



MASS COMMUNICATION AND NEW MEDIA

Define mass communication, scope, and characteristics



Focus Discussion/Sharing

01

Defining mass communication

02

Defining characteristics and functions of mass communication

03

Defining the component of mass communication

04

Defining the process of mass communication

Timeline of Information Revolution



Writing Revolution. It began primarily in Greece about the eighth century B.C., with the convergence of the phonetic alphabet, an import from Phoenicia to the east, and papyrus, an import from Egypt to the south. With writing used to store knowledge, the human mind would no longer be constrained by the limits of memory. Knowledge would be boundless.

8 BC



The Printing Revolution, began in Europe in the second half of the fifteenth century, with the convergence of paper, an import originally from China, but proximately from the Arab and Moorish cultures, and a printing system that the German goldsmith Johannes Gutenberg assembled, perhaps from a variety of sources. With printing, information spread through many layers of society.

15 Century



The creation of the Communication Toolshed Home, evolved during the middle of the twentieth century, transforming the home into the central location for receiving information and entertainment, thanks to the telephone, broadcasting, recording, improvements in print technologies, andche universal mail services.

20 Century



The Information Highway, is now being Constructed out of the convergence of computer, broadcasting, satellite, and visual technologies. Communication is shaking off transportation for work, study, and play

Today

A close-up photograph of a person's hands typing on a laptop keyboard. The person is wearing a white long-sleeved shirt and a brown patterned sweater. The background is softly blurred. A semi-transparent white banner is overlaid across the middle of the image, containing the text 'Mass Communication' and a red circle with a white question mark.

Mass Communication

?

Mass Communication



Gerbner (1997)

Produksi yang berlandaskan teknologi dan lembaga dari arus pesan yang kontinyu serta paling luas yang dimiliki orang dalam masyarakat industri.



Dominick (2005)

Mass Communication refers to the process by which a complex organization with the aid of one or more machines produces and transmits public message that are directed at large, heterogeneous, and scattered audiences.



McQuail (2010)

Mass communication is a network that connects very many receivers to one source, while new media technologies usually provide interactive connections of several different kinds.



Joseph Turow (2008)

mass communication is the industrialized production and multiple distribution of messages through technological devices



Stanley J Baran (2018)

Mass communication is the process of creating shared meaning between the mass media and their audiences.

Element of Mass Communication



source the originator of the message which may be a person, several people or an organization

encoding the process by which the source translates the thoughts and ideas so that they can be perceived by the human senses— primarily sight and sound, but may also include smell, taste, and touch

transmitter performs the physical activity of distributing the message

channels the pathways through which the transmitter sends all features of the message, whether they involve sight, sound, smell, or touch

feedback when the receiver responds to the message with what the sender perceives as a message

decoding the process by which the receiver translates the source's thoughts and ideas so that they have meaning

receiver the person or organization that gets the message

KONSEP DASAR



“

Komunikasi massa diarahkan pada Audiens yang besar , heterogen dan Anonim. Disebarkan secara umum, terjadwal, mencapai sebanyak mungkin anggota, secara serempak dan sifatnya sementara. Komunikator beroperasi dalam organisasi yang kompleks dengan biaya besar.

CIRI / KARAKTER KOMUNIKASI MASSA



- Komunikator terlembaga
- Pesan bersifat Umum
- Komunikannya Anonim dan Heterogen.
- Mengutamakan isi ketimbang hubungan
- Bersifat satu arah
- Stimulasi alat indra “terbatas”
- Umpan balik tertunda

THE MASS COMMUNICATION PROCESS:

Theoretical features



- Large-scale distribution and reception of content
- One-directional flow
- Asymmetrical relation between sender and receiver
- Impersonal and anonymous relationship with audience
- Calculative or market relationship with audience
- Standardization and commodification of content

McQuail, 2010

THE MASS AUDIENCE:

Theoretical features



- Large numbers of readers, viewers, etc.
- Widely dispersed
- Non-interactive and anonymous relation to each other
- Heterogeneous composition
- Not organized or self-acting
- An object of management or manipulation by the media

McQuail, 2010

Difference Types of Communication



	Interpersonal Communication	Mediated Interpersonal Communication	Mass Communication
Message	Uses all the senses	Typically verbal and/or visual	Typically verbal and/or visual
Source	An individual	An individual	One or more organizations
Encoding	By an individual's brain	By an individual's brain and technology	By an organization and technology
Channel	The air	The air, technology	The air, technology
Receiver	A few individuals in the same location	A few or many individuals in the same location	Typically, many people in different locations
Decoding	By an individual's brain	By technology and an individual's brain	By technology and an individual's brain
Feedback	Immediate and direct	Immediate or delayed; generally direct	Immediate or delayed; generally indirect
Noise	Environmental, mechanical, and semantic	Environmental, mechanical, and semantic, with environmental sometimes caused by organizations	Environmental, mechanical, and semantic, sometimes caused by organizations

FUNGSI KOMUNIKASI MASSA

PENGAWASAN

PENYEBARAN NILAI

INFORMASI

HIBURAN

PENDIDIKAN

MEMPENGARUHI



PROCESS OF MASS COMMUNICATION

A Model of Mass Communication

In this model of mass communication, the elements (source, message, transmission, etc.) are all marked by the industrial production and multiple distribution by mass media organizations.



1
The source, a media organization, creates a *message* in words and/or images. Often working with other organizations in its industry, it encodes the image for *transmission* (that is, *distribution*) through a *medium*. Let's say that in this case the organization is a TV network news division, the message is a news report, and the media are both television and a website.



2
The electronic impulses travel from ground transmitters owned by the network to satellites (*media channels*) leased by it and from there to TV stations (*mass media outlets*) around the country and the world. The stations, in turn, send the impulses to other transmitters that broadcast them through the air (another media channel) to millions of televisions. After the TV transmission, a version of the report is placed on the TV network's website through high speed cable lines.



3
The receivers are millions of people who receive the electronic impulses on their TV sets (more media). The TV sets decode the impulses back into video and commentary, which the viewers themselves decode as messages.

6
Network employees—not those directly involved with the original news report or website discussions—receive the messages and send summaries of them to the news and marketing staff and to website designers. The marketing staff uses this *indirect feedback* to convince advisers of the involvement of viewers in site. Web designers use some of the comments to alter the site's look. Encouraged by responses to the Web activity and by telephone surveys that reveal general audience interest in the topic, executives in the news organization decide to air more stories on the topic and expand their website discussions about it. In this way, the feedback influences the network's mass communication activities.

5
The responding individuals are now sources in mediated communication with an organization. Their individual messages are transmitted across phone and cable lines to reach the TV network's website.

4
In many cases, there is no response from viewers—no *feedback*. In this example, though, assume that several thousand of these viewers later go to the TV network's website to find out more about the report and participate in a poll. They are involved in feedback to the station on a *delayed basis*.





Thank You