

MASS MEDIA

WHAT IS MASS MEDIA



“It is a message created by a person or a group of people sent through a transmitting device (a medium) to a large audience or market”

Mass media is communication that reaches and influences a large number of people.

MASS-MEDIA CONTROLS OUR LIVES MORE THEN EVER BEFORE

▣ **Aristotle said,**

▣ *“Media is the means of catharsis and is must for normal living”.*

TYPES OF MASS MEDIA

□ Print media



□ Electronic media

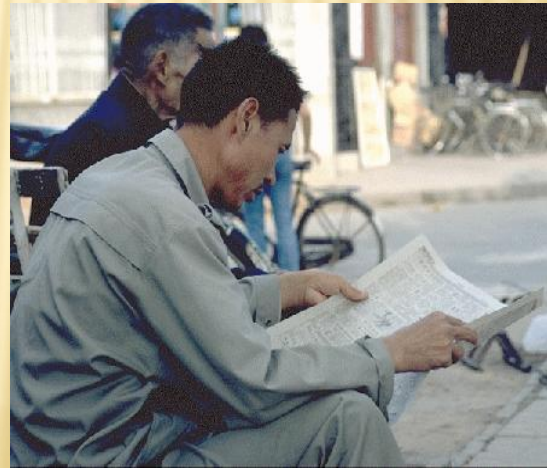


□ Interactive media



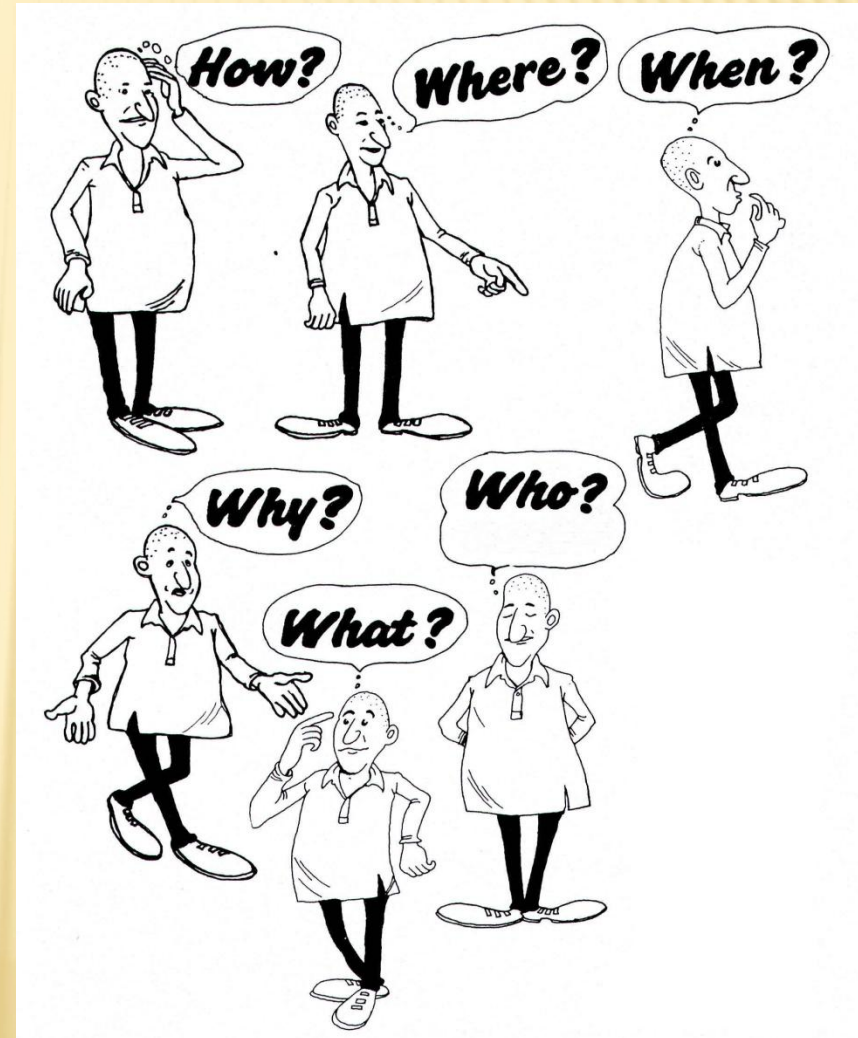
TYPES OF MASS MEDIA

- Radio
- TV
- Newspapers and large circulation magazines
- Billboards
- People
- Internet



TO INFORM:

- Information is most important function the power of mass media to inform is almost credible.
- People read newspaper to know about what, when, where, who, why & How the things are happening pertaining to personalities or institutions.
- It brings about greater awareness among the masses about men and materials.



TO EDUCATE:

- The mass media educates people by giving information about food, health, housing, sanitation, employment, agriculture, industry, environment, science, technology, modernization etc.
- Radio is very useful source of information and education both in urban and rural areas in developing countries.
- The print media predominant source of education Ex: Newspaper, Journals etc.

TO ENTERTAIN:

- Mass media also entertains people.
- Film, television, radio are increasingly subjected to commercialization via entertainment.
- Television is nation's number one entertainment medium. But film & radio are not far behind.

THESE PEOPLE WORK TO MAKE YOU
AWARE OF WHAT IS HAPPENING
AROUND THE WORLD



IMPORTANCE OF MEDIA IN PAKISTAN

- ❑ Media and Judiciary are two independent pillars to save the country from sudden slippage
- ❑ Pakistan the responsibility of media is much more than any media in the world, because Pakistan needs a big change and only media is now, as much powerful.
- ❑ At present media is the only source which is easily accessible by all walks of people through various electronic appliances i.e. TV, Radio, Internet, News Papers and now mobile phones also used by people to aware of events every time.