

MassCommunication Questions & Answers

Question: 1. What are the basic functions and roles of mass communication?

Ans: The roles of the mass communication can be broadly categorized into the following aspects:

1. To Inform: The main role of the mass communication is to inform the people of and make them aware by imparting information.
2. to educate: The role of mass communication is not just restricted to impart information but to develop by instructions.
3. to entertain: To entertain people which one of the major ways in which mass communication influences culture.

Question: 2. What are misleading advertisements and how do they affect the consumers?

Ans: Misleading advertisements are a common trend in mass communication. They make use of false or misleading statements to promote products and increase profit lines for a company or a brand. Such advertisements use deception to persuade people. Such advertisements completely deny the right to know for consumers and are banned in many countries. Still, they have been a trend by finding legal ways to deceive people.

Misleading advertisements have the following effects on consumers:

1. Confuse consumers.
2. Deny the right to know for consumers.
3. Deception by the use of the false or misleading statement.
4. in some cases even loss of money.

Question: 3. What is the pattern of evolution of mass communication and when did it start?

Ans: Mass communication originated from the publishing of newspapers. The origin dates back to the 19th century from around 1835 which was the year of the invention of the telegraph which made it possible to send long distance messages.

However, with time mass communication evolved in terms of medium and styles both. The evolution of the mass communication can be tracked as the publishing of newspapers. Which further evolved to the publishing of magazines with which also came the concept of advertising? This was followed by films, radio, television and then the internet.

Question: 4. What is grapevine communication and how can it affect mass communication?

Ans: Grapevine communication is a form of communication channel used for communicating gossips. It bypasses the formal structure of communication and thus is an informal form of communication. These days such communication channels can be noticed easily on social networking sites and other mediums. The news revolved in these channels turns out as rumors and sometimes even make it to the headlines of papers.

The major disadvantage of grapevine communication is that it cannot be filtered and when on a large scale it is impossible to identify the source. Thus this form communication mostly leads to mislead or deceive the end consumer with false news or rumors.

Question: 5. In what ways does newspaper affect the development of a nation?

Ans: Newspaper is one of the most instrumental forms of mass communication till date. It influences the culture, mentality and the view of its readers in many ways. Today newspaper itself falls into many categories. From regional to national, newspapers have been evolving fast according to the needs of its readers. The local news comes up with depth information reports with local happenings for regional readers and the business papers feed to the ones wanting an

edge in the market. Newspapers thus play a very important role in shaping the community by informing and educating the people of a country.

Question: 6. What are the current characteristics of news?

Ans: The characteristics and trends and news change with time and the intended audience. The characteristics of news are majorly influenced by the human interest, proximity, current trends, consequences, intelligence, current affairs.

The current characteristics of news are majorly based on entertainment to target a bigger audience. To increase the appeal of the news various trends are being followed to make the news more interesting and gain more attention from the readers. News which are based on disasters, scams, crimes, war, violence and drama are the one which is rated high by news firms as they gain more audience.

Question: 7. What are the different promotion strategies used in mass communication?

Ans: Mass communication helps in reaching out to the masses and promote various products. Promotional strategies generally used in mass communication are as follows :

1. Sponsorship: Many channels of mass communication are sponsored by companies and make good money to promote their products in return. This is a very general trend followed by marketing experts these days.
2. Advertisement: Advertising is another promotional strategy used in mass communication to promote products and generate money.
3. Public relations: Mass communication uses this strategy to build positive relationships with the public to favor the growth and demand of product or features. This can be also done other way round by increasing negative attention in order to gain publicity.

Question: 8. Which are the most dominating companies in the field of mass communication?

Ans: The mass communication sector is dominated by five major companies. These companies contribute to a total of 95% of the market in the mass communication sector.

- Time Warner
- VIACOM
- Vivendi Universal
- Walt Disney
- News Corp

Question: 9. How does social media effect youth?

Ans: The youth is majorly affected by social media. They buy, look and like what they see on television. Teenagers look forward to be dressed as what there favourite celebrity is dressed like and . The social media thus has a very major effect on the dressing culture of the youth. In the negative effect side, the influence to drug abuse and adulteration at a young age can be counted as one of the major. While on the positive side the want to become an athlete or play a sport that is gaining popularity can be taken. Thus social media has positive as well as negative effect on youth.

Question: 10. How does mass media act as a link between the government and the people?

Ans: The mass media affects the view of politics in peoples mind by its news, reports, analysis and presentations. On the other side it informs the government about the needs of people and the problems faced by the general public via different surveys conducted by the news channels or papers. Reports of injustice, abuse and exploitation sometimes catches the eye of the government via these channel of communication when news and reports are published or

displayed. Mass media also informs the society and gives them an insight of the government, politics and the officials running them. Thus the media acts as a government watchdog and also keeps public aware of the politics and maintains a link between both.