

Mass communication

Mass communication is the process of delivering information, ideas and attitudes to a diversified audience. This is done through the use of media developed for that purpose.

Namely newspapers, magazines, radio, television, websites and social media networks. The act of mass communication is much more complex than that of face to face communication; it is addressed to masses, to an extremely large audience. Messages are sent to large perhaps millions or billions of people spread across the world.

The messages are sent through different forms of mass media such as newspapers, magazines, films, radio, television and internet. Media is the plural for the word medium or "means of communication".

I. Characteristics of mass communication:

A number of characteristics distinguishes mass communication from other types of communication namely: intrapersonal, interpersonal and group communication. These characteristics are given below:

1-mass media: an important characteristic of mass communication is the presence of mass media because the media are capable of taking the same message around the world.

2-Anonymous: the participants (senders and receivers) are usually unknown to each other. The messages are not usually directed to anyone in particular.

3-delayed feedback: in interpersonal, the feedback is instant but in mass communication, the feedback is slow.

4-Rapid: messages are sent to the audience as soon as they are received by the communicators.

5-Mass audience: the receivers of mass media are large.

6-Transient: mass communication experience is transient. The message is meant to be consumed at once and it disappears.

7-universal access: Mass communication experience is a public one everyone has access to it. It can not be restricted to specific group of people on account of colour, race sex and other differences.

8-Limited sensory channels : In face to face communication a person can see, hear, touch and even smell the other person. But in mass communication, we may only be able to hear and see the communicator (sometimes these channels may be limited).

9-Gate keeping: Mass communication implies a gate keeping function on the part of the communicators such as reporters and editors. These latter control the flow of news, they may limit, expend or reorganize information.

II. Functions of mass communications:

1-Inform: Mass media carry out this function by keeping us informed about the latest news in our region and around the world.

2-Entertain: Mass media attempt to entertain and to capture the attention of people. They help us to pass time and to relax with family and friends.

3-Educate: Media are great teachers and educators. Most of news that we have obtained are not from schools but from mass media like newspapers.

4-Reinforce: Media reinforce or make stronger our beliefs, attitudes, values and opinions.

5-Socialize: socializing is a process in which an individual adopts the behaviour, norms and the values of society.

6-Activate: M.M can activate audience .M.M function to get people are active and more civilized.

7-Change and persuade: M.M can be used to (for) public opinions, change attitudes, expose claims and sell products.

8-Focus attention: M.M make people to pay attention on certain problems, events and issues.

9-Ethicize: M.M provide people with a collective ethics or ethical system.

10-confer status: Media confer status to people with great media exposure .If you 100 most important people in the country, they would be the people who have been given a great deal of M.M exposure.

Social communication

There are rules for how we use language in different situations and with different people. Adults and children can have trouble with these social communication rules. Speech language pathologists can help.

I. **About social communication** :Imagine these situations:

1st situation: you invited your friend over for dinner, your child sees your friend reach for some cookies and says «Better not take those, or you will get even bigger».

You can not believe your child could be so rude.

2nd situation: you talk with a neighbour about his new car.

He has troubles staying on topic and starts talking about his favorite TV show. He does not look at you when you talk and he keeps talking. You finally leave, thinking about how hard it is to talk with him both your child and your neighbour speak well, what they have trouble is social communication, also called pragmatics.

In both situations, some things are missing like:

*Facial expressions or gestures to share the feelings.

*Rules about when and how you should talk to people.

*Keeping to the topic (subject).

II. **Social communication skills:**

Social communication includes three major skills:

1-Using language: For different reasons such as:

.**Greetings:** Saying "Hello" or "Goodbye".

.**Informing:** "I am going to get a cookie".

.**Demanding:** "give me a cookie right now".

.**Promising:** "I am going to get you a cookie".

.**Requesting:** "I want a cookie, please?"

2- Changing language:

.Talking differently to a baby than to an adult.

.Giving more information to someone who does not know the topic.

.Talking differently in a classroom than on play ground.

3-Following rules:

For conversations and story telling such as:

.Talking turns when you talk.

.Letting others know the topic when you start talking.

.Staying on topic.

.Trying another way of saying what you mean when someone did not understand you.

.Using gestures and body language.

.Using facial expressions and eye-contact.

.Using how close to stand to someone when talking.

III. Problems with social communication:

A person with social communication problems may:

.Say the wrong thing or act the wrong way.

.Laugh at the wrong time.

.Tell stories that do not make sense.

.Use language in limited ways .ex: he may yell instead asking for what he wants.

Ethics in advertising

I. Introduction:

Ethics means a set of moral principles which govern a person's behaviour or how the activity is conducted.

And advertising means a mode of communication between a seller and a buyer.

Thus, ethics in advertising means a set of well defined principles which govern the ways of communication taking place between the seller and the buyer. Ethics is the most important feature of the advertising industry.

Though there are many benefits of advertising but then there are some points which do not match the ethical norms of advertising.

II. Ethics in advertising:

1-An ethical advert is the one which does not lie, does not make fake or false claims and is in the limit of decency.

Nowadays, ads are more exaggerated and a lot of puffing is used. It seems like the advertisers lack of knowledge of ethical norms and principles. They do not understand and are unable to decide what is correct and what is wrong.

The main area of interest for advertisers is to increase their sales, gain more and more customers and increase the demand for the product by presenting a well decorated, puffed and colorful advert. But most of these ads are found to be false, misleading customers and unethical. So, this kind of adverts must be banned.

2-Advertisers must avoid exaggeration:

Sometimes, advertisers exaggerate in their ads in order to prove the benefits of the product.

3-Advertisers must avoid adverts on alcoholic drinks and cigarettes:

Till today, alcoholic drinks and cigarettes should be never advertised especially in a muslim country because they are directly responsible for cancer and other severe health issues and sin.

4-Advertisers must respect human dignity:

Sometimes, clothes especially of women must not be advertised.

III. Consequences of ethical advertising :

When all the above points are implemented, they will result in:

.Will reduce the chances for companies or factories avoiding critics.

.Will help gain confidence of the customers, make them trust the companies and their products.

.Making the company answerable for all its activities.

Functions of communication

Communication is really a different field that has some various objectives. To gain individual objectives, communication performs quite a few functions. Some of its major functions are:

1- Informing:

The principle function of communication is informing others. It is really done verbally or non-verbally.

Verbal messages might be either oral or written. On the other hand, non-verbal messages can be sent via human body language, gestures, posture, etc.

2- Persuading:

One more essential functionality of communication is persuading. In business, management persuades the employees to make certain that employees persuade management so that management accepts their ideas, opinions and suggestions.

3- Creating relationships through external parties:

Communication creates relationships not just with internal parties but also with external parties like customers, suppliers, investors and government.

Communication through these external parties could be the survival of an organisation.

4- Helping in choice making:

The function of communication is to supply relevant information on the management in time so that they are able to make appropriate decisions.

5- Reducing misunderstanding:

In the absence of communication, misunderstanding, conflict and controversies rise inside the organisations.

Communication helps to overcome and avoid these misunderstandings, disagreements and controversies.

6- Solving troubles:

Difficulties are favorite to every business. A business faces a good deal of difficulties in its day-to-day operations.

Achievement of business depends on individual problems.

To solve the individual problems is impossible without the need of appropriate communication.