Mass Communication Today

Video Transcript

Mass communication is any message that is sent to a large number of people. Often, some sort of technology is used to send these messages, but it doesn’t have to be a cell phone. In fact, one of the first forms of mass communication was books. Being able to send a message — the same message — to so many people without having to physically be there is one of the biggest benefits of mass communication. Forms of mass communication have steadily evolved over time. As new technologies develop, the fundamental purpose of mass communication remains the same: a reliable way to spread a uniform message to a large audience.

There are many tools used to send mediated, or technology assisted, messages through mass communication: social media, emails, television, newspapers, and movies, to name a few. These forms of mediated mass communication have become increasingly important in today’s society. Think of the uses for social media or a cell phone more generally. Think about the last time you couldn’t just google something or get the latest news and updates within a few moments of needing them. This interconnectivity allows for mass communication to take on a new level of importance in our daily lives like it never has before. With this reliance comes danger of over-reliance or manipulation. This problem is one American culture is currently wrestling with in our political discourse. Knowing what mass media is, how it affects us, and how to identify its influence are some of the most important skills we can develop in this age of increased mass communication.

What uses of mass communication do you have in your life? Has it changed how you live your life in any way?

As mass communication becomes more prevalent, these questions become more and more important. What are the negative aspects of mass communication? How do we address them?

These questions will be addressed in this lesson, and the answers to them will be exceptionally important to society at large as mass communication gains prominence in our daily lives.
About this transcript:

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- Corresponding Lesson: What is Mass Communication?
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