



Introduction

مادة اعلامية س1 ف1

First Lecture



Mass Communication

- the publication of messages widely, rapidly, and continuously to large and diverse audiences in an attempt to influence them in some way.
- the process whereby media organizations produce and transmit messages to large publics and the process by which those messages are sought, used, understood, and influenced by audience.



Five Distinct Stages of Mass Communication

1. Professional communicators create various types of "messages" for presentation to individuals.
2. The messages are disseminated in a "quick and continuous" manner through some form of mechanical media.
3. The messages are received by a vast and diverse audience.
4. The audience interprets these messages and gives them meaning.
5. The audience is influenced or changed in some manner.



Key Factors to Distinguish Mass Communication

- First, is the dependence on a media channel to convey a message to a large audience.
- Second, the audience tends to be distant, diverse, and varies in size depending on the medium and message.
- Third, mass communication is most often profit driven, and feedback is limited.
- Fourth, because of the impersonal nature of mass communication, participants are not equally present during the process.

Mass Media



- Mass media refers to the technologies or the tools used as channels for a small group of people to communicate with a larger number of people
- the three forms of traditional mass media today are : print (newspapers, books, magazines), broadcast (television, radio), and cinema (movies and documentaries).

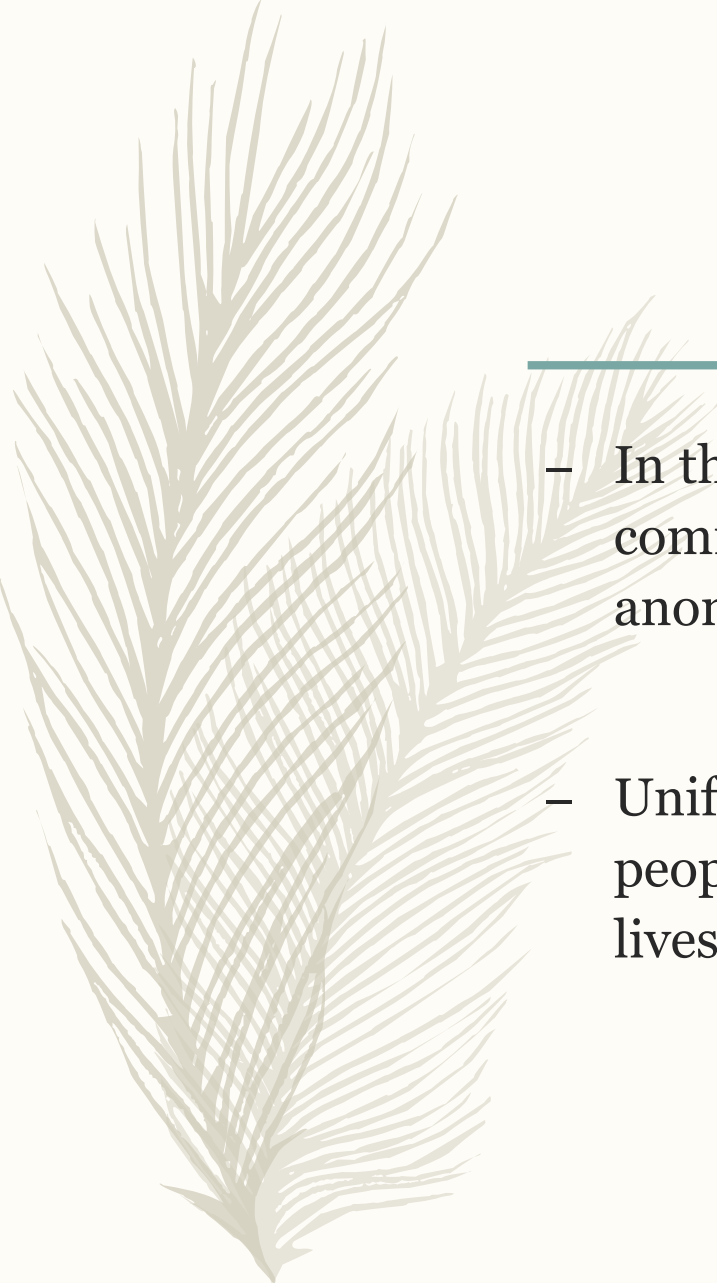
Examples of Mass Media

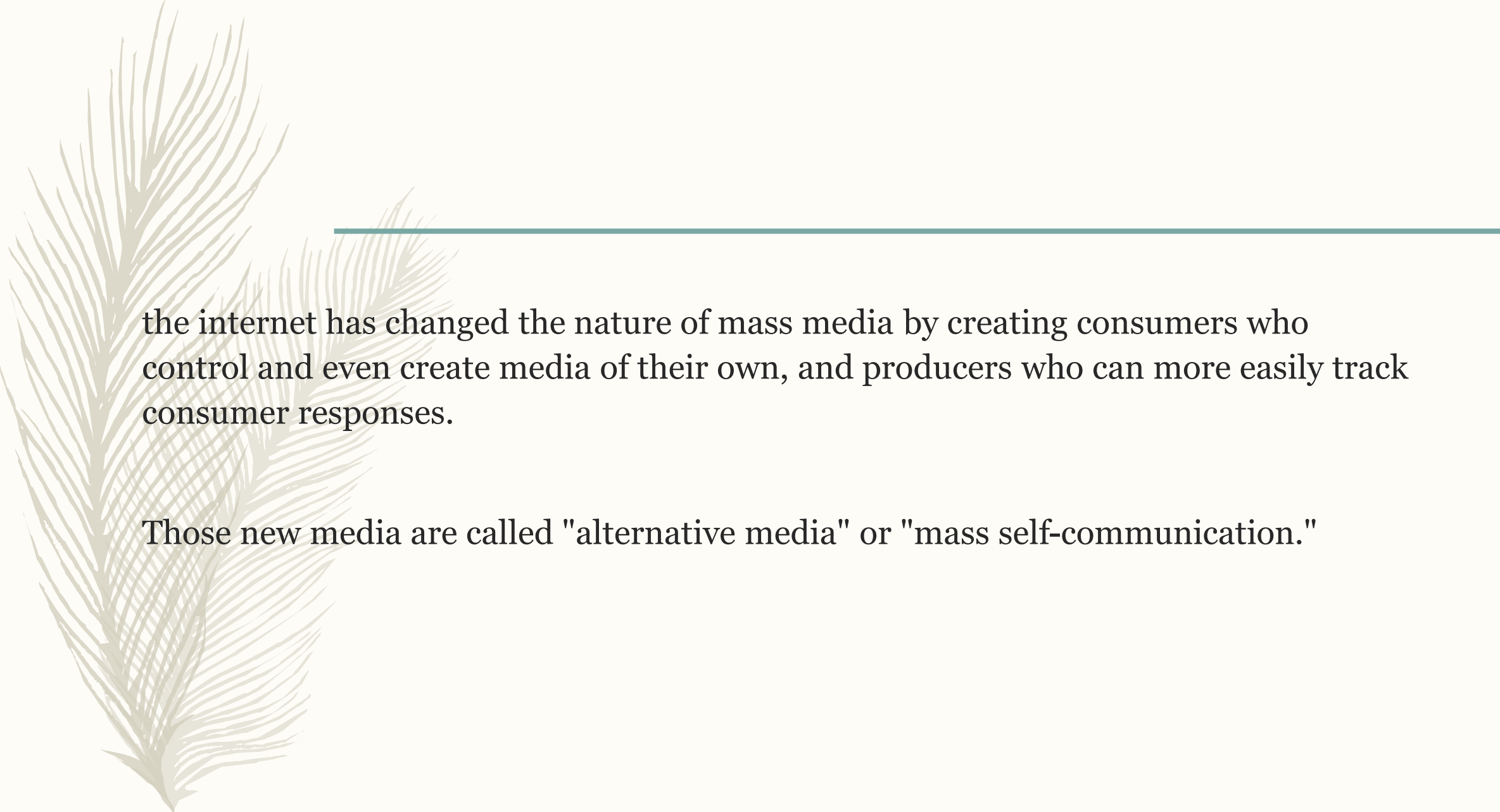
Mass Communication Now

This table shows the six most prosperous media conglomerates of 2014. Included is a list of just SOME of the networks they own.

|  COMCAST |  News Corporation |  DISNEY |  VIACOM |  TIMEWARNER |  CBS |
|--|---|---|---|---|--|
| -NBC -MSNBC -AT&T | -FOX -Wall Street Journal -New York Post | -ABC -ESPN -Pixar -Miramax -Marvel Studios | -MTV -Nick JR. -CMT -Paramount pictures | -CNN -HBO -Time -Warner Bros. | -Showtime -Smithsonian Channel - NFL.com -Jeopardy -60 Minutes |

Image produced with information from businessinsider.com

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- In the 1920s, mass media referred not just to the number of people such communication reached, but rather to the uniform consumption and anonymity of the audiences
 - Uniformity and anonymity are characteristics which no longer fit the way people seek out, consume, and manipulate information into their daily lives.




the internet has changed the nature of mass media by creating consumers who control and even create media of their own, and producers who can more easily track consumer responses.


Those new media are called "alternative media" or "mass self-communication."

The Move to Mass Self-Communication



- Traditional mass media are "push technologies:" that is to say, producers create the objects and distribute them (push it) to consumers who are largely anonymous to the producer. The only input consumers have in traditional mass media is to decide whether to consume it—if they should buy the book or go to the movie: undoubtedly those decisions have always been significant to what got published or aired

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- However, in the 1980s, consumers began to transition to "pull technology:" while the content may still be created by (elite) producers, users are now free to select what they wish to consume. Further, users can now repackage and create new content (such as mashups on YouTube or reviews on personal blog sites). The users are often explicitly identified in the process, and their choices may have immediate, if not necessarily conscious, impact on what information and advertising they are presented with going forward.

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- With the widespread availability of the internet and the development of social media, communication consumption has a decidedly personal character, which the Spanish sociologist Manuel Castells calls mass self-communication. Mass self-communication means that the content is still created by the producers, and the distribution is made available to a large number of people, those who choose to read or consume the information. Today, users pick and choose media content to suit their needs, whether those needs were the intent of the producers or not.



Thank you!