

A Diagrammatic Study of Different Models of Mass-Communication

Dr. Mohd. Aslam¹

¹ CMJ University, Shillong, Meghalaya.

Received: 7 December 2011 Accepted: 1 January 2012 Published: 15 January 2012

Abstract

This research paper undertakes the examination of the different diagrammatic models of the masscommunications. Communication is a natural instinct of all living creatures. It is a basic need of all human beings .It plays all the more significant role in the present day masscommunication which is complex, dynamic and socially oriented. Effective models of masscommunication keep the mass-media vibrant, vital and smooth sailing. First of all, we would discuss ?Mass Communication. Mass communication is the academic study of how individuals and entities relay information through mass media to large segments of the population at the same time. It is usually understood to relate to newspaper and magazine publishing, radio, television and film, as these are used both for disseminating news and for advertising. Sources of Mass Communication are the most important means of framing public opinion, and media contents are in accordance of public opinion.

Index terms— Communication, models, Mass-media, Mass communication, basic structure, diagrammatic.

1 Introduction

This short definitional paper is written in an attempt to engage others in the discussion and consideration of the evolution of our communication system and how we might best conceptualize it. In the third and fourth editions of Mass Communication in Canada, Lorimer & McNulty (1996) and then Lorimer & Gasher (2001) dealt with the evolution of the Internet by reviving an old term, public communication. They spoke of the Internet as an extension of public access to worldwide communication technologies such as the postal system, telephones, and telecommunication. The intent was to draw attention to the Internet as an extension of a certain organization of communication technologies rather than a brandnew, revolutionary technology that we had never seen before and which was going to change democracy fundamentally (as the rhetoric of the day suggested). For the developmental stage of the Internet at that juncture, the dichotomy of mass and public communication sufficed. However, with the expansion of the capacities of World Wide Web technologies, and specifically the ability of anyone to broadcast by means Author : Researcher, CM J University, Shillong, Meghalaya. E-mail : aslam_kalam003@rediffmail.com of a Web site to the whole world, such a dichotomy no longer works. The redefinition of mass communication presented in this paper, within a social model of communication itself that conceptually embraces the Internet, seems a much more useful way to proceed. The Concise Oxford Dictionary (9th ed.) offers a variety of meanings for the noun mass. Included among them are: "a coherent body of matter of indefinite shape. a dense aggregation of objects a large number or amount an unbroken expanse covered or abounding in a main portion the majority (in pl.) the ordinary people affecting large numbers of people or things; large-scale" ??Thompson, 1993, p. 838). The purpose of including so many definitions is to point out that, moving into semiotics for a moment, the sign mass is complex and extensive, truly polygenic. And extensive as the definitions of mass are, The Concise Oxford does not wholly recognize the use of "mass" by social theorists. The closest it comes is to provide an example of largescale: "(mass audience; mass action; mass murder)" (p. 838).

6 RESULT/CONCLUSION

44 Mc ??uail (1983 ??uail (, 1987 ??uail (, 1994)), in each of his introductions to Mass Communication, and
45 Tim O'Sullivan and his colleagues, writing in 1983 in Key Concepts in Communication, note what they term
46 mass society theory of the early twentieth century. This model of industrialist/capitalist societies portrayed them
47 as composed of elites (capitalist owners, politicians, the clergy, landowners, artists, intellectuals) and workers.

48 2 II.

49 The Objectives of this Study Are as Follows 1. To study the basic structures of mass communication models 2.
50 To study the significant changes in the models of mass-communication with the change of time.
51 III.

52 3 Research Methodology

53 The study deals with the examination of the diagrammatic models of the mass-communications it is based upon
54 the secondary sources. We have tried touching all the aspects in present scenario with historical, philosophical
55 and analytical approach. This research work and explains the direction of literature studied. Let us review some
56 literature concerned with the topic of our research. A number of books deal as a text book for mass communication
57 Wilbur Schramm's In this case the decoder would formulate an idea of the object "chair," which has been coded
58 into speech or writing. (The nature of the idea so formulated by both encoder and decoder, by the way, is
59 complex, not simple.) The channel is the medium through which the message is conducted, for example a human
60 voice in air. The decoder may then let the encoder know that she or he has understood the message (through the
61 same process, sending a message back). This might be done by means of a simple non-verbal nod of the head and
62 a smile. Or the decoder might carry on the discourse, taking it in a new direction, for example, "Which chair?"
63 These responses are called feedback. Any interference in the transmission of the intended message is referred to
64 as noise. Noise may be loud background noise that makes it difficult to hear, a heavy unfamiliar accent, the snow
65 on a television screen, static on the radio, a misplaced paragraph in a newspaper, or the imperfect encoding into
66 words of the idea that the encoder has in his or her mind b) Socioal Models

67 The model is shown below as it is designed to emphasize social variables. The social context within which
68 message formulation takes place is termed the "encoding envelope." At the other end, the "decoding envelope"
69 represents the context of ideas and understandings that the decoder brings to deciphering of the encoded message.
70 (The nature of these envelopes of understanding and meaning exchange is the stuff of semiotics, as well as of
71 discourse analysis, and other theories of meaning generation and communicative interaction.)

72 In between the encoding and decoding process, the model turns away from the transmission channel and the
73 distortion that noise introduces and focuses on the transformation of any message that any medium (or channel)
74 introduces. At one level, to put an idea into words is not the same as painting a picture in Year an attempt to
75 communicate the same idea. At another level, a news story on television is not the same as a newspaper write-up
76 of the same story. Similarly, a novel differs from its movie adaptation. In fact, talking to a child, a friend, or
77 a person in a position of authority transforms both the content of the message and the choice of media as well
78 as the manner in which the chosen media are used. In encoding, the envelope of activities the person doing the
79 encoding engages in includes taking into account the physical and social context as well as the person for whom
80 the message is intended. In transmitting, the media transform the message in encouraging a certain structure
81 in the encoding process, and they further transform it by certain elements predominant for decoding. Television
82 emphasizes the picture. Writing emphasizes linearity and logic.

83 4 Global

84 What can we take from this model to bring forward a social definition of communication? Viewed from a social
85 perspective, communication is the process by which a message (content) (meaning) is encoded, transmitted, and
86 decoded and the manner in which a message.

87 5 IV.

88 6 Result/Conclusion

89 These changes are far more significant than people, including members of the media and media theorists generally,
90 recognize. In a sense, these changes expose O'Sullivan and his colleagues' caveats to be an awareness of an
91 inadequacy of the mass communication system at a particular stage in its evolution. Like Newton, before Einstein
92 Mass communication is state-and interstateorganized transmission of intelligence, including (1) centralized mass
93 information or entertainment dissemination (encompassing radio, television, newspapers, film, magazines, books,
94 recorded and performed music, and advertising); (2) decentralized information or entertainment dissemination
95 (on the World Wide Web); and (3) provision for decentralized media-based interaction on a mass scale (via, for
96 example, telephone, the mail, e-mail, pagers, two-way radio, and fax).

97 1. Centralized mass information or entertainment dissemination -in shorter form, centralized mass communica-
98 cation -is the corporately financed industrial production of entertainment and information to large, unknown
99 audiences by means of print, screen, audio, broadcast, audiovisual, and Internet technologies or public perfor-

100 mance for both private and public consumption. In certain instances (e.g., broadcasting and, less often, print) it
is state regulated. ^{1 2 3}



Figure 1:

101

¹© 2012 Global Journals Inc. (US)

²© 2012 Global Journals Inc. (US) 20

³© 2012 Global Journals Inc. (US)

6 RESULT/CONCLUSION

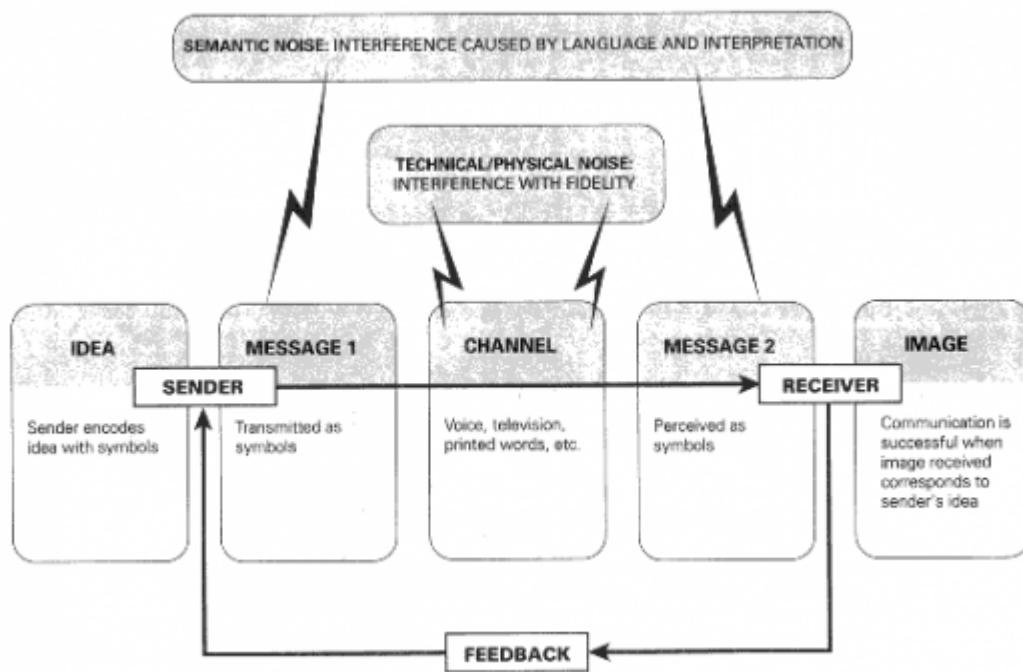


Figure 2:

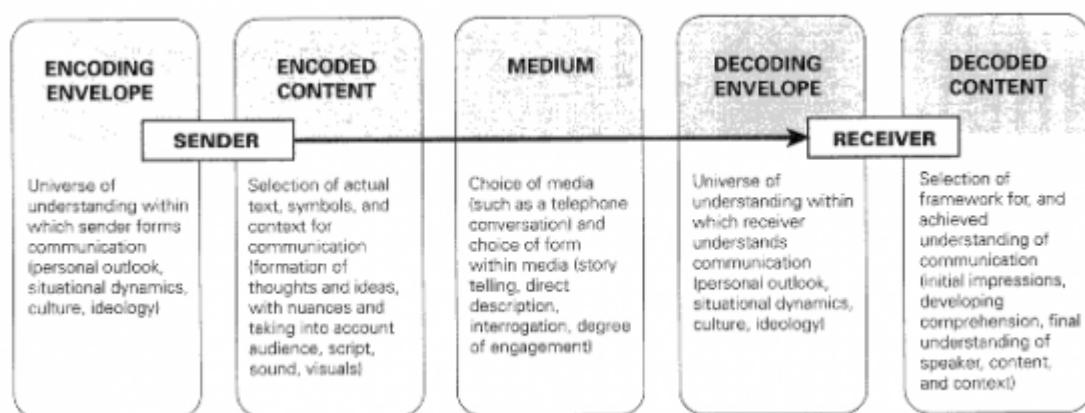


Figure 3:

102 [O'sullivan ()] 'Bridging the massinterpersonal divide: Synthesis scholarship in HCR'. P B O'sullivan . *Human
103 Communication Research* 1999. 25 p. .

104 [Caplan ()] 'Challenging the massinterpersonal communication dichotomy: Are we witnessing the emergence of
105 an entirely new communication system'. S E Caplan . *Electronic Journal of Communication* 2001. (1) p. 11.

106 [Curran ()] 'Communications, power and social order'. James Curran . *Culture, society and the media*, Michael
107 Gurevich, Tony Bennett, James Curran, Jane Woollacott (ed.) (Toronto; Methuen) 1982. p. .

108 [Walther ()] 'Computer-mediated communication: Impersonal, interpersonal or hyperpersonal interaction'. J B
109 Walther . *Communication Research* 1996. 23 p. .

110 [Turkle ()] 'Constructions and reconstructions of self in virtual reality'. S Turkle . *Playing in MUDs. Mind,
111 Culture and Activity: An International Journal* 1994. 1 p. .

112 [Defleur and Ball-Rokeach ()] M L Defleur , S Ball-Rokeach . *Theories of mass communication*, (New York)
113 1982. Longman. (5th ed.)

114 [Lea and Spears ()] 'Love at first byte? Building interpersonal relationships over computer networks'. M Lea ,
115 R Spears . *Understudied relationships off the beaten track*, J T Wood, & S Duck (ed.) (Thousand Oaks, CA)
116 1995. Sage. p. .

117 [Lorimer and Mcnulty ()] *Mass communication in Canada*, Rowland Lorimer , Jean Mcnulty . 1996. Toronto:
118 Oxford University Press. (3rd ed.)

119 [Lorimer and Gasher ()] *Mass communication in Canada*, Rowland Lorimer , Mike Gasher . 2001. Don Mills,
120 ON: Oxford University Press. (4th ed.)

121 [Burgoon and Walther ()] 'Nonverbal expectancies and the evaluative consequences of violations'. J K Burgoon
122 , J B Walther . *Human Communication Research* 1990. 20 p. .

123 [Turkle ()] 'Parallel lives: Working on identity in visual space'. S Turkle . *constructing the self in a mediated
124 world*, D R Grodin & T, Lindlof (ed.) (Thousand Oaks, CA) 1996. Sage. p. .

125 [Thompson (ed.) ()] *The Concise Oxford Dictionary*, Della Thompson (ed.) (New York) 1993. Oxford University
126 Press. (9th ed.)

127 [Shannon and Weaver ()] *The mathematical theory of communication*, C E Shannon , W Weaver . 1949. Urbana:
128 University of Illinois Press.