



Part 1

The Nature and History of Mass Communications



Chapter 1

Communication:

Mass and Other Forms

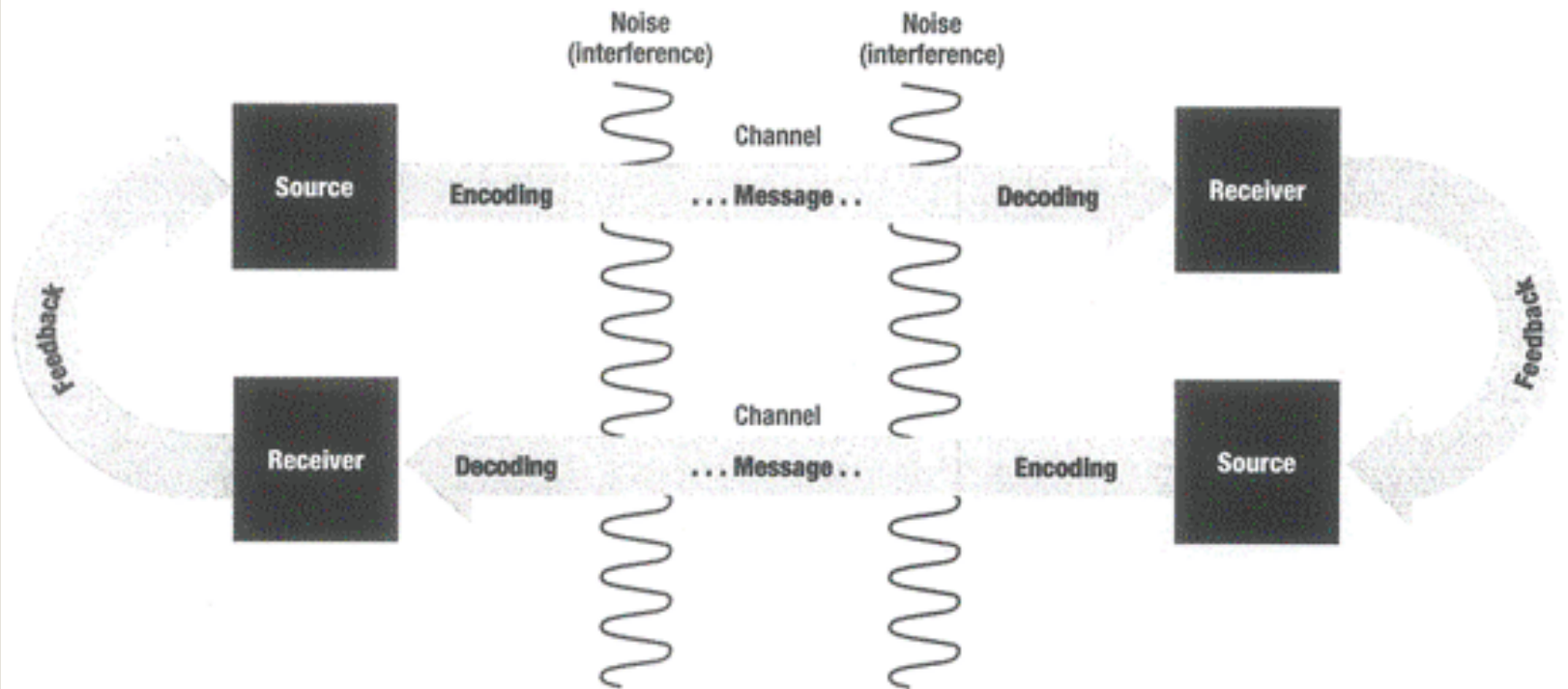


8 Elements of the Communication Process

- Encoding
- Source
- Message
- Channel
- Receiver
- Feedback
- Noise
- Decoding

The Communication Process

Elements of the
Communication Process





Communication Settings

- **Interpersonal Communication**
- **Machine-Assisted Communication**
- **Mass Communication**



Mass Communication . . .

is the process by which a complex agency produces and transmits public messages directed at large, heterogeneous and scattered audiences with the aid of machines.



Mass Communication

- **Source acts within organizational roles**
- **Internet: one person can be a mass source**
- **Sender: little details about audiences**
- **Encoding always a multi-stage process**
- **Channel options more restricted**
- **More than one machine in sending process**



Mass Communication (Continued)

- **Messages public; same sent to everyone**
- **Message termination easiest here**
- **Messages expensive to produce**
- **Typically requires multiple decoding**
- **Flow usually one-way--source to receiver**
- **Feedback difficult to initiate**



A prime distinction between . . .

mass communication and interpersonal or mechanical communication is that audiences members are:

- **large**
- **heterogeneous**
- **geographically diversified**
- **largely anonymous to one another**
- **almost always self-defined**



Mass Communication (traditional media)

Defining Characteristics

- complex, formal organizations
- multiple gatekeepers
- need lots of money to operate
- exist to make a profit
- highly competitive



The Internet as Mass Communication

- **Brings publishing costs down to individual affordability**
- **Web sites can be produced by individuals**
- **Bypasses gatekeepers, editors; creativity reigns**
- **Sites can have low start up and maintenance costs**
- **Web sites may or may not exist for profit**
- **Competition for audiences doesn't play vital role here**



Mass Communication Media

- Defining Mass Media
 - *medium* is singular
 - *media* is plural
- Media fragmentation or segmentation
- Mass Media Symbiosis
- Disintermediation



End of Chapter 1

Communication: Mass and Other Forms