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identify and analyze messages and images to which they are exposed as consumers of goods and services and as recipients of information from various sources, including print and

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Journalism is a subset of mass communication, as it is all about the circulation of news to the large population using various media platforms such as newspaper, radio, television, etc. On

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the other hand,
mass
communication
implies message
transmission to a
widely dispersed,
large group of
people.

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various sources,
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1. Mass medium :

An important
characteristic of
mass

communication is

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Mass Media like

newspaper, radio,
television,

magazines, books,

websites and social
media networks.

The medium is
capable of taking
the same message
around the world.

2. Anonymous :

The participants
(senders and

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(denoted as CSS;
or Bureaucracy) is
an elite permanent
bureaucratic
authority, and the
civil service that is
responsible for
running the civilian
bureaucratic
operations and
government
secretariats and
directorates of the

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Chapter Mass ...

It was the newspaper that pioneered in two-edition dailies. Later it was followed by Revista Mercantil which

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came out the same year. In the succeeding years there had been attempts to create a more liberal and mass appealing press. The year 1887 marked the beginning of a more opinionated journalism in the Philippines.

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Communication is a three-year undergraduate programme exclusively designed to prepare students for the continuously evolving media & communication industry.

(BA) Bachelor Of

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Mass

communication is the process of imparting and exchanging information through mass media to large segments of the population. It is

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usually understood
for relating to
various forms of
media, as these
technologies are
used for the
dissemination of
information, of
which journalism
and advertising are
part. Mass
communication
differs from other
forms of

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communication,
such as
Mass
interpersonal
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and organizational
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communication,
because it focuses
on particular
resources
transmitting in

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apparently is defined as the art of writing and reporting for the media, copy editing, interviewing, etc.

Mass Communication also deals with media effects and influences in the society, gender and

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communication.
Mass
Journalism aims to
provide an
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unbiased piece of
news to the
viewers.

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Leverage Edu
As an introduction,
this course
examines the mass

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media as economic and cultural institutions that shape our social identities and are shaped by them.

This is accomplished through analyses of popular mass media including film and television. Some attention will be paid to media

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producers and the
media audience.

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graduates work
nationwide and
worldwide at
newspapers and
magazines and in

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advertising,
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social media,
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marketing, media
research,
photojournalism,
publication design,
public relations,
radio, and other
areas. As
communications
media expand, so
do job

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major and minor
provide students
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role and effects of
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emphasizes
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