TRINITY COLLEGE FOR WOMEN
NAMAKKAL
Department of English

JOURNALISM AND MASS COMMUNICATION
17PEN14- EVEN SEMESTER

Presented by
Mrs.A.REVATHI
Assistant Professor
Department of English

http://www.trinitycollegenkl.edu.in/

Edit with WPS Office

What is Mass media?

- Technology that is intended to reach a mass audience
- The primary means of communication used to reach the vast majority of the general public
- The most common platforms for mass media are newspapers, magazines, radio, television, & the Internet
- The general public typically relies on the mass media to provide information regarding political issues, social issues, entertainment, and news in pop culture

Edit with WPS Office

TYPES OF MASS MEDIA

- Print
- Recordings
- Cinema
- Radio
- Television
- Internet
- Mobile Phones

Edit with WPS Office

POWER OF SOCIAL MEDIA

- Key role in political power
- Shaping public perceptions on important issues
- Shaping modern culture (belief, values, traditions)

Edit with WPS Office

Print Media

- Paper & Ink
- Late 15th C
- Newspapers, Magazines, Classifieds, Circulars, Journals,
- Yellow pages, Billboards, Posters,
- Brochures & Catalogues

Edit with WPS Office

RECORDINGS

- Use of Storage Media
- Late 19th C
- Gramophone Records, Magnetic Tapes, Cassettes, Cartridges, CDs, DVDs

Edit with WPS Office

CINEMA

- Film : Story conveyed with moving images
- Since around 1900
- Cameras, animation, visual effects

Edit with WPS Office

TYPES OF FILMS

Comedy, Drama, Horror, Action, Children's, Suspense/ Thriller, Fantasy, Crime, Romance, Science Fiction, Documentary, Family, Mystery

Edit with WPS Office

Uses of Mass media

- Educates people
- Distance is not a barrier
- People get the latest news in a very short time
- Children's knowledge increases
- People get to bring out their hidden talents

Edit with WPS Office

THANK YOU

http://www.trinitycollegenkl.edu.in/

Edit with WPS Office