

| Lesson no | Title of the lesson | Skill | Activity |
|-----------|---------------------|--|--|
| 2 | MASS COMMUNICATION | Communication skill, competence building, intrapersonal communication, | Visit a small printing press nearby your place and learn the process of printing newspapers. |

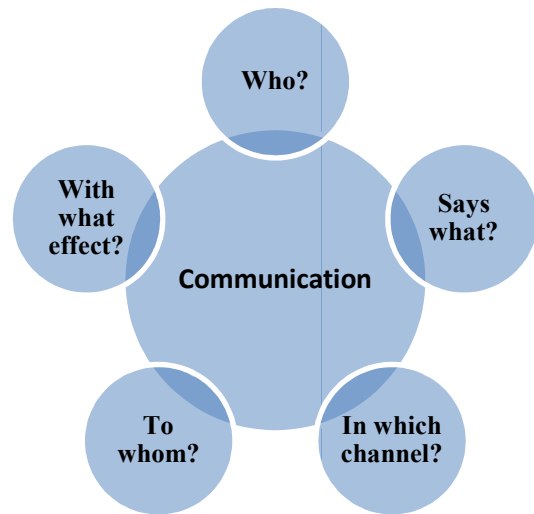
Meaning:

Mass communication means that size of the audience or listener is larger and the nature of the audience is varied and heterogeneous. Generally, speakers use technological support to deliver a speech or send messages to a large audience. Simply we can say that mass communication is “*public communication transmitted electronically or mechanically.*” Politicians, religious Gurus and Actors usually delivered speeches, Religious discourse and share their thoughts with their friends and followers with the help of newspapers, Radio, Television and Social Media (Internet). This enables them to reach act to a large audience. In this way, messages are transmitted or sent to large, perhaps millions or billions of people spread across the world.

DEFINE THE MASS COMMUNICATION

Mass communication can therefore also be defined as ‘who’, ‘says what’ in which channel; ‘to whom’, ‘with what effect’.

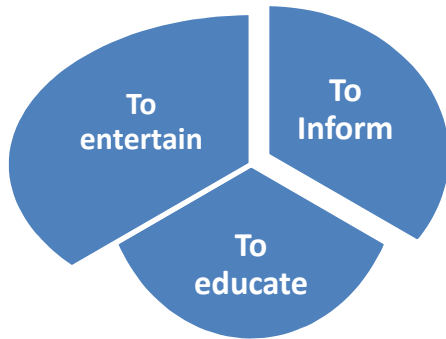
Look at the following figure.



- **Who’:** refers to the communicator.
- **Says ‘what’?** : Here ‘what’ means the message. What the communicator has written, spoken or shown is the message.
- **‘In which channel’:** This refers to the medium of channel like the newspaper radio, or television.
- **“With what effect”:** This refers to the impact of a message on a channel or medium.

FUNCTIONS OF MASS COMMUNICATION

- **These are the functions of mass media.**



ORIGIN OF MASS COMMUNICATION

The term ‘mass communication’ may be considered as a 20th century development.

- The orator or speaker can send the messages to a large number of people and at great speed was what man was always looking like.
- There was a time when man on horseback travelled long distances to convey news about say, a war

EXTEND YOUR HORIZON

In ancient times, Pigeons and men on horseback travelled and were known as fastest way to convey the messages and news about say, a war.

- First paper was invented by the Chinese and later in Egypt.

- Invention of printing by Johan Gutenberg in the 15th century.

EVALUATE YOURSELF

- Give any five reasons why we communicate.
- Name the five senses used by human beings for communication.
- Write on a paper the communications you made in the last 24 hours.

MAXIMIZE YOUR MARKS

- Attempt all the exercises given in the lesson.
- Write down about the first newspaper published in India? Do the comparative study of news published at that time with the current trend.