**Student:** Rizwan Majeed

**ID:** 16891

**Paper:** Mass Communication

**Teacher: Sir Faheem**

**Program:** Media Study & Mass Communication

**Semester: 1**st  Semester

**Question # 1**

|  |  |  |  |
| --- | --- | --- | --- |
| **Propaganda** | **Mass communication** | **Journalism** | **Public relation** |
| Information, particularly of a biased or dishonest nature, wont to promote a political cause or purpose of read. | Mass communication is that the communication of data from someone tiny cluster folks|of individuals} or a company to giant cluster of heterogeneous and anonymous people | Journalism may be a type of writing that tells individuals regarding things that basically happened however individuals won't have non regarding already | Public relation may be a strategic communication method that builds mutual helpful relationship between organization and public |
| Propaganda is usually employed in a negative sense, particularly for politicians World Health Organization create false claims to induce elective or unfold rumors to induce their method | As the name steered mass communication is broadcasting or human activity news or data to the mass exploitation numerous mediums like news paperstv radio on-line filmmaking and advertizing | Journalism may be a steam specializing in news news in 3 medium that's print media(newspaper and magazines electronic media tv and radio) and therefore the new entrant is on-line media |  |
|  | Mass communication involves networks that have giant impact. It focuses a lot of on sensible data by implying trade techniques and framework | Journalism is a lot of on theoretical aspects of media and its history. Topics like politics, economics, history of journalism( newspaper radio tv) news, editing, and media management |  |
|  | There is an excellent scope of exploring creativity its offers numerous ways of presenting news or information | Journalism is a lot of on theoretical aspects of media and its history. Topics like politics, economics, history of journalism( newspaper radio tv) news, editing, and media management  There is a superb scope of exploring creative thinking its offers various ways in which of presenting news or data  In journalism encompasses a fixe format of writing news to flow, with constraint words. Its simply that the style of journalists disagree |  |
| Propaganda makes journalist to write journal for a specific group of people |  |  | Publicity has deep roots in public relation in which promotional communication regarding an organization or its product is delivered to the public. |
| Propaganda makes journalist to write down journal for a particular cluster of individuals |  |  | Publicity has deep roots publically relation within which promotional communication concerning a company or its product is delivered to the general public |
|  |  |  |  |
|  |  |  |  |

**Question # 2**

Mass media refers to a various array of media technologies that reach an outsized audience via mass communication. The technologies through that this communication takes place embrace a spread of shops.

Broadcast media transmit info electronically compromise like films, radio, recorded music, or tv. Digital media includes each net and mobile mass communication. net media comprise such services as email, social media sites, websites, and Internet-based radio and tv. several different mass media shops have a further presence on the online, by such means that as linking to or running TV ads on-line, or distributing QR Codes in out of doors or medium to direct mobile users to an internet site. during this manner, they will use the simple accessibility and stretch capabilities the net affords, as thereby simply broadcast info throughout many various regions of the globe at the same time and cost-efficiently. out of doors media transmit info via such media as AR advertising; billboards; blimps; flying billboards (signs in tow of airplanes); placards or kiosks placed within and out of doors buses, business buildings, shops, sports stadiums, subway cars, or trains; signs; or writing.Print media transmit info via physical objects, like books, comics, magazines, newspapers, or pamphlets.Event organizing and speech may also be thought of styles of mass media. everymedium has its own content varieties, inventive artists, technicians, and business models. for instance, the net includes blogs, podcasts, web sites, and numerous different technologies engineered atop the overall distribution network. The sixth and seventh media, net and mobile phones, square measure typically brought up together as digital media; and therefore the fourth and fifth, radio and television, as broadcast media. Some argue that video games have developed into a definite mass kind of media.

While a phonephone may be a two-way communication device, mass media communicates to an outsized cluster. additionally, the phonephone has remodeled into a mobile phone that is provided with net access. an issue arises whether or not this makes cell phones a medium or just a tool wont to access a medium (the Internet). there's presently a system by that marketers and advertisers square measure able to faucet into satellites, and broadcast commercials and advertisements on to cell phones, unsought by the phone's user.[citation needed] This transmission of mass advertising to scores of individuals is another kind of mass communication.

**Broadcast**

Main articles: Radio broadcasting and tv

The sequencing of content in a very broadcast is termed a schedule. With all technological endeavours variety of technical terms and slang have developed. Please see the list of broadcasting terms for a wordbook of terms used.

Radio and tv programs square measure distributed over frequency bands that square measure extremely regulated within the u. s.. Such regulation includes determination of the dimension of the bands, range, licensing, forms of receivers and transmitters used, and acceptable content.

Cable tv programs square measure typically broadcast at the same time with radio and tv programs, however have a additional restricted audience. By secret writing signals and requiring a cable device box at individual recipients' locations, cable additionally allows subscription-based channels and pay-per-view services.

**Film**

Main article: Film

The term 'film' encompasses motion footage as individual comes, similarly because the field normally. The name comes from the film (also known as filmstock), traditionally the first medium for recording and displaying motion footage. several different terms for film exist, like motion footage (or simply footage and "picture"), the silver screen, photoplays, the cinema, image shows, flicks, and commonest, movies.

Films square measure made by recording individuals and objects with cameras, or by making them exploitation animation techniques or lighting tricks. Films comprise a series of individual frames, however once these pictures square measure shown in fast succession, associate degree illusion of motion is formed. aflicker between frames isn't seen due to a sway called persistence of vision, whereby the attention retains a visible image for a fraction of a second when the supply has been removed. additionally of relevancy is what causes the perception of motion: a psychological result known as beta movement.

**Audio recording and copy**

Sound recording and copy is that the electrical or mechanical re-creation or amplification of sound, typically as music. This involves the employment of audio instrumentality like microphones, recording devices, and loudspeakers. From early beginnings with the invention of the record player exploitation strictly mechanical techniques, the sphere has advanced with the invention of electrical recording, the production of the seventy eight record, the magnetic magnetic recorder followed by the tape machine, the vinyl disk record. The invention of the compact container within the Nineteen Sixties, followed by Sony's Walkman, gave a serious boost to the mass distribution of music recordings, and therefore the invention of digital recording and therefore the optical disc in 1983 brought large enhancements in strength and quality. the foremost recent developments are in digital audio players.

An album may be a assortment of connected audio recordings, free along to the general public, typically commercially.

A music video (also promo) may be a short film or video that accompanies a whole piece of music, most typically a song. trendy music videos were primarily created and used as a selling device supposed to push the sale of music recordings. though the origins of music videos return abundant more, they came into their own within the Eighties, once Music Television's format was supported them. within the Eighties, the term "rock video" was typically wont to describe this way of recreation, though the term has fallen into decline.

Music videos will accommodate all kinds of filmmaking, together with animation, live action films, documentaries, and non-narrative, abstract film.

**Internet**

See also: Digital media

The Internet (also celebrated merely as "the Net" or less exactly as "the Web") may be a additional interactive medium of mass media, and may be in short delineated as "a network of networks". Specifically, it's the worldwide, publically accessible network of interconnected laptop networks that transmit knowledge by packet change exploitation the quality net Protocol (IP). It consists of scores of smaller domestic, academic, business, and governmental networks, that along carry numerous info and services, like email, on-line chat, file transfer, and therefore the interlinked websites and different documents of the globe Wide internet.

Contrary to some common usage, the net and therefore the World Wide internet aren't synonymous: the net is that the system of interconnected laptop networks, coupled by copper wires, fiber-optic cables, wireless connections etc.; the online is that the contents, or the interconnected documents, coupled by hyperlinks and URLs. the globe Wide internet is accessible through the net, in conjunction with several different services together with e-mail, file sharing et al. delineated below.

The advent of the globe Wide internet marked the primary era during which most people may have a method of exposure on a scale corresponding to that of mass media. Anyone with an online website has the potential to deal with a world audience, though serving to high levels of internet traffic remains comparatively pricey. it's potential that the increase of peer-to-peer technologies might have begun the method of constructing the price of information measure manageable. though a huge quantity of knowledge, imagery, and comment that's content has been created on the market, it's typically troublesome to see the legitimacy and responsibleness of knowledge contained in websites (in several cases, self-published). The invention of the net has additionally allowed breaking news stories to succeed in round the globe at intervals minutes. This rising of instant, localized communication is usually deemed probably to vary mass media and its relationship to society.

"Cross-media" means that the concept of distributing an equivalent message through totally different media channels.an identical plan is expressed within the news trade as "convergence". several authors perceive cross-media publication to be the flexibility to publish in each print and on the online while not manual conversion effort. associate degree increasing range of wireless devices with reciprocally incompatible knowledge and screen formats create it even harder to attain the target "create once, publish many".

The Internet is quickly changing into the middle of mass media. Everything is changing into accessible via the net. instead of reading a newspaper, or looking at the ten o'clock news, individuals will log onto the net to urge the news they require, after they need it. for instance, several employees hear the radio through the net whereas sitting at their table.

**Internet primarily based Professions**

A YouTuber is anyone WHO has created their fame from making and promoting videos on the general public video-sharing website, YouTube. several YouTube celebrities have created a profession from their website through sponsorships, advertisements, product placement, and network support.

**Podcast**

Main article: Podcast

A podcast may be a series of digital-media files that square measure distributed over the net exploitation syndication feeds for playback on transportable media players and computers. The term podcast, like broadcast, will refer either to the series of content itself or to the strategy by that it's syndicated; the latter is additionally known as podcasting. The host or author of a podcast is usually known as a podcaster.

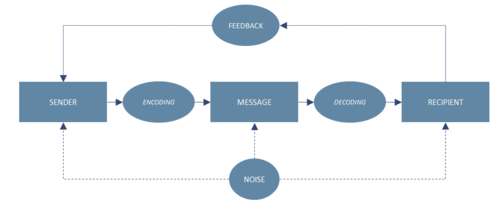
**Mobile**

Main article: Mobile media

Mobile has vie a significant role amoung these days society. presently most styles of media content were introduced on mobile phones, tablets and different transportable devices, and these days the whole price of media consumed on mobile immensely exceeds that of net content. The mobile media content includes over eight billion greenbacks value of mobile music (ringing tones, ringback tones, truetones, MP3 files, karaoke, music videos, music streaming services etc.); over five billion greenbacks value of mobile gaming; and numerous news, recreation and advertising services. In Japan portable books square measure therefore standard that 5 of the 10 popular written books were originally free as portable books

**Question # 3**

**Basic model of communication:**

Basic model of social communication relies on the communication model common within the field of knowledge and communication technologies (ICT). This model has proved thus helpful that social psychologists “took it to mercy” and up to these days it's typically used as a beginning model.

Model understands communication as a linear activity as follows:

• Sender (somehow) encodes the thought

• The plan takes the shape of a message (spoken, written, non-verbal, graphic …).

• Recipient decodes the message and (somehow) understands it.

• Subsequently recipient provides feedback to the sender, whether or not he understood or misunderstood the message.

• Unfortunately, each the sender, the message (transmission) and also the recipient ar exposed to noise that blurs additional or less the message.

**Shenon-weaver Model:**

The Shannon–Weaver model of communication has been known as the "mother of all models."Social Scientists use the term to talk to associate degree integrated model of the ideas of knowledge supply, message, transmitter, signal, channel, noise, receiver, info destination, likelihood of error, encoding, decoding, info rate, data rate, etc. However, some think about the name to be dishonest , declarative that the foremost important concepts were developed by Claude E. Shannon alone.

In 1948 Shannon printed A Mathematical Theory of Communication article in 2 elements within the July and Oct numbers of the Bell System Technical Journal] during this basic work he used tools in arithmetic|applied math}, developed by mathematician, that were in their emerging stages of being applied to study at that point. Claude E. Shannon developed info entropy as a live for the uncertainty during a message whereas basically inventing what became referred to as the dominant style of scientific theory.

The term Shannon–Weaver model was wide adopted in science fields like education, communication sciences, structure analysis, psychology, etc. At an equivalent time, it's been subject to a lot of criticism within the social sciences, because it is purportedly "inappropriate to represent social processes"and "misleading falsity of the character of human communication", citing its simplicity and inability to contemplate context. In engineering, mathematics, physics, and biology Claude E. Shannon's theory is employed additional virtually and is stated as Shannon theory, or scientific theory. this suggests that outside of the social sciences, fewer individuals talk to a "Shannon–Weaver" model than to Shannon's info theory; some might think about it a misunderstanding to attribute the data supposititious channel logic to Weaver likewise.