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**Q1: Differentiate Propaganda, Mass Communication, Journalism and Public Relations.**

**Ans:**

**Propaganda:** propaganda is something that is use for spreading of information in support of any cause. It can also be used for spreading any negative information. And id is very often used for the negative cause. In the world of politics, politicians spread propaganda to make false claims for their oppositions to get their selves elected.

In fact, any campaign that is used to persuade can be called propaganda.

There are 3 types of propaganda. White propaganda, grey propaganda, black propaganda.

**White propaganda:** in white propaganda the propaganda source is clear that from where it is generated and it is also clear that where it is going hit.

**Grey Propaganda:** in this propagsanda the source is clear but it is difficult to know that where it is going to hit.

**Black propaganda:** in blackpropaganda it is not clear that from where it is generated and what it is going to target and when it is going to target.. it means in this.. the time and the target is not clear.

**Journalism**

Journalism is actullay telling public about certain matter or a story or things that happened in past or in present that really happened and public is not already aware of. Or telling people about the things that are happening in daily life and people are not aware of… through different platforms like newspaper, magzines nowadays social media as well.

**Mass communication**

Mass communication is form of communicaton for spreading the information through different people or a small group of people, or an organization to a large group of heterogeneous and anonymous people. platforms like television, radio, social media, print media is a common platforms for mass communication.

**Public Relations**

Public relations Is actually a practice of building the positive and good image of any organization or for any brand. The public relation professionals build the brands and spread the organization's message and minimize the effect of negative publicity.

**Q2: Write a short note on the importance of the Social Media in Mass Communication**

**Ans:**

Nowadays social media have become a very important part of almost every field, especially in mass communication because social media gives more reach of audience in the content. It actually captures all types of audiences. That’s the reason that today every news channel is fully active in all social media platforms. For example if the person skip the news unintentionally which was important he can watch it on social media and he will be aware of everything that is happening. Nowdays almost everyone owns the cell phone (smart phone) with the social media apps in it. So in mass communication it makes it easy for any news publishing organization such as commonly media television channels to reah to their selective audiences. Social media aslo makes the method of advertising very easy.

Social media has, indeed, successfully redefined the course of mass communication and information dissemination. It surpasses the reach that the broadcast and print media can cover. These are the some reasons that why and how social media is important in Mass communication.

**Q.3: What is Communication Model? Explain the Shannon-Weaver Model.**

**Ans:**

**Communication model**

Communication models area unit systematic representations of the method that helps in understanding however communication works are often done. Models show the method metaphorically and in symbols. They kind general views on communication by breaking communication from complicated to straightforward and keeps the parts so as. Communication models will typically encourage ancient thinking and stereotyping however may omit some major aspects of human communication.

Methods and channels of communication to be used and therefore the purpose of communication, should be thought of before selecting a selected communication model. Models area unit utilized by business corporations and different corporations to foster their communication, explore their choices and to guage their own things. it's conjointly wont to perceive however the receivers can interpret the message

**Shannon-Weaver Model**

The Shannon–Weaver model of communication has been called the "mother of all models." Social Scientists use the term to refer to an integrated model of the concepts of information source, message

The Shannon and Weaver model is a linear model of communication that provides a framework for analyzing how messages are sent and received. It is best known for its ability to explain how messages can be mixed up and misinterpreted in the process between sending and receiving the message. The applied scientist and Weaver model could be a linear model of communication that has a framework for analyzing however messages square measure sent and received. it's best identified for its ability to elucidate however messages will be needed and misinterpreted within the method between causing and receiving the message. The sender encodes the message and sends it to the receiver through a technological channel like phonephone and telegraph. The sender converts the message into codes apprehensible to the machine. ... The receptor machine can even act as a decoder in some cases.