

# TRINITY COLLEGE FOR WOMEN NAMAKKAL Department of English

#### JOURNALISM AND MASS COMMUNICATION 17PEN14- EVEN SEMESTER

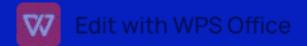
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#### What is Mass media?

- ➤ 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

#### TYPES OF MASS MEDIA

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

## POWER OF SOCIAL MEDIA Key role in political power ☐ Shaping public perceptions on important issues Shaping modern culture (belief, values, traditions)

## **Print Media** ☐ Paper & Ink □ Late 15<sup>th</sup> C Newspapers, Magazines, Classifieds, Circulars, Journals, Yellow pages, Billboards, Posters,

□ Brochures & Catalogues

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## RECORDINGS □ Use of Storage Media □ Late 19<sup>th</sup> C ☐ Gramophone Records, Magnetic Tapes, Cassettes, Cartridges, CDs, DVDs

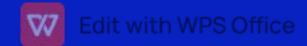
### CINEMA

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

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

#### 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



## THANK YOU

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