



Communication: Concept & Process

BA(JMC) 101

Unit II

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Syllabus- Unit 2

- **[Mass Communication],**
- Mass Communication: Concept, Definition, Elements and Process
- Characteristics and Functions of Mass Communication
- Means of Mass Communication: Folk and Traditional Media, New Media
- Mass Media Activism

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Mass Communication: Concept, Definition, Elements and Process

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Origin of Communication

- Journey of **Communication** started from the time of **Cave man**.
- They use to gather around fire to **discuss** their day to day activities.



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Origin of Communication

- Cavemen started **Inscribing on Cave (Pictography)**



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Origin of Communication

- First long distance communication is **Smoke Signal**

SMOKE SIGNAL


USED BY -
TRIBES OF NORTH AMERICA



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Origin of Communication

- Due to their natural homing ability pigeons.
- They were used as long distance communication.



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Origin of Mass Communication


- It was around 1440 in Mainz, Germany, that Guttenberg introduced his machine for printing from moveable type.
- The invention of paper and printing, and later newspapers, were the first steps towards mass communication.



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Origin of Mass Communication

- But it was only through the telegraph, invented by Samuel F. B. Morse in 1835, that messages could be sent to long distances using a code.



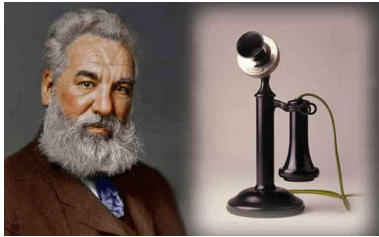
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Origin of Mass Communication


- Alexander Graham Bell in 1876 succeeded in using wires to send the human voice across long distances.



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Origin of Mass Communication

- However, it was the invention of the radio by Marconi in 1901 which made sending of human voices over long distances possible.
- In 1947 the invention of the transistor made radio the most popular medium for sending voice messages.



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Origin of Mass Communication

- Today television, which can send voice as well as pictures, is found almost everywhere. Baird invented this in 1920.



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Mass Media Mediums

- Newspapers
- Magazines
- Advertising
- Films
- Radio
- Television
- Internet

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Concept of Mass

- The concept "mass" in mass communication is defined as a large, heterogeneous, assorted, anonymous audience.
 - 'Large' 'Heterogeneous' 'Assorted' 'Anonymous'

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Concept of Mass and Mass Culture

- Culture is defined as a complex whole that includes knowledge, belief, art, moral, law, customs and any other capabilities and habits acquired by man as a member of the society.

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Concept of Mass Communication

- **Mass communication can be defined as 'a process whereby mass produced messages are transmitted to large, anonymous and heterogeneous masses of receivers.**
 - **'Mass produced'** means putting the content or message of mass communication in a form suitable to be distributed to large masses of people.
 - 'Heterogeneous'** means, the individual member of the mass is from different sector of the society.
 - 'Anonymous'** means the individuals in mass do not know each other.

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Famous Saying

- 1) **McQuail** states that mass communication is "only one of the processes of communication operating at the society-wide level, readily identified by its institutional characteristics"
- 2) **Daniel Learner (Modernization Theory)**
"mass media is mobility multiplier"
- 3) **Dr. Jopesh R Dominick:**
Mass communication is the process in which a complex organization with the aid of one or more machines produces and transmits public message that are directed at large, **heterogeneous** and **scattered audience.**

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Process of Mass Communication


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    graph LR
      Reporter[Reporter] --> Report[Report]
      Report --> Media[Media]
      Media --> Audience[Audience]
      Audience -- Feedback --> Reporter
      Audience -- Feedback --> Report
      Audience -- Feedback --> Media
  
```

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Elements of Mass Communication

- **Reporter-**
- **Source** or sender of the message may become same or different. Source mostly represents the institution or organization where the idea has been started.
- In case of source and the sender being different, the sender belongs to media institution or is a professional in media communication.



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Elements of Mass Communication

- **Message-**
- A message needs reproduction for making it communicable through the media. The message is processed and put to various forms like talk, discussion interview, documentary, play, etc in case of radio and TV.
- In case of newspapers, the message is processed by means of article, feature, news story, etc.


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Elements of Mass Communication

- **Channel**
- Medium and channel are generally used interchangeably. But here, a distinction is made between the two. Medium could be regarded as the form adopted by the sender of the message to get it to the receiver.




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 **Elements of Mass Communication**

- **Noise**
- Noise is interference that keeps a message from being understood or accurately interpreted. It is a potent barrier to effective communication.
 - ✓ **I. Physical Noise:** This comes from the environment and keeps the message from being heard or understood. It may be from loud conversations, side-talks at meetings, vehicular sounds, sounds from workmen's tools etc.
 - ✓ **II. Psychological Noise:** This comes from within as a result of poor mental attitude, depression, emotional stress or disability.

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 **Elements of Mass Communication**

- ✓ **III. Physiological Noise:** Interference from the body in form of body discomforts, feeling of hunger, tiredness etc
- ✓ **IV. Linguistic Noise:** This is from the source's inability to use the language of communication accurately and appropriately.
 - It may be a grammatical noise manifested in form of defects in the use of rules of grammar of a language, and faulty sentence structure.

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 **Characteristics of Mass Communication**

1. Directs messages toward relatively large, heterogeneous and anonymous audience.
2. Messages are transmitted publicly
3. Short duration message for immediate consumption
4. Feedback is indirect, non-existent or delayed
5. Cost per exposure per individual is minimum
6. Source belongs to organization or institutions
7. Mostly one way

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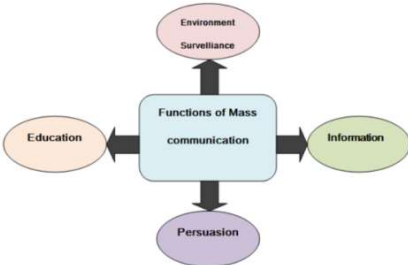
Characteristics of Mass Communication

8. Involves good deal of selection that is, medium chooses its audience (**newspaper for literates**) and audience choose media (poor, illiterates select radio)
9. There is need for fewer media to reach vast and **widespread audience** because of wide reach of each
10. Communication is done by social institutions which are responsive to the environment in which they operate

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Function of Mass Media

- The primary function of communication is to **inform, instruct, educate, entertain, and influence/persuade** people



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Surveillance of Environment

- An important function of the media is to keep up a **surveillance** of all the happenings in the **world and provide information** to the human society.
- The media has the responsibility of providing news and cover a wide variety of issues that is of some service to the society.

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Surveillance of Environment

- Media help maintain social order by providing instructions on what has to be done in times of crisis, thereby **reducing confusion** among the masses.



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To Inform


- To inform: **Dissemination of information** is the primary function of the news media. Newspapers, radio and TV provide us news from around the world and keep us informed




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To Persuade:

- Most of the mass media are used as vehicles of **promotion and persuasion**.
- Goods, services, ideas, persons, places, events – the range of things that are advertised through mass media is endless. Different media have different features and reach.



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To Persuade:

- **Persuasiveness of mass communication depends on the following factors:**
 - **Source Credibility-**
 - **Presentation of the message**
 - **Media factor**
 - **Audience factor**


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To Entertain

- The most common function of mass communication is **entertainment**. Radio, television and films are basically entertainment media.
- Even newspapers provide entertainment through **comics, cartoons, features, cross word puzzles etc.**,
- Entertainment through radio consists of mainly music and also **drama, talk shows, comedy etc.**


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Interpretation

- Mass media provide us with information from every nook and corner of the world.
- They do not just report facts and figures of the events, rather they interpret events to make us aware of **what happens, and why, where, when and how** it happens.
- Media interpretation may be **biased or not**. But, it helps **develop our views** towards an event or object or personality.


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Watchdogging

- Media are on the **constant look out** for any malfunctions of importance to be **brought to the notice of the society**.
- Watchdog reporting **covers an array of malfeasance**: from personal scandals to financial wrongdoing, political corruption, enrichment in public office and other types of wrongdoing.


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Correlation

- The correlation function of mass communication is otherwise known as the opinion or editorial function of the press.
- This refers to the process of **editorial selection, interpretation and prescription** through which the mass media help their consumers to better **understand the information brought to them**.
- By the correlation function, the media provide the **background social context and critical analyses** necessary for that understanding.
- The press also helps to monitor public opinion, for example, through phone-in radio or television programmes.

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Correlation

- The correlation function is best **illustrated in columns and editorial pages of news papers** where the columnist may compare statements made by political office holders with conflicting statements made by other politicians or personal views on a matter.
- It may also be observed in broadcast commentaries and editorials in television documentaries designed to make viewers aware of an issue or supportive of a prescribed course of action

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Folk/Traditional

- Traditional Media/Folk Media means the mediums through which the **cultural traits are passed from generation to generation**. Idioms
- Local media channels prove to be powerful communication tools in rural society. Indian folk forms have a generous mix of dialogue, dance, song, clowning, moralizing and prayer.

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Folk/Traditional

- Traditional folk media generally include the presentation of different types of programs like **folk song & music, folk dance, yatra, drama & theatres, puppetry and street theatre** etc.
- All programs have the individual criteria's and attraction as well, that can render distinctive taste and flavor to the audiences well.

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TRADITIONAL MEDIA

- Drama
- Street theatre
- Puppetry
- Dance
- Story telling
- Song
- Music
- Painting
- Motifs and symbols



COMMUNICATION AND FOLK MEDIA

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Drama

- Drama is one of the most popular forms of **traditional media**.
- Let us understand this form by using an example from the rural areas. After completing the work in the fields, you very often find that farmers celebrate their joy of leisure.
 - Tamasha
 - Nautanki
 - Khayal



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STREET THEATRE

- This is a performance medium drawing its techniques from traditional drama forms in India.
- They are performed in any **nukkad (street corner)**, street, market place etc.



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STREET THEATRE

- Brands also use these methods in Rural area



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Puppetry

- The word puppet comes from the French '**Poupee**' or the Latin '**Pupa**', both meaning 'dolls'.
- In Sanskrit, puppets are termed '**Putraka**', '**Putrika**' or '**Puttalika**', all of which are derived from the root Putta equivalent to Putra (son).
- It is derived from ancient Indian thoughts that puppets have life.

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Puppetry


- There are four basic kinds of puppets :
 - **glove puppets**
 - **string puppets**
 - **rod puppets**
 - **shadow puppets**



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Music and dance

- Music and dance in India are among the **oldest forms of classical arts** with a tradition that dates back to several centuries.
- These traditions are fundamentally similar but they have different names and are also performed in different styles.



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Traditional Media & Social Change

- In bringing change to the **rural society**, **folk media** **perform** what is conceded significantly.
- On the other hand, it can act as the mover of '**rural education & culture**' and the '**surveillant**' of the rural society.
- The folk media possess complete **flexibility** (in a few cases, it maintain well rigidity, although) that determines the **viability of this medium** for rural communication.

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New Media

- New media can be easily **processed, stored, transformed, retrieved and hyper-linked**, primarily using the internet.
- It is changing the way people across the world are entertained and consume information.

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TYPES-New Media

- 1) **BLOGS** Information in blogs is easily accessed and searched for and everything is typically organized naturally and interactively.



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TYPES-New Media

- 2) **SOCIAL MEDIA** Social media focuses on creating, sharing and exchanging information, ideas and content in online networks and communities.



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TYPES-New Media


- 3) **E-PUBLICATONS** It blends multiple types of mass media and are easily accessed and searched.
- Users can also interact with some online newspapers via comment feature.



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TYPES-New Media

- 4) **MOBILE APPLICATIONS** It is a type of application software designed to run on a mobile device, such as a smartphone or tablet computer.
- They serve to provide users with similar services to those accessed on PCs.



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TYPES-New Media

- 5) **DIGITAL GAMES** Digital games and game worlds open up cultural spaces themselves and unlike other new media and virtual environments, these spaces are considered interactive from the outset.



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MASS MEDIA ACTIVISM

- Mass media activism is a broad category of activism that utilises **media and communication** technologies for **social and political movements**.
- It adopts a **proactive and vigorous approach** in order to mould public opinion.
- This is done through means such as publishing news on **websites**, **creating videos**, **audio investigations**, spreading information about protests, organising campaigns through social media, etc.

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MASS MEDIA ACTIVISM

- when it comes to activism, it is also crucial the employment of both online and offline media, as both strategies combined can better enhance the public engagement with the social cause, because people are everywhere and choose different modes of communication according to their social context, interests, lifestyles, and needs.

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MASS MEDIA ACTIVISM

- Social Activism
- Highlights Of The #StopTheBeautyTest Telethon: An Initiative To Raise Women's Voices Against Beauty Stereotypes

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MASS MEDIA ACTIVISM

- Highlights Of The #HelpingHands Telethon: An Initiative To Set-Up COVID Centres For Children And Vaccinate People In Rural India

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MASS MEDIA ACTIVISM

Thank You

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