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Question (1): What is New media or Social Media? Explain its positive contribution towards journalism.

Social media, or New media is defined as, “These are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.” As defined by the Wikipedia. Social media is a large umbrella encompassing a wide variety of social Platforms like: Facebook, Instagram, Twitter, Discord, and YouTube etc. On these applications people from across the globe can share, create, or even critic information. This information could be an article, a picture, video, blog, Vlog, or anything else. This quick and easy access to information has led to the world becoming a global village in which distance between people is no longer relevant.

This quick and easy access to online information has created a relatively new field of mass communication called “Online Journalism.” This new field requires journalist to be well versed in the art of online information gathering, instead of the old fashion gathering leads, and info from the outside world. In the Digital Journalism social media has played a crucial role, but its effects can also be felt in the traditional form of journalism as well. Now, some of these contributions of social media are as follow:

- Information spreads fast on the internet, but is spreads faster on social media platforms like Facebook and Twitter. Journalist can use them to track and gather all the available information.
- Many celebrities and politicians have online social media accounts which they use to communicate with their fans, and/or supporters. Journalist can follow these accounts to gather information regarding these individuals.

- Journalist can gather a large and more diverse crowd of readers by posting his /her articles or blogs on these social media Platforms.
- Traditional Journalist can use these platforms to create a portfolio for themselves by writing articles and other content writing.

Q2: Write a note on Life Skills. Also explain why it is important?

Life skills are defined as, “*any psychological or physical abilities that allow a person to effectively and easily deal with any challenging life problem is considered to be a life skill.*”

These skills are acquired gradually as a certain aspect of life interests us. As a student of mass communication I need the following life skills to thrive in my field: *Critical thinking* (The skill to analyze facts, and figures), *Clear communication* (This skill is the heart and soul for any journalist. As it helps in relaying and receiving information), *Creativity* (It is skill that is useful to have, as it allows a journalist to be more flexible, and come up with solutions to any problem), *Inquisitiveness* (This is more of a personality trait than a skill, but is important nonetheless, because it allows a journalist to dive deeper and obtain hidden information), and finally, *Quick-decision making* (It is a skill that is crucial because sometimes to take a big decision we may not have a lot of time, and so we must be ready to adapt to changing circumstances). These skills are just a few examples that are required to overcome the challenges and problems that I as a student of journalism will face in the future.

Some of these skills may be cultivated in us due to our upbringing or personality, but that does not mean that these skills cannot be learned in later stages of life. If a person is willing, and competent enough than it is really easy for them to acquire these life skills. So far we have discussed what life skills are, and what some of their types are. Now we will discuss why a person should go out of their way to acquire these skills.

Importance Of Life Skills:

- Life skills allows us to overcome any life problem, or challenge.
 - Life skills such as quick decision making or critical thinking allow as stand-out among our peers, and making us more appealing to work to both employers, and co-workers.
 - Life skills give us the ability to analyze all the options, and choose the best option available at the time.
 - These skills give us the opportunity to create a greater sense of self-awareness and appreciation for others.
 - Successful execution of these skills builds up over confidence, and makes us more prone to cooperation, and group activities.
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Q3: Explain essential skills for communication?

For any student of Mass communication, it is essential that he/she is well versed in the art of Communication. In the general terminology communication is explained as: *“The act of conveying the true meaning of a message from one entity or group of individuals to another is called as communication.”*

Communication comes in many forms and types. But we are going to skip those and instead discuss the many crucial skills required for a student, as well as, a professional to excel in the field of mass communication.

- 1) **Clarity of Information:** It means that when a communicator (Person who imparts the information) gives information regarding any subject. Then he/she must have the skills or ability to create a single and clear meaning, instead of relying on the senses of the receiver to create their own separate interpretation of the message. This skill is essential because it can avoid awkward situations, and chaos among the audience.
- 2) **Listening:** Communication is a two-way street. It means that a communicator must have both the skill of imparting clear message, as well as, the skill to perceive the true meaning of a message that he or she is hearing. The skill to listen is as important as

the skill of imparting. This allows the communicator to understand the true meaning without having to create his/her own meaning of the heard message.

- 3) **The context and Tone of message:** When a person reads an article or, observes a reporter on his screen. His /her eyes and ears are looking at the body language of the reporter on screen, or the processing the emotions of the words written in the article. It means that two similar message will have different affect/meanings depending on the context and/or tone which a communicator is using it in. That is why the skills to be aware of the context in which a communicator is writing, or reporting is a crucial one.
- 4) **Keeping the message consistent:** It means that the communicator must be able to convey the complete meaning of a message. Incomplete messages lead to chaos and confusion. It is a skill required to avoid situation like making contradicting statements by the communication.



Q4: Write down 5 physical barriers for communication also explain how to remove them?

Communication is a two way process in which we impart the true meaning of a message to an entity or a group of them. In an ideal situation our information is imparted to the receiver in its true form. But sometimes certain obstacles stops, corrupts, or alters the true meaning of our message. These obstacles do not allow proper communication. Some of these Physical obstacles and methods to removing them are as following:

- 1) **Language Barrier:** A communicator's job is to convey the true meaning of a message. It means that sometimes he/she has to speak to his/her audience. For verbal communication it is crucial that the communicator is well versed in the local language. Otherwise it could lead to miscommunication, poor translation, and incomplete message.

Solution: If the message is in a foreign language, than a professional translator must be hired, to exactly convey the true meaning of the message as intended by the communicator.

- 2) **Noise:** In communication noise can be a number of things. The most common example is static noise, or environmental noise (loud talking, thunder, shouting). These noises can

drown out the message which is being conveyed. Thus, failing the process of communication.

Solution: When conveying a message on a telephone, or cellular device. It is best to communicate from an elevated area, or a place where there is no environmental noise.

- 3) **Medium disturbance or technical problems:** Sometimes due to faulty hardware, or such technical issues the message being conveyed fails to reach the intended receiver. Such obstacles are called medium disturbance, or technical problems.

Solution: To solve such issues it is advisable to update or renew the current hardware in use. This will ensure that such faulty issues never arise again.

- 4) **Information Overflow:** Sometimes a lot of information is sent at once. This is also called an info-dump. This causes relevant data to be buried in heaps of useless information, and fails to create a coherent and clear sense of the conveyed information.

Solution: To avoid such issues information or the intended message must be divided into tangible packets, so that the receiver can fully comprehend the message being sent.

- 5) **Distance:** Even in this Digital age letters can take 5-8 days to deliver a message. This causes a great delay to convey a message, and thus the information loses its impact.

Solution: There is no definite method to solve this problem, other than to send the message at the most appropriate time to reduce the time it takes to deliver it.

Q5: What is Semiotics? How they play a vital role when it comes to quick communication?

Semiotics is defined as, *“the study of signs/banners and their meaning as perceived by the people, as intended by the organizations creating them is called semiotics.”*

Throughout the human history people have used different signs to warn, invite, or threaten other people with. Each specific sign is attached with a universal meaning, which is called the signified (Meaning of the sign). While the picture, or portrait on the sign is called the signified.

Some of the most common examples are as follow:



This skull and bones is a universal sign of danger. When people observe this sign it is perceived as a warning to all who are trespassing on a property. In such signs the meaning of the signifier (The portrait above) depends on the icons displayed and their true meaning. Thus, in the case of the portrait shown above the skull and bones signifies hazard to life.

Significance of semiotics in quick communication

When we drive to the local super market or the utility store, we often see the below signs in the parking lot of these places. The places where these signs are hung are avoided by regular people who drive into the parking lot in order to park their cars. Why is that? It is because the sign below is a universally understood symbol representing that this area of parking is reserved for the mentally or physically handicap people. These words are not written or spoken to anyone, but in our brain it is a quick trigger to avoid parking in these locations. And just like that our feet

automatically press on the breaks whenever we see the red light. These signs give visual cues which are ingrained in our consciousness to understand and follow. Thus, these semiotics play a significant role in the process of quick communication.

