**Media and communication**

As previously mentioned communication means speaking , exchanging ideas , writing or sending messeges to another person . it is usally defined as a network of interactions and naturally the sender and the reciever keeps on exchanging their roles.

**The source** : refers to the point or origins of a message which is encoded by the sender and transmitted through the channel to the receiver .

***What is mass media ? :*** the media ( the tool or the channel ) which we use to transfer messages to the masses ( large members of people )

To perform mass communication, many mediums such as radio, television, social networking, billboards, newspapers, magazines, books, movies, and the Internet are employed.

**Why we need to communicate ?** communication is a must need of human beings and its the development of civilization . the functions of communication have also expended . According do **Denis McQuail** ( a communication theorist ) in his book “Mass communication theory ” there are several functions of mass communication :

* **Information :** According to him : we get most of news and information from mass media ( TV , newspapers , and www … ect ) so it is one of its essencial functions to get information about the world around us . we also have adevertising which is another populer medium for letting the society know about the different products and services whch are available in the market
* **Correlation ( coonection ) :** the medium of mass communication also provide interpretation and explanation of the news and events ( it decide what is newsworthy or not )
* **Continuity :** it helps transmit the culture . Communication plays a big role for that only by it that we can actually pass on our ideas , opinions and culture to the next generation . The mass mediums have a great role in shaping the popular culture ( the most accepted beleifs and the practices in the society ) .
* **Entertainment :** we all are dependent on mass media to provide us with diversion , relaxation and entertainment
* **Mobilization :** aims at bringing the society together and create awearness for a cause ( october rose for example ) . today anyone can create a content to start a mass media compaign and fight for a cause by gaining attention and support for a society .

***7 branches of mass media :***

1. ***Print :*** the oldest branche for sharing news ( 15th) such as ( books , newspapers , magazines )
2. ***Recordings :*** from late the 19th century ( gramophones , records , CDs , Dvds )
3. ***Cinema :*** from about 1900
4. ***Radio :*** from about 1910
5. ***Television:*** from about 1950
6. ***Internet :*** from about 1990
7. ***Mobilephonnes :*** from about 2000

***Characteristics of mass media :***

1. Communication is mostly one way
2. Audience has a great deal of choice
3. Aims that messeges Reach large and vast audience
4. Influenced society and are in turn influence by society .

***Advanteges of mass media :***

\_ reachs many people quickly

\_ low cost per person reached

\_Inform people about new ideas and services

\_ climate of opinions

***Disadventeges of mass media :***

*\_* can easily be misunderstood

\_ access usually difficult especially to older people

\_ lacks of feedback