



زانكۆی سه‌لاحه‌دین - ههولیر
Salahaddin University-Erbil

Communication

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For Second Stage media department

Outline

- Stages of communication
- Mass communication
- Advantages
- Characteristics of mass communication
- Disadvantages
- Functions
- Assignment
- Next lecture

Stages of communication

- In communication process there are series of processes interlinked together that starts with sender and ends with receiver, and feedback due to (Habib,2008):
 - **Sender's perspective**
 - **Receiver's perspective**
- Do you think that the process of communication is interlinked? explain

- **Sender's perspective**

- 1- The sender chooses an idea that he or she wants to send.
- 2- Forming the figure of the idea through a written signal or verbal signal.
- 3- Transmitting the message after formulation and being sure of grammatical correctness

- Receiver's perspective

1-The receiver receives the message whether its oral or written message

2-The receiver decodes the message by transforming the symbols into ideas

3-The receivers consideration of the message is through believing the idea, not believing the idea , not taking care about the idea, or getting the idea and keeping it

Mass Communication

- Definition

It is the process of **designing cultural messages** and stories and **delivering them to large** and diverse **audiences** through media channels as old and distinctive as the printed book and as new and converged as the Internet (Campbell et al., 2017).

- It is the industrialized (based on manufacturing and technology) production and multiple distribution of messages through technological devices(Joseph Turow, 2011).
- When mediated communication occurs on a very broad scale, we refer to it as mass communication(O'hair et al., 2015).
- What do you have to define the term?

Advantages of mass communication

- 1- Its ability to overcome the physical limitations present in face-to-face communication.
- 2- Short duration message for immediate consumption(fast delivering)
- 3- Cost per exposure per individual is minimum
- 4-The use of arts in mass communication have effect on the message
- 5- Intensive use and frequently

Characteristics of mass communication

- 1- Mass media messages involve less interactivity and more delayed feedback than other messages. The majority of messages sent through mass media channels are one way.
- 2- Directs messages toward relatively large, heterogeneous and anonymous audience.

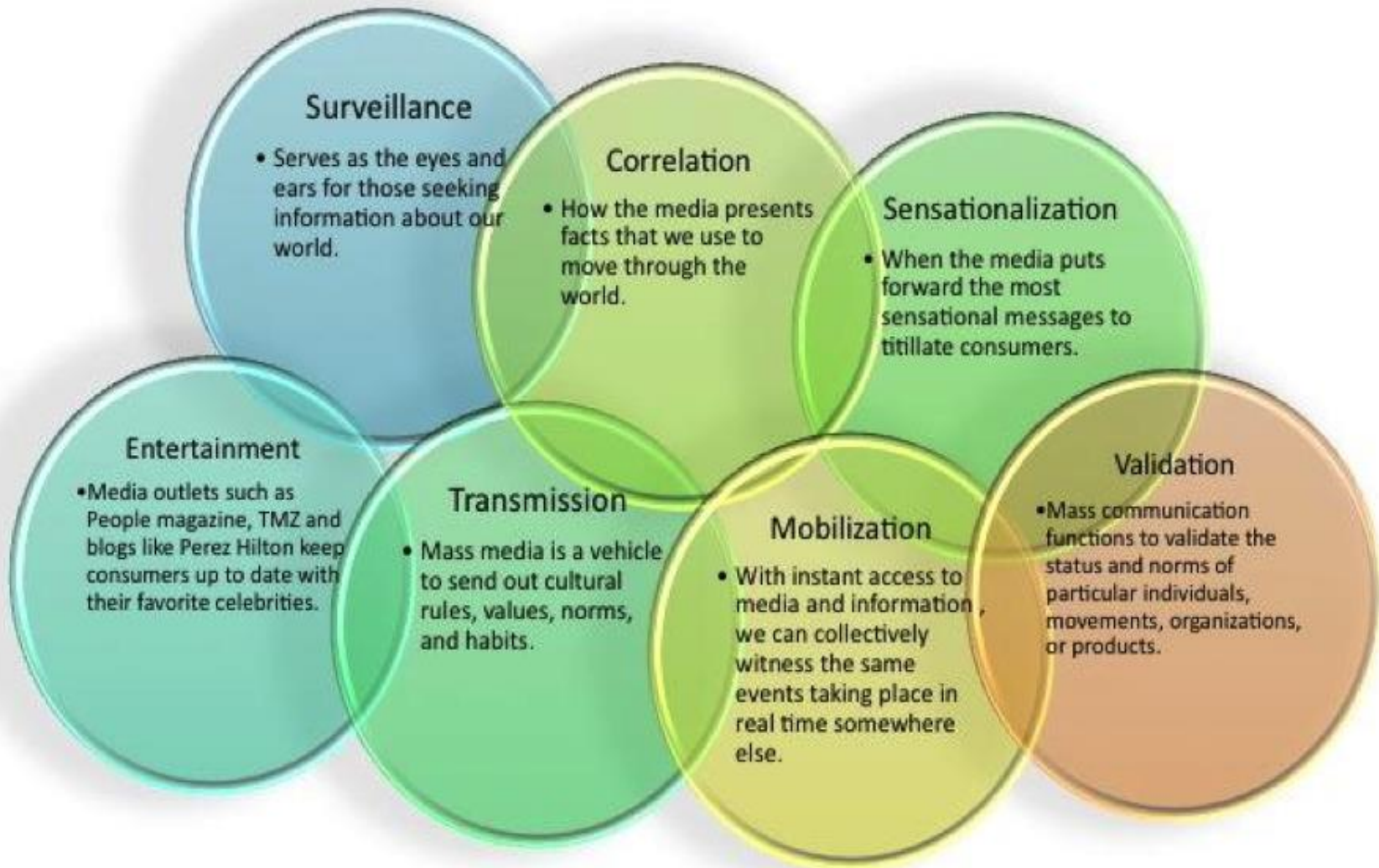
3-Messages are transmitted publicly no privacy

4-There is need for fewer media to reach vast and widespread audience because of wide reach of each

5- Communication is done by social institutions which are responsive to the environment in which they operate(Richard G,J.R. ,2013)

6- the process of preparing and transmitting of messages cost a lot.

Functions of Mass Communication



Functions of Mass Communication

- **Surveillance:** The first function of mass communication is to serve as the eyes and ears for those seeking information about the world. The internet, televisions, and newspapers are the main sources for finding out what's going around you.
- Example the economic and health news.

- **Correlation:** Correlation addresses how the media presents facts that we use to move through the world. The information received through mass communication is not objective and without bias.
- Is what we see a representation of what happens?
- Example news about an actors health

- **Sensationalization** :Sensationalization is when the media puts forward the most sensational messages to stimulate consumers.
- Are sensationalist news stories demeaning and damaging to society?
- **Entertainment**: the ability of the media to help relax and create a means of escape from the stress of everyday life.
- Example watching sports or a show

- **Transmission:** Mass media is a vehicle to transmit cultural norms, values, rules, and habits. Consider how you learned about what's fashionable in clothes or music. Mass media plays a significant role in the socialization process.
- **Mobilization: Mass** communication functions to mobilize people during times of crisis (McQuail, 1994). It means mobilizing a large population of people around a particular event. Like earthquake crisis.

- **Validation.** Mass communication functions to validate the status and norms of particular individuals, movements, organizations, or products. The validation of particular people or groups serves to enforce social norms.
- Example in a film validate the status of character and neglect others.

Disadvantages of mass communication

1. Low effectiveness of messages in mass communication than face to face communication
2. Jamming affects on the clarity of messages to the receiver.
3. The feedback of message is weak because the receiver do not send his or her point of view (Habib,2008) .
4. Its lack of sensory richness. In short, mass communication draws on fewer sensory channels than face-to-face communication.

Assignment

- Does the caricature have effect on delivering the message? How?
- By what criteria you could direct the mass and motivate them? How? Give an example.
- Give an example about sensational effectiveness on the society negatively?
- How the mass communication will validate an education? Give an example?

Next lecture

- The seminar and homework
- Mass media and its types in detail