



## ON THE CONSTRUCT AND PATTERNS OF MASS COMMUNICATION

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### ABSTRACT

*It is an informative work with a purpose to sharing basic idea on the construct and patterns of Mass Communication. Mass communication refers to the communication taking place through print and electronic media-especially by newspapers, magazines, pamphlets, other published works, cinema, documentary films, different audio-visual advertisements, television telecasts, radio broadcasts and podcasts. It is used with a purpose to sharing news, offering general entertainment in a healthy pattern, making public opinion, disseminating general education etc. It educates the society at large and creates awareness on many issues of local, regional, national and international importance.*

**Key Words:** Communication, Mass Communication, Sender, Receiver, Feedback.

### INTRODUCTION

Mass Communication is a branch of human knowledge which undertakes to study the human communication in society, where the senders are not personally identified. When a sender (an individual or establishment) communicates with many in a heterogeneous and anonymous group, it is known as mass communication. Here the information is dispersed through mass media to a huge lot people in a flow. To make the term simpler we can say that mass communication refers to the communication taking place through print and electronic media-especially by newspapers, magazines, pamphlets, other published works, cinema, documentary films, different audio-visual advertisements, television telecasts, radio broadcasts and podcasts. It is used with a purpose to sharing news, offering general entertainment in a healthy pattern, making public opinion, disseminating general education etc. It educates the society at large and creates awareness on many issues of local, regional, national and international importance.

The oldest means of mass communication is book. We find the first known book, in the modern sense of the term, in Egypt, in 1400 BCE. Indians claim the *Vedas* to be documented around 5000 B.C. The news papers are supposed to be started in Rome around 100 BCE, the

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first being *Acta Diurna* or *Daily Actions*. The *Publik Occurences*, Both Foreign and *Domestick* is the first newspaper published from America, in 1690. Today there are more than 60,000 newspapers around the world, that record more than 500 million circulation daily. The establishment of Caxton's printing press in 1456 aired mass communication in a new pattern. It became democratized with this major event. Radio came for the use of masses in 1920s, and television became popular around 1940s. It was the 1980's that gave a new and faster technology in the form of internet, which brought an information revolution by the end of the century.

Mass Communication becomes one of the pillars for sustaining democracy. In the present scenario of liberalization and globalization, many universities and institutions across the world, have established schools and departments of mass communication, where formal education and training of mass communication is imparted. There are many mass communication and media companies across the world, and they are making a big say in shaping public opinion on the issues and concerns of human life. Walt Disney Company, Time Warner, Viacom, CBS Corporation, News Corporation etc. in the USA, Press Trust of India, Bhasa etc. in India are the major mass communication agencies. These companies play key roles in the line of mass communication. The advancement of technology has made mass communication smooth and swift. Satellites, internet, mobile phones, multinational publications, web series and cross continental Television networks have brought a revolution in the field of mass communication.

Like general Communication, Mass Communication also gets affected by the behavioral and psychological influences of the surrounding where it takes place. Its relationship with the context is quite reciprocal. For the success of the patterns of mass communication, it is essential to keep an eye at the feedback, which is necessary for meaningful communication. Ordinarily, the aim of mass communication is to communicate one's thought and feeling to the masses. What is important then is 'essentially communicated' 'out of what is said.' 'What' is said is 'the topic' or 'subject' of the composition and 'how' it is said is the 'style' or manner in which the topic is expressed. The style, of course, greatly depends upon who we are communicating for and what sort of audience we have.

There are diverse topics and different styles resulting in various patterns of mass communication under written and oral category. However, whatever the type of mass communication is, the medium, that is to say language, is the most important factor in order to create sustainable and desired impact on the audience. As mentioned above mass communication works through mass media, which "refers collectively to all media technologies, including the internet, television, newspapers, film and radio, which are used for mass communications, and to the organizations which control these technologies."



(Oxford Online Dictionary). Mass Communication has almost become the pass word of modern world set up. Gone are the days when we used to have small groups and stakeholders in a communication setting. In the current communication milieu, most of the time, a particular sender has to associate in the communication process aiming at the unanticipated number of receivers. One person addresses many persons at the same time, communicates to the masses in the form of mass communication. Sometimes such contexts are seen when one person addresses many in mass communication, and naturally in such a case the exact and particular control over the information going over to the receivers remains out of clutch. It may create jumbled and comic situation even. It fails to meet the prerequisite of the state of the art and successful communication. The sender sometimes fails to collect adequate and compact information about the receiver. The transfer of information in such a case needs to cater a number of pre-requisites which may span to the traits of simplicity, objectivity, neutrality, and sometimes put forward very diplomatically. Although the centuries of human discourse may have put it in certain unfavorable and uncouth contents but in the current scenario of the management of information, one should never hesitate in accepting Shakespearean wisdom, “to beguile the time, look like the time.” (*Macbeth*, Act 5, Sc.1). Words have always been acknowledged greater than the swords. A reformer’s word has made understanding, and a destructor’s word has created the state of war. In the current phase of time, there has been a sudden upsurge in the sphere of sharing information. Internet has brought the world to the palm’s surface, just like shining crystal. We are in a position to see through it. Mass Communication plays the role of conductor among different stake holders of information. It will never be hyperbolic to think about a slogan like, “no responsible mass communication: no sustainable development.” Information, Communication, and Development have lent themselves in quite perfect and fine manner. Communication is the basis of awareness and the subsequent development. It is communication only that the trend of globalization has become so rapid.

Mass communication has touched and affected almost every walk of human life. It has worked as the major catalyst in promoting education for all in the present times. In the beginning of any education system in medieval communities there has been a strong force against it. A large group of population in the earliest phase of civilization in any specific community has always dissuaded layman’s inclination towards education. Mass Communication has created a mass revolution for the cause of education. Besides imparting education, mass communication has also inculcated a sense of tolerance and care for others, and it is doing well in the direction of making planet earth a family.

Thus, mass communication has been one of the most sought-after topics in contemporary times where the so-called centre has given air to sudden eruption to many peripheral forces. Channels of communication in such a scenario have become multi faceted and multi-



directional. Collection of proper and appropriate information on time, is no less important than that of any hard-core management system. Mark Neffin comments on liquid nationality ,and later on , different concepts of identity and pressure groups, in the times of cyber space have so many unanswered questions .Gathering genuine and *bonafide* information within the stipulated times is a big challenge to the policy makers and other stake holders in the social set up. Various institutions and *fora* have to redefine and reformulate their line of action and the goal for the maximum benefit of the maximum number by optimum utilization of resources. Mass Communication has changed its connotations and form with the pace of development in technology and economy in the world. It is becoming a process, not an event which takes place in a specific environment, for fulfilling certain pre-determined aims and objectives. The message in communication process is intentionally sent with previous knowledge of background and the desired outcomes, up to certain extent. Clarity, conciseness and coherence are the major pre-requisites of a successful communication. Objectivity and “You” point of view work as major catalysts in the contemporary contexts, where accountability is becoming the password of governance and administration.

Swift and accountable mass communication has shaped the modern times into the best phase of human history, where there are less chances of exploitation and oppressions of the mighty over the weak. It has all plus points barring a few negative perspectives like- difficulty in finding instant feedback from the masses, against any message under mass communication. There are certain cultural and linguistic barriers also, because the receivers are, sometimes, not defined. The voices for giving more autonomy and freedom to the means of mass communication have been heard in different chambers of society from the very beginning .Many governments in different countries have kept checks and balances on mass communication in the name of censorship leveling it as a means of false propaganda, encouraging violence, and indecency.

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