

Mass Communication

Mass media are the transport forms of mass communication, which can be defined as the dissemination of messages widely, rapidly, and continuously to large and diverse audiences in an attempt to influence them in some way.

Five distinct stages of mass communication exist, according to American communication scholars Melvin DeFleur and Everett Dennis:

1. Professional communicators create various types of "messages" for presentation to individuals.
2. The messages are disseminated in a "quick and continuous" manner through some form of mechanical media.
3. The messages are received by a vast and diverse audience.
4. The audience interprets these messages and gives them meaning.
5. The audience is influenced or changed in some manner.

There are six widely acknowledged intended effects for mass media. The two best known are commercial advertising and political campaigns. Public service announcements have been developed to influence people on health issues. Mass media has been used (by the Nazi party in Germany in the 1920s, for example) to indoctrinate people in terms of government ideology. And mass media use sporting events such as the World Series, the World Cup Soccer, Wimbledon, and the Super Bowl, to act as a ritual event that users participate in.