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Q1: Differentiate between: Propaganda, Mass communication, Journalism, Public relations.

Ans: The above terms have one thing in common; all of these are aimed at delivering a message to a wide range of audiences. But the difference begins at the core nature of these terms and their purposes. So, we shall go through them one by one.

Mass Communication: The term mass communication is defined as, *the process of imparting, and exchanging information to a wide range of people*. Throughout history mass communication has taken many forms. From being as simple as speaking in front of a crowd of people, to more modern means of electronic mass communication such as social media, newspapers, radios and T.V channels e.tc. Mass communication is not concern with the nature of the message.

Journalism: Unlike mass communications which encompasses a variety of channels to reach a wide spectrum of people. Journalism is more specialized field which deals in the production and distribution of reports on events, popular personalities or places. These reports are usually distributed through means of newspaper, television, radio, or magazines.

Propaganda: Now propaganda is a more of negative term. In simple words it means, *the spreading of information to a large audience to push an agenda or belief. This information may be just/unjust or false/true*. Propaganda is fundamentally different than journalism, but falls under the umbrella of mass communication. Propaganda can be spread through fliers, newspaper, radio, television, magazine e.tc. There are three types of propaganda: White propaganda (In which both the target and the source is known), grey propaganda (In which the target is known but the source is unknown), black propaganda (In which both the target and source is unknown).

Public Relation: It's again a specialized that falls under mass communication. Public relation is involved in keeping a favorable image for the company, or institution that they work for. Public relation utilizes social media, television, radio and other such channels to reach a wide audience regarding any product, or service that their clients provide.

Q2: Write a short note on the importance of social media in mass communication.

Ans: Mass communication is the process of conveying a message to a vast audience through any channel. These channels include newspapers, radio, television and now a relatively new channel known as social media. The message can be anything as long as a large enough group of people receives it.

Social media is considered as any interactive computer-mediated technology that facilitates the creation or sharing of information, ideas, and other forms of expression via virtual communities and social networks. Social media apps such as Facebook, Instagram, Twitter, and Snapchat are used to promote a particular ideas. Every user is both a follower and followed by others and that number of followers depend on the status of person. If the person is a celebrity or a popular politician then the number of his or her followers run into million.

Social media has become one of the vital mode for the distribution for information to a wide range of people. Mass communication has been given a numerous of new platforms and websites for blogging and vlogging on recent or old events, and personalities. Social media has created a global community in which information on almost any subject is readily available for billions of people to receive.

Q3: What is Communication model? Explain the Shannon-Weaver Model.

Ans: The models of communications are the conceptual models used as a representation of the process of understanding the method on which communication work can be done. There are three standard models of the communication process: Linear, interactive, and Transactional. Each of these models provide their own unique perspective on the process of communication.

Out of all models of communications the model introduced by Shannon and Weaver in 1948 is considered to be the 'mother of all models'.

Shannon-Weaver model:

Shannon was an American mathematician, Electronic engineer and Weaver was an American scientist. In the year 1948 both of them published an article in "Bell System Technical Journal" called "A Mathematical Theory of Communication" and also called as "Shannon-Weaver model of communication".

This model was created to increase the efficiency and quality of the message between the sender (The message being transmitted, or source of message) and the receiver (The one who receives the message. It has the following components:

Sender: The originator of message or the information source selects desire message.

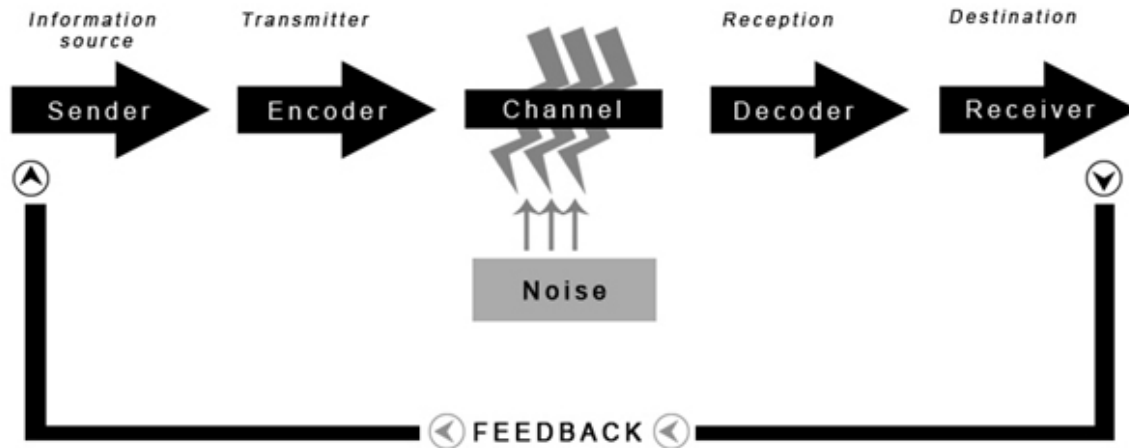
Encoder: The transmitter which converts the message into signals.

Decoder: The reception place of the signal which converts signals into message. A reverse process of encode.

Channel: A channel can be any device used to transmit a message. A channel includes: Cell phone, computer, television, radio and such.

Decoder: The reception place of the signal which converts signals into message. A reverse process of encode.

Noise: The messages are transferred from encoder to decoder through channel. During this process the messages may distracted or affected by physical noise like horn sounds, thunder and crowd noise or encoded signals may distract in the channel during the transmission process which affect the communication flow or the receiver may not receive the correct message.



SHANNON-WEAVER'S MODEL OF COMMUNICATION