



زانکۆی سه‌لاحه‌دین - هه‌ولێر
Salahaddin University-Erbil

Mass Media

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For Second Stage media department

Outline

- Overview of previous lecture
- Mass media
- Definition
- Types of mass media

Mass media

- **Mass media** are tools for the transfer of information, concepts, and ideas to both general and specific audiences (Mcdermott, Robert J et al.,2020).
- It refers to channels of communication that involve transmitting information in some way, shape or form to large numbers of people(sociology central,2011)

- It refers to a means of communication that is designed to reach a wide audience. Mass media platforms are commonly considered to include radio, newspapers, magazines, books, video games, and Internet media such as blogs, podcasts, and video sharing (Jack Lule.,2012).

Types of mass media

- Media generally is divided into two types: The print media and the electronic media. The print media include books, newspapers, magazines, pamphlets, and comics, while the electronic media consist of the recording, the television, the movie, the radio, and the internet and video game(shayma,2019).

- **Print media involve:**

1- book: UNESCO define a **book**, as a “**non-periodical** printed publication of at least 49 pages excluding covers.” We can break this definition down into five important parts that come together to distinguish a book from other media:

- 1) **A book is *printed*.** It is created using one or more machines rather than written or painted by hand.
- 2) **A book is a *publication*.** It is printed in multiple copies for circulation to more than its creator.

3) A book comprises *at least 49 pages*. The UNESCO definers evidently meant to exclude short documents. We would call those pamphlets, not books.

4) A book has *covers*.

5) A book is *not a periodical*. That is, it is *not updated under the same title on a* regular basis, like magazines and newspapers.

- the idea of printing press, created by Johannes Gutenberg in the early 1400s. Gutenberg's most famous creation was his forty-two line Bible (Turow, 2009).
- **2- Newspaper:** agree that they are printed products created on a regular (weekly or daily) basis and released in multiple copies (Turow, 2009).

It is the publication usually issued daily, weekly, or at other regular times that provides news, views, features, and other information of public interest and that often carries advertising.

- 3- **Magazine:** The word *magazine* comes from French; it means storehouse. **Magazines were, and** still are, collections of materials (stories, ads, poems, and other items) that their editors believe will interest their audience.
- It refers to collections of articles, stories, and advertisements appearing in nondaily (such as weekly or monthly) periodicals that are published in the smaller tabloid style rather than the larger broadsheet newspaper style (Campbell et al., 2011).

4- **Pamphlet**: Pamphlet, brief booklet; in the **UNESCO definition**, it is an unbound publication that is not a periodical and contains no fewer than 5 and no more than 48 pages, exclusive of any cover.

It is a small, unbound booklet focused on a single subject, often educational in nature.

Pamphlets are short works, separately published, on a variety of themes(Quinn,2006).

Electronic media involve:

Television: the idea of television was in the air, the actuality of **television broadcasting—scanning a visual image and transmitting it electrically, generally** with accompanying sound, in the form of electromagnetic waves that when received could be reconverted into visual images.

- It is the electronic delivery of moving images and sound from a source to a receiver.

- **The radio:** Radio enables advertisers to broadcast their message repeatedly and to target a narrow audience.
- Radio illustrates the point. Guglielmo Marconi's discovery in 1898 that messages could be carried through the air entirely missed radio's potential as a mass medium. His focus was on point-to-point communication modeled on the telegraph. In fact, he called his invention *radiotelegraphy*(vivian,2019).

- It is the broadcast of speech and music through wireless transmission(Turow,2008).
- **Internet**: a worldwide system of computer networks; a network of networks in which users at any one computer can, if they have permission, get information from any other computer (and sometimes talk directly to users at other computers).

- **The Internet** is a global system of interconnected computer networks that use the standard Internet protocol suite to serve billions of users worldwide. It is a network of networks that are linked by a broad array of electronic, wireless and optical networking technologies.

Assignment

- How do you think that internet in the few decades it could be?
- Do you think that books still have significant to develop the education?

Next lecture

- Editor in Chief, Managing in editor, Assistant editor, Associate editor, and editorial staff