

**DIPLOMA IN MEDIA
AND COMMUNICATION**

**MCG 204
MASS MEDIA & SOCIETY**

WEEK 2

The mass audiences

- Mass audience is one that is not viewed in terms of individual members, and is large. They are independent.
- Mass media refers to the press, radio, TV
- It transmits information rapidly to large segments of society

Other Media

- Billboards
- Toys – Barbie Case
- Greeting cards
- Social webs
- Public Educations
- SMS- Mobilephones

Basic Characteristic Of the Mass Media

- In pre-modern societies, it was face-to-face
- Modern media – societies become segregated
- Not every one has equal access to the media
- Speed of communication - Media provides continuous and rapid information
- Meta Information - Is information that transcends the local and the particular knowledge of individuals about their lives

Basic Characteristic Of the Mass Media....cont'd

- Audience Involvement - Media allows us to view the public world at the privacy level of our choosing, audience members judge, use, or resist the urgings of media according to their own purposes
- Audience Participation- Participation as an audience member of a given medium or of a given message is somewhat voluntary.

Other factors affecting the media content

- The market - is selective in their carrier functions
- Time constraints
- Technological and economic impediment
- Mass versus specialized audiences – with the greater proliferation of media forms, greater specialization exists
- Assumed effects – societies support media for the reason of assumed effects. Demagogues creating emotional impact by using mass media to amplify their carrying power.
- Media Synergy – New computer based technologies are rapidly decentralizing information processes...publication has become electronic..technological synergy with the mass media

Perspectives on the Mass Media

- The Humanistic Approach - Study in gaining perspectives on the human condition
- The Social Problems Approach- Deals with the content of the mass media and its effects although in different ways
- The Mass Communications Approach – Examines the impact of particular programs, advertisements, political campaigns, particular attitudes, beliefs, etc.
- The production of culture – Takes issue with the idea that there is any simple resemblance between cultural products and the larger society or even the personality and motivations of the creator