

# Mass Media

Praveen Gurjar<sup>1</sup>, Anil Dhankhar<sup>2</sup>, Saroj hiranwal<sup>3</sup>, Harshita Kaushik<sup>4</sup>

<sup>1</sup>Dept of MCA

<sup>2</sup> Assoc. Professor, Dept of MCA

<sup>3</sup> Professor, Dept of MCA

<sup>4</sup>Asstt. Professor, Dept of MCA

<sup>1, 2, 3, 4</sup> RIET Jaipur

**Abstract-** Media is a tool that is used to connect for communication a larger number of audience or crowd. It is the key for entertainment and information. the most common platforms for mass media are newspaper, magazines, radio, television and the internet. it is very useful to provide information regarding political issue, social issue, entertainment etc.

## I. INTRODUCTION

Mass media is communication that is to a large group of people in a short time period. It can be written, spoken or we can transmit the communication. Mass communication refers to the a kind of technology that is used to communicate to a large group, of people in a short time frame. There are many forms of communication. Some of the most popular forms of mass media are newspapers, magazines, radio, advertisements, social media, television, Internet, and films/movies. It's more personal and is usually face-to-face between two or more people. Now we can communicate with each other face to face by using mass media.



For instance 3-4 individuals may have to work on a online class in home. some student are online chatting in phone. Everyone will be able to see one another as they

disclose information about their online class, but they aren't necessarily face-to-face. This can also happen through a group chat using the Internet or text messaging. Another form of communication is social media. This is done when an individual communicates with themselves usually in their mind. Being able to reach a large amount of people in a short amount of time is valued especially in society, politics and commerce, and it's controlled by corporations. The mass-media industry "employs professionals to conceive, produce, promote, and deliver communication products that are particularly designed to meet the goal of entertaining large audiences". These products "may be sold as objects (such as books or digital videodiscs [DVDs]), exhibited for the price of a ticket or subscription (such as films shown in cinemas or on premium or pay-for-view cable TV channels), or offered at no cash cost to customer so as to create an audience for paid advertising" "Some of the mass media use merger of these funding sources; for example, most newspapers and magazines are sold directly to the reader but depend on selling advertisements for their expediency".

**Example of Mass Media:-** At any time want to watch your favourite movie, listening to the latest song, an event or a cricket match While earlier, television was the only source, the modes of staying updated with the happenings around you have expanded. Here are the most common examples of Mass Media:

- Television
- Radio
- Newspapers
- Magazines
- Social Media
- Digital media
- The internet, etc

This types of medium are used to spread the information and news by using mass medium. It is used to communicate with large of number of audience or we can say large number of mass groups and different varieties of informative data.

**Types of Mass Media:-**

Let us talk about the different types of platform of media. They all are varied in different format of modern media like digital media (Internet), or print media like newspapers, books, magazines, etc. Other platform such as broadcasting media which uses the use of television and radio as well as many other option are available like cell phones, movies, amongst others. All these mass media types needs a medium to comprise this content through any kind of device or object as delivering the content to the individual.

These are 6types of Mass Media:

1. Traditional Media
2. Print Media
3. Electronic/Broadcasting Media
4. Outdoor Media or
5. Transit Media
6. Digital Media

**1) Traditional Media:-**

People from earlier day have developed different ways of communication methods by using their local languages and according the culture. This media is known as the oldest media which teaches us the traditions and cultural activities over generations. The method of communication is been developing since back with the self-believe, rituals, etc and by using working on these ideologies in the society. traditional media imparts from the original working place for every age group. further on this type of mass media varies from individual to individual as culture or the society as every culture as its own medium to interact with a large number of audience.

**Forms of Traditional Media:-**

- Folk Dances
- Folk music and folk songs
- Folktales and Theatre, Drama
- Painting, Inscriptions, Sculptures, Inscriptions, Painting, Statues, and Stupas
- Symbols and Motifs
- Announcements made by beating drums or 'nagada'
- String Puppetry Shadow Puppetry
- Storytelling
- Nautanki
- Fairs and Festivals
- Rural Radio

**2) Print Media:-**

According the research guides at New Jersey LibraryIn say in simple words, this print media is about the printed form of news and information .Before invention of the printing press, all printed materials were have to be hand written so the distribution of the material for large mass media was almost impossible. This media is very basic and convient to reach a wider audience in the world. The newspapers are considered as the oldest form of mass media after the traditional Mass media came into exists as long period of time, to get any kind of information in the local surrounding or the world around common people use this mass media as a good source. Therefore this media originally refers to newspaper and then expanded towards things like books, novels, magazines, tabloids, journals, comics, promotional brochures, etc.

**Forms of Print Media**

- Newspapers
- Newsletters ,Periodicals, and Magazines (general or specific interest)
- Leaflets, Brochures and Pamphlets
- Journals
- Comics, Books and Novels

**3) Electronic Broadcasting Media:-**

In simple words we can say broadcasting is comination of audio and video content which is dispersed to the people using the electronic broadcasting medium. In short originally the term 'Brodcasting' referred to the sowing of seeds of farms by scattering them over the large field. This media allows as to easily spread to even an illiterate person because it is needed for both the auditory and visual senses making it one of the most important types of mass media. After many centuries newspapers were mainly used as mass media, Afterwards the radio and television arrived. At that time only the radio was the primary medium of news for the general public during the war time as well as sports, entertainment. After invention of television it became most effective source of information and news as well as other T.V shows ,and the live events and other entertainment purposes.

**Forms of Broadcasting Media**

- Television
- Radio (AM, FM, Pirate Radio, Terrestrial Radio, and Satellite)
- Traditional Telephone
- Film/Movie/Motion Picture

- Video Games
- Audio Recording and Reproduction

#### 4) Outdoor Media:-

It is known as OOH or Out-of-Home media and its aim is to focussed on transmitting information and news when people are outside the home or at malls, public sector,etc.The main aim of this mass media is to display the advertising and gaining the attraction of the people towards their products. Some kind of social cause or any new development or change in the local society. These are prominent in brand promotion seen on flexes or hoarding on the building or in the public area like streets, or any kind of screen ,kiosks,etc.It is most commonly used mass media in the society as well as public welfare adversting and mostly includes billboards, posters, banners, Wallscape, amongst others types of mass media.

#### Forms of Outdoor Media

- Billboards or Bulletins
- Inflatable Billboards
- Mobile Billboards
- Banner
- Lamppost Banners
- Posters
- Signs and Placards
- Blimps, Skywriting
- Brochure distribution
- ComPark Advertising
- Wallscape

#### 5) Transit Media:-

This media revolves around the simple concept of advertising purpose and dissemination when the consumers are travelling from one place to another in public or in a transit. These kind of media is displayed on the vehicles or on the transportation vehicles. With aim of “driving home” transit media is used for big brands promotion to millions of people who are travelling a country,s roads, streets and highway every day for any kind of work.

#### Forms of Transit Media

- Bus Advertising
- Railway Advertising
- Taxi Advertising
- Transit Shelter Advertising

#### 6) New Media or Digital Media:-

The scientist Tim Berners-Lee invented the World Wide Web in the year 1989, the internet has taken a fast growth and taken over all the other types of mass media because of faster transmission speed and highly digital technology. Digital media provides a good user interface were the two communication help users to access the content and information. The internet is considered as a highly interactive mass medium and we can simply say it as a network of networks. It has quickly become a good mass media in very short time and replaced other mass media that already exists in the society by dominating it in some or the other way. Now we can see news websites where can access the news without any paper stuff , and broadcasted TV shows for entertainment purpose and pre-recorded videos for educational purpose and listen radio online which is again a convergence of mass media.

#### Forms of Digital Media

- Websites
- Emails
- Social Media and Social Networking Sites (SNS)
- Webcast and Podcast
- Blogging and Vlogging
- IPTV (Internet Protocol Television)
- E-forums and E-books
- E-commerce and M-commerce
- Digital Videos
- Computer Animation
- Digital Video Games
- Human-Computer Interface
- Virtual World & Virtual Reality



#### Functions of Mass Media: -

There are major functions of mass media. It is used for surveillance. This is to provide about the information or issues taking place in our surrounding the events which are unknown and for development in society. The comes for correlation. Media must interpret issues and the events and ascribe meaning so that individuals understand their roles in the society. The people should know their agenda what to do or not as social awareness in the society.

According to Pavli and McIntosh, 2004, we have maintained a standard, overarching model for large number of public for communication that has been used since the invention of printing press. This model has 4 main points. The first is “communication flow is largely one-way, from sender or a source of content to receiver side or audience”. Second type of communication is where one or few are needed and many listeners”. Third communication is anonymous (sources generally don’t know their audiences and audience don’t know the content sources ,except at general level of platform)” fourth , “audiences are largely seen as passive recipients of te messages distributed by thee media,In short most times our audience is unknown about the person who is sending the message at the reciever side. So to use kind of mass media we have aim at proper audience for example I am having birthday party at my home to inform about this I sender(myself) shares this message to my contacts members where all are known to me to my audience is goal is clear we I have to send the message at other side the receiver (my contacts) are not unknown. Examples like this show that the way we use mass media is changing day to day in life as per the need.

### **Relevance of the study :-**

The media directly or indirectly with linked with life providing us information about society and work related issues. By understanding media we will come to know it plays a important role in our day to day life some or the other way. The media is indirectly having pressure from political parts member for their good welfare mostly it affects our society people in a good manner and if we take a look mostly in a bad manner due to manipulation of media made in the source they get for example making religious matter as a agenda for the TRP purpose and a bad intentions goes to the unknown people in the society sometime.

### **History of mass media :-**

Early days of the mass media the wooden printing press, depicted in the year 1520.The history of mass media first came into exist when dramas use performed in various types of ancient cultures all around the world in earliest days when the technologies were not known to the world at that

time. During this period it was first time when a form of media was introduced or we can say broadcasted to number of audience. The “Diamond Sutra”, is known as the first dated printed book, printed in china in 868 AD, although it was clear that the books were printed in the earlier days. But due to the slow spread of literacy to the masses in china, the high cost of paper the earliest printed mass-medium according to known sources at that time was European popular prints from about 1400.

The invention of the printing press by Johannes Gutenberg’s allowed the mass production of books to reach the world wide nation. He printed first latin bible, book on a printing press with movable type in 1453.

The cost of this paper material for printing work by costly and was developing slowly in the society but after some time slowly slowly after the railway lines, and other medium it reached out well to the people around the world but the reader feedback by not good due to the unknown sources. So then later on then the notion of “mass media” was generally restricted to print media up until the post-Second World War , when the radio and television and video were known to the society. The audio-visual facilities become very familiar and popular, because both the audio and the video was provided as information and entertainment, And due to the colour and sound engaged the public who were viewing it and the listeners and because it was way of gaining the information in a easy way rather than reading it out.

After all this mass media came the “Internet mass media”, it was a platform were all were getting various types of information within a click on the screen by sitting at their home or somewhere else by using a internet connection .This media made all things very easy we are able to use internet for many purpose in our day to day life for news, videos, games, study materials, online transaction, reading, listening, publishing books, etc. In short through mass media we can reach large mass media in minimum cost and accomplish our goals and it provides a very easy to use interface to the user a quick response generated through the server side and you can give your feedback in few seconds.

## **II. CONCLUSION**

According to the content avbove content we say mass media is a very good platform were information and news in a digital form which is easy to use and convenient for the users to use it. By this media using there is a general awareness happening all around the world and about the latest technologies coming in the market. In terms of all mass media it is more effective in people mind focusing because it almost

provides us information about everything we need to know but it should be should in positive way rather in a negative mindset. It depends on the human phschyology how they use this technology in their day-to-day life.

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