalization** is a process by which various cultures, societies and economies through a global network of trade and communication become integrated in all respects. It basically marks the paradigm shift in economic thinking .

- 
- Media globalization has been made possible by the ongoing changes and developments in information and communications technology. Cable, ISDN, digitalization, direct broadcast satellites as well as the Internet have created a situation where vast amounts of information can be transferred around the globe in a matter of seconds.

- 
- The merging of the personal computer and the television set in tandem with the rolling out of digitalized television and radio open up even wider possibilities for those who can afford new media technologies. Wireless technology such as the WAP mobile phone allows Internet access. Companies such as Nokia using the Multimedia Messaging System have recently developed ways to deliver text, audio clips and digital pictures via mobile phone handsets.