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COMMUNICATION STUDIES AND MASS MEDIA

UNIT-1

1.DEFINITION OF COMMUNICATION

Communication is simply the act of transferring information from one place, person or group to another.

Every communication involves (at least) one sender, a message and a recipient. This may sound simple, but communication is actually a very complex subject.

The transmission of the message from sender to recipient can be affected by a huge range of things. These include our emotions, the cultural situation, the medium used to communicate, and even our location. The complexity is why good communication skills are considered so desirable by employers around the world: accurate, effective and unambiguous communication is actually extremely hard.

**A communication therefore has three parts:
the sender,
the message, and
the recipient.**

The sender **'encodes'** the message, usually in a mixture of words and non-verbal communication. It is transmitted in some way (for example, in speech or writing), and the recipient **'decodes'** it.

Of course, there may be more than one recipient, and the complexity of communication means that each one may receive a slightly different message. Two people may read very different things into the choice of words and/or body language. It is also possible that neither of them will have quite the same understanding as the sender.

In face-to-face communication, the roles of the sender and recipient are not distinct. The two roles will pass back and forwards between two people talking. Both parties communicate with each other, even if in very subtle ways

such as through eye-contact (or lack of) and general body language. In written communication, however, the sender and recipient are more distinct.

Categories of Communication

There are a wide range of ways in which we communicate and more than one may be occurring at any given time.

The different categories of communication include:

- **Spoken or Verbal Communication**, which includes face-to-face, telephone, radio or television and other media.
- **Non-Verbal Communication:**
Covering body language, gestures, how we dress or act, where we stand, and even our scent. There are many subtle ways that we communicate (perhaps even unintentionally) with others. For example, the tone of voice can give clues to mood or emotional state, whilst hand signals or gestures can add to a spoken message.
- **Written Communication:**
Which includes letters, e-mails, social media, books, magazines, the Internet and other media. Until recent times, a relatively small number of writers and publishers were very powerful when it came to communicating the written word. Today, we can all write and publish our ideas online, which has led to an explosion of information and communication possibilities.

Visualizations:

graphs and charts, maps, logos and other visualizations can all communicate messages.

The process of **interpersonal communication** cannot be regarded as a phenomena which simply 'happens'. Instead, it must be seen as a process that involves participants who negotiate their roles with each other, whether consciously or unconsciously.

A message or communication is sent by the sender through a communication channel to one or more recipients.

The sender must encode the message (the information being conveyed) into a form that is appropriate to the communication channel, and the recipient then decodes the message to understand its meaning and significance.

Misunderstanding can occur at any stage of the communication process.

Effective communication involves minimising potential misunderstanding and overcoming any barriers to communication at each stage in the communication process.

Barriers to Effective Communication

There are many reasons why interpersonal communications may fail. In many communications, the message (what is said) may not be received exactly the way the sender intended. It is, therefore, important that the communicator seeks feedback to check that their message is clearly understood.

The skills of

Active Listening,
Clarification and
Reflection

may help but the skilled communicator also needs to be aware of the barriers to effective communication and how to avoid or overcome them.

There are many barriers to communication and these may occur at any stage in the communication process. Barriers may lead to your message becoming distorted and you therefore risk wasting both time and/or money by causing confusion and misunderstanding.

Effective communication involves overcoming these barriers and conveying a clear and concise message.

Common Barriers to Effective Communication:

- **The use of jargon.** Over-complicated, unfamiliar and/or technical terms.
- **Emotional barriers and taboos.**
Some people may find it difficult to express their emotions and some

topics may be completely 'off-limits' or taboo. Taboo or difficult topics may include, but are not limited to, politics, religion, disabilities (mental and physical), sexuality and sex, racism and any opinion that may be seen as unpopular.

- **Lack of attention, interest, distractions, or irrelevance to the receiver.**
- **Differences in perception and viewpoint.**
- **Physical disabilities such as hearing problems or speech difficulties.**
- **Physical barriers to non-verbal communication.**

Not being able to see the non-verbal cues, gestures, posture and general body language can make communication less effective. Phone calls, text messages and other communication methods that rely on technology are often less effective than face-to-face communication.
- **Language differences and the difficulty in understanding unfamiliar accents.**

•Encoding Messages

- **All messages must be encoded into a form that can be conveyed by the communication channel chosen for the message.**
- We all do this every day when transferring abstract thoughts into spoken words or a written form. However, other communication channels require different forms of encoding, e.g. text written for a report will not work well if broadcast via a radio programme, and the short, abbreviated text used in text messages would be inappropriate in a letter or in speech.
- Complex data may be best communicated using a graph, chart or other visualisation.
- Effective communicators encode their messages so that they fit both the channel and the intended audience. They use appropriate language, conveying the information simply and clearly. They also anticipate and eliminate likely causes of confusion and misunderstanding. They are generally aware of the recipients' experience in decoding similar communications.
- Successful encoding of messages for the audience and channel is a vital skill in effective communication.

UNIT-II

PURPOSE OF LANGUAGE

Language plays a very important role in **human lives**. It is a social phenomenon. One of the main goals of language is to communicate with people and to understand them. When someone speaks, he intends a specific purpose. He wants to convey a message through that language. A person uses his language to many different purposes for example, to express his feelings, to ask for help and to apologize.

In fact, we use language in many different ways, some of these are,

**the informational,
the expressive,
the directive,
the phatic,
the aesthetic.**

We use language and that language is a **part of society**. Actually, any language varies according to , the nature of the society, what kind of people, and their attitudes. People use language according to their situation. The social background of any person can play an important role in the kind of language he has.

I am going to discuss these functions and take some examples of each one. I will explain the relationship between language and social organization.

Language is very important factor of communication among society. Using language has some functions. We need to use language to fulfill our needs. It is a crucial part in our life. If a person uses his language, he chooses words that matches his needs.

People use some functions to say a sentence, to ask, to reply, to greet and etc. In fact, forms are important part of our discussion because they are related to functions. A person who says, What is your name? he is showing a form of a question. Let us take another example, I want to play football, functions as a statement.

Five functions of language:

Actually, Geoffrey Leech(1974). Mentioned that language has five functions. They are:

1. **Informational**
2. **Expressive**
3. **Directive**
4. **Aesthetic**
5. **Phatic**

I am going to discuss every function. “Informational function which every one tends to assume is most important” Geoffrey Leech(1974). In fact, this function concentrates on the message. It is used to give new information. It depends on truth and value. Let us look at this example, the car is big, the bus is crowded.

“ language can have an expressive function: that is, it can be used to express its originator’s feelings and attitudes – swear words and exclamations are the most obvious instance of this”.

Geoffery Leech(1974). The speaker or writer of this function tries to express his feelings. He or she reflexes his or her impression. This function could give a clear image for the personality of the speaker or writer.

The best example of this kind is Poetry and literature . In fact, this function evoke certain feelings and express feelings. Examples of this kind are, I am very happy or I spent a wonderful vacation. We can see from the previous examples that they reflex the feelings of the speaker or the writer.

The **third function of language is the directive function** whereby we aim to influence the behavior or attitudes of others. The most straightforward instances of the directive function are commands and requests. This function of social control places emphasis on the receiver’s end, rather than the originator’s end of the message: but it resembles the expressive function in giving less importance, on the whole, to conceptual meaning than to other types of meaning, particularly affective and connotative meaning”
Geoffery Leech(1974).

Examples of this kind are, I want a cup of tea or close the door. It is

UNIT-III

MASS MEDIA

Definition and Classification

Media in simple words means technology which is intended to reach out to the target audience. Media refers to means of communication to reach the target audience. There is an evolution of the way mass media has been used from Pictorial representation in early age, Newspaper and Magazines to videos and high tech media which involves the Internet and Computers. It is a source of information, entertainment, advertisement and marketing to everyone across the world. This article will illustrate what is Mass Media? What are the types of Mass Media? etc.

What is Mass Media?

Mass Media is a medium to communicate the large masses whether oral, written or through broadcast to a larger audience. There was a time when people use to switch on the radio for listening bulletin information or pick up the newspaper for reading daily headlines and information to know what is going on in the world all-around with a cup of tea in their hand. But with time, technology has changed and there are other media introduced to convey information to masses such as:

- **Books and Magazines**
- **Televisions**
- **Internet videos**
- **Films and**
- **Documentaries**

Types of Mass Media?

There are various types of mass media we people, even the children who are at home watching cartoons and geography channels is also a kind of mass media.

We human beings, today, is surrounded by various types of Mass Media which influences our life. Through oral, written and broadcast medium, all age groups get knowledge, information and entertainment.

There are 6 types of Mass Media:

- Traditional Media
- Print Media
- Electronic Broadcasting Media
- Outdoor Media
- Transit Media
- Digital Media or New Media

Types

There are various types of mass media which provide us with various types of Political, Religious, Economics and Social related news and information to the masses or larger audience through print media or digital media.

Each media has its significance in some or the other way. For example newspaper, a print provides news headlines and information in rural areas and urban areas as well as a TV which also provides information, news and entertainment shows through a digital medium.

- **Print Media (Newspapers, Magazines, books)**
- **Broadcast media(Radio, TV)**
- **Outdoor Media**
- **Internet (websites and videos)**

Traditional Media

People over some time developed different ways of communications through local languages and written medium. **Traditional Media** is considered as the oldest forms of media, which transfers culture and tradition from generation to

generation. Communication tools have been developed over some time from customs, rituals, beliefs and practices of society.

There are various forms of Traditional media:

- **Folk Songs and Music**
- **Theatres and Drama**
- **Fairs and Festivals**

Print Media

Print Media is defined as a Print form of information which is provided to the larger audience. During Ancient times or Early Age, information is conveyed to the masses through manuscripts. Before the invention of the Printing press, the articles and printed matters are to be handwritten that was made available to a larger audience.

There are various forms of Print Media:

- **Newspapers**
- **Journals**
- **Books, Novels and Comics**

Electronic Broadcasting Media

Distribution of content and information through audio and visuals using the electronic broadcasting medium is called Broadcast.

Broadcast media is a useful medium of the spread of news and information to even illiterate people and persons having a listening problem or eyesight problem as well.

There are various Electronic Broadcasting Medium:

- **Traditional Telephone**
- **Television**
- **Radio**

Outdoor Media

Transmitting information and news when the public is outside their homes are also known as **Outdoor Media** or Out of **Home Media**. The importance of outside media is that it provides information related to new products, social

information or advertisement purposes to the masses.

Various forms of Outdoor Media are:

- **Signs and Placards**
- **Posters**
- **Banners and Wallspace**

Transit Media

Transit media revolve around the concept of advertising when customers are out of home and are going through any transport or on the go to public places. Advertisements are displayed on the public transport and vehicles on which brand promotion of a product and services take place.

Forms of Transit media are:

- **Bus Advertising**
- **Taxi Advertising**
- **Rail Advertising**

Digital Media or New Media

With speed and higher digital technology, the Internet has taken over all mediums of communications. **Digital media** is a two-way communication as users being active producers of content and consumers of content and information.

Digital or new media can be text, audio, graphics and video. This media is increasingly getting popular medium of exchange of information due to ease of accessibility with a computer and Internet Connection.

Digital Media forms are:

- **Emails**
- **Websites**
- **Social Media and Networking**
- **Blogging and Vlogging**
- **E-forums and E-books**
- **Computer Animations**
- **Digital Videos**

- **E-Commerce**
- **Virtual world and Reality**
- **Webcast and Podcast**

Types of Mass Media – Impact

In Modern culture and environment, mass media has become one of the significant forces. All types of mass media communications whether oral, written or broadcast reaches a larger audience.

- Mass Media plays a very crucial and important role in Indian politics and democracy.
- Intensive use of Mass media has made easy to reach every corner of the globe.
- Acts as a watchdog of the society.
- It helps in the promotion of goods and services.

Inform, Educate and Entertain Masses is a Fundamental objective of mass media.

Media: Radio

Radio was the media that launched after television. Radio is accessible everywhere today. People can always listen to radio wherever they go such as bathroom, bedroom, kitchen and etc. Listening to internet radio is also one of the reason why radio is so accessible nowadays.

Radio has almost become a necessity in people's life. Moreover, by having radio in today's society, it enables the process of sending messages and receiving messages becoming faster compared to the previous time. Radio send the signals through the air which enables the information to spread rapidly throughout the country. Today, the discovery of radio also brought to the development of radio broadcasting.

Radio is not only disseminate news, it also created a new kind of collective national experience such as entertainment, culture, public service and etc. (An Introduction to Mass Media, n.d.) . It became powerful in cultural and political force in the early 1930s, because it provides the low cost source of information and news to the audiences.

Regarding to 1 Malaysia concept, government has made good use of radio to introduce the 1 Malaysia concept. Government not only using radio to introduce 1 Malaysia concept but also put a high expectation of radio on successfully united the multi-culture and various races of Malaysian.

UNIT-IV

MASS CULTURE AND POPULAR CULTURE

Contemporary popular and mass culture has to be differentiated from traditional folk culture. **Popular and mass culture** by definition has been denigrated as an "**impoverished**". While manipulation is no doubt a key feature of 'mass culture' one should not overlook that those who are supposed to be manipulated often find very creative ways of using the material offered by 'mass culture'. Just as "**folk**" **culture** is not as static as some previous superficial accounts might have suggested, '**mass culture**' too, is constantly shifting and changing.

Many cultural critics have maintained that on the global plane there is an attempt to create a uniform thinking, a **One-Idea-system**. When talking about a commercial culture, one needs to remember, that while this culture is no doubt the dominant culture of today, nevertheless it is not equally accessible to all. Therefore, traditional culture is seen by some as a means to shape their own identity and to resist the pull of a global culture that more and more denies such local identities.

The cultural elite, which is marginalized by the culture industry of the metropolis is therefore often outspoken in the condemnation of global culture and calls for a return to old national, continental ("African", "Latin-American", "European" etc.) and religious indigenous cultures. **Sport, Consumer goods, Pop music, TV, Talk shows, Soap operas, films** can be seen in various way of providing a kind of cultural identity to those who are denied one otherwise.

The flowering of cultural freedom, the freedom of diversity, is a feat ever more difficult for poor people and weak countries to achieve, condemned as they are to imitating the lifestyle imposed everywhere nowadays as the only possible way of life.

Traditional Folk Culture, popular culture and commercial mass culture

Culture has always been a means to create perceived difference on the basis of inclusion and exclusion: even hunter and gatherer societies which have few signs of social difference have institutions like the men's house (**which excludes women and noninitiates**). The more complex the social structure of a society the greater the need to define oneself culturally as belonging to various hierarchically structured groups within society.

Serious or high culture against mass or popular culture merely translates these differences into modern societies that, while ostensibly democratic and egalitarian, nevertheless are highly hierarchically structured. Listening to certain forms of music or expressing a preference for certain films still identifies one as a member of the cultural elite, the political and economic elite, the rising or descending part of the middle classes, or the working class. Bourdieu has identified such identification marks in French society in every sphere of culture, from the way we eat to the way we furnish our houses and flats, to the sports activities in which we take part or which we attend as spectators.

It is not sufficient to define "**popular**" as "**known by the people, and applauded by them**". Contemporary popular and mass culture has to be differentiated from traditional folk culture. Traditional culture survives in relatively few pockets in societies that have not been touched more than superficially by global mass culture, in a perverted form as tourist attraction, and, in a secondary form, as a conscious attempt to resist the attractions of mass culture.

Such secondary folk cultures are often regenerated after they had all but succumbed to invaders or to global mass culture as a conscious effort to regain some form of cultural identity. Examples of such "**rebirths**" are the recovery of the Greek language and culture after the wars against the Turks in the early

nineteenth century, the recovery of the Irish language with its concomitant cultural practices after the independence of Ireland from Britain.

Currently there are attempts by the Maoris in New Zealand, the Aborigines in Australia and many African cultures to "rebirth" their cultures destroyed by colonialism.

Related to these attempts are so-called religious or nationalist fundamentalisms, such as the Muslim and Hindu fundamentalisms. Such revivals often use the desire for a rediscovery of national or religious identity and roots as a political rallying cry.

Just as "**folk**" **culture** is not as static as some previous superficial accounts might have suggested, 'mass culture' too, is constantly shifting and changing. Not only do fashions change from season to season, popular artists celebrated across the globe appear and disappear; as Barry Richards has shown in *Disciplines of Delight*, on a deeper plane the very structure of 'mass culture' has changed from the nineteenth century to the present in a significant way.

In the time of big monolithic factories and mines with mostly unskilled and semiskilled workers, culture revolved around certain forms of release: the pub, the music hall, later the cinema, the football grounds and the seaside resort. The new divisions of labor in a multiplicity of changing service and 'knowledge' industries and the boredom of unemployment have created new forms of pleasure, as have the new technological inventions, such as radio, TV, music and video recordings.

The once rather homogeneous 'youth culture' has split into a variety of niches, and the styles of design, food and clothing have multiplied. Central to this process of multiplication are of course the media, especially the specialist magazines, and where they exist, the narrow casting radio stations and TV channels who deliberately address a local or group specific audience, and who both in their editorial content and in their advertising constantly shape the identity of their audience.

The Internet which transcends the local and national media and which easily changes the consumer into a producer has again produced a new phase of

popular culture that can be controlled even less than the existing mass media, although various attempts to censor the content of the Internet have already been made. In principle, even if not yet in fact, transactional spaces such as the Internet provide the means for a global agora where humanity can share and transact on its wealth and advance its civilization.

Globalization and commercial mass culture

Many cultural critics have maintained that on the global plane there is an attempt to create a uniform thinking, which in its word and concept formation relies heavily on English as global lingua franca, and that produces, what Ramonet calls "**la pensée unique**", an expression, which is only imprecisely translated as "politically correct thinking".

Rather it denotes the homogenized thinking of one standardizing idea, a **OneIdea-system**. Alain Minc, who introduced the term information society to the western discourse in the late 1970s, formulates the One Idea as: "**Capitalism cannot break down, it is the natural state of society**". Democracy is not the natural state of society. The market is." Even taking into account the exceptions - and fortunately there are exceptions, and not so few - this giant machinery tends to offer us thousands of ways of choosing between the same and the same. Endlessly repeated through the mass media, from the Wall Street Journal to CNN, the One Idea System brushes away social concerns as sentimental or even counter productive.

Naturalized as "**realism**" or "**pragmatism**" the system has effectively insulated itself against any critique and has achieved a hegemonic status, accepted by politicians of all couleur.

The inclusion of culture into the globalizing economy leads to the creation of a global culture of commodified consumerism, dominated by American multinational media conglomerates. Technological diversity is said to be democratic diversity. It is true that technology places images, words and music within the reach of many more than ever before in the history of humanity.

But such apparent diversity is merely an appearance without any substance, when private monopolies end up imposing a one-image, oneword, one-

tune dictatorship on the planet. The result is a homogenization and Americanization of previously distinct cultures. This makes one ponder Arnold Toynbee's statement in *A Study of History* that Civilizations in decline are consistently characterized by a tendency toward standardization and uniformity. Conversely, during the growth stage of civilization, the tendency is toward differentiation and diversity.

The political crisis is visible from the encroachment of the nation-state by global financial markets, whose power can no longer be controlled through the institutions of the liberal democracy, and free trade agreements which effectively limited the state's power to conduct an independent economic and social policy, to the uniformity of global culture where the cultural institutions of individual nations or groups can no longer compete with the resources of global media conglomerates.

More and more vital decisions are made entirely outside the influence of democratic institutions. In effect, decisionmaking has been privatized. The economic, political and cultural crisis are deeply related, and because misery is an insult to human rights, such large scale shredding of the social fabric destroys a certain conception of the republic itself.

While the nation states from the late middle-ages to the twentieth century attempted to create a national identity, largely based on a common language, but subordinating and often obliterating regional differences in language and culture and oppressing minorities who clung to their culture and language, globalism, despite the predominance of English as a lingua franca, does not set out to destroy minor languages (although in effect it often does).

Its attempted uniformity of thought replaces the earlier attempts of the nation states to create a uniform national language and culture. While the nation state according to Herder's ideas had to insist on shaping a homogeneous language and culture in order to create that unit, within which the national market could function, and thus had to engage in an aggressive language politics with regard to its minorities, the global market can afford language and cultural enclaves, as long as the key ideas of globalization are universally translatable into every language.

There is world-wide a sizeable group of people who have adapted to the new global situation and who move freely in the areas that are within the range of this commercial global culture.

UNIT-V

RISE OF MASS MEDIA

Mass media is communication—whether

**written,
broadcast, or
spoken—that reaches a large audience.**

This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth.

Mass media is a significant force in modern culture, particularly in America. Sociologists refer to this as a **mediated culture** where media reflects and creates the culture. Communities and individuals are bombarded constantly with messages from a multitude of sources including **TV, billboards, and magazines**, to name a few.

These messages promote not only products, but moods, attitudes, and a sense of what is and is not important. Mass media makes possible the concept of celebrity: without the ability of movies, magazines, and news media to reach across thousands of miles, people could not become famous. In fact, only political and business leaders, as well as the few notorious outlaws, were famous in the past. Only in recent times have actors, singers, and other social elites become celebrities or “stars.”

The current level of media saturation has not always existed. As recently as **the 1960s and 1970s, television**, for example, consisted of primarily

three networks, public broadcasting, and a few local independent stations. These channels aimed their programming primarily at two-parent, middle-class families. Even so, some middle-class households did not even own a television.

Today, one can find a television in the poorest of homes, and multiple TVs in most middle-class homes. Not only has availability increased, but programming is increasingly diverse with shows aimed to please all ages, incomes, backgrounds, and attitudes. This widespread availability and exposure makes television the primary focus of most mass-media discussions.

More recently, the Internet has increased its role exponentially as more businesses and households “**sign on.**” Although TV and the Internet have dominated the mass media, movies and magazines—particularly those lining the aisles at grocery checkout stands—also play a powerful role in culture, as do other forms of media.

What role does mass media play? Legislatures, media executives, local school officials, and sociologists have all debated this controversial question. While opinions vary as to the extent and type of influence the mass media wields, all sides agree that mass media is a permanent part of modern culture. Three main sociological perspectives on the role of media exist: the limited-effects theory, the class-dominant theory, and the culturalist theory.

Limited-effects theory

The **limited-effects theory** argues that because people generally choose what to watch or read based on what they already believe, media exerts a negligible influence. This theory originated and was tested in the 1940s and 1950s. Studies that examined the ability of media to influence voting found that well-informed people relied more on personal experience, prior knowledge, and their own reasoning. However, media “experts” more likely swayed those who were less informed. Critics point to two problems with this perspective. First, they claim that limited-effects theory ignores the media's role in framing and limiting the discussion and debate of issues. How media frames the debate and what questions members of the media ask change the outcome of the discussion and the possible conclusions people may draw. Second, this theory came into existence when the availability and dominance of media was far less widespread.

Class-dominant theory

The **class-dominant theory** argues that the media reflects and projects the view of a minority elite, which controls it. Those people who own and control the corporations that produce media comprise this elite. Advocates of this view concern themselves particularly with massive corporate mergers of media organizations, which limit competition and put big business at the reins of media—especially news media. Their concern is that when ownership is restricted, a few people then have the ability to manipulate what people can see or hear. For example, owners can easily avoid or silence stories that expose unethical corporate behavior or hold corporations responsible for their actions.

PHOTO JOURNALISM

In recent years, the role of the media and news has been pretty controversial. There has been a lot of turmoil regarding the trustworthiness of news outlets and their coverage of events. Photojournalism has always been a big part when it comes to the news coverage. Although the role of photojournalism has changed quite a bit, I believe it is still a vital and important part of the modern news. Furthermore, it also raises awareness of current global problems and presents them on a whole different level.

As a short definition, Photojournalism is the telling of a story through photographs. Based on this simple foundation, is a complex genre that is struggling these days and fighting for its own legitimacy.

In its history, [Photojournalism was important to tell all the untold stories of the world](#). Photojournalists traveled the world to give a voice to the unheard. Their pictures gave awareness to the struggle of people that were left alone otherwise.

A single picture in some cases was so powerful, that it changed the public opinion and also had a real impact on politics.

Photojournalism in its core is an objective way to educate people about the stories that the Photojournalist is covering.

With that goal in mind, Photojournalism continues the tradition of even older journalism that was using paintings or written stories. Through the

technological advancement and improvement of photography, it became a more suitable and quicker medium to cover events.

Photojournalism is more immediate and a more truthful representation of reality compared to paintings, which were heavily influenced by the painter.

Pictures of Photojournalism should have a meaning to the viewer. The meaning can be further explained by relevant captions and a description of the general context.

BLOG WRITING:

How to Write a Blog Post in Five Easy Steps

Step 1:

Plan your blog post by choosing a topic, creating an outline, conducting research, and checking facts.

Step 2:

Craft a headline that is both informative and will capture readers' attentions.

Step 3:

Write your post, either writing a draft in a single session or gradually word on parts of it.

Step 4:

Use images to enhance your post, improve its flow, add humor, and explain complex topics.

Step 5:

[Edit your blog post](#). Make sure to avoid repetition, read your post aloud to check its flow, have someone else read it and provide feedback, keep sentences and paragraphs short, don't be a perfectionist, don't be afraid to cut out text or adapt your

writing last minute.

Great blog posts don't just happen. Even the best bloggers need a rough idea to keep them on-track. This is where outlines come in. An outline doesn't need to be lengthy, or even detailed – it's just a rough guide to make sure you don't ramble on and on about something tangential to your topic.
