

MASS MEDIA

Mass media is any of the many forms of media that enable communication to the masses. Examples include television, radio, newspaper, and podcasts.

CHARACTERISTICS

Mass media usually is a form of one-to-many communication. Traditionally, it was one-directional communication (i.e. Television). Therefore, the media producer doesn't get high-quality immediate feedback from consumers. However, they do wield enormous power because they have the ability to transmit a single message to an entire population at once. Digital mass media like websites can now gather feedback more efficiently.

EXAMPLES

- 1 Television
- 2 Radio
- 3 Newspaper
- 4 Billboards
- 5 Cinema
- 6 News websites

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Hugh Chisholm



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