Communication Studies and Mass Media

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Mass communication is the process of imparting and exchanging [information](https://en.wikipedia.org/wiki/Information) through [mass media](https://en.wikipedia.org/wiki/Mass_media) to large segments of the population. It is usually understood for relating to various forms of media, as these technologies are used for the dissemination of information, of which [journalism](https://en.wikipedia.org/wiki/Journalism) and [advertising](https://en.wikipedia.org/wiki/Advertising) are part. Mass communication differs from other forms of communication, such as [interpersonal communication](https://en.wikipedia.org/wiki/Interpersonal_communication) and [organizational communication](https://en.wikipedia.org/wiki/Organizational_communication), because it focuses on particular resources transmitting information to numerous receivers. The study of mass communication is chiefly concerned with how the content of mass communication persuades or otherwise affects the [behavior](https://en.wikipedia.org/wiki/Behavior), the [attitude](https://en.wikipedia.org/wiki/Attitude_%28psychology%29), [opinion](https://en.wikipedia.org/wiki/Opinion), or [emotion](https://en.wikipedia.org/wiki/Emotion) of the people receiving the information.Normally, transmission of messages to many persons at a time is called mass communication. But in a complete sense, mass communication can be understood as the process of extensive circulation of information within regions and across the globe.

Through mass communication, information can be transmitted quickly to many people who generally stay far away from the sources of information. Mass communication is practiced multiple mediums, such a [radio](https://en.wikipedia.org/wiki/Radio), [television](https://en.wikipedia.org/wiki/Television), [social King](https://en.wikipedia.org/wiki/Social_networking), [billboards](https://en.wikipedia.org/wiki/Billboards), [newspapers](https://en.wikipedia.org/wiki/Newspapers), [magazines](https://en.wikipedia.org/wiki/Magazines), [film](https://en.wikipedia.org/wiki/Film), and the [Internet](https://en.wikipedia.org/wiki/Internet%22%20%5Co%20%22Internet).In social science, mass communication is a sub-field of [communication studies](https://en.wikipedia.org/wiki/Communication_studies). Mass communication is "the process by which a person, group of people, or organization creates a message and transmits it through some type of medium to a large, anonymous, heterogeneous audience."[[1]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-1) This implies that the audience of mass communication are mostly made up of different cultures, behavior, and [belief systems](https://en.wikipedia.org/wiki/Belief_system). Mass communication is commonly associated with [media studies](https://en.wikipedia.org/wiki/Media_studies). In the United States, the study of mass communication is often associated with the practical applications of [journalism](https://en.wikipedia.org/wiki/Journalism), [television](https://en.wikipedia.org/wiki/Television_broadcasting) and [radio broadcasting](https://en.wikipedia.org/wiki/Radio_broadcasting), [film](https://en.wikipedia.org/wiki/Film), [public relations](https://en.wikipedia.org/wiki/Public_relations), or [advertising](https://en.wikipedia.org/wiki/Advertising). With the diversification of media forms, the study of mass communication has extended to include [social media](https://en.wikipedia.org/wiki/Social_media) and [new media](https://en.wikipedia.org/wiki/New_media), which have stronger [feedback](https://en.wikipedia.org/wiki/Feedback) models than traditional media sources.

The [history of communication](https://en.wikipedia.org/wiki/History_of_communication) stretches from prehistoric forms of art and writing through modern communication methods such as the [Internet](https://en.wikipedia.org/wiki/Internet). Mass communication began when humans could transmit messages from a single source to multiple receivers. Mass communication has moved from theories such as the [hypodermic needle model](https://en.wikipedia.org/wiki/Hypodermic_needle_model) (or magic bullet theory) through more modern theories such as [computer-mediated communication](https://en.wikipedia.org/wiki/Computer-mediated_communication).

Types of mass communication:

Advertising, in relation to mass communication, is [marketing](https://en.wikipedia.org/wiki/Marketing) a product or service in a persuasive manner that encourages the audience to buy the product or use the service.  Because advertising generally takes place through some form of [mass media](https://en.wikipedia.org/wiki/Mass_media), such as [television](https://en.wikipedia.org/wiki/Television), studying the effects and methods of advertising is relevant to the study of mass communication. Advertising is the paid, impersonal, one-way marketing of persuasive information from a sponsor. Through mass communication channels, the sponsor promotes the adoption of products or ideas. Advertisers have full control of the message being sent to their audience.

Journalism:

Journalism, is the production and distribution of [reports](https://en.wikipedia.org/wiki/Report) on events for presentation through the media.  The study of journalism involves analyzing the dissemination of information to the public through [media outlets](https://en.wikipedia.org/wiki/Mass_media) such as [newspapers](https://en.wikipedia.org/wiki/Newspapers), [news channel](https://en.wikipedia.org/wiki/News_channel), [radio station](https://en.wikipedia.org/wiki/Radio_station), [television station](https://en.wikipedia.org/wiki/Television_station), and more recently, [e-readers](https://en.wikipedia.org/wiki/E-readers) and [smartphones](https://en.wikipedia.org/wiki/Smartphones%22%20%5Co%20%22Smartphones). Alternative Journalism deviates from established or dominant types of media in terms of their content, production, or distribution. Alternative journalism utilizes the same media outlets as mainstream journalism, to advocate the "interests of those excluded from the mainstream.

Civic journalism (also known as public journalism) is the idea of integrating journalism into the democratic process. The media not only informs the public, but it also works towards engaging citizens and creating public debate. Citizen journalism is based upon public citizens actively producing news and information. Citizen journalism deals with the distribution of news by the public, often through the Internet.

Public relations:

Public relations is the process of providing information to the public in order to present a specific view of a product or [organization](https://en.wikipedia.org/wiki/Organization).  Public relations differs from advertising in that it is less obtrusive, and aimed at providing a more comprehensive opinion to a large audience in order to shape [public opinion](https://en.wikipedia.org/wiki/Public_opinion). Unlike advertising, public relations professionals only have control until the message is related to media gatekeepers who decide where to pass the information on to the audience

Social media  :

Social media, in its modern use, refers to platforms used on both mobile devices and home computers that allow users to interact through the use of words, images, sounds, and video.[[4]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-:0-4) Social media includes popular sites such as Facebook and Instagram, as well as sites that can aid in business networking such as LinkedIn.The use and importance of social media in communications and public relations has grown drastically throughout the years and is now a staple in advertisements to mass audiences. For many newer companies and businesses geared towards young people social media is a tool for advertising purposes and growing the brand. Social Media provides additional ways to connect and reach out to ones targeted audience.[[5]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-5)

There are multiple social-networking sites that have the ability to visualize and share ones personal social life. Even though the first social networking sites were created several years ago, the rise of both [MySpace](https://en.wikipedia.org/wiki/Myspace) and [Facebook](https://en.wikipedia.org/wiki/Facebook%22%20%5Co%20%22Facebook) took over and cancelled out the previous social media sites. Facebook has the ability for people to view your personal life with you posting picture, videos and updating your status. As of today, Facebook is one of the most popular social media websites for multiple types of communication. Generally, Facebook is used for communication with relatives and friends along with people who share interests.[[6]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-6)

Social media have introduced new difficulties into relationships.  One way this has occurred is through [catfishing](https://en.wikipedia.org/wiki/Catfishing%22%20%5Co%20%22Catfishing).  The term catfish refers to a person who uses a false online profile on a social media platform. Most commonly, a catfish communicates with another online profile to get them to fall in love with the false persona they created. The MTV reality show [Catfish: The TV Show](https://en.wikipedia.org/wiki/Catfish%3A_The_TV_Show) has brought mainstream attention to this issue.[[4]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-:0-4) The goal of these episodes is to keep track of people who have fallen in love with someone they interacted with online, but never met in person. As catfishing has become a mainstream term, people have wondered how and why it continues to happen. [Nev Schulman](https://en.wikipedia.org/wiki/Nev_Schulman%22%20%5Co%20%22Nev%20Schulman), host of the show, has said "I think people will always be looking to fall in love. People will always hope for things to get better. For better, or worse, there will always be people who may or may not look to take advantage of that." [[7]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-7)

Audio media:

Recordings, developed in the 1870s, became the first non-print form of mass communication.  The invention of the [phonograph](https://en.wikipedia.org/wiki/Phonograph) by [Thomas Edison](https://en.wikipedia.org/wiki/Thomas_Edison) in the late 19th century, the [graphophone](https://en.wikipedia.org/wiki/Graphophone%22%20%5Co%20%22Graphophone) by Alexander Graham Bell and Charles Tainter, and the gramophone by The [Victor Talking Machine Company](https://en.wikipedia.org/wiki/Victor_Talking_Machine_Company) were the first competing mass media forms that brought recorded music to the masses.[[4]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-:0-4) Recording changed again in the 1950s with the invention of the LP (long play) vinyl record, then eight track-tapes, followed by vinyl, and cassettes in 1965. Compact discs (CDs) followed and were seen as the biggest invention in recorded arts since Edison.

Radio:

Radio is considered the most widely accessible form of mass communication in the world and the medium used to greatest degree in the United States.

Convergence:

Convergence refers to the coming together of telecommunications as forms of mass communication in a digital media environment. There is no clear definition of Convergence and its effects.  However, it can be viewed through three lenses: [technological convergence](https://en.wikipedia.org/wiki/Technological_convergence), cultural convergence, and economic convergence.[[4]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-:0-4) Technological convergence is the action of two or more media companies merging in a digital platform and can lead companies to develop new commodities or become part of new sectors and/or economies.[[9]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-9) Cultural convergence deals with the blending of different beliefs, values, and traditions between groups of people and may occur through the globalization of content. Sex and the City, an American show set in New York City, was viewed internationally and became popular among female workers in Thailand.[[4]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-:0-4) A study on the consumption of YouTube, conducted by the Information Technology Department and Sociology Department at Cornell University, concluded that cultural convergence occurs more frequently in advanced cosmopolitan areas.

Film and television:

The film industry began with the invention of the Kinetoscope by Thomas Edison. His failure to patent it resulted in two brothers, Louis and Auguste Lumiere creating a portable camera that could process film and project images.[[4]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-:0-4) The invention quickly gained notoriety when the Lumiere brothers debuted a series of 60 second clips screened outdoors to a Parisian audience. Despite the ever-growing popularity of moving images, the Lumiere Brothers did not seek to revolutionize the style of film, but stuck to documenting daily life in France. This set the grounds for future film revolutionaries, including George Melies, who sought to create narrative sequences in his films through the use of special effects.[[4]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-:0-4)

Television:

In the 1970s, television began to change to include more complicated and three-dimensional characters and plots. [PBS](https://en.wikipedia.org/wiki/PBS) launched in 1970, and was the home for programming that would not be suitable for network television. It operates on donations and little government funding, rather than having commercials. On January 12, 1971, the sitcom [All in the Family](https://en.wikipedia.org/wiki/All_in_the_Family) premiered on [CBS](https://en.wikipedia.org/wiki/CBS), and covered the issues of the day and portrayed a bigot named [Archie Bunker](https://en.wikipedia.org/wiki/Archie_Bunker).[[4]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-:0-4) By 1972, the sales of color television sets surpassed that of black-and-white sets. In the 1980s, television became geared towards what has become known as the [MTV](https://en.wikipedia.org/wiki/MTV) Generation, with a surge in the number of cable channels.[[11]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-11)

Photography:

Photography plays a role in the field of technology and mass communication by demonstrating facts or reinforcing ideas.  Although the photos are altered digitally, it is still considered[[by whom?](https://en.wikipedia.org/wiki/Wikipedia%3AManual_of_Style/Words_to_watch%22%20%5Cl%20%22Unsupported_attributions%22%20%5Co%20%22Wikipedia%3AManual%20of%20Style/Words%20to%20watch)] a proof to expose and communicate.[[4]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-:0-4)

History of photography:

[Camera Obscura](https://en.wikipedia.org/wiki/Camera_obscura) one of the first techniques that lead to creating photos. It could create an image on a wall or piece of paper.  [Joseph Niepce](https://en.wikipedia.org/wiki/Nic%C3%A9phore_Ni%C3%A9pce) was a French inventor that took the first photo in the 1827 that required 8 hours of exposure. In 1839, [Louis Daguerre](https://en.wikipedia.org/wiki/Louis_Daguerre) introduced the daguerreotype that reduced exposure time to about thirty minutes. As the years progressed so did photography techniques, including creating better image quality, adding color to an imagine and reduced exposure time.

Contemporary photography industry:

The modern industry has dramatically changed with the development of digital, as phones and digital cameras have made film-based cameras a niche product. Kodak discounted making color film in 1999 and declared Bankruptcy in 2012. Other companies like Fujifilm adapted despite a downturn in sales.

Interactive media:

Video game genres are a classification assigned to a video game based on its game play rather than a visual or storytelling differences. A video game genre is defined by a set of game play challenges and are classified independently of when and where the game takes place.

Ethics in interactive media:

Interactive Media is a form of communication technique that refers to services on digital computer-based systems. This requires two or more parties who respond to each other through text, moving images, animation, video, audio, and video games.[[12]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-12) The ethics in interactive media mainly focus on the violence of video games, advertising being influenced in different ways and [behavioral targeting](https://en.wikipedia.org/wiki/Behavioral_targeting).

The violence of video games relates to ethics in interactive media because it brings on aggressive attitude and behavior that impacts the social lives of the people playing these video games.[[13]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-13) Furthermore, behavioral targeting ties into the ethics of interactive media because these websites and apps on our phones contain our personal information which allow the owners or the ones running the companies to receive it and use them for themselves.[[14]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-14) Interactive media influences advertising because by society using social media or any websites, we are able to see that there's advertising in everything we view especially when your scrolling through Instagram or those pop up ads that come up on your screen reading an article on your computer.

EBooks:

E-Books have changed how people read. People are able to download books onto their devices. This allows consumers to track what they read, to annotate, and to search for definitions of words on the internet.[[15]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-:022-15) With e-books in education, the increased demand for mobile access to course materials and eBooks for students corresponds with the increased number of smartphones.[[16]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-16) E- readers such as the [Amazon Kindle](https://en.wikipedia.org/wiki/Amazon_Kindle) have advanced over the years. Since its launch in 2007, the Kindle has expanded its memory from 4 GB to 8 GB. In addition, the Kindle has added accessories including games, movies, and music.

Major theories:

Communication researchers have identified several major theories associated with the study of mass communication. [Communication theory](https://en.wikipedia.org/wiki/Communication_theory) addresses the processes and mechanisms that allow communication to take place.

[Cultivation theory](https://en.wikipedia.org/wiki/Cultivation_theory), developed by [George Gerbner](https://en.wikipedia.org/wiki/George_Gerbner) and [Marshall McLuhan](https://en.wikipedia.org/wiki/Marshall_McLuhan), discusses the long-term effects of watching television, and hypothesizes that the more television an individual consumes, the more likely that person is to believe the real world is similar to what they have seen on television.[[17]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-17) Cultivation is closely related to the idea of the [mean world syndrome](https://en.wikipedia.org/wiki/Mean_world_syndrome).  centers around the idea that media outlets tell the public "not what to think, but what to think about." Agenda setting hypothesizes that media have the power to influence the public discourse, and tell people what are important issues facing society.[[18]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-18)

[The spiral of silence](https://en.wikipedia.org/wiki/The_spiral_of_silence), developed by [Elisabeth Noelle-Neumann](https://en.wikipedia.org/wiki/Elisabeth_Noelle-Neumann), hypothesizes that people are more likely to reveal their opinion in public if they believe that they are of the [majority opinion](https://en.wikipedia.org/wiki/Majority_opinion), for fear that revealing an unpopular opinion would subject them to being a social outcast. This theory is relevant to mass communication because it hypothesizes that mass media have the power to shape people's opinions, as well as relay the opinion that is believed to be the majority opinion.[[19]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-19)

[Media ecology](https://en.wikipedia.org/wiki/Media_ecology) hypothesizes that individuals are shaped by their interaction with media,[[20]](https://en.wikipedia.org/wiki/Mass_communication%22%20%5Cl%20%22cite_note-20) and that communication and media profoundly affect how individuals view and interact with their environment.[[21]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-21)

According to the [Semiotic](https://en.wikipedia.org/wiki/Semiotic) theory, communication characteristics such as words, images, gestures, and situations are always interpretive. All sign systems, entitled to be “read” or interpreted, regardless of form, may be referred to as “texts.” In the study of Semiotics, there is no such thing as a literal reading.[[22]](https://en.wikipedia.org/wiki/Mass_communication#cite_note-22)

Methods of study:

Communication researchers study communication through various methods that have been verified through repetitive, cumulative processes. Both [quantitative](https://en.wikipedia.org/wiki/Quantitative_research) and [qualitative](https://en.wikipedia.org/wiki/Qualitative_research) methods have been used in the study of mass communication. The main focus of mass communication research is to learn how the content of mass communication affects the attitudes, opinions, emotions, and ultimately behaviors of the people who receive the message. Several prominent methods of study are as follows:[[23]](https://en.wikipedia.org/wiki/Mass_communication%22%20%5Cl%20%22cite_note-23)

Studying cause and effect relationships in communication can only be done through an experiment. This quantitative method regularly involves exposing participants to various media content and recording their reactions. To show causation, mass communication researchers must isolate the variable they are studying, show that it occurs before the observed effect, and that it is the only variable that could cause the observed effect.

[Survey](https://en.wikipedia.org/wiki/Survey_methodology), another quantitative method, involves asking individuals to respond to a set of questions in order to generalize their responses to a larger population.

[Content analysis](https://en.wikipedia.org/wiki/Content_analysis) (sometimes known as textual analysis) refers to the process of identifying categorial properties of a piece of communication, such as a newspaper [article](https://en.wikipedia.org/wiki/Article_%28publishing%29), book, television program, film, or broadcast news script. This process allows researchers to see what the content of communication looks like.

A qualitative method known as [ethnography](https://en.wikipedia.org/wiki/Ethnography) allows a researcher to immerse themselves into a culture to observe and record the qualities of communication that exist there.

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Media are the [communication](https://en.wikipedia.org/wiki/Communication) outlets or tools used to [store](https://en.wikipedia.org/wiki/Document) and deliver [information](https://en.wikipedia.org/wiki/Information) or [data](https://en.wikipedia.org/wiki/Data).[[1]](https://en.wikipedia.org/wiki/Media_%28communication%29#cite_note-1)[[2]](https://en.wikipedia.org/wiki/Media_%28communication%29#cite_note-2) The term refers to components of the [mass media](https://en.wikipedia.org/wiki/Mass_media) communications industry, such as [print media](https://en.wikipedia.org/wiki/Print_media), [publishing](https://en.wikipedia.org/wiki/Publishing), the [news media](https://en.wikipedia.org/wiki/News_media), [photography](https://en.wikipedia.org/wiki/Photography), [cinema](https://en.wikipedia.org/wiki/Movie_theater), [broadcasting](https://en.wikipedia.org/wiki/Broadcasting) (radio and television), and [advertising](https://en.wikipedia.org/wiki/Advertising).[[3]](https://en.wikipedia.org/wiki/Media_%28communication%29#cite_note-3)

The development of early writing and paper enabled longer-distance communication systems such as [mail](https://en.wikipedia.org/wiki/Mail), including in the [Persian Empire](https://en.wikipedia.org/wiki/Achaemenid_Empire) ([Chapar Khaneh](https://en.wikipedia.org/wiki/Chapar_Khaneh%22%20%5Co%20%22Chapar%20Khaneh) and [Angarium](https://en.wikipedia.org/wiki/Angarium%22%20%5Co%20%22Angarium)) and [Roman Empire](https://en.wikipedia.org/wiki/Roman_Empire), which can be interpreted as early forms of media.[[4]](https://en.wikipedia.org/wiki/Media_%28communication%29#cite_note-4) Writers such as [Howard Rheingold](https://en.wikipedia.org/wiki/Howard_Rheingold) have framed early forms of human communication as early forms of media, such as the [Lascaux cave paintings](https://en.wikipedia.org/wiki/Lascaux) and early [writing](https://en.wikipedia.org/wiki/Writing).[[5]](https://en.wikipedia.org/wiki/Media_%28communication%29#cite_note-5) Another framing of the history of media starts with the [Chauvet Cave](https://en.wikipedia.org/wiki/Chauvet_Cave%22%20%5Co%20%22Chauvet%20Cave) paintings and continues with other ways to carry human communication beyond the short range of voice: [smoke signals](https://en.wikipedia.org/wiki/Smoke_signal), [trail markers](https://en.wikipedia.org/wiki/Trail_blazing), and [sculpture](https://en.wikipedia.org/wiki/Sculpture).[[6]](https://en.wikipedia.org/wiki/Media_%28communication%29#cite_note-6)

The Term media in its modern application relating to communication channels was first used by Canadian communications theorist [Marshall McLuhan](https://en.wikipedia.org/wiki/Marshall_McLuhan), who stated in Counterblast (1954): "The media are not toys; they should not be in the hands of Mother Goose and Peter Pan executives. They can be entrusted only to new artists because they are art forms." By the mid-1960s, the term had spread to general use in North America and the United Kingdom. The phrase "mass media" was, according to [H.L. Mencken](https://en.wikipedia.org/wiki/H.L._Mencken), used as early as 1923 in the United States.[[7]](https://en.wikipedia.org/wiki/Media_%28communication%29#cite_note-7)

The term "medium" (the singular form of "media") is defined as "one of the means or channels of general communication, information, or entertainment in society, as newspapers, radio, or television."[[8]](https://en.wikipedia.org/wiki/Media_%28communication%29%22%20%5Cl%20%22cite_note-dict_thed-8)

Media technology has made viewing increasingly easier as time has passed throughout history. Children today are encouraged to use media tools in school and are expected to have a general understanding of the various technologies available. The internet is arguably one of the most effective tools in media for communication tools such as [e-mail](https://en.wikipedia.org/wiki/E-mail), [Skype](https://en.wikipedia.org/wiki/Skype), and [Facebook](https://en.wikipedia.org/wiki/Facebook%22%20%5Co%20%22Facebook) have brought people closer together and created new [online communities](https://en.wikipedia.org/wiki/Online_community). However, some may argue that certain types of media can hinder face-to-face. Therefore, it is an important source of communication.

In a large consumer-driven society, electronic media (such as television) and [print media](https://en.wikipedia.org/wiki/Print_media) (such as newspapers) are important for distributing [advertisement media](https://en.wikipedia.org/wiki/Advertisement#Media). More technologically advanced societies have access to goods and services through [newer media](https://en.wikipedia.org/wiki/New_media) than less technologically advanced societies. In addition to this "advertising" role, media is nowadays a tool to share knowledge all around the world. Analysing the evolution of medium within the society, Popkin[[20]](https://en.wikipedia.org/wiki/Media_%28communication%29%22%20%5Cl%20%22cite_note-20) assesses the important role of media, by building [connection between politics](https://en.wikipedia.org/wiki/Media_and_politics), culture and economic life and the society: for instance periodical newspaper has been an opportunity to first advertise and second to be up-to-date with current foreign affairs or the nation economic situation. In the meantime, Willinsky[[21]](https://en.wikipedia.org/wiki/Media_%28communication%29%22%20%5Cl%20%22cite_note-21) was promoting the role of modern technology as a way to come across cultural, gender, national barriers. He saw in internet an opportunity to establish a fair and equal system of knowledge: as internet may be accessible to anyone, any published information may be read and consulted by anyone. Therefore, internet is a sustainable solution to overcome the "gap" between developed and developing countries as both will get a chance to learn from each other. Canagarajah[[22]](https://en.wikipedia.org/wiki/Media_%28communication%29%22%20%5Cl%20%22cite_note-22) is addressing the issue of unbalanced relations between the North and South countries, asserting that Western countries tend to impose their own ideas on developing countries. Therefore, internet is way to re-establish balance, by for instance enhance publication of newspaper, academic journal from developing countries. Christen[[23]](https://en.wikipedia.org/wiki/Media_%28communication%29%22%20%5Cl%20%22cite_note-23) is the one who created a system that provide access to knowledge and protect people's customs and culture. Indeed, in some traditional societies, some genders cannot have access to a certain type of knowledge therefore respecting these customs limit the scope of dissemination but still allow the diffusion of knowledge. Within this process of dissemination, media would play a role of "intermediaries", that is say translation an academic research into a journalistic format, accessible by lay audience ( Levin[[24]](https://en.wikipedia.org/wiki/Media_%28communication%29#cite_note-24)). Consequently, media is a modern form of communication aiming at spreading knowledge within the whole world, regardless any form of discrimination.

Media, through media and [communications psychology](https://en.wikipedia.org/wiki/Models_of_communication#Psychology_of_communication), has helped to connect diverse people from far and near geographical location. It has also helped in the aspect of on-line or Internet businesses and other activities that have an on-line version. All media intended to affect human behavior is initiated through communication and the intended behavior is couched in psychology. Therefore, understanding media and communications psychology is fundamental in understanding the social and individual effects of media. The expanding field of media and communications psychology combines these established disciplines in a new way.

Timing change based on innovation and efficiency may not have a direct correlation with technology. The [information revolution](https://en.wikipedia.org/wiki/Information_revolution) is based on modern advancements. During the 19th century, the information "boom" rapidly advanced because of postal systems, increase in newspaper accessibility, as well as schools "modernizing". These advancements were made due to the increase of people becoming literate and educated.[[citation needed](https://en.wikipedia.org/wiki/Wikipedia%3ACitation_needed%22%20%5Co%20%22Wikipedia%3ACitation%20needed)] The methodology of communication although has changed and dispersed in numerous directions based on the source of its [sociocultural](https://en.wikipedia.org/wiki/Sociocultural%22%20%5Co%20%22Sociocultural) impact. Biases in the media that affects religious or ethnic minorities takes the form of [racism in the media](https://en.wikipedia.org/wiki/Racial_bias_in_criminal_news) and [religious bias in the media](https://en.wikipedia.org/wiki/Media_bias#Religious_bias).

Electronic media:

In the last century, a revolution in [telecommunications](https://en.wikipedia.org/wiki/Telecommunications) has greatly altered communication by providing new media for long distance communication. The [first transatlantic two-way radio broadcast](https://en.wikipedia.org/wiki/Reginald_Aubrey_Fessenden) occurred in 1906 and led to common communication via analog and [digital media](https://en.wikipedia.org/wiki/Digital_media):[Analog](https://en.wikipedia.org/wiki/Analog_signal) telecommunications include some [radio](https://en.wikipedia.org/wiki/Radio) systems, historical [telephony](https://en.wikipedia.org/wiki/Telephony) systems, and historical [television](https://en.wikipedia.org/wiki/Television) broadcasts. [Digital telecommunications](https://en.wikipedia.org/wiki/Digital_telecommunications) allow for [computer-mediated communication](https://en.wikipedia.org/wiki/Computer-mediated_communication), [telegraphy](https://en.wikipedia.org/wiki/Telegraphy), [computer networks](https://en.wikipedia.org/wiki/Computer_network), [digital radio](https://en.wikipedia.org/wiki/Digital_radio), [digital telephony](https://en.wikipedia.org/wiki/Digital_telephony) and [digital television](https://en.wikipedia.org/wiki/Digital_television).

Modern communication media now allow for intense long-distance exchanges between larger numbers of people ([many-to-many](https://en.wikipedia.org/wiki/Many-to-many) communication via [e-mail](https://en.wikipedia.org/wiki/E-mail), [Internet forums](https://en.wikipedia.org/wiki/Internet_forum), and [teleportation](https://en.wikipedia.org/wiki/Telecommunications_port)). On the other hand, many traditional [broadcast](https://en.wikipedia.org/wiki/Broadcast) media and mass media or [one-to-many](https://en.wikipedia.org/wiki/Point-to-multipoint_communication) communication (television, [cinema](https://en.wikipedia.org/wiki/Film), radio, [newspaper](https://en.wikipedia.org/wiki/Newspaper), [magazines](https://en.wikipedia.org/wiki/Magazine), and also [social media](https://en.wikipedia.org/wiki/Social_media)).

Electronic media usage is growing, although concern has arisen that it distracts youth from face-to-face contact with friends and family. Research on the [social engagement](https://en.wikipedia.org/wiki/Social_engagement) effect is mixed. One study by Wellman found that "33% of Internet users said that the Internet had improved their connections to friends 'a lot', and 23% said it had increased the quality of their communication with family members by a similar amount. Young people in particular took advantage of the social side of the Internet. Nearly half (49%) of the 18- to 29-year-olds said that the Internet had improved their connections to friends a lot. On the other hand, 19% of employed Internet users said that the Internet had increased the amount of time they spent working in home".[[25]](https://en.wikipedia.org/wiki/Media_%28communication%29#cite_note-25)

Electronic media now comes in the forms of [computers](https://en.wikipedia.org/wiki/Computers) ([tablets](https://en.wikipedia.org/wiki/Tablet_computer), [laptops](https://en.wikipedia.org/wiki/Laptops) and [desktops](https://en.wikipedia.org/wiki/Desktop_computer)), [cell phones](https://en.wikipedia.org/wiki/Cell_phones), [MP3 players](https://en.wikipedia.org/wiki/MP3_players), [DVDs](https://en.wikipedia.org/wiki/DVDs), [video game systems](https://en.wikipedia.org/wiki/Video_game_systems), radios, and television. Technology has spiked to record highs within the last decade, thus changing the dynamic of communication. The spike in electronic media really started to grow in 2007 when the release of the first iPhone came out.[[26]](https://en.wikipedia.org/wiki/Media_%28communication%29#cite_note-26) The meaning of electronic media, as it is known in various spheres, has changed with the passage of time. The term media has achieved a broader meaning nowadays as compared to that given it a decade ago. Earlier, there was multimedia, once only a piece of software (application software) used to play audio (sound) and video (visual object with or without sound). Following this, it was CD (Compact Disc) and DVD (Digital Versatile Disc), then camera of 3G (third generation) applications in the field.

In modern terms, the term "media" includes all the software which are used in PC ([personal computer](https://en.wikipedia.org/wiki/Personal_computer)) or laptop or mobile phone installed for normal or better performance of the system; today, however, hard discs (used to increase the installation capacity of data) of computer are an example of electronic media. This type of hard disc is becoming increasingly smaller in size.

The latest inclusion in the field is magnetic media (magnetic stripe) whose application is common in the fastest growing information technology field. Modern day IT media is commonly used in the banking sector and by the Income Tax Department for the purpose of providing the easiest and fastest possible services to consumers. In this [magnetic strip](https://en.wikipedia.org/wiki/Magnetic_stripe_card), account information linking to all the data relating to a particular consumer is stored. The main features of these types of media are prepared unrecorded (blank form), and data is normally stored at a later stage as per the requirement of its user or consumer.

Completeness

The message must be complete and geared to the receiver’s perception of the world. The message must be based on facts and a complex message needs additional information and / or explanation. A good subdivision of subjects will clarify the message as a result of which there will be a complete overview of what is said.

Concreteness

Concrete business communication is also about a clear message. This is often supported by factual material such as research data and figures. The words used as well as the sentence structure can be interpreted uni-vocally. Nothing is left to the imagination.

Courtesy

In addition to considering the feelings and points of view of the target group, it is also important to approach the audience in a friendly and courteous manner. Use of terms that show respect for the receiver contribute towards effective communication. The same goes for the manner in which you address someone. Not everyone will be charmed if you use a familiar form of address and use of a formal address could come across as too distant. By using the word ‘they’ a larger audience is immediately addressed.

Correctness

A correct use of language has the preference. In written business communication, grammatical errors must be avoided and stylistic lapses or a wrong use of verbs are not sufficient either in verbal communication. A correct use of language increases trustworthiness and the receiver will feel that they are taken seriously.

Clarity

Clear or plain language is characterized by explicitness, short sentences and concrete words. Fuzzy language is absolutely forbidden, as are formal language and cliché expressions. By avoiding parentheses and keeping to the point, the receiver will get a clear picture of the content of the message. Briefly-worded information emphasizes the essence of the message.

Consideration

Communicating with the target group (Consideration). In order to communicate well, it is important to relate to the target group and be involved. By taking the audience into account, the message can be geared towards them. Factors that play a role in this are for example: professional knowledge, level of education, age and interests.

Conciseness

A message is clear when the storyline is consistent and when this does not contain any inconsistencies. When facts are mentioned, it is important that there is consistent, supporting information. Systematically implementing a certain statement or notation also contributes to clear [business communication](https://www.toolshero.com/communication-skills/active-listening/). When statements are varied, they will confuse the receiver.

7 C’s of Communication variations throughout the years

The 7 C’s of Communication have two more variations that are often overlooked, namely Creativity and Credibility.

Creativity

A text will only be lively when the words and sentence structures are used creatively and when short sentences are alternated with longer sentences. Creativity is especially important in texts in which search words are used, it is essential that the search words are constantly used in a different setting.

Credibility

By creating an atmosphere of trust in a conversation or text, you add credibility to the message. This can be achieved by a clear and striking ‘tone’, which indicates that the information you are discussing contains the right information.

Seven Cs of Communication:

The "7 C’s of Communication" is a much-quoted list, first provided by Cutlip and Center in 1952 in Effective Public Relations.[[2]](https://en.wikipedia.org/wiki/Effective_Public_Relations#cite_note-2) The original list was a follows:

Completeness

Conciseness

Consideration

Concreteness

Courtesy

Clearness

Correctness

Various versions of this list, often modified and unattributed, are listed in many business, communications, marketing and public relations books and courses.

Credibility: Communication begins in a climate of belief. This climate is built by the performance of the sender who should reflect an earnest desire to serve the receiver. The receiver will then have high regard for the competency of the sender.

Context: An advertising/communications program must square with the realities of its environment. Your daily business activities must confirm, not contradict, the message.

Content: The message must have meaning and relevance for the receiver. Content determines the audience and vice versa.

Clarity: The message must be put in simple terms. Words used must have exactly the same meaning to the sender as they do to the receiver. Complex messages must be distilled into simpler terms, and the farther a message must travel, the simpler it should be.

Continuity and Consistency: Communication is an unending process. It requires repetition to achieve understanding. Repetition, with variation, contributes to learning both facts and attitudes.

Channels: Use established channels of communication—channels the receiver uses and respects. Creating new channels is difficult.

Capability of audience: Communication must take into account the capability of the audience. Communications are most effective when they require the least effort on the part of the recipient.[[8]](https://en.wikipedia.org/wiki/Effective_Public_Relations#cite_note-8)

Non-verbal communication:

[Nonverbal communication](https://en.wikipedia.org/wiki/Nonverbal_communication) describes the processes of conveying a type of information in a form of non-linguistic representations. Examples of nonverbal communication include [haptic communication](https://en.wikipedia.org/wiki/Haptic_communication%22%20%5Co%20%22Haptic%20communication), [chronemic communication](https://en.wikipedia.org/wiki/Chronemics%22%20%5Co%20%22Chronemics), [gestures](https://en.wikipedia.org/wiki/Gestures), [body language](https://en.wikipedia.org/wiki/Body_language), [facial expressions](https://en.wikipedia.org/wiki/Facial_expressions), [eye contact](https://en.wikipedia.org/wiki/Eye_contact) etc. Nonverbal communication also relates to the intent of a message. Examples of intent are voluntary, intentional movements like shaking a hand or winking, as well as involuntary, such as sweating.[[3]](https://en.wikipedia.org/wiki/Communication#cite_note-3) Speech also contains nonverbal elements known as [paralanguage](https://en.wikipedia.org/wiki/Paralanguage), e.g. [rhythm](https://en.wikipedia.org/wiki/Rhythm_%28linguistics%29), [intonation](https://en.wikipedia.org/wiki/Intonation_%28linguistics%29), [tempo](https://en.wikipedia.org/wiki/Tempo_of_speech), and [stress](https://en.wikipedia.org/wiki/Stress_%28linguistics%29). It affects communication most at the subconscious level and establishes trust. Likewise, written texts include nonverbal elements such as handwriting style, the spatial arrangement of words and the use of [emoticons](https://en.wikipedia.org/wiki/Emoticons) to convey emotion.

Nonverbal communication demonstrates one of [Paul Watzlawick's](https://en.wikipedia.org/wiki/Paul_Watzlawick) laws: you cannot not communicate. Once proximity has formed awareness, living creatures begin interpretinsignals received.[[4]](https://en.wikipedia.org/wiki/Communication#cite_note-4) Some of the functions of nonverbal communication in humans are to complement and illustrate, to reinforce and emphasize, to replace and substitute, to control and regulate, and to contradict the denotative message. Nonverbal cues are heavily relied on to express communication and to interpret others' communication and can replace or substitute verbal messages. However, non-verbal communication is ambiguous. When verbal messages contradict non-verbal messages, observation of non-verbal behaviour is relied on to judge another's attitudes and feelings, rather than assuming the truth of the verbal message alone.There are several reasons as to why non-verbal communication plays a vital role in communication:

"Non-verbal communication is omnipresent." [[5]](https://en.wikipedia.org/wiki/Communication#cite_note-5) They are included in every single communication act. To have total communication, all non-verbal channels such as the body, face, voice, appearance, touch, distance, timing, and other environmental forces must be engaged during face-to-face interaction. Written communication can also have non-verbal attributes. E-mails and web chats have options to change text font colours, stationary, emoticons, and capitalization in order to capture non-verbal cues into a verbal medium."Non-verbal behaviours are multifunctional." [[6]](https://en.wikipedia.org/wiki/Communication#cite_note-Burgoon_et_al.,_p._4-6) Many different non-verbal channels are engaged at the same time in communication acts and allow the chance for simultaneous messages to be sent and received.

"Non-verbal behaviours may form a universal language system." [[6]](https://en.wikipedia.org/wiki/Communication#cite_note-Burgoon_et_al.,_p._4-6) Smiling, crying, pointing, caressing, and glaring are non-verbal behaviours that are used and understood by people regardless of nationality. Such non-verbal signals allow the most basic form of communication when verbal communication is not effective due to language barriers.

Verbal communication:

[Verbal communication](https://en.wikipedia.org/wiki/Verbal_communication) is the spoken or written conveyance of a message. Human [language](https://en.wikipedia.org/wiki/Language) can be defined as a [system](https://en.wikipedia.org/wiki/System) of [symbols](https://en.wikipedia.org/wiki/Symbol) (sometimes known as [lexemes](https://en.wikipedia.org/wiki/Lexeme)) and the [grammars](https://en.wikipedia.org/wiki/Grammar) ([rules](https://en.wiktionary.org/wiki/rule)) by which the symbols are manipulated. The word "language" also refers to common properties of languages. [Language learning](https://en.wikipedia.org/wiki/Language_acquisition) normally occurs most intensively during human childhood. Most of the large number of human languages use patterns of [sound](https://en.wikipedia.org/wiki/Sound) or [gesture](https://en.wikipedia.org/wiki/Gesture) for symbols which enable communication with others around them. Languages tend to share certain properties, although there are exceptions. There is [no defined line](https://en.wikipedia.org/wiki/Language_or_dialect) between a language and a [dialect](https://en.wikipedia.org/wiki/Dialect). [Constructed languages](https://en.wikipedia.org/wiki/Constructed_language) such as [Esperanto](https://en.wikipedia.org/wiki/Esperanto), [programming languages](https://en.wikipedia.org/wiki/Programming_language), and various mathematical formalisms are not necessarily restricted to the properties shared by human languages.

As previously mentioned, language can be characterized as symbolic. Charles Ogden and I.A Richards developed The Triangle of Meaning model to explain the symbol (the relationship between a word), the referent (the thing it describes), and the meaning (the thought associated with the word and the thing).

The properties of language are governed by rules. Language follows phonological rules (sounds that appear in a language), syntactic rules (arrangement of words and punctuation in a sentence), semantic rules (the agreed upon meaning of words), and pragmatic rules (meaning derived upon context).

The meanings that are attached to words can be literal, or otherwise known as denotative; relating to the topic being discussed, or, the meanings take context and relationships into account, otherwise known as connotative; relating to the feelings, history, and power dynamics of the communicators.[[7]](https://en.wikipedia.org/wiki/Communication#cite_note-7)Contrary to popular belief, [signed languages](https://en.wikipedia.org/wiki/Signed_languages) of the world (e.g., [American Sign Language](https://en.wikipedia.org/wiki/American_Sign_Language)) are considered to be verbal communication because their sign vocabulary, grammar, and other linguistic structures abide by all the necessary classifications as spoken languages. There are however, nonverbal elements to signed languages, such as the speed, intensity, and size of signs that are made. A signer might sign "yes" in response to a question, or they might sign a sarcastic-large slow yes to convey a different nonverbal meaning. The sign yes is the verbal message while the other movements add nonverbal meaning to the message.

Written communication and its historical development:

Over time the forms of and ideas about communication have evolved through the continuing progression of technology. Advances include communications psychology and [media psychology](https://en.wikipedia.org/wiki/Media_psychology), an emerging field of study.

The progression of written communication can be divided into three "information communication revolutions":[[8]](https://en.wikipedia.org/wiki/Communication%22%20%5Cl%20%22cite_note-8)

Written communication first emerged through the use of pictographs. The [pictograms](https://en.wikipedia.org/wiki/Pictogram) were made in stone, hence written communication was not yet mobile. Pictograms began to develop standardized and simplified forms.

The next step occurred when writing began to appear on [paper](https://en.wikipedia.org/wiki/Paper), papyrus, clay, wax, and other media with commonly shared writing systems, leading to adaptable [alphabets](https://en.wikipedia.org/wiki/Alphabet). Communication became mobile.

The final stage is characterized by the transfer of information through controlled waves of [electromagnetic radiation](https://en.wikipedia.org/wiki/Electromagnetic_radiation) (i.e., radio, microwave, infrared) and other [electronic signals](https://en.wikipedia.org/wiki/Signal_%28electrical_engineering%29).

Communication is thus a process by which meaning is assigned and conveyed in an attempt to create shared understanding. Gregory Bateson called it "the replication of tautologies in the universe.[[9]](https://en.wikipedia.org/wiki/Communication#cite_note-9) This process, which requires a vast repertoire of skills in [interpersonal](https://en.wikipedia.org/wiki/Interpersonal) processing, listening, observing, speaking, questioning, analyzing, gestures, and evaluating enables [collaboration](https://en.wikipedia.org/wiki/Collaboration) and [cooperation](https://en.wikipedia.org/wiki/Cooperation).[[10]](https://en.wikipedia.org/wiki/Communication#cite_note-10)

Business/Corporate:

Business communication is used for a wide variety of activities including, but not limited to: strategic communications planning, media relations, internal communications, [public relations](https://en.wikipedia.org/wiki/Public_relations) (which can include social media, broadcast and written communications, and more), brand management, [reputation management](https://en.wikipedia.org/wiki/Reputation_management), speech-writing, customer-client relations, and internal/employee communications.

Companies with limited resources may choose to engage in only a few of these activities, while larger organizations may employ a full spectrum of communications. Since it is relatively difficult to develop such a broad range of skills, communications professionals often specialize in one or two of these areas but usually have at least a working knowledge of most of them. By far, the most important qualifications communications professionals must possess are excellent writing ability, good 'people' skills, and the capacity to think critically and strategically.

Business communication could also refer to the style of communication within a given corporate entity. i.e. email coversation styles, or internal communication styles.

Political:

Communication is one of the most relevant tools in political strategies, including persuasion and [propaganda](https://en.wikipedia.org/wiki/Propaganda). In [mass media](https://en.wikipedia.org/wiki/Mass_media) research and online media research, the effort of the strategist is that of getting a precise decoding, avoiding "message reactance", that is, message refusal. The reaction to a message is referred also in terms of approach to a message, as follows:

In "radical reading" the audience rejects the meanings, values, and viewpoints built into the text by its makers. Effect: message refusal.

In "dominant reading", the audience accepts the meanings, values, and viewpoints built into the text by its makers. Effect: message acceptance.

In "subordinate reading" the audience accepts, by and large, the meanings, values, and worldview built into the text by its makers. Effect: obey to the message.[[11]](https://en.wikipedia.org/wiki/Communication#cite_note-11)

Holistic approaches are used by communication campaign leaders and communication strategists in order to examine all the options, "actors" and channels that can generate change in the [semiotic](https://en.wikipedia.org/wiki/Semiotic) landscape, that is, change in [perceptions](https://en.wikipedia.org/wiki/Perceptions), change in [credibility](https://en.wikipedia.org/wiki/Credibility), change in the "[memetic](https://en.wikipedia.org/wiki/Memetic%22%20%5Co%20%22Memetic) background", change in the image of movements, of candidates, players and managers as perceived by key influencers that can have a role in generating the desired "end-state".

The modern political communication field is highly influenced by the framework and practices of "information operations" doctrines that derive their nature from strategic and military studies. According to this view, what is really relevant is the concept of acting on the Information Environment. The information environment is the aggregate of individuals, organizations, and systems that collect, process, disseminate, or act on information. This environment consists of three interrelated dimensions, which continuously interact with individuals, organizations, and systems. These dimensions are known as physical, informational, and cognitive.[[12]](https://en.wikipedia.org/wiki/Communication#cite_note-12)

Family:

Family communication is the study of the communication perspective in a broadly defined family, with intimacy and trusting relationship.[[13]](https://en.wikipedia.org/wiki/Communication#cite_note-13) The main goal of family communication is to understand the interactions of family and the pattern of behaviors of family members in different circumstances. Open and honest communication creates an atmosphere that allows family members to express their differences as well as love and admiration for one another. It also helps to understand the feelings of one another.

Family communication study looks at topics such as family rules, family roles or family dialectics and how those factors could affect the communication between family members. Researchers develop theories to understand communication behaviors. Family communication study also digs deep into certain time periods of family life such as marriage, parenthood or divorce and how communication stands in those situations. It is important for family members to understand communication as a trusted way which leads to a well constructed family.

Interpersonal:

In simple terms, [interpersonal communication](https://en.wikipedia.org/wiki/Interpersonal_communication) is the communication between one person and another (or others). It is often referred to as face-to-face communication between two (or more) people. Both verbal and nonverbal communication, or [body language](https://en.wikipedia.org/wiki/Body_language), play a part in how one person understands another. In verbal interpersonal communication there are two types of messages being sent: a content message and a relational message. Content messages are messages about the topic at hand and relational messages are messages about the relationship itself.[[14]](https://en.wikipedia.org/wiki/Communication#cite_note-:0-14) This means that relational messages come across in how one says something and it demonstrates a person's feelings, whether positive or negative, towards the individual they are talking to, indicating not only how they feel about the topic at hand, but also how they feel about their relationship with the other individual.[[14]](https://en.wikipedia.org/wiki/Communication#cite_note-:0-14)

There are many different aspects of [interpersonal communication](https://en.wikipedia.org/wiki/Interpersonal_communication) including:

Audiovisual Perception of Communication Problems.[[15]](https://en.wikipedia.org/wiki/Communication%22%20%5Cl%20%22cite_note-15) The concept follows the idea that our words change what form they take based on the stress level or urgency of the situation. It also explores the concept that stuttering during speech shows the audience that there is a problem or that the situation is more stressful.

The Attachment Theory.[[16]](https://en.wikipedia.org/wiki/Communication%22%20%5Cl%20%22cite_note-16) This is the combined work of John Bowlby and Mary Ainsworth (Ainsworth & Bowlby, 1991) This theory follows the relationships that builds between a mother and child, and the impact it has on their relationships with others.

Emotional Intelligence and Triggers.[[17]](https://en.wikipedia.org/wiki/Communication%22%20%5Cl%20%22cite_note-17) Emotional Intelligence focuses on the ability to monitor ones own emotions as well as those of others. Emotional Triggers focus on events or people that tend to set off intense, emotional reactions within individuals.

Attribution Theory.[[18]](https://en.wikipedia.org/wiki/Communication%22%20%5Cl%20%22cite_note-18) This is the study of how individuals explain what causes different events and behaviors. The Power of Words (Verbal communications).[[19]](https://en.wikipedia.org/wiki/Communication#cite_note-19) Verbal communication focuses heavily on the power of words, and how those words are said. It takes into consideration tone, volume, and choice of words.

Nonverbal Communication. It focuses heavily on the setting that the words are conveyed in, as well as the physical tone of the words.

Ethics in Personal Relations.[[20]](https://en.wikipedia.org/wiki/Communication%22%20%5Cl%20%22cite_note-20) It is about a space of mutual responsibility between two individuals, it's about giving and receiving in a relationship. This theory is explored by Dawn J. Lipthrott in the article What IS Relationship? What is Ethical Partnership?

Deception in Communication.[[21]](https://en.wikipedia.org/wiki/Communication%22%20%5Cl%20%22cite_note-21) This concept goes into that everyone lies, and how this can impact relationships. This theory is explored by James Hearn in his article Interpersonal Deception Theory: Ten Lessons for Negotiators

Conflict in Couples.[[22]](https://en.wikipedia.org/wiki/Communication%22%20%5Cl%20%22cite_note-22) This focuses on the impact that social media has on relationships, as well as how to communicate through conflict. This theory is explored by Amanda Lenhart and Maeve Duggan in their paper Couples, the Internet, and Social Media

Barriers to effectiveness:

Barriers to effective communication can retard or distort the message or intention of the message being conveyed. This may result in failure of the communication process or cause an effect that is undesirable. These include filtering, [selective perception](https://en.wikipedia.org/wiki/Selective_perception), [information overload](https://en.wikipedia.org/wiki/Information_overload), emotions, language, silence, [communication apprehension](https://en.wikipedia.org/wiki/Communication_apprehension), gender differences and [political correctness](https://en.wikipedia.org/wiki/Political_correctness).[[23]](https://en.wikipedia.org/wiki/Communication#cite_note-23)

This also includes a lack of expressing "knowledge-appropriate" communication, which occurs when a person uses ambiguous or complex legal words, medical jargon, or descriptions of a situation or environment that is not understood by the recipient.

Physical barriers – Physical barriers are often due to the nature of the environment. An example of this is the natural barrier which exists if staff is located in different buildings or on different sites. Likewise, poor or outdated equipment, particularly the failure of management to introduce new technology, may also cause problems. Staff shortages are another factor which frequently causes communication difficulties for an organization.

System design – [System design](https://en.wikipedia.org/wiki/System_design) faults refer to problems with the structures or systems in place in an organization. Examples might include an organizational structure which is unclear and therefore makes it confusing to know whom to communicate with. Other examples could be inefficient or inappropriate information systems, a lack of supervision or training, and a lack of clarity in roles and responsibilities which can lead to staff being uncertain about what is expected of them.

Attitudinal barriers– Attitudinal barriers come about as a result of problems with staff in an organization. These may be brought about, for example, by such factors as poor management, lack of consultation with employees, personality conflicts which can result in people delaying or refusing to communicate, the personal attitudes of individual employees which may be due to lack of motivation or dissatisfaction at work, brought about by insufficient training to enable them to carry out particular tasks, or simply resistance to change due to entrenched attitudes and ideas.[[citation needed](https://en.wikipedia.org/wiki/Wikipedia%3ACitation_needed)]

Ambiguity of words/phrases – Words sounding the same but having different meaning can convey a different meaning altogether. Hence the communicator must ensure that the receiver receives the same meaning. It is better if such words are avoided by using alternatives whenever possible.

Individual linguistic ability – The use of [jargon](https://en.wikipedia.org/wiki/Jargon), difficult or inappropriate words in communication can prevent the recipients from understanding the message. Poorly explained or misunderstood messages can also result in confusion. However, research in communication has shown that confusion can lend [legitimacy](https://en.wikipedia.org/wiki/Legitimation) to research when persuasion fails.[[24]](https://en.wikipedia.org/wiki/Communication#cite_note-24)[[25]](https://en.wikipedia.org/wiki/Communication#cite_note-25)

Physiological barriers – These may result from individuals' personal discomfort, caused—for example—by ill health, poor eyesight or hearing difficulties.

Bypassing – These happens when the communicators (sender and the receiver) do not attach the same symbolic meanings to their words. It is when the sender is expressing a thought or a word but the receiver takes it in a different meaning. For example- ASAP, Rest room

Technological multi-tasking and absorbency – With a rapid increase in technologically-driven communication in the past several decades, individuals are increasingly faced with condensed communication in the form of e-mail, text, and social updates. This has, in turn, led to a notable change in the way younger generations communicate and perceive their own self-efficacy to communicate and connect with others. With the ever-constant presence of another "world" in one's pocket, individuals are multi-tasking both physically and cognitively as constant reminders of something else happening somewhere else bombard them. Though perhaps too new of an advancement to yet see long-term effects, this is a notion currently explored by such figures as Sherry Turkle.[[26]](https://en.wikipedia.org/wiki/Communication#cite_note-26)

Fear of being criticized – This is a major factor that prevents good communication. If we exercise simple practices to improve our communication skill, we can become effective communicators. For example, read an article from the newspaper or collect some news from the television and present it in front of the mirror. This will not only boost your confidence but also improve your language and vocabulary.

Gender barriers – Most communicators whether aware or not, often have a set agenda. This is very notable among the different genders. For example, many women are found to be more critical in addressing conflict. It's also been noted that men are more than likely to withdraw from conflict when in comparison to women.[[27]](https://en.wikipedia.org/wiki/Communication#cite_note-27) This breakdown and comparison not only shows that there are many factors to communication between two specific genders but also room for improvement as well as established guidelines for all.

Cultural aspects:

Cultural differences exist within countries (tribal/regional differences, dialects etc.), between religious groups and in organisations or at an organisational level – where companies, teams and units may have different expectations, norms and idiolects. Families and family groups may also experience the effect of cultural barriers to communication within and between different family members or groups. For example: words, colours and symbols have different meanings in different cultures. In most parts of the world, nodding your head means agreement, shaking your head means no, except in some parts of the world.[[28]](https://en.wikipedia.org/wiki/Communication#cite_note-28)

Communication to a great extent is influenced by culture and [cultural variables](https://en.wikipedia.org/wiki/Cultural_variations_in_adoption).[[29]](https://en.wikipedia.org/wiki/Communication#cite_note-29)[[30]](https://en.wikipedia.org/wiki/Communication#cite_note-30)[[31]](https://en.wikipedia.org/wiki/Communication#cite_note-31)[[32]](https://en.wikipedia.org/wiki/Communication#cite_note-32) Understanding cultural aspects of communication refers to having knowledge of different cultures in order to communicate effectively with cross culture people. Cultural aspects of communication are of great relevance in today's world which is now a [global village](https://en.wikipedia.org/wiki/Global_village_%28term%29), thanks to [globalisation](https://en.wikipedia.org/wiki/Globalisation%22%20%5Co%20%22Globalisation). Cultural aspects of communication are the cultural differences which influences communication across borders. Impact of cultural differences on communication components are explained below:

[Verbal communication](https://en.wikipedia.org/wiki/Verbal_communication) refers to form of communication which uses spoken and written words for expressing and transferring views and ideas. Language is the most important tool of verbal communication and it is the area where cultural difference play its role. All countries have different [languages](https://en.wikipedia.org/wiki/Language) and to have a better understanding of different culture it is required to have knowledge of languages of different countries.

[Non-verbal communication](https://en.wikipedia.org/wiki/Non-verbal_communication) is a very wide concept and it includes all the other forms of communication which do not uses written or spoken words. Non verbal communication takes following forms:

[Paralinguistics](https://en.wikipedia.org/wiki/Paralinguistics) are the voice involved in communication other than actual language and involves [tones](https://en.wikipedia.org/wiki/Tone_%28linguistics%29), [pitch](https://en.wikipedia.org/wiki/Pitch_%28music%29), vocal cues etc. It also include sounds from throat and all these are greatly influenced by cultural differences across borders.

[Proxemics](https://en.wikipedia.org/wiki/Proxemics) deals with the concept of the [space](https://en.wikipedia.org/wiki/Space) element in communication. Proxemics explains four zones of spaces, namely intimate, personal, social and public. This concept differs from culture to culture as the permissible space varies in different countries.

[Artifactics](https://en.wikipedia.org/wiki/Artifactics) studies the [non verbal signals](https://en.wikipedia.org/wiki/Nonverbal_communication) or communication which emerges from personal accessories such as the dress or fashion accessories worn and it varies with culture as people of different countries follow different dressing codes.

[Chronemics](https://en.wikipedia.org/wiki/Chronemics) deals with the time aspects of communication and also includes the importance given to time. Some issues explaining this concept are pauses, silences and response lag during an [interaction](https://en.wikipedia.org/wiki/Interaction). This aspect of communication is also influenced by [cultural differences](https://en.wikipedia.org/wiki/Cultural_difference) as it is well known that there is a great difference in the value given by different cultures to time.

[Kinesics](https://en.wikipedia.org/wiki/Kinesics) mainly deals with [body language](https://en.wikipedia.org/wiki/Body_language) such as [postures](https://en.wikipedia.org/wiki/Neutral_spine), [gestures](https://en.wikipedia.org/wiki/Gesture), [head nods](https://en.wikipedia.org/wiki/Head_nod), leg movements, etc. In different countries, the same gestures and postures are used to convey different messages. Sometimes even a particular kinesic indicating something good in a country may have a negative meaning in another culture.

So in order to have an effective communication across the world it is desirable to have a knowledge of cultural variables effecting communication.

According to Michael Walsh and [Ghil'ad Zuckermann](https://en.wikipedia.org/wiki/Ghil%27ad_Zuckermann), Western conversational interaction is typically "dyadic", between two particular people, where eye contact is important and the speaker controls the interaction; and "contained" in a relatively short, defined time frame. However, traditional Aboriginal conversational interaction is "communal", broadcast to many people, eye contact is not important, the listener controls the interaction; and "continuous", spread over a longer, indefinite time frame.[[33]](https://en.wikipedia.org/wiki/Communication#cite_note-Engaging-33)[[34]](https://en.wikipedia.org/wiki/Communication#cite_note-34)

Nonhuman:

Every [information exchange](https://en.wikipedia.org/wiki/Information_exchange) between living organisms — i.e. transmission of [signals](https://en.wikipedia.org/wiki/Signalling_theory) that involve a living sender and [receiver](https://en.wikipedia.org/wiki/Receiver_%28information_theory%29) can be considered a form of communication; and even primitive creatures such as corals are competent to communicate. Nonhuman communication also include [cell signaling](https://en.wikipedia.org/wiki/Cell_signaling), [cellular communication](https://en.wikipedia.org/wiki/Cellular_communication_%28biology%29), and chemical transmissions between primitive organisms like [bacteria](https://en.wikipedia.org/wiki/Bacteria) and within the [plant](https://en.wikipedia.org/wiki/Plant) and [fungal](https://en.wikipedia.org/wiki/Fungi) kingdoms.

Animals:

The broad field of [animal communication](https://en.wikipedia.org/wiki/Animal_communication) encompasses most of the issues in [ethology](https://en.wikipedia.org/wiki/Ethology%22%20%5Co%20%22Ethology). [Animal communication](https://en.wikipedia.org/wiki/Animal_communication) can be defined as any [behavior](https://en.wikipedia.org/wiki/Behavior) of one animal that affects the current or future behavior of another animal. The study of animal communication, called zoo semiotics (distinguishable from [anthroposemiotics](https://en.wikipedia.org/wiki/Anthroposemiotics%22%20%5Co%20%22Anthroposemiotics), the study of human communication) has played an important part in the development of [ethology](https://en.wikipedia.org/wiki/Ethology%22%20%5Co%20%22Ethology), [sociobiology](https://en.wikipedia.org/wiki/Sociobiology), and the study of [animal cognition](https://en.wikipedia.org/wiki/Animal_cognition). Animal communication, and indeed the understanding of the animal world in general, is a rapidly growing field, and even in the 21st century so far, a great share of prior understanding related to diverse fields such as personal symbolic [name](https://en.wikipedia.org/wiki/Name) use, [animal emotions](https://en.wikipedia.org/wiki/Emotion_in_animals), [animal culture](https://en.wikipedia.org/wiki/Animal_culture) and [learning](https://en.wikipedia.org/wiki/Animal_learning), and even [sexual conduct](https://en.wikipedia.org/wiki/Animal_sexuality), long thought to be well understood, has been revolutionized.

Plants and fungi[[edit](https://en.wikipedia.org/w/index.php?title=Communication&action=edit&section=12" \o "Edit section: Plants and fungi)]

Communication is observed within the plant organism, i.e. within [plant cells](https://en.wikipedia.org/wiki/Plant_cells) and between plant cells, between plants of the same or related species, and between plants and non-plant organisms, especially in the [root zone](https://en.wikipedia.org/wiki/Rhizosphere). [Plant roots](https://en.wikipedia.org/wiki/Plant_root) communicate with [rhizome](https://en.wikipedia.org/wiki/Rhizome) [bacteria](https://en.wikipedia.org/wiki/Bacteria), [fungi](https://en.wikipedia.org/wiki/Fungi), and insects within the [soil](https://en.wikipedia.org/wiki/Soil). Recent research has shown that most of the microorganism plant communication processes are [neuron](https://en.wikipedia.org/wiki/Neuron)-like.[[35]](https://en.wikipedia.org/wiki/Communication#cite_note-35) Plants also communicate via [volatiles](https://en.wikipedia.org/wiki/Volatile_oil) when exposed to [herbivory](https://en.wikipedia.org/wiki/Herbivory%22%20%5Co%20%22Herbivory) attack behavior, thus warning neighboring plants.[[36]](https://en.wikipedia.org/wiki/Communication#cite_note-36) In parallel they produce other volatiles to attract [parasites](https://en.wikipedia.org/wiki/Parasitism) which attack these herbivores.

Fungi communicate to coordinate and organize their growth and development such as the formation of [Marcelia](https://en.wikipedia.org/wiki/Nobelium) and [fruiting bodies](https://en.wikipedia.org/wiki/Fruiting_body). Fungi communicate with their own and related species as well as with non fungal organisms in a great variety of symbiotic interactions, especially with bacteria, [unicellular](https://en.wikipedia.org/wiki/Unicellular) eukaryote, plants and insects through biochemicals of biotic origin. The biochemicals trigger the fungal organism to react in a specific manner, while if the same chemical molecules are not part of biotic messages, they do not trigger the fungal organism to react. This implies that fungal organisms can differentiate between molecules taking part in biotic messages and similar molecules being irrelevant in the situation. So far five different primary signalling molecules are known to coordinate different behavioral patterns such as [filamentation](https://en.wikipedia.org/wiki/Filamentation), [mating](https://en.wikipedia.org/wiki/Mating), growth, and [pathogenicity](https://en.wikipedia.org/wiki/Pathogenicity%22%20%5Co%20%22Pathogenicity). Behavioral coordination and production of signaling substances is achieved through interpretation processes that enables the organism to differ between self or non-self, a biotic indicator, biotic message from similar, related, or non-related species, and even filter out "noise", i.e. similar molecules without biotic content.

Bacteria quorum sensing:

Communication is not a tool used only by humans, plants and animals, but it is also used by microorganisms like bacteria. The process is called [quorum sensing](https://en.wikipedia.org/wiki/Quorum_sensing). Through quorum sensing, bacteria are able to sense the density of cells, and regulate gene expression accordingly. This can be seen in both gram positive and gram negative bacteria. This was first observed by Fuqua et al. in marine microorganisms.

 UNIT-III

Mass media refers to a diverse array of [media](https://en.wikipedia.org/wiki/Media_%28communication%29) [technologies](https://en.wikipedia.org/wiki/Technology) that reach a large audience via [mass communication](https://en.wikipedia.org/wiki/Mass_communication). The technologies through which this communication takes place include a variety of outlets. [Broadcast media](https://en.wikipedia.org/wiki/Broadcast_media) transmit information electronically via media such as [films](https://en.wikipedia.org/wiki/Film), [radio](https://en.wikipedia.org/wiki/Radio), recorded music, or [television](https://en.wikipedia.org/wiki/Television). [Digital Media](https://en.wikipedia.org/wiki/Digital_media) comprisesboth [Internet](https://en.wikipedia.org/wiki/Internet) and [mobile](https://en.wikipedia.org/wiki/Mobile_web) mass communication. [Internet](https://en.wikipedia.org/wiki/Internet) media comprise such services as [email](https://en.wikipedia.org/wiki/Email), [social media](https://en.wikipedia.org/wiki/Social_media) sites, [websites](https://en.wikipedia.org/wiki/Website), and Internet-based radio and television. Many other mass media outlets have an additional presence on the web, by such means as linking to or running TV ads online, or distributing [QR Codes](https://en.wikipedia.org/wiki/QR_Code) in outdoor or print media to direct mobile users to a website. In this way, they can use the easy accessibility and outreach capabilities the Internet affords, as thereby easily broadcast information throughout many different regions of the world simultaneously and cost-efficiently. Outdoor media transmit information via such media as [AR advertising](https://en.wikipedia.org/wiki/Augmented_Reality); [billboards](https://en.wikipedia.org/wiki/Billboard); [blimps](https://en.wikipedia.org/wiki/Blimp); flying billboards (signs in tow of airplanes); placards or kiosks placed inside and outside buses, commercial buildings, shops, sports stadiums, subway cars, or trains; signs; or [skywriting](https://en.wikipedia.org/wiki/Skywriting).[[1]](https://en.wikipedia.org/wiki/Mass_media#cite_note-enotes-1) Print media transmit information via physical objects, such as [books](https://en.wikipedia.org/wiki/Book), [comics](https://en.wikipedia.org/wiki/Comics), [magazines](https://en.wikipedia.org/wiki/Magazine), [newspapers](https://en.wikipedia.org/wiki/Newspaper), or [pamphlets](https://en.wikipedia.org/wiki/Pamphlet).[[2]](https://en.wikipedia.org/wiki/Mass_media#cite_note-2) Event organizing and [public speaking](https://en.wikipedia.org/wiki/Public_speaking) can also be considered forms of mass media.[[3]](https://en.wikipedia.org/wiki/Mass_media#cite_note-buzzle-3)

The organizations that control these technologies, such as movie studios, publishing companies, and radio and television stations, are also known as the mass media.[[4]](https://en.wikipedia.org/wiki/Mass_media#cite_note-dictionary-4)[[5]](https://en.wikipedia.org/wiki/Mass_media#cite_note-Arguing_for_a_general_framework_for_mass_media_scholarship-5) In the late 20th century, mass media could be classified into eight mass media industries: books, the Internet, magazines, movies, newspapers, radio, recordings, and television. The explosion of digital communication technology in the late 20th and early 21st centuries made prominent the question: what forms of media should be classified as "mass media"? For example, it is controversial whether to include [cell phones](https://en.wikipedia.org/wiki/Cell_phones), [computer games](https://en.wikipedia.org/wiki/Computer_games) (such as [MMORPGs](https://en.wikipedia.org/wiki/MMORPG)), and [video games](https://en.wikipedia.org/wiki/Video_games) in the definition. In the 2000s, a classification called the "seven mass media" became popular.[[citation needed](https://en.wikipedia.org/wiki/Wikipedia%3ACitation_needed%22%20%5Co%20%22Wikipedia%3ACitation%20needed)] In order of introduction, they are:

[Print](https://en.wikipedia.org/wiki/Printing) ([books](https://en.wikipedia.org/wiki/Book), [pamphlets](https://en.wikipedia.org/wiki/Pamphlet), [newspapers](https://en.wikipedia.org/wiki/Newspaper), [magazines](https://en.wikipedia.org/wiki/Magazine), etc.) from the late 15th century

[Recordings](https://en.wikipedia.org/wiki/Sound_recording_and_reproduction) ([gramophone records](https://en.wikipedia.org/wiki/Gramophone_record), [magnetic tapes](https://en.wikipedia.org/wiki/Magnetic_tape), [cassettes](https://en.wikipedia.org/wiki/Compact_Cassette), [cartridges](https://en.wikipedia.org/wiki/Stereo-Pak), [CDs](https://en.wikipedia.org/wiki/CD), and [DVDs](https://en.wikipedia.org/wiki/DVD)) from the late 19th century

[Cinema](https://en.wikipedia.org/wiki/Film) from about 1900

[Radio](https://en.wikipedia.org/wiki/Radio_broadcasting) from about 1910

[Television](https://en.wikipedia.org/wiki/Television) from about 1950

[Internet](https://en.wikipedia.org/wiki/Internet) from about 1990

[Mobile phones](https://en.wikipedia.org/wiki/Mobile_phone) from about 2000

Each mass medium has its own content types, creative artists, technicians, and business models. For example, the Internet includes [blogs](https://en.wikipedia.org/wiki/Blog), [podcasts](https://en.wikipedia.org/wiki/Podcasts), [web sites](https://en.wikipedia.org/wiki/Web_site), and various other technologies built atop the general distribution network. The sixth and seventh media, Internet and mobile phones, are often referred to collectively as [digital media](https://en.wikipedia.org/wiki/Digital_media); and the fourth and fifth, radio and TV, as [broadcast media](https://en.wikipedia.org/wiki/Broadcast_media). Some argue that [video games](https://en.wikipedia.org/wiki/Video_games) have developed into a distinct mass form of media.[[6]](https://en.wikipedia.org/wiki/Mass_media#cite_note-6)

While a telephone is a two-way communication device, mass media communicates to a large group. In addition, the telephone has transformed into a cell phone which is equipped with [Internet](https://en.wikipedia.org/wiki/Internet) access. A question arises whether this makes cell phones a mass medium or simply a device used to access a mass medium (the Internet). There is currently a system by which marketers and advertisers are able to tap into satellites, and broadcast commercials and advertisements directly to cell phones, unsolicited by the phone's user.[[citation needed](https://en.wikipedia.org/wiki/Wikipedia%3ACitation_needed)] This transmission of mass advertising to millions of people is another form of mass communication.

Video games may also be evolving into a mass medium. Video games (for example massively multiplayer online role-playing games (MMORPGs), such as [RuneScape](https://en.wikipedia.org/wiki/RuneScape)) provide a common gaming experience to millions of users across the globe and convey the same messages and ideologies to all their users. Users sometimes share the experience with one another by playing online. Excluding the Internet however, it is questionable whether players of video games are sharing a common experience when they play the game individually. It is possible to discuss in great detail the events of a video game with a friend one has never played with, because the experience is identical to each. The question, then, is whether this is a form of mass communication.[[citation needed](https://en.wikipedia.org/wiki/Wikipedia%3ACitation_needed%22%20%5Co%20%22Wikipedia%3ACitation%20needed)]

Characteristics

Five characteristics of mass communication have been identified by sociologist [John Thompson](https://en.wikipedia.org/wiki/John_Thompson_%28sociologist%29) of [Cambridge University](https://en.wikipedia.org/wiki/Cambridge_University):[[7]](https://en.wikipedia.org/wiki/Mass_media%22%20%5Cl%20%22cite_note-thompson-7)

"[C]omprises both technical and institutional methods of production and distribution" – This is evident throughout the history of mass media, from print to the Internet, each suitable for commercial utility

Involves the "[commodification](https://en.wikipedia.org/wiki/Commodification%22%20%5Co%20%22Commodification) of symbolic forms" – as the production of materials relies on its ability to manufacture and sell large quantities of the work; as radio stations rely on their time sold to advertisements, so too newspapers rely on their space for the same reasons

"[S]eparate contexts between the production and reception of information"

Its "reach to those 'far removed' in time and space, in comparison to the producers"

"[I]nformation distribution" – a "one to many" form of communication, whereby products are mass-produced and disseminated to a great quantity of audiences

Mass vs. mainstream and alternative The term "mass media" is sometimes erroneously used as a synonym for "[mainstream media](https://en.wikipedia.org/wiki/Mainstream_media)". Mainstream media are distinguished from [alternative media](https://en.wikipedia.org/wiki/Alternative_media) by their content and point of view. Alternative media are also "mass media" outlets in the sense that they use technology capable of reaching many people, even if the audience is often smaller than the mainstream.In common usage, the term "mass" denotes not that a given number of individuals receives the products, but rather that the products are available in principle to a plurality of recipients.[[7]](https://en.wikipedia.org/wiki/Mass_media#cite_note-thompson-7)Forms of mass media The sequencing of content in a broadcast is called a [schedule](https://en.wikipedia.org/wiki/Scheduling_%28broadcasting%29). With all technological endeavours a number of technical terms and slang have developed. Please see the [list of broadcasting terms](https://en.wikipedia.org/wiki/List_of_broadcasting_terms) for a glossary of terms used.

[Radio](https://en.wikipedia.org/wiki/Radio) and [television](https://en.wikipedia.org/wiki/Television) programs are distributed over frequency bands which are highly regulated in the United States. Such regulation includes determination of the width of the bands, range, licensing, types of receivers and transmitters used, and acceptable content. [Cable television](https://en.wikipedia.org/wiki/Cable_television) programs are often broadcast simultaneously with radio and television programs, but have a more limited audience. By coding signals and requiring a [cable converter box](https://en.wikipedia.org/wiki/Cable_converter_box) at individual recipients' locations, cable also enables [subscription](https://en.wikipedia.org/wiki/Subscription)-based channels and [pay-per-view](https://en.wikipedia.org/wiki/Pay-per-view) services.

A broadcasting [organisation](https://en.wikipedia.org/wiki/Organisation%22%20%5Co%20%22Organisation) may broadcast several programs simultaneously, through several channels ([frequencies](https://en.wikipedia.org/wiki/Frequencies)), for example [BBC One](https://en.wikipedia.org/wiki/BBC_One) and [Two](https://en.wikipedia.org/wiki/BBC_Two). On the other hand, two or more organisations may share a channel and each use it during a fixed part of the day, such as the [Cartoon Network](https://en.wikipedia.org/wiki/Cartoon_Network)/[Adult Swim](https://en.wikipedia.org/wiki/Adult_Swim). [Digital radio](https://en.wikipedia.org/wiki/Digital_radio) and [digital television](https://en.wikipedia.org/wiki/Digital_television) may also transmit [multiplexed](https://en.wikipedia.org/wiki/Multiplexing) programming, with several channels [compressed](https://en.wikipedia.org/wiki/Data_compression) into one [ensemble](https://en.wikipedia.org/wiki/DAB_ensemble%22%20%5Co%20%22DAB%20ensemble).When broadcasting is done via the Internet the term [webcasting](https://en.wikipedia.org/wiki/Webcasting) is often used. In 2004, a new phenomenon occurred when a number of technologies combined to produce [podcasting](https://en.wikipedia.org/wiki/Podcast). Podcasting is an asynchronous broadcast/narrowcast medium. [Adam Curry](https://en.wikipedia.org/wiki/Adam_Curry) and his associates, the [Podshow](https://en.wikipedia.org/wiki/Podshow), are principal proponents of podcasting.

Film:

The term 'film' encompasses motion pictures as individual projects, as well as the field in general. The name comes from the [photographic film](https://en.wikipedia.org/wiki/Photographic_film) (also called [filmstock](https://en.wikipedia.org/wiki/Film_stock%22%20%5Co%20%22Film%20stock)), historically the primary [medium](https://en.wikipedia.org/wiki/Recording_medium) for recording and displaying motion pictures. Many other terms for film exist, such as motion pictures (or just pictures and "picture"), the silver screen, photoplays, the cinema, picture shows, flicks, and most common, movies.Films are produced by [recording](https://en.wikipedia.org/wiki/Video_recording) people and objects with [cameras](https://en.wikipedia.org/wiki/Camera), or by creating them using [animation](https://en.wikipedia.org/wiki/Animation) techniques or [special effects](https://en.wikipedia.org/wiki/Special_effect). Films comprise a series of individual frames, but when these images are shown in rapid succession, an illusion of motion is created. Flickering between frames is not seen because of an effect known as [persistence of vision](https://en.wikipedia.org/wiki/Persistence_of_vision), whereby the eye retains a visual image for a fraction of a second after the source has been removed. Also of relevance is what causes the perception of motion: a psychological effect identified as [beta movement](https://en.wikipedia.org/wiki/Beta_movement). Film is considered by many[[who?](https://en.wikipedia.org/wiki/Wikipedia%3AManual_of_Style/Words_to_watch%22%20%5Cl%20%22Unsupported_attributions%22%20%5Co%20%22Wikipedia%3AManual%20of%20Style/Words%20to%20watch)] to be an important [art](https://en.wikipedia.org/wiki/Art) form; films entertain, educate, enlighten, and inspire audiences. Any film can become a worldwide attraction, especially with the addition of [dubbing](https://en.wikipedia.org/wiki/Dubbing_%28filmmaking%29) or [subtitles](https://en.wikipedia.org/wiki/Subtitles) that translate the film message. Films are also artifacts created by specific cultures, which reflect those cultures, and, in turn, affect them.[[who?](https://en.wikipedia.org/wiki/Wikipedia%3AManual_of_Style/Words_to_watch%22%20%5Cl%20%22Unsupported_attributions%22%20%5Co%20%22Wikipedia%3AManual%20of%20Style/Words%20to%20watch)]

Video games

A [video game](https://en.wikipedia.org/wiki/Video_game) is a [computer](https://en.wikipedia.org/wiki/Computer)-controlled game in which a video display, such as a [monitor](https://en.wikipedia.org/wiki/Computer_display) or [television](https://en.wikipedia.org/wiki/Television), is the primary feedback device. The term "computer game" also includes games which display only text (and which can, therefore, theoretically be played on a [teletypewriter](https://en.wikipedia.org/wiki/Teletypewriter)) or which use other methods, such as sound or vibration, as their primary feedback device, but there are very few new games in these categories.[[who?](https://en.wikipedia.org/wiki/Wikipedia%3AManual_of_Style/Words_to_watch#Unsupported_attributions)] There always must also be some sort of [input device](https://en.wikipedia.org/wiki/Input_device), usually in the form of [button/joystick](https://en.wikipedia.org/wiki/Button_%28control%29) combinations (on arcade games), a [keyboard](https://en.wikipedia.org/wiki/Computer_keyboard) and [mouse](https://en.wikipedia.org/wiki/Computer_mouse)/[trackball](https://en.wikipedia.org/wiki/Trackball) combination (computer games), a [controller](https://en.wikipedia.org/wiki/Game_controller) ([console](https://en.wikipedia.org/wiki/Video_game_console) games), or a combination of any of the above. Also, more esoteric devices have been used for input, e.g., the player's motion. Usually there are rules and goals, but in more open-ended games the player may be free to do whatever they like within the confines of the virtual universe.

In common usage, an "[arcade game](https://en.wikipedia.org/wiki/Arcade_game)" refers to a game designed to be played in an establishment in which patrons pay to play on a per-use basis. A "computer game" or "[PC game](https://en.wikipedia.org/wiki/Personal_computer_game)" refers to a game that is played on a [personal computer](https://en.wikipedia.org/wiki/Personal_computer). A "[Console game](https://en.wikipedia.org/wiki/Console_game)" refers to one that is played on a device specifically designed for the use of such, while interfacing with a standard [television](https://en.wikipedia.org/wiki/Television) set. A "video game" (or "videogame") has evolved into a catchall phrase that encompasses the aforementioned along with any game made for any other device, including, but not limited to, advanced [calculators](https://en.wikipedia.org/wiki/Calculator), [mobile phones](https://en.wikipedia.org/wiki/Mobile_phone), [PDAs](https://en.wikipedia.org/wiki/Personal_digital_assistant), etc.

Audio recording and reproduction

[Sound recording and reproduction](https://en.wikipedia.org/wiki/Sound_recording_and_reproduction) is the [electrical](https://en.wikipedia.org/wiki/Electric) or mechanical re-creation or amplification of [sound](https://en.wikipedia.org/wiki/Sound), often as [music](https://en.wikipedia.org/wiki/Music). This involves the use of [audio equipment](https://en.wikipedia.org/wiki/Audio_equipment) such as microphones, recording devices, and loudspeakers. From early beginnings with the invention of the [phonograph](https://en.wikipedia.org/wiki/Phonograph) using purely mechanical techniques, the field has advanced with the invention of electrical recording, the mass production of the [78 record](https://en.wikipedia.org/wiki/Gramophone_record), the [magnetic wire recorder](https://en.wikipedia.org/wiki/Wire_recorder) followed by the [tape recorder](https://en.wikipedia.org/wiki/Tape_recorder), the vinyl [LP record](https://en.wikipedia.org/wiki/Gramophone_record). The invention of the [compact cassette](https://en.wikipedia.org/wiki/Compact_cassette) in the 1960s, followed by Sony's [Walkman](https://en.wikipedia.org/wiki/Walkman), gave a major boost to the mass distribution of music recordings, and the invention of [digital recording](https://en.wikipedia.org/wiki/Digital_recording) and the [compact disc](https://en.wikipedia.org/wiki/Compact_disc) in 1983 brought massive improvements in ruggedness and quality. The most recent developments have been in [digital audio players](https://en.wikipedia.org/wiki/Digital_audio_player).

An album is a collection of related audio recordings, released together to the public, usually commercially. he term [record album](https://en.wikipedia.org/wiki/Album) originated from the fact that 78 [RPM](https://en.wikipedia.org/wiki/Revolutions_per_minute) [Phonograph](https://en.wikipedia.org/wiki/Phonograph) [disc records](https://en.wikipedia.org/wiki/Gramophone_record) were kept together in a book resembling a photo album. The first collection of records to be called an "album" was [Tchaikovsky's](https://en.wikipedia.org/wiki/Pyotr_Ilyich_Tchaikovsky) [Nutcracker Suite](https://en.wikipedia.org/wiki/Nutcracker_Suite), release in April 1909 as a four-disc set by [Odeon records](https://en.wikipedia.org/wiki/Odeon_records).[[8]](https://en.wikipedia.org/wiki/Mass_media#cite_note-sandiego-8)[[9]](https://en.wikipedia.org/wiki/Mass_media#cite_note-Chronomedia-9) It retailed for 16 [shillings](https://en.wikipedia.org/wiki/Shillings) – about [£](https://en.wikipedia.org/wiki/Pound_sterling)15 in modern currency.A [music video](https://en.wikipedia.org/wiki/Music_video) (also promo) is a [short film](https://en.wikipedia.org/wiki/Short_film) or [video](https://en.wikipedia.org/wiki/Video) that accompanies a complete piece of music, most commonly a [song](https://en.wikipedia.org/wiki/Song). Modern music videos were primarily made and used as a marketing device intended to promote the sale of music recordings. Although the origins of music videos go back much further, they came into their own in the 1980s, when [Music Television](https://en.wikipedia.org/wiki/Music_Television)'s format was based on them. In the 1980s, the term "rock video" was often used to describe this form of entertainment, although the term has fallen into disuse.Music videos can accommodate all styles of filmmaking, including [animation](https://en.wikipedia.org/wiki/Animation), [live action](https://en.wikipedia.org/wiki/Live_action) films, [documentaries](https://en.wikipedia.org/wiki/Documentary_film), and non-narrative, [abstract film](https://en.wikipedia.org/wiki/Abstract_film).

Internet

The [Internet](https://en.wikipedia.org/wiki/Internet) (also known simply as "the Net" or less precisely as "the Web") is a more interactive medium of mass media, and can be briefly described as "a network of networks". Specifically, it is the worldwide, publicly accessible network of interconnected [computer networks](https://en.wikipedia.org/wiki/Computer_network) that transmit [data](https://en.wikipedia.org/wiki/Data_%28computing%29) by [packet switching](https://en.wikipedia.org/wiki/Packet_switching) using the standard [Internet Protocol](https://en.wikipedia.org/wiki/Internet_Protocol) (IP). It consists of millions of smaller domestic, academic, business, and governmental networks, which together carry various [information](https://en.wikipedia.org/wiki/Information) and services, such as [email](https://en.wikipedia.org/wiki/Email), [online chat](https://en.wikipedia.org/wiki/Online_chat), [file](https://en.wikipedia.org/wiki/Computer_file) transfer, and the interlinked [web pages](https://en.wikipedia.org/wiki/Web_page) and other documents of the [World Wide Web](https://en.wikipedia.org/wiki/World_Wide_Web).

Contrary to some common usage, the Internet and the World Wide Web are not synonymous: the Internet is the system of interconnected computer networks, linked by [copper](https://en.wikipedia.org/wiki/Copper) wires, [fiber-optic](https://en.wikipedia.org/wiki/Optical_fiber) cables, [wireless](https://en.wikipedia.org/wiki/Wireless) connections etc.; the Web is the contents, or the interconnected documents, linked by [hyperlinks](https://en.wikipedia.org/wiki/Hyperlink) and [URLs](https://en.wikipedia.org/wiki/Uniform_Resource_Locator). The World Wide Web is accessible through the Internet, along with many other services including e-mail, [file sharing](https://en.wikipedia.org/wiki/File_sharing) and others described below.Toward the end of the 20th century, the advent of the World Wide Web marked the first era in which most individuals could have a means of exposure on a scale comparable to that of mass media. Anyone with a [web site](https://en.wikipedia.org/wiki/Web_site) has the potential to address a global audience, although serving to high levels of [web traffic](https://en.wikipedia.org/wiki/Web_traffic) is still relatively expensive. It is possible that the rise of [peer-to-peer](https://en.wikipedia.org/wiki/Peer-to-peer) technologies may have begun the process of making the cost of bandwidth manageable. Although a vast amount of information, imagery, and commentary (i.e. "content") has been made available, it is often difficult to determine the authenticity and reliability of information contained in web pages (in many cases, self-published). The invention of the Internet has also allowed breaking news stories to reach around the globe within minutes. This rapid growth of instantaneous, decentralized communication is often deemed likely to change mass media and its relationship to society.

"Cross-media" means the idea of distributing the same message through different media channels. A similar idea is expressed in the news industry as "convergence". Many authors understand cross-media publishing to be the ability to publish in both [print](https://en.wikipedia.org/wiki/Printing) and on the web without manual conversion effort. An increasing number of [wireless](https://en.wikipedia.org/wiki/Wireless) devices with mutually incompatible data and screen formats make it even more difficult to achieve the objective "create once, publish many".The Internet is quickly becoming the center of mass media. Everything is becoming accessible via the internet. Rather than picking up a newspaper, or watching the 10 o'clock news, people can log onto the internet to get the news they want, when they want it. For example, many workers listen to the radio through the Internet while sitting at their desk.

Even the [education system](https://en.wikipedia.org/wiki/Education_system) relies on the Internet. Teachers can contact the entire class by sending one e-mail. They may have web pages on which students can get another copy of the class outline or assignments. Some classes have class blogs in which students are required to post weekly, with students graded on their contributions.

Blogs (web logs)

[Blogging](https://en.wikipedia.org/wiki/Blogging), too, has become a pervasive form of media. A [blog](https://en.wikipedia.org/wiki/Blog) is a website, usually maintained by an individual, with regular entries of commentary, descriptions of events, or interactive media such as images or video. Entries are commonly displayed in reverse chronological order, with most recent posts shown on top. Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images and other graphics, and links to other blogs, web pages, and related media. The ability for readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual, although some focus on art (artlog), photographs (photoblog), sketchblog, videos (vlog), music (MP3 blog), audio (podcasting) are part of a wider network of social media. [Microblogging](https://en.wikipedia.org/wiki/Microblogging%22%20%5Co%20%22Microblogging) is another type of blogging which consists of blogs with very short posts.S feeds

[RSS](https://en.wikipedia.org/wiki/RSS) is a format for syndicating news and the content of news-like sites, including major news sites like [Wired](https://en.wikipedia.org/wiki/Wired_News), news-oriented community sites like [Slashdot](https://en.wikipedia.org/wiki/Slashdot), and personal blogs. It is a family of Web feed formats used to publish frequently updated content such as blog entries, news headlines, and podcasts. An RSS document (which is called a "feed" or "web feed" or "channel") contains either a summary of content from an associated web site or the full text. RSS makes it possible for people to keep up with web sites in an automated manner that can be piped into special programs or filtered displays.

Podcast

A [podcast](https://en.wikipedia.org/wiki/Podcast) is a series of digital-media files which are distributed over the Internet using syndication feeds for playback on portable media players and computers. The term podcast, like broadcast, can refer either to the series of content itself or to the method by which it is syndicated; the latter is also called podcasting. The host or author of a podcast is often called a podcaster.

Mobile

[Mobile phones](https://en.wikipedia.org/wiki/Mobile_phone) were introduced in [Japan](https://en.wikipedia.org/wiki/Japan) in 1979 but became a mass media only in 1998 when the first downloadable ringing tones were introduced in Finland. Soon most forms of media content were introduced on mobile phones, [tablets](https://en.wikipedia.org/wiki/Tablet_computer) and other portable devices, and today the total value of media consumed on mobile vastly exceeds that of internet content, and was worth over 31 billion dollars in 2007 (source Informa). The mobile media content includes over 8 billion dollars worth of mobile music (ringing tones, ringback tones, truetones, MP3 files, karaoke, music videos, music streaming services etc.); over 5 billion dollars worth of mobile gaming; and various news, entertainment and advertising services. In Japan mobile phone books are so popular that five of the ten best-selling printed books were originally released as mobile phone books.

Similar to the internet, mobile is also an [interactive media](https://en.wikipedia.org/wiki/Interactive_media), but has far wider reach, with 3.3 billion mobile phone users at the end of 2007 to 1.3 billion internet users (source ITU). Like email on the internet, the top application on mobile is also a personal messaging service, but SMS text messaging is used by over 2.4 billion people. Practically all internet services and applications exist or have similar cousins on mobile, from search to multiplayer games to virtual worlds to blogs. Mobile has several unique benefits which many mobile media pundits claim make mobile a more powerful media than either TV or the internet, starting with mobile being permanently carried and always connected. Mobile has the best audience accuracy and is the only mass media with a built-in payment channel available to every user without any credit cards or PayPal accounts or even an age limit. Mobile is often called the 7th Mass Medium and either the fourth screen (if counting cinema, TV and PC screens) or the third screen (counting only TV and PC).

Print media

A [magazine](https://en.wikipedia.org/wiki/Magazine) is a periodical [publication](https://en.wikipedia.org/wiki/Publication) containing a variety of articles, generally financed by [advertising](https://en.wikipedia.org/wiki/Advertising) or purchase by readers.

Magazines are typically published [weekly](https://en.wikipedia.org/wiki/Week), [biweekly](https://en.wikipedia.org/wiki/Biweekly), [monthly](https://en.wikipedia.org/wiki/Month), [bimonthly](https://en.wikipedia.org/wiki/Bimonthly) or [quarterly](https://en.wikipedia.org/wiki/Quarterly), with a [date on the cover](https://en.wikipedia.org/wiki/Periodical_cover_date) that is in advance of the date it is actually published. They are often printed in color on [coated paper](https://en.wikipedia.org/wiki/Coated_paper), and are bound with a [soft cover](https://en.wikipedia.org/wiki/Bookbinding). Magazines fall into two broad categories: consumer magazines and business magazines. In practice, magazines are a subset of [periodicals](https://en.wikipedia.org/wiki/Category%3APeriodicals), distinct from those periodicals produced by scientific, artistic, academic or special interest publishers which are subscription-only, more expensive, narrowly limited in circulation, and often have little or no advertising.

Magazines can be classified as:

General interest magazines (e.g. [Frontline](https://en.wikipedia.org/wiki/Frontline_%28magazine%29), [India Today](https://en.wikipedia.org/wiki/India_Today), [The Week](https://en.wikipedia.org/wiki/The_Week), [The Sunday Times](https://en.wikipedia.org/wiki/The_Sunday_Times) etc.)

Special interest magazines (women's, sports, business, [scuba diving](https://en.wikipedia.org/wiki/Scuba_diving), etc.)

Newspaper

A [newspaper](https://en.wikipedia.org/wiki/Newspaper) is a [publication](https://en.wikipedia.org/wiki/Publication) containing news and information and advertising, usually printed on low-cost paper called [newsprint](https://en.wikipedia.org/wiki/Newsprint). It may be general or special interest, most often published daily or weekly. The most important function of newspapers is to inform the public of significant events.[[10]](https://en.wikipedia.org/wiki/Mass_media#cite_note-:1-10) Local newspapers inform local communities and include advertisements from local businesses and services, while national newspapers tend to focus on a theme, which can be exampled with "The Wall Street Journal" as they offer news on finance and business related-topics.[[10]](https://en.wikipedia.org/wiki/Mass_media#cite_note-:1-10) The first printed newspaper was published in 1605, and the form has thrived even in the face of competition from technologies such as radio and television. Recent developments on the Internet are posing major threats to its business model, however. Paid circulation is declining in most countries, and advertising revenue, which makes up the bulk of a newspaper's income, is shifting from print to online; some commentators, nevertheless, point out that historically new media such as radio and television did not entirely supplant existing.

The internet has challenged the press as an alternative source of information and opinion but has also provided a new platform for newspaper organizations to reach new audiences.[[11]](https://en.wikipedia.org/wiki/Mass_media#cite_note-11) According to the [World Trends Report](https://en.wikipedia.org/w/index.php?title=World_Trends_Report&action=edit&redlink=1), between 2012 and 2016, print newspaper circulation continued to fall in almost all regions, with the exception of [Asia and the Pacific](https://en.wikipedia.org/wiki/Asia-Pacific), where the dramatic increase in sales in a few select countries has offset falls in historically strong Asian markets such as [Japan](https://en.wikipedia.org/wiki/Japan) and the [Republic of Korea](https://en.wikipedia.org/wiki/South_Korea). Most notably, between 2012 and 2016, [India](https://en.wikipedia.org/wiki/India)’s print circulation grew by 89 per cent.[[12]](https://en.wikipedia.org/wiki/Mass_media#cite_note-12)

Outdoor media

Outdoor media is a form of mass media which comprises billboards, signs, placards placed inside and outside commercial buildings/objects like shops/buses, flying billboards (signs in tow of airplanes), blimps, skywriting, AR Advertising. Many commercial advertisers use this form of mass media when advertising in sports stadiums. Tobacco and alcohol manufacturers used billboards and other outdoor media extensively. However, in 1998, the Master Settlement Agreement between the US and the tobacco industries prohibited the billboard advertising of cigarettes. In a 1994 Chicago-based study, Diana Hackbarth and her colleagues revealed how tobacco- and alcohol-based billboards were concentrated in poor neighbourhoods. In other urban centers, alcohol and tobacco billboards were much more concentrated in African-American neighborhoods than in white neighborhoods.[[1]](https://en.wikipedia.org/wiki/Mass_media#cite_note-enotes-1) panel in the [Newseum](https://en.wikipedia.org/wiki/Newseum%22%20%5Co%20%22Newseum) in [Washington, D.C.](https://en.wikipedia.org/wiki/Washington%2C_D.C.), shows the September 12 headlines in America and around the world.

Mass media encompasses much more than just news, although it is sometimes misunderstood in this way. It can be used for various purposes:

[Advocacy](https://en.wikipedia.org/wiki/Advocacy), both for business and social concerns. This is a [advertising](https://en.wikipedia.org/wiki/Advertising), [marketing](https://en.wikipedia.org/wiki/Marketing), [propaganda](https://en.wikipedia.org/wiki/Propaganda), [public relations](https://en.wikipedia.org/wiki/Public_relations), and [political](https://en.wikipedia.org/wiki/Politics) communication. [Entertainment](https://en.wikipedia.org/wiki/Entertainment), traditionally through performances of [acting](https://en.wikipedia.org/wiki/Acting), [music](https://en.wikipedia.org/wiki/Music), and [TV shows](https://en.wikipedia.org/wiki/TV_show) along with light reading; since the late 20th century also through [video and computer games](https://en.wikipedia.org/wiki/Video_and_computer_games). [Public service announcements](https://en.wikipedia.org/wiki/Public_service_announcement) and emergency alerts (that can be used as political device to communicate propaganda to the public).[[13]](https://en.wikipedia.org/wiki/Mass_media#cite_note-wisegeek-13) ofessions involving mass media Journalism [Journalism](https://en.wikipedia.org/wiki/Journalism) is the discipline of collecting, analyzing, verifying and presenting [information](https://en.wikipedia.org/wiki/Information) regarding [current events](https://en.wikipedia.org/wiki/News), [trends](https://en.wikipedia.org/wiki/Fads_and_trends), issues and [people](https://en.wikipedia.org/wiki/People). Those who practice journalism are known as [journalists](https://en.wikipedia.org/wiki/Journalist).

[News](https://en.wikipedia.org/wiki/News)-oriented journalism is sometimes described as the "first rough draft of history" (attributed to [Phil Graham](https://en.wikipedia.org/wiki/Phil_Graham)), because journalists often record important events, producing news articles on short deadlines. While under pressure to be first with their stories, [news media](https://en.wikipedia.org/wiki/News_media) organizations usually [edit](https://en.wikipedia.org/wiki/Editing) and [proofread](https://en.wikipedia.org/wiki/Proofreading) their reports prior to publication, adhering to each organization's standards of accuracy, quality and style. Many news organizations claim proud traditions of holding government officials and institutions accountable to the public, while media critics have raised questions about holding the press itself accountable to the standards of [professional journalism](https://en.wikipedia.org/wiki/Journalism#Professional_journalism).

Public relations

[Public relations](https://en.wikipedia.org/wiki/Public_relations) is the art and science of managing communication between an organization and its key publics to build, manage and sustain its positive image. Examples include:

[Corporations](https://en.wikipedia.org/wiki/Corporation) use marketing public relations to convey information about the products they manufacture or services they provide to potential customers to support their direct sales efforts. Typically, they support sales in the short and long term, establishing and burnishing the corporation's branding for a strong, ongoing market.Corporations also use public relations as a vehicle to reach legislators and other politicians, seeking favorable tax, regulatory, and other treatment, and they may use public relations to portray themselves as enlightened employers, in support of human-resources recruiting programs.[Nonprofit organizations](https://en.wikipedia.org/wiki/Non-profit_organization), including schools and universities, hospitals, and human and social service agencies, use public relations in support of awareness programs, fund-raising programs, staff recruiting, and to increase patronage of their services.

Politicians use public relations to attract votes and raise money, and when successful at the ballot box, to promote and defend their service in office, with an eye to the next election or, at career's end, to their legacy.

Publishing

[Publishing](https://en.wikipedia.org/wiki/Publishing) is the industry concerned with the production of [literature](https://en.wikipedia.org/wiki/Literature) or [information](https://en.wikipedia.org/wiki/Information) – the activity of making information available for public view. In some cases, authors may be their own publishers.Traditionally, the term refers to the distribution of printed works such as [books](https://en.wikipedia.org/wiki/Book) and [newspapers](https://en.wikipedia.org/wiki/Newspaper). With the advent of digital information systems and the [Internet](https://en.wikipedia.org/wiki/Internet), the scope of publishing has expanded to include [websites](https://en.wikipedia.org/wiki/Website), [blogs](https://en.wikipedia.org/wiki/Blog), and the like. As a [business](https://en.wikipedia.org/wiki/Business), publishing includes the development, [marketing](https://en.wikipedia.org/wiki/Marketing), [production](https://en.wikipedia.org/wiki/Mass_production), and [distribution](https://en.wikipedia.org/wiki/Distribution_%28business%29) of newspapers, magazines, books, [literary works](https://en.wikipedia.org/wiki/Literary_work), [musical works](https://en.wikipedia.org/wiki/Musical_composition), [software](https://en.wikipedia.org/wiki/Software), other works dealing with information.Publication is also important as a [legal concept](https://en.wikipedia.org/wiki/Law); (1) as the process of giving formal notice to the world of a significant intention, for example, to marry or enter bankruptcy, and; (2) as the essential precondition of being able to claim [defamation](https://en.wikipedia.org/wiki/Defamation); that is, the alleged [libel](https://en.wikipedia.org/wiki/Libel) must have been published.Software publishing A [software publisher](https://en.wikipedia.org/wiki/Software_publisher) is a [publishing](https://en.wikipedia.org/wiki/Publishing) [company](https://en.wikipedia.org/wiki/Company_%28law%29) in the [software industry](https://en.wikipedia.org/wiki/Software_industry) between the [developer](https://en.wikipedia.org/wiki/Software_developer) and the [distributor](https://en.wikipedia.org/wiki/Distribution_%28business%29). In some companies, two or all three of these roles may be combined (and indeed, may reside in a single person, especially in the case of [shareware](https://en.wikipedia.org/wiki/Shareware)).

Software publishers often license software from developers with specific limitations, such as a time limit or geographical region. The terms of licensing vary enormously, and are typically secret.Developers may use publishers to reach larger or foreign markets, or to avoid focussing on marketing. Or publishers may use developers to create software to meet a market need that the publisher has identified.

Internet Based Professions

A [YouTuber](https://en.wikipedia.org/wiki/List_of_YouTubers) is anyone who has made their fame from creating and promoting videos on the public video-sharing site, [YouTube](https://en.wikipedia.org/wiki/YouTube). Many YouTube celebrities have made a profession from their site through sponsorships, advertisements, product placement, and network support.

History

Early wooden printing press, depicted in 1520.

The history of mass media can be traced back to the days when dramas were performed in various ancient cultures. This was the first time when a form of media was "broadcast" to a wider audience. The first dated printed book known is the "[Diamond Sutra](https://en.wikipedia.org/wiki/Diamond_Sutra)", printed in China in 868 AD, although it is clear that books were printed earlier. Movable clay type was invented in 1041 in China. However, due to the slow spread of literacy to the masses in China, and the relatively high cost of paper there, the earliest printed mass-medium was probably European [popular prints](https://en.wikipedia.org/wiki/Popular_prints) from about 1400. Although these were produced in huge numbers, very few early examples survive, and even most known to be printed before about 1600 have not survived. The term "mass media" was coined with the creation of print media, which is notable for being the first example of mass media, as we use the term today. This form of media started in Europe in the Middle Ages.

[Johannes Gutenberg](https://en.wikipedia.org/wiki/Johannes_Gutenberg)'s invention of the printing press allowed the mass production of books to sweep the nation. He printed the first book, a Latin Bible, on a [printing press](https://en.wikipedia.org/wiki/Printing_press) with [movable type](https://en.wikipedia.org/wiki/Movable_type) in 1453. The invention of the printing press gave rise to some of the first forms of mass communication, by enabling the publication of books and newspapers on a scale much larger than was previously possible.[[14]](https://en.wikipedia.org/wiki/Mass_media#cite_note-Radical_mass_media_criticism:_a_cultural_genealogy-14)[[15]](https://en.wikipedia.org/wiki/Mass_media#cite_note-ramey-2007-1-2-15)[[16]](https://en.wikipedia.org/wiki/Mass_media#cite_note-Sex,_love_&_romance_in_the_mass_media:_analysis_&_criticism_of_unrealistic_portrayals_&_their_influence-16) The invention also transformed the way the world received printed materials, although books remained too expensive really to be called a mass-medium for at least a century after that. Newspapers developed from about 1612, with the first example in English in 1620;[[17]](https://en.wikipedia.org/wiki/Mass_media%22%20%5Cl%20%22cite_note-www-17) but they took until the 19th century to reach a mass-audience directly. The first high-circulation newspapers arose in London in the early 1800s, such as [The Times](https://en.wikipedia.org/wiki/The_Times), and were made possible by the invention of high-speed rotary steam printing presses, and railroads which allowed large-scale distribution over wide geographical areas. The increase in circulation, however, led to a decline in feedback and interactivity from the readership, making newspapers a more one-way medium.[[18]](https://en.wikipedia.org/wiki/Mass_media#cite_note-Encyclopedia_of_library_and_information_science,_Volume_65-18)[[19]](https://en.wikipedia.org/wiki/Mass_media#cite_note-A_companion_to_media_studies-19)[[20]](https://en.wikipedia.org/wiki/Mass_media#cite_note-Mass_media_&_society-20)[[21]](https://en.wikipedia.org/wiki/Mass_media#cite_note-21)

The phrase "the media" began to be used in the 1920s.[[22]](https://en.wikipedia.org/wiki/Mass_media#cite_note-Social_History_of_the_Media:_From_Gutenberg_to_the_Internet-22) The notion of "mass media" was generally restricted to print media up until the post-Second World War, when radio, television and video were introduced. The audio-visual facilities became very popular, because they provided both information and entertainment, because the colour and sound engaged the viewers/listeners and because it was easier for the general public to passively watch TV or listen to the radio than to actively read. In recent times, the Internet become the latest and most popular

mass medium. Information has become readily available through websites, and easily accessible through search engines. One can do many activities at the same time, such as playing games, listening to music, and social networking, irrespective of location. Whilst other forms of mass media are restricted in the type of information they can offer, the internet comprises a large percentage of the sum of human knowledge through such things as Google Books. Modern day mass media includes the internet, mobile phones, blogs, podcasts and RSS feeds.[[23]](https://en.wikipedia.org/wiki/Mass_media#cite_note-History_of_Mass_Media-23)

During the 20th century, the growth of mass media was driven by [technology](https://en.wikipedia.org/wiki/Technology), including that which allowed much duplication of material. Physical duplication technologies such as [printing](https://en.wikipedia.org/wiki/Printing), record pressing and film duplication allowed the duplication of books, newspapers and movies at low prices to huge audiences. [Radio](https://en.wikipedia.org/wiki/Radio) and [television](https://en.wikipedia.org/wiki/Television) allowed the electronic duplication of information for the first time. Mass media had the economics of linear replication: a single work could make money. An example of Riel and Neil's theory. [proportional](https://en.wikipedia.org/wiki/Proportionality_%28mathematics%29) to the number of copies sold, and as volumes went up, unit costs went down, increasing profit margins further. Vast fortunes were to be made in mass media. In a democratic society, the media can serve the [electorate](https://en.wikipedia.org/wiki/Constituency) about issues regarding government and corporate entities (see [Media influence](https://en.wikipedia.org/wiki/Media_influence)). Some consider the [concentration of media ownership](https://en.wikipedia.org/wiki/Concentration_of_media_ownership) to be a threat to democracy.[[24]](https://en.wikipedia.org/wiki/Mass_media#cite_note-incorporated-24)

Mergers and Acquisitions

Between 1985 and 2018 about 76,720 deals have been announced in the Media industry. This sums up to an overall value of around 5,634 bil USD.[[25]](https://en.wikipedia.org/wiki/Mass_media#cite_note-25) There have been three major waves of M&A in the Mass Media Sector (2000, 2007 and 2015), while the most active year in terms of numbers was 2007 with around 3,808 deals. The U.S. is the most prominent country in Media M&A with 41 of the top 50 deals having an acquiror from the United States.

 UNIT-IV

Popular culture (also called mass culture and pop culture) is generally recognized by members of a [society](https://en.wikipedia.org/wiki/Society) as a set of the [practices](https://en.wikipedia.org/wiki/Cultural_practice), [beliefs](https://en.wikipedia.org/wiki/Opinion), and [objects](https://en.wikipedia.org/wiki/Cultural_objects) that are dominant or prevalent in a society at a given point in time. Popular culture also encompasses the activities and feelings produced as a result of interaction with these dominant objects. Heavily influenced in [modern times](https://en.wikipedia.org/wiki/Contemporary_history) by [mass media](https://en.wikipedia.org/wiki/Mass_media), this collection of ideas permeates the [everyday lives](https://en.wikipedia.org/wiki/Everyday_life) of people in a given society. Therefore, popular culture has a way of influencing an individual's [attitudes](https://en.wikipedia.org/wiki/Attitude_%28psychology%29) towards certain topics.[[1]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-1) However, there are various ways to define pop culture.[[2]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-2) Because of this, popular culture is something that can be defined in a variety of conflicting ways by different people across different contexts.[[3]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-3) It is generally viewed in contrast to other forms of [culture](https://en.wikipedia.org/wiki/Culture) such as [folk culture](https://en.wikipedia.org/wiki/Folk_culture), [working-class culture](https://en.wikipedia.org/wiki/Working-class_culture), or [high culture](https://en.wikipedia.org/wiki/High_culture), and also through different theoretical perspectives such as [psychoanalysis](https://en.wikipedia.org/wiki/Psychoanalysis), [structuralism](https://en.wikipedia.org/wiki/Structuralism), [postmodernism](https://en.wikipedia.org/wiki/Postmodern_philosophy), and more. The most common pop-culture categories are: [entertainment](https://en.wikipedia.org/wiki/Entertainment) (such as [film](https://en.wikipedia.org/wiki/Film), [music](https://en.wikipedia.org/wiki/Music), [television](https://en.wikipedia.org/wiki/Television) and [video games](https://en.wikipedia.org/wiki/Video_games)), [sports](https://en.wikipedia.org/wiki/Sport), [news](https://en.wikipedia.org/wiki/News) (as in [people](https://en.wikipedia.org/wiki/Cultural_icon)/[places](https://en.wikipedia.org/wiki/Cultural_heritage_tourism) in the news), [politics](https://en.wikipedia.org/wiki/Politics), [fashion](https://en.wikipedia.org/wiki/Fashion), [technology](https://en.wikipedia.org/wiki/Technology), and [slang](https://en.wikipedia.org/wiki/Slang).[[4]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-4) Popular culture in the West has been critiqued for its being a system of commercialism that privileges products selected and mass-marketed by the upper-class capitalist elite; such criticisms are most notable in many Marxist theorists suc  [Gramsci](https://en.wikipedia.org/wiki/Gramsci%22%20%5Co%20%22Gramsci), [Debord](https://en.wikipedia.org/wiki/Debord%22%20%5Co%20%22Debord), [Jameson](https://en.wikipedia.org/wiki/Frederic_Jameson), [Eagleton](https://en.wikipedia.org/wiki/Terry_Eagleton), as well as certain postmodern philosophers such as [Lyotard](https://en.wikipedia.org/wiki/Lyotard%22%20%5Co%20%22Lyotard), who has written about the commercialisation of information under capitalism[[5]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-5), and [Baudrillard](https://en.wikipedia.org/wiki/Baudrillard%22%20%5Co%20%22Baudrillard), as well as others.[[6]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-6)

The term "popular culture" was coined in the 19th century or earlier.[[7]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-7) Traditionally, popular culture was associated[[by whom?](https://en.wikipedia.org/wiki/Wikipedia%3AManual_of_Style/Words_to_watch#Unsupported_attributions)] with poor [education](https://en.wikipedia.org/wiki/Education) and with the [lower classes](https://en.wikipedia.org/wiki/Lower_classes),[[8]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-8) as opposed to the "official culture" and higher education of the upper classes.[[9]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-9)[[10]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-10) [Victorian-era](https://en.wikipedia.org/wiki/Victorian-era) With the rise of the [Industrial Revolution](https://en.wikipedia.org/wiki/Industrial_Revolution) in the eighteenth and nineteenth centuries, Britain experienced social changes that resulted in increased [literacy](https://en.wikipedia.org/wiki/Literacy) rates, and with the rise of capitalism and [industrialisation](https://en.wikipedia.org/wiki/Industrialisation%22%20%5Co%20%22Industrialisation), people began to spend more money on entertainment, like the commercial idea of pubs and sports. Reading also gained traction. Labelling [penny dreadfuls](https://en.wikipedia.org/wiki/Penny_dreadful) the Victorian equivalent of video games, [The Guardian](https://en.wikipedia.org/wiki/The_Guardian) in 2016 described penny fiction as "Britain's first taste of mass-produced popular culture for the young".[[11]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-11) A growing consumer culture and an increased capacity for travel via the newly-invented [railway](https://en.wikipedia.org/wiki/Railway) (the first public railway, [Stockton and Darlington Railway](https://en.wikipedia.org/wiki/Stockton_and_Darlington_Railway), opened in north-east England in 1825) created both a market for cheap popular literature, and the ability for its distribution on a large scale. The first penny serials were published[[by whom?](https://en.wikipedia.org/wiki/Wikipedia%3AManual_of_Style/Words_to_watch%22%20%5Cl%20%22Unsupported_attributions%22%20%5Co%20%22Wikipedia%3AManual%20of%20Style/Words%20to%20watch)] in the 1830s to meet this demand.[[12]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-12)[[need quotation to verify](https://en.wikipedia.org/wiki/Wikipedia%3AVerifiability)][[13]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-13)

The stress in the distinction from "official culture" became more pronounced towards the end of the 19th century,[[14]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-14)[[need quotation to verify](https://en.wikipedia.org/wiki/Wikipedia%3AVerifiability)] a usage that became established by the [interbellum](https://en.wikipedia.org/wiki/Interbellum%22%20%5Co%20%22Interbellum) period.[[15]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-15)[[need quotation to verify](https://en.wikipedia.org/wiki/Wikipedia%3AVerifiability)] From the end of [World War II](https://en.wikipedia.org/wiki/World_War_II), following major cultural and social changes brought by [mass media](https://en.wikipedia.org/wiki/Mass_media) innovations, the meaning of popular culture began to overlap with those of [mass culture](https://en.wikipedia.org/wiki/Mass_culture), [media culture](https://en.wikipedia.org/wiki/Media_culture), [image culture](https://en.wikipedia.org/wiki/Image_culture), [consumer culture](https://en.wikipedia.org/wiki/Consumer_culture), and culture for [mass consumption](https://en.wikipedia.org/wiki/Mass_consumption).[[16]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-16) Social and cultural changes in the United States were a pioneer in this with respect to other western countries.[[citation needed](https://en.wikipedia.org/wiki/Wikipedia%3ACitation_needed%22%20%5Co%20%22Wikipedia%3ACitation%20needed)]

The abbreviated form "pop" for popular, as in [pop music](https://en.wikipedia.org/wiki/Pop_music), dates from the late 1950s.[[17]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-NewGrovev15p85-17) Although terms "pop" and "popular" are in some cases used interchangeably, and their meaning partially overlap, the term "pop" is narrower. Pop is specific of something containing qualities of mass appeal, while "popular" refers to what has gained popularity, regardless of its style.[[18]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-Steinem1965p73-18)[[19]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-top40.about.com-19)

Definition

According to author John Storey, there are various definitions of popular culture. The [quantitative](https://en.wikipedia.org/wiki/Quantitative_property) definition of culture has the problem that much "[high culture](https://en.wikipedia.org/wiki/High_culture)" (e.g., [television](https://en.wikipedia.org/wiki/Television) dramatizations of [Jane Austen](https://en.wikipedia.org/wiki/Jane_Austen)) is also "popular." "Pop culture" is also defined as the culture that is "leftover" when we have decided what high culture is. However, many works straddle the boundaries, e.g., [William Shakespeare](https://en.wikipedia.org/wiki/William_Shakespeare) and [Charles Dickens](https://en.wikipedia.org/wiki/Charles_Dickens), [Leo Tolstoy](https://en.wikipedia.org/wiki/Leo_Tolstoy), and [George Orwell](https://en.wikipedia.org/wiki/George_Orwell). finition equates pop culture with "[mass culture](https://en.wikipedia.org/wiki/Mass_culture)" and ideas. This is seen as a commercial culture, [mass-produced](https://en.wikipedia.org/wiki/Mass_production) for mass consumption by [mass media](https://en.wikipedia.org/wiki/Mass_media).[[21]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-21) From a Western European perspective, this may be compared to [American culture](https://en.wikipedia.org/wiki/Culture_of_the_United_States).[[clarification needed](https://en.wikipedia.org/wiki/Wikipedia%3APlease_clarify%22%20%5Co%20%22Wikipedia%3APlease%20clarify)] Alternatively, "pop culture" can be defined as an "authentic" culture of the people, but this can be problematic as there are many ways of defining the "people."[[page needed](https://en.wikipedia.org/wiki/Wikipedia%3ACiting_sources)] Storey argued that there is a political dimension to popular culture; [neo-Gramscian hegemony](https://en.wikipedia.org/wiki/Neo-Gramscianism#Hegemony) theory "... sees popular culture as a site of struggle between the 'resistance' of subordinate groups in society and the forces of 'incorporation' operating in the interests of dominant groups in society." A [postmodernist](https://en.wikipedia.org/wiki/Postmodern) approach to popular culture would "no longer recognize the distinction between high and popular culture."[Baudrillard](https://en.wikipedia.org/wiki/Baudrillard%22%20%5Co%20%22Baudrillard) argued that the vague conception “Public Opinion” is a subjective and inaccurate illusion which is more complicit in populism rather than in factuality, for it attributes a sovereignty to consumers that they do not really possess. [[22]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-22)Storey claims that popular culture emerged from the [urbanization](https://en.wikipedia.org/wiki/Urbanization) of the [Industrial Revolution](https://en.wikipedia.org/wiki/Industrial_Revolution). Studies of [Shakespeare](https://en.wikipedia.org/wiki/Shakespeare) (by Weimann, Barber, or Bristol, for example) locate much of the characteristic vitality of his drama in its participation in [Renaissance](https://en.wikipedia.org/wiki/Renaissance) popular culture, while contemporary practitioners like [Dario Fo](https://en.wikipedia.org/wiki/Dario_Fo) and [John McGrath](https://en.wikipedia.org/wiki/John_McGrath_%28playwright%29) use popular culture in its [Gramscian](https://en.wikipedia.org/wiki/Antonio_Gramsci%22%20%5Co%20%22Antonio%20Gramsci) sense that includes ancient folk traditions (the [commedia dell'arte](https://en.wikipedia.org/wiki/Commedia_dell%27arte) for example).[[23]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-23)[[24]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-24)[[need quotation to verify](https://en.wikipedia.org/wiki/Wikipedia%3AVerifiability)]

Popular culture is constantly evolving and occurs uniquely in [place](https://en.wikipedia.org/wiki/Cultural_heritage_tourism) and [time](https://en.wikipedia.org/wiki/Contemporary_history). It forms currents and eddies, and represents a complex of mutually interdependent perspectives and values that influence society and its institutions in various ways. For example, certain currents of pop culture may originate from, (or diverge into) a [subculture](https://en.wikipedia.org/wiki/Subculture), representing perspectives with which the [mainstream](https://en.wikipedia.org/wiki/Mainstream) popular culture has only limited familiarity. Items of popular culture most typically appeal to a broad spectrum of the public. Important contemporary contributions for understanding what popular culture means have been given by the [German](https://en.wikipedia.org/wiki/Germany) researcher [Ronald Daus](https://en.wikipedia.org/wiki/Ronald_Daus), who studies the impact of extra-European cultures in [North America](https://en.wikipedia.org/wiki/North_America), [Asia](https://en.wikipedia.org/wiki/Asia), and especially in [Latin America](https://en.wikipedia.org/wiki/Latin_America).

Levels

Within the realm of popular culture, there exists a [organizational culture](https://en.wikipedia.org/wiki/Organizational_culture). From its beginning, popular culture has revolved around classes in society and the push-back between them. Within popular culture, there are three levels that have emerged, high and low. High culture can be described as art and works considered of superior value, historically, aesthetically and socially. Low culture is regarded by some as that of the lower classes, historically.[[25]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-25)

Folklore

Adaptations based on traditional [folklore](https://en.wikipedia.org/wiki/Folklore) provide a source of popular culture.[[26]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-26) This early layer of cultural mainstream still persists today, in a form separate from mass-produced popular culture, propagating by word of mouth rather than via mass media, e.g. in the form of [jokes](https://en.wikipedia.org/wiki/Joke) or [urban legends](https://en.wikipedia.org/wiki/Urban_legend). With the widespread use of the [Internet](https://en.wikipedia.org/wiki/Internet) from the 1990s, the distinction between mass media and [word-of-mouth](https://en.wikipedia.org/wiki/Word-of-mouth) has become blurred. Although the folkloric element of popular culture engages heavily with the [commercial](https://en.wikipedia.org/wiki/Commerce) element, communities amongst the public have their own tastes and they may not always embrace every cultural or subcultural item sold. Moreover, certain beliefs and opinions about the products of commercial culture may spread by [word-of-mouth](https://en.wikipedia.org/wiki/Word_of_mouth), and become modified in the process and in the same manner that folklore evolves.

Criticism

The most influential critiques of popular culture came from Marxist theorists of the [Frankfurt School](https://en.wikipedia.org/wiki/Frankfurt_School) during the twentieth century. Adorno and Horkheimer analysed the dangers of the [culture industry](https://en.wikipedia.org/wiki/Culture_industry) in their influential work the [Dialectic of Enlightenment](https://en.wikipedia.org/wiki/Dialectic_of_Enlightenment) by drawing upon the works of [Kant](https://en.wikipedia.org/wiki/Kant), [Marx](https://en.wikipedia.org/wiki/Marx), [Nietzsche](https://en.wikipedia.org/wiki/Nietzsche) and others. Capitalist popular culture, as Adorno argued, was not an authentic culture of the people but a system of homogenous and standardised artworks produced in the service of capitalist domination by the elite. The consumer demand for Hollywood films, pop tunes and consumable books is encouraged by the hegemony of the corporate elite who control the media and the corporations. Adorno wrote, “The industry bows to the vote it has itself rigged”.[[27]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-27) It is the elite who commodify products in accordance with their narrow ideological values and criteria, and Adorno argues that the audience becomes accustomed to these formulaic conventions, making intellectual contemplation impossible.[[28]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-28) Adorno’s work has had a considerable influence on culture studies, philosophy and the [New Left](https://en.wikipedia.org/wiki/New_Left).[[29]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-29) Writing in the New Yorker in 2014, [music critic](https://en.wikipedia.org/wiki/Music_critic) [Alex Ross](https://en.wikipedia.org/wiki/Alex_Ross_%28music_critic%29), argued that Adorno's work has a renewed importance in the digital age: "The pop hegemony is all but complete, its superstars dominating the media and wielding the economic might of tycoons...Culture appears more monolithic than ever, with a few gigantic corporations—Google, Apple, Facebook, Amazon—presiding over unprecedented monopolies.". [[30]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-30)

Scholar [Jack Zipes](https://en.wikipedia.org/wiki/Jack_Zipes) critiqued the mass commercialisation and corporate hegemony behind the [Harry Potter](https://en.wikipedia.org/wiki/Harry_Potter) franchise. He argued that the commodities of the culture industry are “popular” because they are homogenous and obey standard conventions; the media then influences the tastes of children. In his analysis of Harry Potter’s global brand, Zipes wrote, “It must conform to the standards of exception set by the mass media and promoted by the culture industry in general. To be a phenomenon means that a person or commodity must conform to the hegemonic groups that determine what makes up a phenomenon ”.[[31]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-31)

Propaganda

[Edward S. Herman](https://en.wikipedia.org/wiki/Edward_S._Herman) and [Noam Chomsky](https://en.wikipedia.org/wiki/Noam_Chomsky) critiqued the mass media in their 1988 work [Manufacturing Consent: The Political Economy of the Mass Media](https://en.wikipedia.org/wiki/Manufacturing_Consent%3A_The_Political_Economy_of_the_Mass_Media). They argue that mass media is controlled by a powerful hegemonic elite who are motivated by their own interests that determine and manipulate what information is present in the mainstream. The mass media is therefore a system of propaganda. "In sum, a propaganda approach to media coverage suggests a systematic and highly political dichotomization in news coverage based on serviceability to important domestic power interests. This should be observable in dichotomized choices of story and in the volume and quality of coverage... such dichotomization in the mass media is massive and systematic: not only are choices for publicity and suppression comprehensible in terms of system advantage, but the modes of handling favored and inconvenient materials (placement, tone, context, fullness of treatment) differ in ways that serve political ends."[[32]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-32)

Consumerism[[edit](https://en.wikipedia.org/w/index.php?title=Popular_culture&action=edit&section=8" \o "Edit section: Consumerism)]

According to the postmodern sociologist [Baudrillard](https://en.wikipedia.org/wiki/Baudrillard), the individual is trained into the duty of seeking the relentless maximisation of pleasure lest he or she become asocial. [[33]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-33) Therefore, “enjoyment” and “fun” become indistinguishable from the need to consume. Whereas the Frankfurt School believed consumers were passive, Baudrillard argued that consumers were trained to consume products in a form of active labour in order to achieve upward social mobility.[[34]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-34) Thus, consumers under capitalism are trained to purchase products such as pop albums and consumable fiction in order to signal their devotion to social trends, fashions and subcultures. Although the consumption may arise from an active choice, the choice is still the consequence of a social conditioning which the individual is unconscious of. Baudrillard says, “One is permanently governed by a code whose rules and meaning-constraints — like those of language — are, for the most part, beyond the grasp of individuals”.[[35]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-35)

In Baudrillard's understanding, the products of capitalist popular culture can only give the illusion of rebellion, since they are still complicit in a system controlled by the powerful. Baudrillard stated in an interview:

"[The Matrix](https://en.wikipedia.org/wiki/The_Matrix) paints the picture of a monopolistic superpower, like we see today, and then collaborates in its refraction. Basically, its dissemination on a world scale is complicit with the film itself. On this point it is worth recalling Marshall McLuhan: the medium is the message. The message of The Matrix is its own diffusion by an uncontrollable and proliferating contamination."[[36]](https://en.wikipedia.org/wiki/Popular_culture#cite_note-36)

 UNIT-V

The Indian media consists of several different types of communications of mass media: [television](https://en.wikipedia.org/wiki/Television), [radio](https://en.wikipedia.org/wiki/Radio), [cinema](https://en.wikipedia.org/wiki/Cinema_of_India), [newspapers](https://en.wikipedia.org/wiki/Newspapers), [magazines](https://en.wikipedia.org/wiki/Magazines), and [Internet](https://en.wikipedia.org/wiki/Internet)-based [websites](https://en.wikipedia.org/wiki/Website)/portals. Indian media was active since the late 18th century. The print media started in India as early as 1780. Radio broadcasting began in 1927. Indian media is among the oldest in the world. It dates back even before the reign of [Ashoka](https://en.wikipedia.org/wiki/Ashoka%22%20%5Co%20%22Ashoka). Media in India has been free and independent throughout most of its history. However, there have been periods when it was muzzled. The period of emergency (1975–1977), declared by [Prime Minister](https://en.wikipedia.org/wiki/Prime_Minister_of_India) [Indira Gandhi](https://en.wikipedia.org/wiki/Indira_Gandhi), was the brief period when India's media was faced with potential government retribution.[[1]](https://en.wikipedia.org/wiki/Media_of_India#cite_note-1)[[2]](https://en.wikipedia.org/wiki/Media_of_India#cite_note-2) Many of the media are controlled by large, for-profit corporations, which reap revenue from [advertising](https://en.wikipedia.org/wiki/Advertising), [subscriptions](https://en.wikipedia.org/wiki/Subscriptions), and sale of [copyrighted](https://en.wikipedia.org/wiki/Copyright) material. India also has a strong music and film industry.

As of 31 March 2018, there were over 100,000 publications registered with the [Registrar of Newspapers for India](https://en.wikipedia.org/wiki/Registrar_of_Newspapers_for_India). India has the second-largest newspaper market in the world, with daily newspapers reporting a combined circulation of over 240 million copies as of 2018.[[3]](https://en.wikipedia.org/wiki/Media_of_India#cite_note-3)[[circular reference](https://en.wikipedia.org/wiki/Wikipedia%3AVerifiability#Wikipedia_and_sources_that_mirror_or_use_it)]India has over 1,600 [satellite channels](https://en.wikipedia.org/wiki/Cable_television) (more than 400 are news channels) and is the biggest newspaper market in the world—over 100 million copies sold each day.[[4]](https://en.wikipedia.org/wiki/Media_of_India#cite_note-4)[[5]](https://en.wikipedia.org/wiki/Media_of_India#cite_note-5)

The first Indian media were established in the late 18th century with the newspaper [Hicky's Bengal Gazette](https://en.wikipedia.org/wiki/Hicky%27s_Bengal_Gazette%22%20%5Co%20%22Hicky%27s%20Bengal%20Gazette), founded in 1780. [Auguste and Louis Lumière](https://en.wikipedia.org/wiki/Auguste_and_Louis_Lumi%C3%A8re%22%20%5Co%20%22Auguste%20and%20Louis%20Lumi%C3%A8re) moving pictures were screened in [Bombay](https://en.wikipedia.org/wiki/Bombay) during July 1895; and [radio broadcasting](https://en.wikipedia.org/wiki/Radio_broadcasting) began in 1927.[[6]](https://en.wikipedia.org/wiki/Media_of_India#cite_note-6) Indian media—private media in particular—have been "[free and independent](https://en.wikipedia.org/wiki/Independent_media)" throughout most of their history.[[7]](https://en.wikipedia.org/wiki/Media_of_India#cite_note-Raju105-7) The period of [emergency](https://en.wikipedia.org/wiki/The_Emergency_%28India%29) (1975–1977), declared by Prime Minister [Indira Gandhi](https://en.wikipedia.org/wiki/Indira_Gandhi), was the brief period when India's media were faced with potential government retribution.[[7]](https://en.wikipedia.org/wiki/Media_of_India#cite_note-Raju105-7)[[8]](https://en.wikipedia.org/wiki/Media_of_India#cite_note-schwartzberg-India-8)

The French [NGO](https://en.wikipedia.org/wiki/Non-governmental_organization) [Reporters Without Borders](https://en.wikipedia.org/wiki/Reporters_Without_Borders) compiles and publishes an annual ranking of countries based upon the organisation's assessment of its [Press Freedom Index](https://en.wikipedia.org/wiki/Press_Freedom_Index). In 2018–19 India was ranked 140th out of 180 countries, which was a setback from the preceding year,[[9]](https://en.wikipedia.org/wiki/Media_of_India#cite_note-9) while [Freedom House](https://en.wikipedia.org/wiki/Freedom_house), a [US](https://en.wikipedia.org/wiki/United_States)-based [NGO](https://en.wikipedia.org/wiki/Non-governmental_organization) rates India, in its latest report, as "partly free".[[10]](https://en.wikipedia.org/wiki/Media_of_India#cite_note-freedomhouse-10) The media of India are described as traditionally [left-leaning](https://en.wikipedia.org/wiki/Left-wing_politics) [liberal](https://en.wikipedia.org/wiki/Liberalism), especially the English-language media, which has been a point of friction recently due to the general popul

The [Press Council of India](https://en.wikipedia.org/wiki/Press_Council_of_India) acts a mechanism for the press to regulate itself. It ensures that the Indian press is free and responsible. If the press is to function effectively as the watchdog of public interest, it must have a secure freedom of expression, unfettered and unhindered by any authority, organised bodies or individuals. It ensures that the press must, therefore, scrupulously adhere to accepted norms of journalistic ethics and maintain high standards of professional conduct.

Where the norms are breached and the freedom is defiled by unprofessional conduct, a way must exist to check and control it. But, control by the government or official authorities may prove destructive of this freedom. Therefore, the best way is to let the peers of the profession, assisted by a few discerning laymen to regulate it through a properly structured representative impartial machinery. Hence, the Press Council of India was established.[[12]](https://en.wikipedia.org/wiki/Media_of_India#cite_note-12)

Overview

The traditional print media, but also the television media, are largely family-owned and often partake in [self-censorship](https://en.wikipedia.org/wiki/Self-censorship), primarily due to political ties by the owner and the [establishment](https://en.wikipedia.org/wiki/The_Establishment). However, the [new media](https://en.wikipedia.org/wiki/New_media) are generally more professional and corporate-owned, though these, too, have been acquired or affiliated with established figures. At the same time, the Indian media, viewed as "feisty," have also not reported on issues of the media itself.[[13]](https://en.wikipedia.org/wiki/Media_of_India#cite_note-13)