ELEMENTS OF MASS COMMUNICATION

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Learning Objectives

Students will be able to:

1. Define mass communication.

3. Identify public communication and mass media.

4. Understand the different components of mass communication.

5. Understand the effects of mass communication.

6. Gain an interest in the field of mass communications.
Basic Principles of Mass Communication:

~As the field of communication is expanding, the forms of communication are developing as well, such as, mass communication.

I. What is mass communication?

1. Mass communication is a formalized process in which the sending of messages to a large number of individuals takes place.

2. Includes public communication and mass media

II. Who is the audience?

1. The audience varies in age, sex, income, religion, nationality and occupation.

2. The audience is an extremely large and diverse group of individuals who come in contact with information through the various methods of mass media.

III. Functions of Mass Communication

1. Surveillance: Awareness being provoked in the audience through the media giving information via news channels.

2. Correlation: Information being given to the audience after it has been interpreted and changed.

3. Socialization: Information is presented appropriately to the audience depending on beliefs, values or society’s norms and experiences.

4. Entertainment: Provides entertainment to the audience by providing an out-let for “regular” or “normal” life styles.

5. Advertising or Commercializing: Providing information for economic gain.
IV. What are the techniques to distribute messages?

~ Messages can be transmitted to a massive number of people using some of the following examples:

1. Internet:
   A. E-mail
   B. Bulletin Boards
   C. Blogging
   D. Yahoo
   E. My Space
   F. Facebook
   G. Pop-ups
   H. Instant messaging

2. Television:
   A. Educational programming
   B. News channels
   C. Sports channels
   D. Political/Economical channels
   E. History channels
   F. Weather channels
   G. Paid programming channels
   H. Entertainment channels

3. News papers-Magazines-Books-Journals:
   A. Country
B. State
C. City
D. Local
E. Community
F. Campus/Universities

4. Radio:
   A. Satellite
   B. Announcements
   C. Advertisements
   D. Music

5. Movies/Film:
   A. Documentary-Historical
   B. Horror
   C. Action
   D. Culture
   E. Educational
   F. Comedy

V. Effects of Mass Communication

   1. The audience can be controlled through messages.
   2. The audience can be misinformed through messages.
   3. Limits individuality
   4. Devalues traditional pastimes such as fishing, riding a bike, and walking in the park.
   5. Possible change in behaviors, attitudes and beliefs of the audience.
KEY TERMS

1. Communication- Simultaneous experience of self & other.

2. Mass- A large number.

3. Mass communication- Mass communication is a formalized process in which the sending of messages to a large number of individuals takes place.

4. Public communication- Live presentations such as speeches and concerts.

5. Mass media- Technique used to transmit messages.

6. Surveillance- Information and news provided through the media.

7. Correlation- Information presented to the audience after selection, interpretation and critiques.

8. Socialization- Information presented to the audience depending on beliefs, values, norms and experiences.

9. Entertainment- Provides entertainment to the audience by providing an out-let for “regular” or “normal” life styles.

10. Advertising or Commercializing- Providing information for economic gain.
Mass Communication Activity # 1

Objective:
1. Students will be able to recognize the specific techniques of mass communication.
2. Students will be able to produce a message and transmit it to a massive audience (classmates).
3. Students will be able to acknowledge the different ways messages are interpreted.

Materials
1. Poster boards
2. Markers
3. Writing utensil
4. Internet for research

Procedure:
Students will beak off into groups ranging from 2-3 people in each group. Students will then pick a technique of mass communication this can be radio, television (commercials), film etc.. Students will work collectively to produce a message to present to the class. Each student will participate equally in presentation to the class. The class will evaluate the presentation by writing a paragraph on what message was received from the presentation.

Example Topics:
1. Presentation on STD’s
2. Effects of sex without protection
3. Eating healthy
4. Watching sports

Assessment:
The groups will be given feedback from each of their classmates based on:
1. Was the presentation organized
2. Did everyone one of the group members participate
3. What was the message and was it successful delivered
Mass Communication Activity #2

Objective:
1. Students will recognize the strategies that advertisement companies use to market products to a massive audience.
2. Students will acknowledge the usage of mass communication in the regular day.
3. Students will also recognize the effects on the individual as well as society.

Materials:
Television Commercials
Paper
Writing Utensil

Procedure:
Students will watch a number of commercials as a class. Next, students will pick two commercials and write responses for each one. Each response should include the following:
1. Was the commercial funny, serious, interesting or boring
2. What was the message
3. How did the message effect them or was it effective.
Students will then pick one response to present to the class.

Example of commercial topics:
1. Food
2. Deodorant brands
3. Perfume /Cologne
4. Shoes

Assessment:
Student’s assessment will depend upon the following:
1. Did the student pay attention
2. What was the message
3. What was the effect of the message
Test: Mass Communication

MULTIPLE CHOICE:

1. What is mass communication?
   A. Information and news provided through the media
   B. An opposed audience
   C. a formalized process in which the sending of messages to a large number of individuals takes place.
   D. Simultaneous experience of self & other.

2. All of the following are examples of techniques to distribute messages except:
   A. Radio
   B. Television
   C. Internet
   D. All of the above

3. Surveillance is one of the following:
   A. Probation
   B. Functions of mass communication
   C. Parts of the audience
   D. Type of persuasive presentation

4. Which of the following is an example of Functions of mass communication?
   A. Blogging
   B. Internet
   C. Entertainment
   D. None of the above

5. What is Correlation?
   A. Information presented to the audience depending on beliefs, values, norms and experiences.
   B. Information presented to the audience after selection, interpretation and critiques.
   C. Simultaneous experience of self & other.
   D. Providing information for economic gain.

SHORT ANSWER: (PROVIDE ANSWERS ON THE BACK OF THE TEST)

1. What are some techniques that can be used to attract an audience of a certain age group? *Provide the age group*

2. In the functions of mass communication, what is the difference between socialization and entertainment?

ESSAY: (PROVIDE ANSWERS ON A SEPARATE SHEET OF PAPER)

1. What are some of the effects that mass communication can have on the audience? Also please give a real life example or explanation of things effects.
RESOURCES FOR FURTHER READING


