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mass communication theories explore explanations for how we interact with mass communication its role in our lives and the effects it has on us let s look at five fundamental theories of mass communication 1 the magic bullet theory 2 two step flow theory 3 multi step flow theory 4 uses and gratification theory and 5 cultivation 1 be fully exposed to the rudiments and basics of mass communication as a subset of human communication 2 be acquainted with the contents and characteristics of various types of media of mass communication as well as its adjunct 3 have been exposed to various forms models elements and nature of mass communication working through this course simply put mass communication is the public transfer of messages through media or technology driven channels to a large number of recipients from an entity usually involving some type of cost or fee advertising for the user in short mass communication draws on fewer sensory channels than face to face communication while smell taste and touch can add context to a conversation over a romantic dinner our interaction with mass media messages rely almost exclusively on sight and sound mass communication process of sharing information with a large audience mass communication is accomplished via mass media that is technology capable of sending messages to great numbers of people many of whom are unknown to the sender e g television objectives after studying this lesson you will be able to do the following explain the meaning of communication and why human beings communicate state how we communicate nonverbally or verbally list different types of communication discuss the meaning of intrapersonal communication simply put mass communication is the public transfer of messages through media or technology driven channels to a large number of recipients from an entity usually involving some type of cost or fee advertising for the user this textbook downloaded as a 695 page pdf contains 16 chapters and covers a variety of media formats how they evolved and how they are created and used as well as issues related to media impact on society and culture it is quite read more contents chapter 1 mass communication culture and mass media chapter 2 media literacy and culture chapter 3 the internet chapter 4 books chapter 5 newspapers chapter 6 magazines chapter 7 film chapter 8 radio and sound recordings mass communication is the process of imparting and exchanging information through mass media to large population segments it utilizes various forms of media as technology has made the dissemination of information more efficient primary examples of platforms utilized and examined include journalism and advertising the main field of mass communication has been to inform people at large about things which are in their immediate interest this includes the vast area of news views and current affairs the handbook of media and mass communication theory handbooks in communication and media this series aims to provide theoretically ambitious but accessible volumes devoted to the major fields and subfields within communication and media studies objectives after studying this lesson you will be able to do the following define mass communication explain the functions of mass communication describe the origin of mass communication differentiate between different forms of mass media describe the meaning of traditional media all creatures on the earth from worms to humans are communicating each other for their better existence it is a universal phenomenon communication is a process which includes transmission of information ideas emotions skills knowledge by using symbols words gestures and visuals and so on discover the extensive scope of mass communication and its 10 key purposes inform persuade entertain and build public opinion explore now mass media are the transport forms of mass communication which can be defined as the dissemination of messages widely rapidly and continuously to large and diverse audiences in an attempt to influence them in some way this document provides an introduction to mass communication it defines mass communication as

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in short mass communication draws on fewer sensory channels than face to face communication while smell taste and touch can add context to a conversation over a romantic dinner our interaction with mass media messages rely almost exclusively on sight and sound

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mass communication is the process of imparting and exchanging information through mass media to large population segments it utilizes various forms of media as technology has made the dissemination of information more efficient primary examples of platforms utilized and examined include journalism and advertising

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