

Media and communication

As previously mentioned communication means speaking , exchanging ideas , writing or sending messages to another person . it is usually defined as a network of interactions and naturally the sender and the receiver keeps on exchanging their roles.

The source : refers to the point or origins of a message which is encoded by the sender and transmitted through the channel to the receiver .

What is mass media ?: the media (the tool or the channel) which we use to transfer messages to the masses (large members of people)

To perform mass communication, many mediums such as radio, television, social networking, billboards, newspapers, magazines, books, movies, and the Internet are employed.

Why we need to communicate ? communication is a must need of human beings and its the development of civilization . the functions of communication have also expanded . According to **Denis McQuail** (a communication theorist) in his book "Mass communication theory " there are several functions of mass communication :

- **Information** : According to him : we get most of news and information from mass media (TV , newspapers , and www ... ect) so it is one of its essential functions to get information about the world around us . we also have advertising which is another popular medium for letting the society know about the different products and services which are available in the market
- **Correlation (connection)** : the medium of mass communication also provide interpretation and explanation of the news and events (it decide what is newsworthy or not)
- **Continuity** : it helps transmit the culture . Communication plays a big role for that only by it that we can actually pass on our ideas , opinions and culture to the next generation . The mass mediums have a great role in shaping the popular culture (the most accepted beliefs and the practices in the society) .
- **Entertainment** : we all are dependent on mass media to provide us with diversion , relaxation and entertainment
- **Mobilization** : aims at bringing the society together and create awareness for a cause (october rose for example) . today anyone can create a content to start a mass media campaign and fight for a cause by gaining attention and support for a society .

7 branches of mass media :

1. **Print** : the oldest branch for sharing news (15th) such as (books , newspapers , magazines)

2. **Recordings** : from late the 19th century (gramophones , records , CDs , Dvds)
3. **Cinema** : from about 1900
4. **Radio** : from about 1910
5. **Television**: from about 1950
6. **Internet** : from about 1990
7. **Mobilephones** : from about 2000

Characteristics of mass media :

- a) Communication is mostly one way
- b) Audience has a great deal of choice
- c) Aims that messages Reach large and vast audience
- d) Influenced society and are in turn influence by society .

Advantages of mass media :

- _ reaches many people quickly
- _ low cost per person reached
- _ Inform people about new ideas and services
- _ climate of opinions

Disadvantages of mass media :

- _ can easily be misunderstood
- _ access usually difficult especially to older people
- _ lacks of feedback