



Mass Communication

Video Transcript

Mass communication is the large-scale sending of a message, often through media or technology, to a large number of receivers. Think of one mass communicator. Can you think of one? It sounds strange asking it that way, but what if I said, “think of any actor, YouTube star, musician, or any other famous person”? You could think of dozens! All of these people are mass communicators. It may not be intentional, but they are! They communicate to numbers of people through several different channels. Any time Beyoncé tweets, thousands and thousands of people see it. She has just taken part in mass communication.

Any time a person can communicate with thousands of people in mere seconds, they have ethical obligations to uphold. Imagine if a mass communicator, let’s say the president of the United States, decides to play an April Fool’s Day joke. The president decides to take a picture of the Texas State flag in the trash. Then, he posts the picture on Twitter with the caption, “They finally seceded!” As you might imagine, this would cause a major uproar. Texans would be shocked, maybe even scared. People from the rest of the United States would be confused and not know what to think. While the intent was to get a laugh, this tweet could very well cause a huge misunderstanding and conflict in the country. Because a mass communicator (the president) didn’t think about the ethical responsibilities he holds (be mindful of the consequences of your message), misinformation is spread and the masses are confused.

While this sounds like a crazy example, it might not be that far fetched from a situation that could happen in reality. There are often times that a company has to cover up a situation where someone from their company did or said something that shouldn’t have been done or said. Can you think of a time that a joke went wrong on a huge scale? What about a time on live television that someone misspoke and caused confusion? Have you ever been a mass communicator, intentionally or otherwise?

About this transcript:

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