



Study of Mass Communication and Ethics in interactive media

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Abstract

Large communication, one that includes the Internet and its capability to enable communication between people on a mass scale; decentralised broadcasting by means of the Web; and the classic, centralised mediums of mass communication such as broadcasting and newspapers. It asserts that such a redefinition validates public access and relegates centralised broadcasting to a category of mass communication that is more suitable and specific to it. It also addresses other redefinitional literature that focuses on the mass vs interpersonal communication dichotomy. The purpose of this article is to both redefine and to inspire debate on the relevance of altering current communication technologies.

Keywords: Periodicals, & Evaluation ,Communication, Mass Media.

Introduction

The process of disseminating and transferring information to vast swaths of the population via various forms of mass media is referred to as mass communication. It is often believed to refer to the many different types of media, since the technology behind these forms of media are employed for the spread of information, which includes journalism and advertising. Mass communication is distinguished from other forms of communication, such as interpersonal communication and organisational communication, by the fact that its emphasis is placed on the transmission of information from a limited number of sources to a large number of recipients. The primary focus of the field of research known as mass communication is on the ways in which the information sent via various forms of mass communication might influence or otherwise have an effect on the behaviour, opinion, or feeling of those who are exposed to it.

In common use, the act of communicating with several people all at once is referred to as mass communication. On the other hand, when taken in its whole, the process of mass communication may be regarded as the widespread dissemination of knowledge both within areas and throughout the entire world. It is possible to swiftly disseminate knowledge to a large



number of individuals who, in general, keep a significant distance from the sources of information thanks to mass communication. The practise of mass communication may be carried out using a variety of different channels, including radio, television, social networking, billboards, newspapers, magazines, books, films, and the Internet. In our day and age, rapid information dissemination, often concerning politics and other emotionally charged subjects, is accomplished via the use of many forms of mass communication. There are significant linkages between the media that is being consumed and our society, “which contributes to polarisation and divides individuals depending on relevant concerns. These connections are made possible by mass communication.

Field of study

Mass communication is a subfield of communication studies under the discipline of social science. The process through which a person, group of individuals, or organisation generates a message and transmits it via some form of media to a vast, anonymous, and diverse audience is the definition of mass communication. This suggests that the audience for various forms of mass communication is mostly comprised of people who adhere to a variety of behaviours and belief systems. Studies of the media are often connected with the field of mass communication. It is common practise in the United States to link the study of mass communication with the practical applications of journalism, television and radio broadcasting, cinema, public relations, business or commercial communication. The study of mass communication has expanded to encompass social media and new media as a result of the proliferation of different kinds of media. These forms of media have more robust feedback mechanisms in comparison to conventional media sources.

From primordial forms of art and writing all the way up to current communication technologies like the Internet, the history of communication spans a wide range of time periods and mediums. The ability of humans to broadcast signals from a single source to numerous recipients marked the beginning of the era of mass communication. Theories of mass communication have progressed from earlier models like the hypodermic needle model (also known as the magic bullet hypothesis) to more contemporary models like computer-mediated communication.

Types of mass communication



Advertising

In the context of mass communication, advertising refers to the practise of selling a product or service in a way that is intended to persuade the audience to purchase the good or make use of the service. The study of advertising is pertinent to the study of mass communication since advertising is almost always disseminated by some sort of mass media, such as television. As a result, the study of advertising's impacts as well as its techniques is important. Advertising may be defined as the promotion of persuadable information from a sponsor in a paid, impersonal, and one-way manner. The sponsor will encourage people to accept certain items or ideas by using various means of mass communication. The message that is sent to the target audience is completely within the advertisers' control.

The use of paid, earned, or owned media all fall under the umbrella term of advertising. Directly via advertising and different initiatives sponsored by businesses are how paid media is distributed. Earned media may take the form of word-of-mouth communication as well as postings or trends on online social media platforms. Held media includes a brand's websites as well as any other material that is owned by the company that produces the product.

Journalism

The practise of journalism include compiling and disseminating reports on current affairs for dissemination through various forms of media. Journalism is the study of the practise of disseminating information to the general public through various forms of media such as newspapers, news channels, radio stations, and television stations. Journalism that takes a different approach to content, production, or dissemination than more conventional or prevalent forms of media is said to be alternative journalism. Alternative journalism makes use of the same media venues as mainstream journalism in order to advocate for the interests of individuals and groups that are not covered by conventional news.

The concept of integrating journalism into the political process is referred to as civic journalism, which is also synonymous with public journalism. Not only does the media provide information to the public, but it also seeks to engage individuals and foster discussion in the public sphere.

The practise of creating news and information by members of the general public is known as citizen journalism.



The dissemination of news by members of the general public, most often via the use of the internet or other forms of social media is referred to as citizen journalism. According to findings from a survey conducted in 2014, forty percent of respondents get their news and information from social media.

Public relations

The practise of giving information to the general public as part of a strategic communication plan with the goal of presenting a certain viewpoint of a company or brand is known as public relations. The Public Relations Society of America defines public relations as the process of influencing and cultivating a connection between an organisation and their respective publics through a variety of different media channels. Public relations are distinct from advertising in that they are less intrusive and are geared on delivering a more in-depth perspective to a larger audience in order to influence public opinion. Public relations specialists, in contrast to those working in advertising, only have control over the message until it is connected to media gatekeepers, who then select how and where the information will be passed on to the audience.

Social media

In its current use, refers to platforms that are utilised on mobile devices as well as home computers and that let users to engage via the use of text, photos, sounds, and videos. These platforms may be found on both mobile devices and home computers. The term social media refers to a range of online platforms, including Facebook, Twitter, Instagram, and TikTok, as well as platforms that facilitate professional networking, such as LinkedIn. Over the course of the last few years, both the use of social media and the significance of its role in communications and public relations have seen dramatic expansions. Social media is now an essential component of ads directed at large audiences. The use of social media as a platform for promoting and expanding a company's brand is common among more recent startups and establishments catering to a younger demographic. Additional channels of connection and communication with a specific audience may be established via the use of social media.

Platforms for social media have fundamentally altered the manner in which individuals connect with one another. TikTok and Instagram have recently joined Facebook and Twitter as some of the most popular social media platforms in the world. These changes have occurred throughout the course of the previous twenty years, during which time social media has seen



significant development. The audience size is growing since there are more platforms aimed specifically at younger generations. Only TikTok has made the announcement that it has more than one billion active users worldwide, that it gets more than 18 million views each day, and that its growth has been exponential each year. Because content is now able to reach more audiences than ever before, businesses, individuals, and brands are now in a position to connect with millions of people all at once.

The proliferation of social media has added additional challenges to interpersonal connections. One of the ways that this has taken place is via the practise of catfishing. A person who creates and utilises a fictitious online presence on a social networking site is referred to as a catfish. The vast majority of the time, a catfish will converse with another online profile in the hopes of luring them into falling in love with the fake identity that they have constructed. This topic is now receiving a lot of attention because to the reality programme *Catfish: The TV Show*, which airs on MTV. The purpose of these episodes is to keep tabs on individuals who have fallen in love with someone with whom they have only ever spoken online but have never met in person. People have been wondering how and why catfishing is still taking place since since the word catfishing became common parlance. The presenter of the programme, Nev Schulman, was quoted as saying, I believe people will always be yearning to fall in love. People will never stop holding out hope that their circumstances will improve. There will always be those who, for better or for worse, may or might not search for opportunities to take advantage of it.

Audio media

Recorded music

The invention of recording technology in the 1870s led to the birth of the first non-print method of mass communication. The phonograph, graphophone, and gramophone were the first competing forms of mass media that brought recorded music to the masses. The phonograph was invented by Thomas Edison in the late 19th century, and the graphophone was invented by Alexander Graham Bell and Charles Tainter. The gramophone was invented by The Victor Talking Machine Company. The recording industry saw yet another revolution in the 1950s with the introduction of the LP (long play) vinyl record, which was followed by the development of eight track tapes, vinyl, and finally cassettes in 1965. After Edison, the subsequent creation of compact discs (CDs) was heralded as the most significant development



in the field of recorded arts. Streaming services such as Apple Music, Youtube Music, Soundcloud, Spotify, and many more are quickly becoming the most popular ways to listen to recorded music today. Other services, such as CDs and vinyl records, are still available. Vinyl and cassettes are two tangible formats of music that continue to enjoy a significant amount of popularity in spite of the rise of digital music.

Radio

Radio is commonly regarded as the mode of mass communication that is most easily available to people all over the globe, and it is the medium that is used to the greatest extent in the United States. Internet radio is now enjoying ever-increasing levels of popularity, thanks in large part to radio stations' efforts to broadcast material through their websites and many other apps. Apple Music and Spotify are two examples of music streaming providers that have recently added radio functionality to their platforms. The Spotify Radio feature is a function that enables users to continually generate a playlist for themselves that include music and podcast segments based on any artist or playlist that they choose

.Podcasts

A recording of audio that is then digitally posted to an internet platform in the form of a file that can be downloaded and listened to by members of the general public is referred to as a podcast. Over the course of the last several years, there has been a consistent rise in the number of people using podcasting as a method of mass communication. The number of people listening to podcasts has increased by 122 percent, which is equivalent to double the number of people listening to podcasts between 2014 and 2019. Podcasts, which are similar to radio broadcasts and recorded music, may be streamed on a wide variety of internet platforms, including Spotify, Youtube, and Apple Music, among others. The public has the opportunity to listen to their favourite podcast presenters live when some podcasts are recorded in front of a live audience and subsequently published to the internet. People are now able to broadcast their discussions, news, and specialised interests to a bigger audience than was previously possible with conventional radio thanks to the advent of podcasts in the 2000s.

Convergence

In the context of digital media, the term convergence refers to the coming together of several means of mass communication, including telecommunications as one of those modes. The

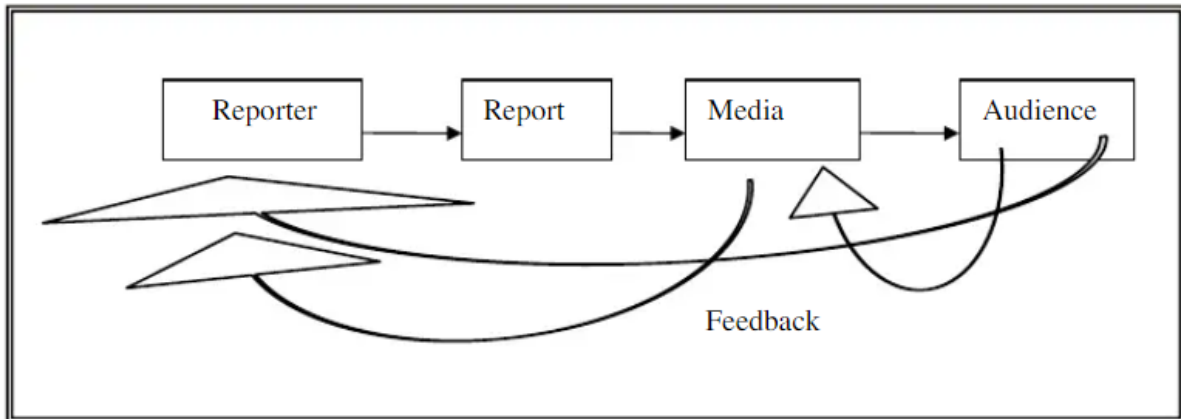


concept of convergence, as well as the impacts it has, are not easily defined. However, it might be seen differently depending on which lens one uses: cultural convergence, economic convergence, or technical convergence. The process through which two or more media organisations combine their operations on a digital platform is known as technological convergence. This process may lead to the creation of new products or the incorporation of businesses into new markets or economies. It is possible for cultural convergence to take place as a result of the globalisation of content. Cultural convergence refers to the process through which various groups of people combine their own ideas, values, and customs. The American television programme *Sex and the City*, which was filmed in New York City, was broadcast throughout the world and gained a following among the working women of Thailand. Cornell University's Department of Information Technology and Department of Sociology did a research on the use of YouTube and came to the conclusion that sophisticated cosmopolitan places are more likely to experience cultural convergence.

Integrated communication

The term integrated communication refers to the act of combining many forms of mass communication so that they may be used effectively throughout the media landscape. All aspects of mass communication, including advertising, public relations, and social media, are brought together under the umbrella of integrated communication. This guarantees that the manner in which a firm communicates aligns with their business objectives and is consistent across all forms of media. It places a high importance on brand loyalty as well as the preservation of the brand identity.

A simple linear model of mass communication situation can be represented with the diagram given below



Film and television

Film

Main article: Film

Thomas Edison's development of the kinetoscope served as the catalyst for the birth of the cinema business. Due to the fact that he was unable to get a patent for it, his two brothers, Louis and Auguste Lumiere, developed a portable camera that was capable of processing film and projecting pictures. In the year 1893, a public demonstration of a kinetoscope was held for the first time. By the year 1894, the kinetoscope had already shown to be a commercial success, and public parlours could be found all over the globe. When the Lumiere brothers first demonstrated their innovation, which consisted of a series of 60-second movies shown to a crowd in Paris outside, it grabbed widespread attention almost immediately. The Lumiere Brothers, despite the ever-increasing popularity of moving pictures, did not strive to alter the style of cinema but instead continued to portraying ordinary life in France. This laid the groundwork for future cinema revolutionaries, such as George Melies, who tried to build narrative sections in his films via the use of special effects. Melies was one of the first filmmakers to do this. The first thirty years of cinema were marked by the rise and consolidation of an industrial foundation, the construction of the narrative form, and the refining of technology. These three developments occurred simultaneously.

Television

The decade of the 1970s saw the beginning of a transition in television programming toward the inclusion of narratives and characters that were more intricate and multidimensional. PBS first went on the air in 1970 and quickly became the destination for shows that were deemed



inappropriate for network television. Instead of having ads, it is supported by contributions and a little amount of financing from the government. The comedy All in the Family had its debut on CBS on January 12, 1971. The show addressed relevant topics of the day and included a character called Archie Bunker, who was a bigot. The sales of colour television sets had overtaken those of black-and-white television sets by the year 1972. With an increase in the number of cable channels available beginning in the 1980s, television began to cater to a demographic that would later be dubbed the MTV Generation. Television is the medium that draws the most viewers out of all the other forms of mass media in use today. It has a larger viewership than any other kind of media, including television, radio, or print. Television has a huge audience because it can appeal to people of all age groups, both literate and uneducated people, and people from all social classes in society.

Photography

The art of photography contributes to the fields of both technology and mass communication because it may be used to illustrate or illustrate and reinforce concepts. Even if the photographs have been digitally manipulated, the evidence that it exposes and communicates is still believed to be legitimate. The fundamental functions of photography are to preserve significant historical events, to chronicle sociological and journalistic investigations, and to have a dynamic impact on the mobilisation of public opinion in the direction of social and legislative changes.

Contemporary photography industry

Film-based cameras have become a specialised niche market product as a direct result of the widespread adoption of digital technology, which has had a profound effect on the current business world. 1999 marked the end of Kodak's production of colour film, and the company filed for bankruptcy in 2012. Despite a decline in revenue, some businesses, such as Fujifilm, were able to adapt.

Interactive media

The gameplay of a video game is evaluated to determine its genre, rather than the game's presentation or the narrative it tells. Video game genres are not based on the distinctions in these aspects. A video game genre is defined by a collection of game play challenges, and these obstacles are categorised apart from the time period and location in which the game is situated.



The video game business is expected to generate more than \$90 billion in revenue in 2021 because to the industry's massive fan base. Not only are video games themselves a means of communicating with large numbers of people, but so are the internet platforms that are often integrated into them. Streamers now go online to broadcast their video games on platforms such as Twitch and YouTube, where they may reach an audience of over 140 million people.

Ethics in interactive media

The term interactive media may be used to describe a method of communication that is based on the provision of services through digital computer-based systems. In order to do this, there must be at least two parties who communicate with one another using text, moving pictures, animation, video, audio, and video games. The ethics of interactive media mostly centre on the violence that may be found in video games, the many ways in which advertising can be affected, as well as behavioural targeting.

There is a connection between the violent content of video games and the ethics of interactive media since playing these games may lead to aggressive thoughts and actions, which in turn can have an effect on the social lives of the individuals who play these games.

Additionally, there is a connection between behavioural targeting and the ethics of interactive media. This is due to the fact that the websites that we visit and the apps that we use on our mobile devices both contain personal information, which enables the owners of the websites or the people who run the companies to receive the information and use it for their own benefit.

Advertising is influenced by interactive media because, as a society, we are able to see that there is advertising in everything we view, particularly when scrolling through Instagram or when pop-up ads appear on your screen while you are reading an article on your computer. This allows advertisers to target consumers in ways that are more relevant to their interests..

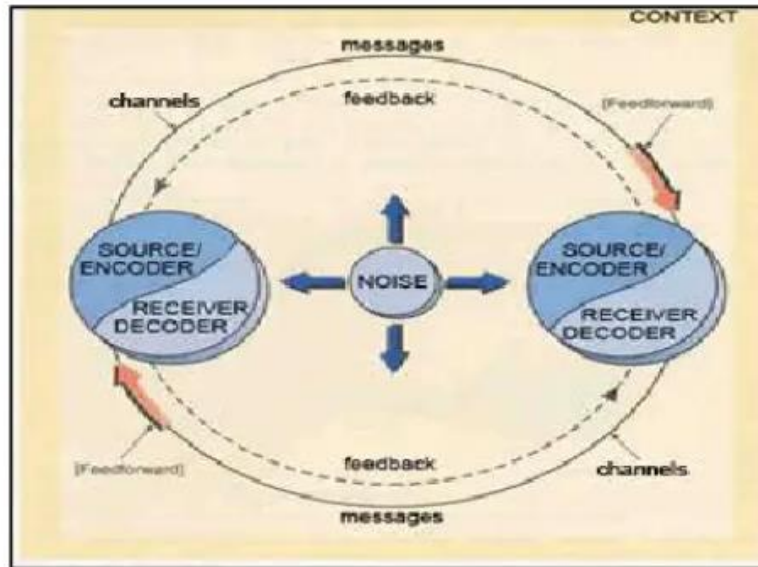
E-books

eBooks have fundamentally altered the way that people read. It is possible for individuals to download books into their own devices. Consumers are able to mark their reading, keep track of what they read, and look up the meanings of terms using the internet thanks to this feature. With the proliferation of smartphones, there has been a corresponding growth in the demand for mobile access to students' course materials and eBooks. E-books have become more prevalent in educational settings. Over the course of time, improvements have been made to e-

readers like the Amazon Kindle. The memory capacity of the Kindle has increased from 4 GB to 8 GB since the device was first released in 2007. In addition, the Kindle now comes with a variety of add-on items, such as music, movies, and games.

Using these elements, let us have a graphical representation of communication process.

graphical representation of communication process is also called communication models



A basic model of human communication

Mass communications and health of public

It is essential to have widespread communication in order to raise awareness and educate people about concerns pertaining to public health. In the middle of the COVID-19 pandemic, effective mass communication has been essential for informing the general population about the preventative steps that are necessary to stop the spread of sickness. News stories, paid media, social media, and digital and social media are some of the forms of mass communication that are used in the process of putting up efficient public health initiatives.

Specific tailored training, direction, and technical help are required by the CDC as components of a successful communications campaign. Additionally, the CDC recommends that these components be provided. The development of a communication plan, the analysis and awareness of key audiences, the creation and preliminary testing of messages and materials, the selection of communication channels such as print, broadcast, or digital, and communication categories such as earned, paid, social, or digital media are all included in these



steps. In addition to performing research on the target demographic and offering training for the spokesperson.

Bachelor's in Mass Communications Programs

A bachelor's degree in mass communication can provide important foundational training for current and prospective undergraduate students who are certain that they want to work in large-scale media development, whether it be in journalism, marketing, public relations, or political and/or social justice communication. This training can enable students to step into roles within one or more of the aforementioned fields. Writing and research for journalists, public relations writing, digital advertising, video production, television broadcasting, and documentary production are examples of electives that may be available to students enrolled in bachelor's degree programmes in mass communication. Other core topics that may be covered in these programmes include mass communication theory and history, mass media writing, editing and publishing for mass audiences, and media law and ethics.

Students may find that majoring in one of the aforementioned fields, such as journalism, digital marketing, public health education, or public relations, will also give them training in the theories, concepts, and best practises associated with mass communication. This is due to the fact that mass communication encompasses a wide variety of fields, such as those listed above. For instance, students majoring in journalism at the college level may study mass media ethics and mass communication theory, but those majoring in marketing would often explore the process of developing messages for broad audiences. There are also undergraduate majors available at certain colleges that combine instruction in mass communication with that of a discipline that intersects with it; for instance, there are bachelor's degree programmes that mix the study of journalism with mass communication.

In addition to bachelor's degrees in mass communication that concentrate on the industry itself, there are also bachelor's degrees in the field that emphasise research on mass communication, the sociocultural impacts of mass media, and the role that mass communication has played in the past as well as the role it plays today in politics, social justice, and cultural advancement. These kind of degree programmes, which are sometimes referred to as bachelor's degrees in mass communication and media studies, are primarily designed for students who are interested in doing research on various aspects of mass communication and the consequences that it has. Having said that, even undergraduate programmes in mass communication that place a greater emphasis on research will frequently allow students to choose from a variety of industry-



focused classes in areas such as advertising, journalism, public relations, and other topics that are pertinent to the roles that are found in the industry.

Prospective students who are considering earning their undergraduate degree in mass communication should do extensive research on the options that are open to them due to the wide variety of undergraduate programmes that are available in the field of mass communication as well as the variance in the course offerings that are found across different programmes. Students should also review the course lists for the bachelor's degrees in mass communication that are of interest to them. This will guarantee that the student's selected major provides them with the opportunity to get the education they need to achieve their professional objectives. Visit our website on Bachelor's in Mass Communication Degree Programs and Major for extra information on bachelor's in mass communication programmes. This page includes data on typical degree requirements as well as an example curriculum plan.

Master's in Media and Mass Communications Programs

Programs leading to a master's degree in media and mass communication dive deeply into both fundamental and advanced theories and ideas about the dissemination of information and messages on a massive scale. Students enrolled in master's degree programmes in mass communication may anticipate to study about and participate in communication research methodologies, as well as mass media ethics and best practises, as well as historical and present assessments of the impacts of mass media. In addition to this, they will get hands-on experience in the process of message development across a variety of platforms (such as the web, print, video, and social media), while also learning how to leverage those messages to target particular audiences. Courses that cover specialised areas of study are typically offered in master's degree programmes in mass communication. These areas of study can include digital media development and management, media studies, mass media research, journalism, multimedia journalism, integrated marketing communications, public relations, the intersection of mass media and public health, the legal and ethical implications of mass media, and more. Coursework in mass communication research, media law, digital media, research methodologies, telecommunications, theories of mass communication, new technology and media, and other relevant topics are often required to get a master's degree in the field of mass communication. Students can anticipate gaining a set of skills that spans multiple fields, including becoming storytellers through written, oral, and visual mediums, as well as building competencies in research and data analysis, writing and editing, media production, audience



segmentation, and new media technology. Students can look forward to gaining a multidisciplinary skill set". Although some of the course content that is featured in master's in mass communication programmes may overlap with that of a bachelor's degree in mass communication, the master's degree in mass communication typically covers more advanced concepts and topics in the field, and it generally requires a rigorous culminating experience in the form of a master's thesis or other graduate research project. Although some of the course content that is featured in master's in mass communication programmes may overlap with that of a bachelor's degree in mass communication.

Even while there are a lot of master's degree programmes in mass communication that put more of an emphasis on developing professional skills, there are also a lot of programmes that put more of an emphasis on research and theory. Students who are interested in furthering their education at the PhD level and moving into jobs in research or academia can consider enrolling in one of these programmes. Students enrolled in these particular programmes for mass communication might, for instance, investigate the effect that the media and digital images have on the results of political campaigns; conduct research on how the media influences consumer behaviour; or investigate the ways in which age, gender, and race impact how people perceive mass messaging related to health and medicine. Students enrolled in master's degree programmes in mass communication that place an emphasis on scholarly research will typically be required to complete a thesis. This thesis can then serve as a valuable artefact for students who wish to apply to doctoral degree programmes in mass communication and can be included in their applications.

Please refer to our page under Master's in Media and Mass Communication Programs for further information on master's degree programmes in media and mass communication, including an example of a course plan as well as the prerequisites needed to get the degree.

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