

# Bookmark File PDF Journalism And Mass Communication Notes

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1. Mass medium : An important characteristic of mass communication is the presence of mass media like newspaper, radio, television, magazines, books, websites and social media networks. The medium is capable of taking the same message around the world. 2. Anonymous : The participants (senders and receivers) in the mass communication

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Though Mass Communication is a part of the profession journalism, Yet In modern terminology, journalism is called Mass Communication. Because in Mass communication, Modern equipments are used to broadcast news. Mass Communication is for large group of audience. Mass communication is a broader term which includes also Journalism, Advertisement, Anchoring, Radio, Television, Newspaper, magazines.

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functions of the mass communication process like gatekeeping and agenda setting. While these and other similar lines of empirical research, as represented by excellent chapters in this volume, continue to flourish and hold an important place, the frame shift from Mass Communication to Journalism Studies inverts figure and ground.

The Handbook of Journalism Studies

Mass communication is the process of imparting and exchanging information through mass media to large segments of the population. It is usually understood for relating to various forms of media, as these technologies are used for the dissemination of information, of which journalism and advertising are part. Mass communication differs from other forms of communication, such as interpersonal communication and organizational communication, because it focuses on particular resources transmitting in

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