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mass communication process of sharing information with a large audience mass communication is accomplished via mass media that is technology capable of sending messages to great numbers of people many of whom are unknown to the sender e g television mass communication is the process of imparting and exchanging information through mass media to large population segments it utilizes various forms of media as technology has made the dissemination of information more efficient mass communication and society publishes articles related to mass communication theory mass media research methods and mass media practices mass communication theories explore explanations for how we interact with mass communication its role in our lives and the effects it has on us an overview of information sources impacts uses theories and future outlook of mass communication on society and cultures simply put mass communication is the public transfer of messages through media or technology driven channels to a large number of recipients from an entity usually involving some type of cost or fee advertising for the user understanding media and culture an introduction to mass communication covers all the important topics in mass communication and media history it also provides case studies key takeaways exercises end of chapter assessment critical thinking questions and career connections in every chapter reviews learn more about reviews table of contents 1 media society culture and you 2 digital culture and social media 3 media literacy and media studies research 4 film and bricolage 5 television through time 6 music recording sharing and the information economy 7 radio broadcasting podcasting and superbug media 8 mass communication can be best described by its counterparts with regard to the number of people involved mass communication has many participants whereas interpersonal communication has few with regard to visibility mass communication is highly visible and public private communication is hidden from others simply put mass communication is the public transfer of messages through media or technology driven channels to a large number of recipients from an entity usually involving some type of cost or fee advertising for the user learning objectives identify key functions of the mass media explain how the media functions as a gatekeeper discuss theories of mass communication including hypodermic needle theory media effects and cultivation theory how does mass communication function differently than interpersonal communication mass media are the transport forms of mass communication which can be defined as the dissemination of messages widely rapidly and continuously to large and diverse audiences in an attempt to influence them in some way the handbook of media and mass communication theory handbooks in communication and media this series aims to provide theoretically ambitious but accessible volumes devoted to the major fields and subfields within communication and media studies mass communications is the study of how mass media is created and used both in theory and in practice it s a broad field that provides transferrable skills and can lead to several different careers some of the specific studies that a typical mass communications degree includes are media analysis the master s in mass communications program features two concentrations marketing communication research and communication studies

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