

MCM101- Introduction to Mass Communication

Short Notes

Question: What is Mass communication?

Answer: Mass communication occurs when a small number of people send messages to a large anonymous and usually heterogeneous audience through the use of specialized communication media.

Question: What is the difference between journalism and mass communication?

Answer: Journalism was the term limited to print media while with the arrival of electronic media and e-media, the field of journalism got a new look and a new name i.e. mass communication.

Question: What is meant by a communication model?

Answer: A model is a systematic representation of an object or event in idealized and abstract form. Models are somewhat arbitrary by their nature. The act of abstracting eliminates certain details to focus on essential factors. . . . The key to the usefulness of a model is the degree to which it conforms--in point-by-point correspondence--to the underlying determinants of communicative behavior." "Communication models are merely pictures; they're even distorting pictures, because they stop or freeze an essentially dynamic interactive or transitive process into a static picture." Models are metaphors. They allow us to see one thing in terms of another.

Question: What is meant by frame of reference in communication?

Answer: It represents the Perspective or point-of-view of individuals that serves as a lens through which they may analyze and interpret media. Life experiences (e.g., gender, family background, socioeconomic status, education level, political leanings, career, regional/geographic affiliation, religious affiliation) contribute to the frame of reference.

Question: What is Culture?

Answer: Culture refers to the beliefs, values, behavior and material objects that, together, form a People's way of life. Culture has two basic components:

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nonmaterial culture, or the intangible creations of human society, and material culture, the tangible products of human society.

Question: How culture is important in communication process?

Answer: Effective communication requires deciphering the basic values, motives, aspirations, and assumptions that operate across geographical lines. Given some dramatic differences across cultures in approaches to such areas as time, space, and privacy, the opportunities for miss-communication while we are in cross-cultural situations are plentiful. When we discuss communication and culture, we should be aware of the total spectrum of communication including language, non-verbal communication, customs, perceived values, and concepts of time and space. Do all tourists identify with Pakistani traditions and values? Likely not. But the more interesting question is: Why not? The answer lies in the simple fact that most tourists come from different cultures: some vastly different like those from United States, others less different, such as tourists from India or Bangladesh. Even if tourists share the same language, they may have much different customs and values.

Question: What is meant by convergence of media?

Answer: Technologically rich societies have entered the digital age, and media industries are grappling with new opportunities - and threats - afforded by what is called "convergence". Media people tend to get very excited about convergence, because it holds so much promise. The melding together of different media, incorporating new personalized services is both impressive and overwhelming. The adoption of highperformance computers, shift to digital platforms, and creation of high-speed computer networks have brought us new ways of doing things. Old barriers of time and space are practically eliminated. You can view, hear, or read virtually anything, anywhere, anytime. The old definitions that provided separation between Radio, TV, Cable, Newspapers, and Film have gone or are going forever. The 1990's brought ownership convergence, creating media conglomerates like Disney, Viacom, and Sony. From the consumer view, the Internet has recently changed our favorite delivery systems - Newspapers now provide video, TV offers interactive chat, and radio has web-cams.

Question: What is the difference between Mass Media Communication and Mass Communication?

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Answer: The main difference between the mass communication and communication is that. Mass communication occurs when a small number of people send messages to a large anonymous and usually heterogeneous audience through the use of specialized communication media. In mass communication you have to communicate to a large number of people through TV, radio, newspaper and Internet etc. It simply means that when you are communicating a large number of people, you obviously need some medium that can address the issue of concern to large number of people. Without the use of technology it is quite impossible to communicate to number of audience. When we use a term "Mass" it means communicating with a large number of audience. But as far as simple communication is concerned, it is infect "A sending, giving or exchanging of information through a common system of symbols, sign, or behavior" It is not necessary that in simple communication people require a large number of people. Communication can occurs between two or more person through verbally and nonverbally, interpersonally or interpersonally.

Question: What is communication?

Answer: Communication is commonly defined as "the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs..." an act or instance of transmitting and: "a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior ... also: exchange of information". Communication can be perceived as a two-way process in which there is an exchange and progression of thoughts, feelings or ideas towards a mutually accepted goal or direction.

Question: What are the main elements of a communication process?

Answer: A message: what need to be communicated? A Sender: the person who has something to communicate A receiver: the person who will receive the message Encoding: verbal and non-verbal convention of communication Decoding: reading by the receiver of the encoding done by the messenger Channel: the means of communication

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Question: What is meant by globalization?

Answer: Globalization is a process of interaction and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology. This process has effects on the environment, on culture, on political systems, on economic development and prosperity, and on human physical well-being in societies around the world.

Question: What is photography?

Answer: Method of recording permanent images by light on to a chemically sensitive material is called photography. It was developed in the 19th century through the artistic aspirations of two Frenchmen, Nicéphore Niepce and Louis-Jacques-Mandé Daguerre, whose combined discoveries led to the invention of the first commercially successful process, the daguerreotype in 1837.

Question: What is classed as New Media?

Answer: Web Sites including Blogs Email CD/DVD Electronic kiosks Virtual worlds Interactive Television Internet Telephony Mobile Pod-cast Hypertext Fiction

Question: What is meant by stereotyping?

Answer: Stereotypes are generalizations, or assumptions that people make about the characteristics of all members of a group based on an image (often wrong) about what people in that group are like. For example, one study of stereotypes revealed that Americans are generally considered to be friendly, generous, and tolerant, but also arrogant, impatient, and domineering. Asians, on the other hand, were expected to be shrewd and alert, but reserved. Clearly, not all Americans are friendly and generous; and not all Asians are shrewd. If you assume you know what a person is like, and don't look at each person as an individual, you are likely to make errors in your estimates of a person's character.

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Question: How Public Relation and Advertising are taken as form of mass communication?

Answer: Public relation is the art and science of managing communication between an organization and its key publics to build, manage and sustain its positive image. Advertising is also a form of mass communication. It involves a process of transmission of information by the manufacturer or a seller of a product or service to modify or stimulate the behavior of the buyer to buy a particular product. Both use mass media tools to fulfill their objectives

Question: What is theory?

Answer: A theory suggests a relationship between different phenomenon's. Theories allow us to reduce the complexity of reality into an abstract set of principles, which serve as models to compare and contrasts different types of realities.



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