



**TRINITY COLLEGE FOR WOMEN  
NAMAKKAL  
Department of English**

**JOURNALISM AND MASS COMMUNICATION  
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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



# 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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