

MHOM CC – 8: COMMUNICATION TECHNOLOGY

MASS MEDIA

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

- Print Media : Newspapers, Magazines
- Broadcast :Television, Radio
- Movies
- Internet
- Games

Functions of Mass Media

- To inform
- To educate
- To entertain
- Transmission of heritage

Characteristics of Mass Media

- Communication is mostly one way
- Audience has great deal of choice
- Reach large and vast audience
- Aim messages to attract largest audience possible
- Influence society and are in turn influenced by society

Traditional Media vs. New Media

Traditional Media: Any form of **mass communication** available before the advent of digital media. This includes television, radio, newspapers, books, and magazines.

Electronic Media: Electronic media is media that uses **electromechanical device** to access the content. This is in similar to social media, which now-a-days are most often created electronically.

Traditional media allows businesses to target a **broad target audience** through billboards, print advertising, television commercials, and more. In comparison, **new media** allows companies to target a **narrow target audience** through social media, paid online ads, and search results.

Comparison Chart

| Social Media | Traditional Media |
|---|---|
| It is a form of electronic communication that enables users to create and share information, ideas, messages and content. | It includes contemporary modes of communication such as television , radio, newspaper, magazine etc. |
| Two-way conversation is the heart of social media marketing. | It delivers a single message through one-way communication. |
| Social media gives a lot of freedom over creation of information and in information sharing. | Only the sender decides what to publish, telecast or broadcast, while the receiver always receives the information. |
| Social media involves targeted two-way communication which means the message can be addressed to targeted audience. | Traditional media is designed for mass consumption which means they are targeted at mass consumers. |

Importance of Mass Media

- Mass media provide information to the mass within a less time.
- It brings the entire world to the individual or to the classroom.
- It sends information to remote places and helps in distance learning.
- It is useful for reinforcing group dynamics and interpersonal communication.
- Mass media acts as an agency of social change.
- These media easily reach groups, allow repeated use, give more reality, influence attitudes and ultimately motivate the audience.