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Mass media

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Mass Media Mass Media is a medium to communicate the large masses whether oral, written, or 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 hands.

But with time, technology has changed and there are other media introduced to convey information to the masses such as:

1. Books and Magazines
2. Televisions
3. Internet videos
4. Films and 5. Documentaries

Mass media means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public.

The most common platforms for mass media are newspapers, magazines, radio, television, and the Internet.

The general public typically relies on the mass media to provide information regarding political issues, social issues, entertainment, and news in pop culture.

Types of Mass Media

There are 6 types of Mass Media:

- 1. Traditional Media***
- 2. Print Media***
- 3. Electronic Broadcasting Media***
- 4. Outdoor Media***
- 5. Transit Media***
- 6. Digital Media or New Media***

Print Media is a means of mass communication in the form of printed publications. It comprises of magazines, newspapers, books, circulars, journals, pamphlets, and periodicals. Print Media is an incredibly important part of the marketing mix and can help businesses to engage their target audiences and extend their reach to potential customers by investing in it.

Print Media is defined as a Print form of information that is provided to the larger audience and is a part of mass media. During Ancient times or Early Age, information is conveyed to the masses through manuscripts

There are various forms of Print Media:

1. Newspapers
2. Journals
3. Books, Novels and Comics

Electronic Media

Electronic media is the media that one can share on any electronic device for the audiences viewing, unlike static media (Printing) electronic media is broadcasted to the wider community. Examples of Electronic media are things such as the television the radio, or the wide internet.

Different Electronic media types are below:

1. Television:

Television is one of the most used Electronic media devices because franchises can pay for advertisements to show millions of people, thus bringing in more business for the franchise owner.

2. Radio:

The Radio is similar but does not give the audience visuals, just sound. This method of Electronic media can be effective and much more affordable than Television but does not engage the listeners as much as visual ads.

3. Internet:

The Internet is one of the most profitable Electronic media devices, with a single click of a button ads will fill the webpage and is definite to catch a few glimpses for fellow web surfers. This not only spreads through Electronic media but can profit the creator of the web page throughout time.

4. Shops:

Shops have Electronic media in most places, whether it is on an electric billboard or ATM screen Electronic media is sure to be in almost everywhere you go.

Types of Journalism Based on the Medium of Delivery

Based on the medium of news delivery, journalism can be divided into three types: TV and Radio Journalism/ Broadcast Journalism, Print Journalism, and Online Journalism.

1. Cyber/ Online/ Digital Journalism

Cyber journalism or online journalism or digital journalism is the latest type of journalism. As the name suggests, this deals with delivering the on different internet platforms. The whole world has become a virtual global village after the introduction of the world wide web (WWW) and the internet.

2. Print Journalism

This type of journalism deals with delivering news through newspapers, magazines, etc. Since these mediums can hold the same news or information as other mediums, a journalist can work for both prints as well as some other media at the same time.

Now, whether print journalism is dying or not, that only time will tell. But this topic has been in conflict for a long time now. The higher costs of material, lower subscription numbers and the increment in other easily accessible media platforms have had a huge impact on print journalism.

3. Broadcast/ TV/ Radio Journalism

This kind of journalism deals with broadcasting news through television or radio. Both of these mediums are widely used and possess unique characteristics. A reason why TV journalism is more popular than print journalism is that it does not only deliver news for the eyes but for the ears as well.

Audio-visual experience provided to the audience through TV journalism engages them. This journalism has large budgets and resources that help journalists create high-quality content.

Common types of journalism

Here are some types of journalism that you might experience every day:

1. Investigative journalism
2. Watchdog journalism
3. Online journalism
4. Broadcast journalism
5. Opinion journalism
6. Sports journalism
7. Trade journalism
8. Entertainment journalism
9. Political journalism

1. Investigative journalism

Investigative journalism involves thoroughly researching a topic to expose evidence and deliver findings of figures or organizations to a wider audience. Investigative journalists conduct indepth research and use various tactics to collect information. After collecting and evaluating evidence, investigative journalists write comprehensive reports to expose the subject and provide evidence to support their conclusions.

2. Watchdog journalism

Watchdog journalism is a genre intended to guard society against illegal activity or inefficiency from societal powers, such as corporations and politicians. It is similar to investigative journalism in that the intent is to uncover and expose wrongdoing. Watchdog journalists monitor the activities of large companies and influential figures and report activities that may have negative impacts on society. This type of journalism helps ensure societal powers remain accountable for their actions

3. Online journalism

Online journalism reports facts through internet media, such as digital newspapers, blogs or social media. All kinds of information is freely available on the internet, but sources are not always credible. Online journalists create and deliver content that aligns with the traditional journalism practices of objectively reporting the facts of a situation or event.

Online journalism allows reporters to quickly deliver information to audiences through online media without delays for print layout, processing and delivery or broadcast time slots.

4. Broadcast journalism

Broadcast journalism reports information to the public through media such as radio and television. Branches of broadcast journalism include sports, weather, traffic, news and entertainment. Broadcast journalism can also take the form of investigative, watchdog and opinion types. Broadcast journalism can include reading the report without corresponding video, narrating a report with a related video playing in the background or conducting a report in the field while capturing live video.

5. Opinion journalism

Opinion journalism reports on a topic using subjective ideas rather than objective facts. Opinion journalists report stories from their own perspective, including their own thoughts and biases. Opinion journalism is unique from other types because the writer can include their viewpoint. It can be important to recognize the difference between opinions and facts. Opinion journalism is useful in helping people understand their own opinions and values as well as to develop a fuller picture of reality when consuming reports from multiple perspectives.

6. Sports journalism

Sports journalism focuses on the subject of athletic news. Sports journalists report scores, standings and rankings for different teams or athletes in different sporting events. Sports journalism can take the form of a specific genre such as investigative or opinion styles. It can be both print and broadcast media. A sport commentating is a form of sports journalism in broadcast and online journalism.

7. Trade journalism

Trade journalism reports on a particular industry or field. Trade journalists detail movements and developments in business that impact people involved in that field. It includes industry-specific news for products such as oil, metals and agriculture as well as business sectors, such as travel, 7. Trade journalism Trade journalism reports on a particular industry or field. Trade journalists detail movements and developments in business that impact people involved in that field. It includes industry-specific news for products such as oil, metals and agriculture as well as business sectors, such as travel,

8. Entertainment journalism

Entertainment journalism relates to the current events of popular figures and trends. Entertainment journalists report on the entertainment business, including celebrities, movies, television, books and events. Entertainment journalists may cover movie premiers and awards ceremonies as well as news about the entertainment industry. This type of journalism can take the form of different genres and is common in print, digital and broadcast media.

9. Political journalism

Political journalism focuses on government, politics and political candidates. It covers different segments of political activity, such as local, national or international news. Political journalists often report on the activities of elected officials, political processes and the results of political work. It includes reporting political news and conducting investigative and watchdog reporting to ensure that the public has access to information about political activity.