

Mass Communication

The process of disseminating meaning to a large audience.

Overview

Simplifiable

- Traditionally associated with one-to-many communication such as television whereby a single source reaches a large audience without any interaction.
- According to common definitions, modern digital media such as social media are also forms of mass communication.
- Mass communication influences the direction of society, culture and politics.

Examples

1. Television
2. Radio
3. Movies
4. Social Media
5. Mobile Apps
6. Podcasts
7. Vlogs
8. Email
9. Digital Advertising

Mass Communication And Mass Deception

Marco Casella



Mass Communication And Mass Deception:

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