

Characteristics of Mass Media

Because of the advancements made over time, mass communication now has a significantly greater impact.

- it conveys a public message.
- it has a broad target audience attraction.
- Information can be transmitted through a variety of channels, including TV, the internet, radio, and newspapers. there is a distance between the source and the recipients
- It has a diverse audience; news or information shared through print, radio, or television cannot get feedback.

Different forms of media

There are many different types of mass media, including books, newspapers, radio, social media platforms, booklets, and streaming services. Nevertheless, we identify four major categories of mass media.

Print media: It is one of the simplest and oldest methods of reaching the general public and can take the form of billboards(posters) or coupons(promotional offers.). Newspapers, which served as the main information sources, were originally referred to as print media. Journals, books, and magazines were added to this category of media as well.

Outdoor media: This is also known as OOH or Out-of-Home Media and is focused on transmitting information and news when the public is outside their home. These are prominent in brand promotion seen on buildings, streets, electric polls, roadside, vehicles, screens, kiosks, etc. This is one of the most prominent types of mass media used for commercial as well as public welfare advertising and mainly includes billboards, banners, posters...

Broadcasting media: Audio and video content is transmitted to a dispersed audience with the aid of an electronic broadcasting medium. Diverse audiences, including those with a range of ages, backgrounds, viewpoints, objectives, and interests, are attracted to media like television, radio, video, and games.

Digital media: or electronic media. New Media is an interactive two-way communication with users being the active producers of content and information. The Internet is considered a highly interactive mass medium and can be simply defined as the “network of networks”. It has quickly transformed into the center of the mass media as it has marvelously integrated all the prominent types of mass media. Now, you can see news websites, broadcast TV shows as well as listen to online radio using the internet and this is also called the **convergence of mass media!**

Mass Communication

The process of distributing and exchanging information through various media platforms in order to reach the masses is referred to as mass communication. Mass communication differs from mass media in that it involves the dissemination of information to the general public using a variety of mass media, including TV, radio, the internet, print media, outdoor media, etc.

In simple words, it is the process of transmitting ideas, information, opinions, norms, attitudes, cultures, etc. to a relatively large, heterogeneous, and anonymous audience simultaneously through the use of technological devices.

Types of Mass communication

The most common types of Mass Communication are:

- Journalism
- Social Media
- Films
- Television
- Radio
- Advertising
- Public Relations
- Books, Magazines, Newspapers and Journals
- Photography
- Audio Media like Community Radio, Podcasts
- Interactive Media like websites, video games, digital ads, etc.

Characteristics of Mass Communication

The main features or characteristics of mass communication are :

Specific Objectives Every communication has a specific objective. Without objectives, no communication is held. Mass communication has also a specific objective that is dependent on the subject matter of communication.

Common Messages Mass communication transmits or delivers the same simultaneous messages to vast diverse and scattered audiences.

Source of Message The sources of mass communication messages generally are a person or group operating within an organizational setting. These sources include news reporters, television producers, magazine editors, etc.

Messages are Sophisticated and Complex In mass communication, messages are sophisticated and complex. Whereas the message in interpersonal communication may be simple words and short sentences, mass media messages are quite elaborate. Examples of mass media messages are news reports, a novel, a movie, television programs, newspaper columns, magazine articles, music videos, and billboard advertisements.

Limited Information Such audiences are brought together by a single shared interest in the particular message available through the mass medium. Message sources generally have only limited information about their audiences.

Mass Medium Radio, Television, the Internet, etc are examples of media that are regarded as mass media because they can reach out to a vast audience at a time.

Impersonality Messages of mass communication have remained impersonal since there is no personal touch of a medium. The impersonality of mass communication is informed by the need to reach large, diverse and scattered audiences almost at the same time.

Universality This refers to the extensiveness or commonness of a medium and the acceptability of messages. A person does not need to be literate or educated in a particular language before listening to a radio program or a watch television program in that native language.

Types of mass communication



These are the following types of mass communication:

- Print Media Includes : Newspapers, Magazines, Books ,other textual documents
- Electronic media: the term electronic media mainly include: Radio, Movies ,Television , Audio and Video records
- New media : The forms of communicating in the digital world include :CD-ROMs ,DVDs ,Internet facilities like World Wide Web, bulleting boarding, email, etc.