

Chapter 1 : Mass communication Theories of Communication

Below is a list of pages offering theory overviews and information. These are always being updated so check back often! Mass Communication Theories.

Mass communication is regularly associated with media influence or media effects, and media studies. Mass communication is a branch of social science and a subfield of communication studies or communication. The history of communication stretches from prehistoric forms of art and writing through modern communication methods such as the Internet. Mass communication began when humans could transmit messages from a single source to multiple receivers. Mass communication has moved from theories such as the hypodermic needle model or magic bullet theory through more modern theories such as computer-mediated communication. In the United States, the study of mass communication is often associated with the practical applications of journalism Print media , television and radio broadcasting , film , public relations , or advertising. With the diversification of media options, the study of communication has extended to include social media and new media , which have stronger feedback models than traditional media sources. While the field of mass communication is continually evolving, the following four fields are generally considered the major areas of study within mass communication. They exist in different forms and configurations at different schools or universities, but are in some form practiced at most institutions that study mass communication.

Advertising, in relation to mass communication, refers to marketing a product or service in a persuasive manner that encourages the audience to buy the product or use the service. Because advertising generally takes place through some form of mass media , such as television , studying the effects and methods of advertising is relevant to the study of mass communication. Advertising is the paid, impersonal, one-way marketing of persuasive information from a sponsor. Through mass communication channels, the sponsor promotes the adoption of goods, services or ideas. Advertisers have full control of the message being sent to their audience. In addition, it offers some unique characteristics because of its specialty in nature.

Large Number of Audience The foremost feature of mass communication is that it has large number of audience. No other communication gets as many receivers as it gets.

Heterogeneous Audience Mass Communication is not only composed of a large number of audiences but also aims to heterogeneous audience. The heterogeneity here means that the audience may belong to different races, groups, section, cultures etc.

Scattered Audience The audiences of Mass Communication are not organized in a certain area rather they are highly scattered in different geographical areas. The receivers of message of mass communication may stay any place of the country and even any place of the world.

Wide Area The area of Mass Communication is wider than any other communication systems.

Use of Channel Mass Communication system uses various types of mass media channels such as-radio, television, newspapers, magazines etc.

Use of Common Message Another unique characteristic of mass communication is that it sends the same message simultaneously to a large number of audiences staying far away from each other. If the audiences have the proper access to the media used by the sender they can easily get message wherever they stay in the world.

No Direct Feedback Mass Communication does not produce any direct feedback. The reaction of audience cannot be known quickly here.

Outward Flow The flow of message in mass communication is outward, not inward. The basic objective of mass communication is also to send message to the people outside the organization who say far away.

Use of Technology Mass Communication system uses modern technology in the process of production and dissemination of the message to be sent.

Journalism Journalism, is the collection, verification, presentation, and editing of news for presentation through the media, in this sense, refers to the study of the product and production of news. The study of journalism involves looking at how news is produced, and how it is disseminated to the public through mass mediaoutlets such as newspapers , news channel , radio station , television station , and more recently, e-readers and smartphones. The information provided pertains to current events, trends, issues, and people.

Public relations Public relations is the process of providing information to the public in order to present a specific view of a product or organization. Public relations differs from advertising in that it is less obtrusive, and aimed at providing a more comprehensive opinion to a large

audience in order to shape public opinion. Unlike advertising, public relations professionals only have control until the message is related to media gatekeepers who decide where to pass the information on to the audience. Communication theory addresses the processes and mechanisms that allow communication to take place. Cultivation theory, developed by George Gerbner and Marshall McLuhan, discusses the long-term effects of watching television, and hypothesizes that the more television an individual consumes, the more likely that person is to believe the real world is similar to what they have seen on television. Agenda setting theory centers around the idea that media outlets tell the public "not what to think, but what to think about. Both quantitative and qualitative methods have been used in the study of mass communication. The main focus of mass communication research is to learn how the content of mass communication affects the attitudes, opinions, emotions, and ultimately behaviors of the people who receive the message. Several prominent methods of study are as follows: This quantitative method regularly involves exposing participants to various media content and recording their reactions. To show causation, mass communication researchers must isolate the variable they are studying, show that it occurs before the observed effect, and that it is the only variable that could cause the observed effect. Survey, another quantitative method, involves asking individuals to respond to a set of questions in order to generalize their responses to a larger population. Content analysis sometimes known as textual analysis refers to the process of identifying categorial properties of a piece of communication, such as a newspaper article, book, television program, film, or broadcast news script. This process allows researchers to see what the content of communication looks like. A qualitative method known as ethnography allows a researcher to immerse themselves into a culture to observe and record the qualities of communication that exist there. Professional organizations[edit] The Association for Education in Journalism and Mass Communication [11] is the major membership organization for academics in the field, offering regional and national conferences and refereed publications. The International Communication Association [12] and National Communication Association formerly the Speech Communication Association are also prominent professional organizations. Each of these organizations publishes a different refereed academic journal that reflects the research that is being performed in the field of mass communication.

Chapter 2 : Mass Communication Theory: An Introduction by Denis McQuail

According to this theory, mass media have a direct, immediate, and powerful effect on their audiences Limited Effects Theory Media's influence on an audience is limited by individual differences between audience members, social categories, and personal relationships.

Communication seeks to serve the people without manipulation and encourage genuine response. There is no propaganda as ulterior motive of communication. Communication is to develop Conscientization or critical consciousness which can be about self-responsibility, social conscience and self-determination for right judgments and for social communication. The theory was used for social change. Explanation of Development Communication Theory Development used to be taken as bridging the disparity between the so-called 1st world and the 3rd world countries before the 20th century. The under-developed countries had to follow their kind of political and economic systems, like heavy industries, capital intensive technology, etc. All other countries had to replicate a single form of development process which was practiced in some specific countries. Thus, development was linked with Westernization. Development communication was at first based on the developmental theory of westernization but later had its own basis in the developmental theory of modernization s. The definition of development communication has been evolving with time from considering people as audiences who were to be influenced one way and the process rooted in the SMCR model. The unilateral communication flow was criticized for cultural imperialism. The socially engineered messages were disseminated for a propaganda to control the culture of the poor countries by glorifying the conditions of the rich nations. The theory focused on passive audience which was not participatory. This gave the notion that development was being, like the developed countries, one way influence. After that, the aspect of feedback was added. Then, communication was said to be horizontal. Today, development communication is about working for local development and creating opportunities. Its objective is to uplift the quality of life of people not only economically but also socially, culturally, politically, etc. The theory later became known for its use in the developing and under developed countries. The concept of participation was later added which paved the way for model to be used for social change, development communication and democratic-participant communication theory. Development of different digital technologies have made the concept broader and more participatory. The implementation of this theory plays an important role in the overall development of a country. If done for international development projects, the communication process becomes a catalyst for the project to be successful.

Chapter 3 : What is a theory of mass communication?

A later revision of Protection Motivation Theory (Rogers,) extended the theory to a more general theory of persuasive communication, with an emphasis on the cognitive processes mediating behavioral change.

Explain how the media functions as a gatekeeper. Discuss theories of mass communication, including hypodermic needle theory, media effects, and cultivation theory. How does mass communication function differently than interpersonal communication? Do we have relationships with media like we have relationships with people? To answer these questions, we can look at some of the characteristics and functions of mass communication. One key characteristic of mass communication is its ability to overcome the physical limitations present in face-to-face communication. The human voice can only travel so far, and buildings and objects limit the amount of people we can communicate with at any time. Another key characteristic of mass communication in relation to other forms of communication is its lack of sensory richness. In short, mass communication draws on fewer sensory channels than face-to-face communication. While smell, taste, and touch can add context to a conversation over a romantic dinner, our interaction with mass media messages rely almost exclusively on sight and sound. Because of this lack of immediacy, mass media messages are also typically more impersonal than face-to-face messages. Actually being in the audience while a musician is performing is different from watching or listening at home. Last, mass media messages involve less interactivity and more delayed feedback than other messages. The majority of messages sent through mass media channels are one way. Although there are some features of communication that are lost when it becomes electronically mediated, mass communication also serves many functions that we have come to depend on and expect. Functions of Mass Media The mass media serves several general and many specific functions. In general, the mass media serves information, interpretation, instructive, bonding, and diversion functions: We have a need for information to satisfy curiosity, reduce uncertainty, and better understand how we fit into the world. The amount and availability of information is now overwhelming compared to forty years ago when a few television networks, local radio stations, and newspapers competed to keep us informed. The media saturation has led to increased competition to provide information, which creates the potential for news media outlets, for example, to report information prematurely, inaccurately, or partially. Media outlets interpret messages in more or less explicit and ethical ways. Newspaper editorials have long been explicit interpretations of current events, and now cable television and radio personalities offer social, cultural, and political commentary that is full of subjective interpretations. Although some of them operate in ethical gray areas because they use formats that make them seem like traditional news programs, most are open about their motives. Some media outlets exist to cultivate knowledge by teaching instead of just relaying information. The in-depth coverage on National Public Radio and the Public Broadcasting Service, and the more dramatized but still educational content of the History Channel, the National Geographic Channel, and the Discovery Channel, serve more instructive functions. Media outlets can bring people closer together, which serves the bonding function. We all use the media to escape our day-to-day lives, to distract us from our upcoming exam, or to help us relax. When we are being distracted, amused, or relaxed, the media is performing the diversion function. Just as a gate controls the flow of traffic, the media acts as a gatekeeper, allowing some messages to travel through and others not. This function has been analyzed and discussed by mass communication scholars for decades. Overall, the mass media serves four gatekeeping functions: Bittner, Mass Communication, 6th ed. Allyn and Bacon, , In terms of relaying, mass media requires some third party to get a message from one human to the next. For example, a Sports Illustrated cover story that you read at SI. We also require more than sensory ability to receive mass media messages. In summary, relaying refers to the gatekeeping function of transmitting a message, which usually requires technology and equipment that the media outlet controls and has access to, but we do not. Although we relay messages in other forms of communication such as interpersonal and small group, we are primarily receivers when it comes to mass communication, which makes us depend on the gatekeeper to relay the message. In terms of the gatekeeping function of limiting, media outlets decide whether or not to pass something along to the media channel so it can be relayed. Because most

commercial media space is so limited and expensive, almost every message we receive is edited, which is inherently limiting. But a range of forces including time constraints, advertiser pressure, censorship, or personal bias, among others, can influence editing choices. In fact, many people choose to engage with media messages that have been limited to match their own personal views or preferences. This kind of limiting also allows us to have more control over the media messages we receive. Gatekeepers also function to expand messages. For example, a blogger may take a story from a more traditional news source and fact check it or do additional research, interview additional sources, and post it on his or her blog. In this case, expanding helps us get more information than we would otherwise so we can be better informed. On the other hand, a gatekeeper who expands a message by falsifying evidence or making up details either to appear more credible or to mislead others is being unethical. Last, gatekeepers function to reinterpret mass media messages. Reinterpretation is useful when gatekeepers translate a message from something too complex or foreign for us to understand into something meaningful. Given that policy language is difficult for many to understand and that legislation contains many details that may not be important to average people, a concise and lay reinterpretation of the content by the gatekeepers the media outlets would have helped the public better understand the bill. Of course, when media outlets reinterpret content to the point that it is untruthful or misleading, they are not ethically fulfilling the gatekeeping function of reinterpretation. This watchdog role is intended to keep governments from taking too much power from the people and overstepping their bounds. Central to this role is the notion that the press works independently of the government. The media is supposed to report information to the public so they can make informed decisions. The media also engages in investigative reporting, which can uncover dangers or corruption that the media can then expose so that the public can demand change. Of course, this ideal is not always met in practice. Recent stories about reporters being asked to clear quotes and even whole stories with officials before they can be used in a story drew sharp criticism from other journalists and the public, and some media outlets put an end to that practice. In terms of the attack-dog role, the twenty-four-hour news cycle and constant reporting on public figures has created the kind of atmosphere where reporters may be waiting to pounce on a mistake or error in order to get the scoop and be able to produce a tantalizing story. Additionally, they claim that attack-dog reporting makes it more difficult for public officials to do their jobs. In what ways do you think the media should function in a democratic society? Do you think the media in the United States acts more as a watchdog, lapdog, or attack dog? Give specific examples to support your answer. Theories of Mass Communication Theories of mass communication have changed dramatically since the early s, largely as a result of quickly changing technology and more sophisticated academic theories and research methods. A quick overview of the state of the media in the early s and in the early s provides some context for how views of the media changed. For example, businesses and advertisers saw media as a good way to make money, and the educator class saw the media as a way to inform citizens who could then be more active in a democratic society. As World War I and the Depression came around, many saw the media as a way to unite the country in times of hardship. Early scholarship on mass media focused on proving these views through observational and anecdotal evidence rather than scientific inquiry. Fast forward one hundred years and newspapers are downsizing, consolidating to survive, or closing all together; radio is struggling to stay alive in the digital age; and magazine circulation is decreasing and becoming increasingly more focused on microaudiences. The extremes at each end of the twentieth century clearly show that the optimistic view of the media changed dramatically. An overview of some of the key theories can help us better understand this change. Hypodermic Needle and Beyond In the s, early theories of mass communication were objective, and social-scientific reactions to the largely anecdotal theories that emerged soon after mass media quickly expanded. These scholars believed that media messages had strong effects that were knowable and predictable. Because of this, they theorized that controlling the signs and symbols used in media messages could control how they were received and convey a specific meaning. To test the theories, researchers wanted to find out how different messages influenced or changed the behavior of the receiver. This led to the development of numerous theories related to media effects. Media businesses were invested in this early strand of research, because data that proved that messages directly affect viewers could be used to persuade businesses to send their messages through the media channel in order to

directly influence potential customers. This theory is the basis for the transmission model of communication that we discussed in Chapter 1 "Introduction to Communication Studies". Through experiments and surveys, researchers hoped to map the patterns within the human brain so they could connect certain stimuli to certain behaviors. For example, researchers might try to prove that a message announcing that a product is on sale at a reduced price will lead people to buy a product they may not otherwise want or need. As more research was conducted, scholars began to find flaws within this thinking. Instead, these new theories claimed that meaning could be partially transferred, that patterns may become less predictable as people are exposed to a particular stimulus more often, and that interference at any point in the transmission could change the reaction. These newer theories incorporated more contextual factors into the view of communication, acknowledging that both sender and receiver interpret messages based on their previous experience. Scholars realized that additional variables such as psychological characteristics and social environment had to be included in the study of mass communication. This approach connects to the interaction model of communication. In order to account for perspective and experience, mass media researchers connected to recently developed theories in perception that emerged from psychology. The concept of the gatekeeper emerged, since, for the first time, the sender of the message the person or people behind the media was the focus of research and not just the receiver. The concepts of perceptual bias and filtering also became important, as they explained why some people interpreted or ignored messages while others did not. Theories of primacy and recency, which we discussed in Chapter 9 "Preparing a Speech" , emerged to account for the variation in interpretation based on the order in which a message is received. Sage, , The next major turn in mass communication theory occurred only a few years after many scholars had concluded that media had no or only minimal effects. In the s, theories once again positioned media effects as powerful and influential based on additional influences from social psychology. From sociology, mass media researchers began to study the powerful socializing role that the media plays but also acknowledged that audience members take active roles in interpreting media messages. Researchers also focused more on long-term effects and how media messages create opinion climates, structures of belief, and cultural patterns. In the late s and into the s, a view of media effects as negotiated emerged, which accounts for the sometimes strong and sometimes weak influences of the media. This view sees the media as being most influential in constructing meanings through multiple platforms and representations. Although these messages are diverse and no one person is exposed to all the same messages, the messages are still constructed in some predictable and patterned ways that create a shared social reality. Whether or not the media intends to do this or whether or not we acknowledge that how we think about technology or any other social construct is formed through our exposure to these messages is not especially relevant. Many mass communication scholars now seek to describe, understand, or critique media practices rather than prove or disprove a specific media effect. More recent media effects theories acknowledge that media messages do affect the receivers but that receivers also have some agency to reject or reinterpret the message.

Chapter 4 : List of Theories

Theories of mass communication have always focused on the "cause and effects" notion, i.e. the effects of the media and the process leading to those effects, on the audience's mind. Harold Lasswell and Berelson have succinctly expressed this idea.

Denis McQuail provides a brisk, elegantly organized, and comprehensive overview of the ways in which mass communication has been viewed by social scientists and by practitioners. The wealth of thinking in the field; the enormous range of issues studied and questions raised; the proliferation of schools, approaches and tendencies: The major textbook in communication theory. McQuail marshalls this welter of material into a clear, easy to follow textbook for students at all levels of communication studies. Diagrams, a Media Theory Map, summaries, indexes and other features will further help new students to keep a hold on all the separate strands in the field. His major publications include: Why choose this textbook for use in your courses over others that are available? McQuail has drawn on his own extensive teaching experience to make sure his book offers the following qualities and features: He aims to present all the principal theories within a single integrative framework. His book will be useful in a variety of cultural and national settings. McQuail provides over references to guide your students to the primary sources. Not only is each theory described, and its sources and histories plotted, but its implications and intellectual context are explored. Consensus theories are given equal weight with themore contentious, critical understandings. Controversy is faced, fairness maintained. The most recent research is expressed in the form of theoretical propositions. New approaches are discussed that are not reviewed in other textbooks: A thorough review of theories of the audience. Questions of media power and normative theories of media are given a central place at various points. Professor Denis McQuail provides a thorough review of the history, structure, and processes of the mass media, and the views taken of them. The first chapter defines the terms and issues of mass media studies. It also traces the development of mass media since the first newspapers in the 17th century. McQuail notes the origins, typical forms, and applications of mass media at different times. He then provides a framework for understanding the different approaches to the study of mass media. Mass society theory, Marxist approaches of different types, message-centred theory, and theory of audience and effect are the perspectives reviewed. The institutional forms of mass communication are characterized in Chapter Four. In Chapter Five, the meaning of the information provided by the media is analyzed. Different kinds of content, such as news or fiction, are examined from different theoretical perspectives. Chapter Six describes alternative approaches to the study ofthe audience, the different aspects of audiences which they study, and the conclusions they have reached. Chapter Seven focusses on the study of the impact and effect of media. Different scientific approaches to this study are described, and the results of this research given. The final chapter looks at the lessons of mass communication study for issues of current concern such as international communication and new technological developments.

Chapter 5 : Mass communication - Wikipedia

Mass communication is a process in which a person, group of people, or an organization sends a message through a channel of communication to a large group of anonymous and heterogeneous people and.

Sorin Adam Matei 0 Comments Albert Bandura , Causality , Concept , deduction , epistemology , facebook , induction , learning , Mass media , RSS , Social Media , Social media optimization , social science , social scientific theory , theory , twitter What qualifies as a mass communication theory? How does mass communication influence our political or shopping choices, how does it modify our perceptions of others and of the self, how does it instill ideas in our minds, or how does it trigger reactions in people? Mass communication theories imagined in this manner do exist and cover a certain reality of research, although there is a presumption, which could be problematic, that media can do things to us we are not quite capable of controlling. Several useful definitions could help us better understand what mass communication theory is or is not. Mass communication refers to that aspect of human communication that involves groups of people. The more important aspect of the idea is that a group is a social gathering that is not cohesive or permanent since we are dealing with mass, not family, community, or organizational phenomena. A group involved in a mass communication situation is also exposed more or less the same to a message. Once released, a message has the ability to equally reach a large number of people. Social media with its privacy settings changes the terms of this discussion, but let us accept, for now, that mass media is relatively open and broad. Mass communication is also characterized by high velocity. Messages circulate fast and far. Finally, mass communication is mediated by means of telecommunication or solid media. A mass communication message is encoded and conveyed through some technology, which makes it both less personal and more far-reaching than other types of communication ie, interpersonal In brief, mass communication is mediated communication that supports heterogeneous groups of people who exchange messages that available to many other members. Mass communication involves mediation technologies, which could take one of two modalities: What does mass communication leave out? Strictly localized interactions, mostly interpersonal, mostly non-mediated are not part of the mass communication universe. Couples flirting, pastors or teachers sermoning or teaching, lovers quarreling, villagers gossiping, etc. Of course, as long as flirting, teaching, quarreling, or gossiping is not done on Twitter! In other words, given that a lot of localized interactions, that are interpersonal can also take place in social media spaces Twitter, Facebook, SnapChat , the distinction between mass and interpersonal communication becomes increasingly murky. No one would have anything to lose, however, if we admitted that interpersonal and mass-mediated communication has become part of hybrid space that needs to be studied with a variety of methods and theories. At the same time, mass communication needs to include some sort of mediating technology. Probably not, but let us first define the theory concept and then see what a theory could or should do for mass communication research, given the boundaries set around the field. The relationships are derived from assumptions that lead to necessary consequences. Causality is thus implied. Causality might, at the same time, be direct or indirect. The litmus test of a theory is valid prediction under certain ideal conditions. A theory offers a model of reality, in which if certain conditions are met, specific effects are expected. The manner in which the necessity of the relationship between causal factors and effects takes effect is indifferent. In fact, when dealing with human actors, theories assume that individuals will act in a certain way based on cognitions, values, and decisions that are at least in part willed and conscious. Humans need to behave in predictable ways, if not other reason to be able to co-exist with other members of their immediate social context. Long story, short, theories applied to human behavior do not need to be blindly deterministic, yet they cannot fail to predict a certain outcome, given certain premises. We said that theories rely on models. Concepts refer to characteristics, states, or propensities that are generalizable to a whole class of entities: Concepts are used in the most abstract models. When conducting research, concepts are operationalized as measurable variables, while models become operational themselves. Variables are not the concepts themselves, but the tools by which concepts again, characteristics, states, or propensities became visible. We test the validity of a model and implicitly of a theory by proposing hypotheses. They always match one or

more sets of relationships described in a model. To go back to square one, I offer here A definition of mass communication theory: A mass communication theory is a set of statements that describes in a formal manner a set of relationships between concepts, measurable by variables referring to characteristics or states of entities involved in the mass communication process individuals, groups, institutions, units of content, etc. Theories describe how processes work under certain circumstances. Their goal is to predict future states on the basis of present conditions. The readings below will help you better understand the finer points of theory, mass communication, and scientific research in general. The practice of social research, 14th edition Earl Babbie Summary The chapters assigned here provide the broadest and most specific, at the same time, introduction to what a theory is. It also explains how scientific inquiry devolves from insights to formal statements and testable propositions. It also differentiates between inductive and deductive intellectual and scientific processes.

Chapter 6 : Four Theories of the Press: Authoritarian vs. Libertarian

Theories of mass communication have changed dramatically since the early s, largely as a result of quickly changing technology and more sophisticated academic theories and research methods. A quick overview of the state of the media in the early s and in the early s provides some context for how views of the media changed.

Their book *Four Theories of the Press*, published in by the University of Illinois, is the quintessential resource referred to while writing about mass communication theories. In the book, the authors outlined the forms of the press that they thought could take around the world. These normative theories are also known as western theories of mass media. Normative theories are different from other communication theories because they are not based on scientific explanations and predictions. The four theories of the press according to Siebert, Peterson and Schramm are: Authoritarian Theory Developed in 17th century England, authoritarian theory is the oldest of the four theories. It describes of a media system which acts as a propaganda tool for a monarch, dictator or the government. Freedom of information is limited and the chief role of the press is to educate the public of government policies and prevent threats by using censorship. Soviet Communist Theory The Soviet Union expanded on the authoritarian theory and imposed even more restrictions on the press. The theory, known as Soviet communist theory , describes of a system in which the state owns or controls all forms of mass media. The function of press is to bring about societal change by influencing communist values and denouncing democratic regimes. Libertarian Theory Libertarian theory describes of a contrasting press, which is free to report on the government. Freedom of information is guaranteed with no restrictions or censorship. Hence, the press serves as a watchdog and keeps the ruling party in check. The theory sees the public as rational beings who can decide for themselves what is good and what is bad. Social Responsibility Theory Under libertarian theory, the press belongs to the public and in a capitalist society, this presents a major drawback. Advertisers and corporations can influence the press as much as a government in authoritarian system. Social responsibility theory assumes that the press should adhere to codes of conduct and should not feel pressured by big businesses and investors. The press has a social responsibility to serve the public without any outside interference. Especially, it reflects the system of social control whereby the relations of individuals and institutions are adjusted. As pointed out by John Nerone in *Last Rights*: John Merrill and Ralph Lowenstein expanded on the original theories with more differentiated philosophies namely authoritarian with negative government controls, social-centralist with positive government controls, libertarian without any government controls, and social-libertarian with minimal government controls. Nevertheless, *Four Theories of the Press* remains an important read for communication students and educators.

Chapter 7 : Functions and Theories of Mass Communication

A mass communication theory is a set of statements that describes in a formal manner a set of relationships between concepts, measurable by variables referring to characteristics or states of entities involved in the mass communication process (individuals, groups, institutions, units of content, etc).

Their goal was to make sure that the telephone cables and radio waves were working at the maximum efficiency. Therefore, they developed the Shannon-Weaver model which had an intention to expand a mathematical theory of communication. Their initial model consisted of four primary parts: The sender was the part of a telephone a person speaks into, the channel was the telephone itself, and the receiver was the part of the phone through which one can hear the person on the other end of the line. Shannon and Weaver also recognized that there may often be static or background sounds that interfere with the process of the other partner in a telephone conversation; they referred to this as noise. Certain types of background sounds can also indicate the absence of a signal. To illustrate the process of the communication the first step is the information source where the information is stored. Next, in order to send the information, the message is encoded into signals, so it can travel to its destination. After the message is encoded, it goes through the channel which the signals are adapted for the transmission. In addition, the channel carried the noise course which is any interference that might happen to lead to the signal receive a different information from the source. After the channel, the message arrives in the receiver step where the message reconstruct decode from the signal. Finally, the message arrives at the destination. According to this common communication-related conception, communication is viewed as a means of sending and receiving information. The strengths of this model are its simplicity, generality, and quantifiability. The mathematicians Claude Shannon and Warren Weaver structured this model on the basis of the following elements: An information source , which produces a message. A transmitter , which encodes the message into signals A channel , for which signals are adapted for transmission A receiver , which reconstructs the encoded message from a sequence of received signals and decodes it. An information destination, where the message arrives. Shannon and Weaver argued that this concept entails three levels of problems for communication: Daniel Chandler criticizes the transmission model in the following terms: It makes no allowance for differing purposes. It makes no allowance for differing interpretations. It makes no allowance for unequal power relationships. The factors include communication skills, awareness level, social system, cultural system, and attitude. This is the part where determine the communication skills, attitude, knowledge, social system, and culture of the people involved in the communication. After the message is developed which is elements in a set of symbols. The encoder process is where the motor skills take place by speaking or writing. In this process, the receiver interpreter the message with her or him sensory skills. Finally, the communication receiver gets the whole message understood. Wilbur Schramm also indicated that we should also examine the impact that a message has both desired and undesired on the target of the message. These acts may take many forms, in one of the various manners of communication. The form depends on the abilities of the group communicating. Together, communication content and form make messages that are sent towards a destination. The target can be oneself, another person or being, another entity such as a corporation or group of beings. Communication can be seen as processes of information transmission governed by three levels of semiotic rules: Therefore, communication is social interaction where at least two interacting agents share a common set of signs and a common set of semiotic rules. This commonly held rule in some sense ignores autocommunication , including intrapersonal communication via diaries or self-talk, both secondary phenomena that followed the primary acquisition of communicative competences within social interactions. Barnlund[edit] In light of these weaknesses, Barnlund proposed a transactional model of communication. In a slightly more complex form, a sender and a receiver are linked reciprocally. This second attitude of communication, referred to as the constitutive model or constructionist view, focuses on how an individual communicates as the determining factor of the way the message will be interpreted. Communication is viewed as a conduit; a passage in which information travels from one individual to another and this information becomes separate from the communication itself. A

particular instance of communication is called a speech act. In the presence of "noise" on the transmission channel air, in this case, reception and decoding of content may be faulty, and thus the speech act may not achieve the desired effect. One problem with this encode-transmit-receive-decode model is that the processes of encoding and decoding imply that the sender and receiver each possess something that functions as a [code-book], and that these two code books are, at the very least, similar if not identical. Although something like code books is implied by the model, they are nowhere represented in the model, which creates many conceptual difficulties. Theories of co-regulation describe communication as a creative and dynamic continuous process, rather than a discrete exchange of information. Canadian media scholar Harold Innis had the theory that people use different types of media to communicate and which one they choose to use will offer different possibilities for the shape and durability of society. Lanham and as far back as Erving Goffman have highlighted. Constructionists believe that the process of communication is in itself the only messages that exist. The packaging can not be separated from the social and historical context from which it arose, therefore the substance to look at in communication theory is style for Richard Lanham and the performance of self for Erving Goffman. Lanham chose to view communication as the rival to the over encompassing use of CBS model which pursued to further the transmission model. CBS model argues that clarity, brevity, and sincerity are the only purpose to prose discourse, therefore communication. This is saying that rhetoric and style are fundamentally important; they are not errors to what we actually intend to transmit. The process which we construct and deconstruct meaning deserves analysis. Erving Goffman sees the performance of self as the most important frame to understand communication. The truth in both cases is the articulation of the message and the package as one. The construction of the message from social and historical context is the seed as is the pre-existing message is for the transmission model. Therefore, any look into communication theory should include the possibilities drafted by such great scholars as Richard A. Lanham and Goffman that style and performance is the whole process. Noise; interference with effective transmission and reception of a message. For example; physical noise or external noise which are environmental distractions such as poorly heated rooms, startling sounds, appearances of things, music playing some where else, and someone talking really loudly near you. Message; the verbal and nonverbal components of language that is sent to the receiver by the sender which conveys an idea. Humans act toward people or things on the basis of the meanings they assign to those people or things. As human beings, we have the ability to name things. Symbols, including names, are arbitrary signs. Linear[edit] This is a one-way model to communicate with others. It consists of the sender encoding a message and channeling it to the receiver in the presence of noise. In this model there is no feedback or response which may allow for a continuous exchange of information F. In the linear communication model, the message travels one direction from the start point to the endpoint. In other words, once the sender sends the message to the receiver the communication process ends. Many communications online use the linear communication model. For example, when you send an email, post a blog, or share something on social media. However, the linear model does not explain many other forms of communication including face-to-face conversation. The sender channels a message to the receiver and the receiver then becomes the sender and channels a message to the original sender. This model has added feedback, indicating that communication is not a one way but a two way process. It also has "field of experience" which includes our cultural background, ethnicity geographic location, extent of travel, and general personal experiences accumulated over the course of your lifetime. Draw backs " there is feedback but it is not simultaneous. For example, " instant messaging. The sender sends an IM to the receiver, then the original sender has to wait for the IM from the original receiver to react. Communication theory framework[edit] Main article: Theory of communication Communication theory can be seen from one of the following viewpoints: Social Constructionist Symbolic Interactionist: This view considers communication to be the product of the interactants sharing and creating meaning. The Constructionist View can also be defined as, how you say something determines what the message is. The Constructionist View assumes that "truth" and "ideas" are constructed or invented through the social process of communication. The other view of communication, the Transmission Model, sees communication as robotic and computer-like. The Transmission Model sees communication as a way of sending or receiving messages and the perfection of that. But, the Constructionist

View sees communications as, "â€œin human life, info does not behave as simply as bits in an electronic stream. In human life, information flow is far more like an electric current running from one landmine to another" Lanham, 7. The Constructionist View is a more realistic view of communication[opinion] because it involves the interacting of human beings and the free sharing of thoughts and ideas. Daniel Chandler looks to prove that the Transmission Model is a lesser way of communicating by saying "The transmission model is not merely a gross over-simplification but a dangerously misleading representation of the nature of human communication" Chandler, 2. We do not simply send facts and data to one another, but we take facts and data and they acquire meaning through the process of communication, or through interaction with others. This view considers communication as a source of power and oppression of individuals and social groups. Theories can also be studied and organized according to the ontological, epistemological, and axiological framework imposed by the theorist. Ontology[edit] Ontology essentially poses the question of what, exactly, the theorist is examining. One must consider the very nature of reality. The answer usually falls in one of three realms depending on whether the theorist sees the phenomena through the lens of a realist, nominalist, or social constructionist. Realist perspective views the world objectively, believing that there is a world outside of our own experience and cognitions. Social constructionists straddle the fence between objective and subjective reality, claiming that reality is what we create together.

Chapter 8 : Mass Communication Theories: Explaining Origins, Processes, and Effects by Melvin L. DeFle

Mass Communication Theories are a set of theories about communication processes generated from a sender and delivered simultaneously to a mass of receivers through transmitting devices (media). Mass Communication Theories have taken a large portion of media studies since the birth of mass media.

Log in Definition Mass Communication Theories. Mass Communication Theories are a set of theories about communication processes generated from a sender and delivered simultaneously to a mass of receivers through transmitting devices media. Mass Communication Theories have taken a large portion of media studies since the birth of mass media. Denis McQuail attempted to classify mass communication and media effects theories, distinguishing 4 main phases. History The first phase starts with origin of mass media, and continue during all s. This period is characterized by passive audiences and powerful media, with strong and direct effects on individuals. Main theories of this phase are: Propaganda and Hypodermic Needle Theory. The second phase, which goes from the s to the s, in a more optimistic perspective starts considering the limitations of mass communication. Media are not so powerful, because audiences are resistant to their messages. Resistance is based upon psychological individual traits and a crucial role is played by social context and Opinion Leaders. In this period proliferate many mass communication theories such: During the third phase, going from to , there is a general step backward to the first phase with some relevant differences. Media are again considered very powerful, but their effects are no longer immediate and impacting the short run of an individual; mass communication is seen as a long run influencer able to shape an individual competences, knowledge, values and beliefs. Most important theories of this phase are: Media take the role of a social constructivist tool, meaning that their aim is to raise up consciousness in individuals as media programs are negotiated by individuals themselves with their expressed preferences. People have the power to choose what information and how they want it to be delivered. Social influence is not dictated by media, but goes through media and especially new media but is driven by social contexts. A strong example of this new concept are online social networks. Most relevant theories of this period are: Cultivation Theory and Dependence Theory.

Chapter 9 : Mass Communication Theories - Knowledge Center

Advertising, Public relations, Marketing and Consumer Behavior Business Communication Communication / General Communication Barriers Communication in Practice Communication Models Cultural Communication Development Communication Group Communication Intercultural Communication Interpersonal Communication Mass Communication Organisational.