Chapter 15

Mass Communication

Communication Process Fundamentals

- Stimulation: Stirring desire to communicate
- Encoding: Putting something into symbols
- Transmitting: Sending message
- Decoding: Translating message from symbols
- Internalizing: Making sense of decoded message

Types of Communication

- Intrapersonal communication
  - Self talk
- Interpersonal communication
  - Two people face to face
- Group communication
  - More than two people, in person
- Mass communication
  - Many recipients, not face to face
Mass Communication Components

- Communicators
  - People who produce mass messages
- Message
  - What is communicated
- Media
  - Vehicles that carry messages
- Audience
  - Recipients of messages

Mass Communication Participants

- Gatekeepers
  - Media people who influence messages
  - Media people who edit messages
  - Examples: PR practitioners, journalists
- Regulators and Pressure Groups
  - Non-media people who influence messages
  - Examples: Government, lobbyists
- Gatekeeper-regulator Hybrids
  - Media professional groups
  - Example: Influence of ethics codes

Communication Impediments

- Noise
  - Problem in transmission
  - Channel noise
    - Interference during transmission
    - Example: Static on radio
  - Semantic noise
    - Sloppy message crafting
    - Example: Poor wording, ink smudge
  - Environmental Noise
    - Interference at reception site
    - Example: Loose transistor in TV
Communication Impediments

- **Filters**

  Problem receiving messages
  - Informational filters
    - Receiver's lack of knowledge
    - Example: Recipient doesn't know Greek
  - Physical filters
    - Something physical limits recipient
    - Example: Receiver's fatigue
  - Psychological filters
    - Receiver's state of mind
    - Example: Experiences affect perceptions