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what is mass communication and mass  
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Mass media is communication that is to a large group, or groups, of people in a short time (Mass Media, 2013, p.1). This can be written, spoken or broadcast communication. Some of the most popular forms of mass media are newspapers, magazines, radio, advertisements, social media, television, Internet, and films/movies.

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Media Literacy and Culture active media consumers and gives them a deeper understanding of the role that the media plays in both shaping and reflecting culture. Through this cultural perspective, students learn that audience members are as much a part of the mass communication process as are the media producers, technologies, and industries.

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Introduction to the public arts and the individual in broadcasting, journalism and advertising. Enables students to identify and analyze messages and images to which they are exposed as consumers of goods and services and as recipients of information from various sources, including print and electronic.

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Introduction to Mass Communication. In today ' s media rich world, Introduction to Mass Communication keeps media literacy and culture at its core. Using examples of the

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past to show how mass communications got their roots, and keeping current with the present ' s emerging technologies and trends, Introduction to Mass Communication gives students a deeper understanding of the role media plays in both shaping and reflecting culture.

## ~~Introduction to Mass Communication— McGraw Hill~~

Mass communication is the process of imparting and exchanging information through mass media to large segments of the population. It is usually understood for relating to various forms of media, as these technologies are used for the dissemination of information, of which journalism and advertising are part. Mass communication differs from other forms of communication, such as interpersonal communication and organizational communication, because it focuses on particular resources transmitting



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Mass media, specifically news media, engage in agenda-setting as part of the  
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INTRODUCTION TO  
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Using examples of the past to show how mass communications got their roots, and keeping current with the present ' s

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