**Components of Mass Communication**

The concept “mass” in mass communication is defined as large, heterogeneous, assorted and anonymous audience.

a) large

b) heterogeneous

c) assorted

d) anonymous

**a). Large**

Large means we can’t exactly count the number of the members of audience. It is relatively large but it doesn’t mean that the audience includes all people.

This presupposes the fact that messages that undergo mass communication process must be directed to very many people, like the ones sent through mass media of radio, TV, newspapers etc.

**b). Heterogeneous**

By heterogeneous, we mean mass communication messages cannot be segregated. It cannot be directed towards certain people without others hearing it. Every human being, irrespective of age, creed, sex, wealth and affluence get the messages at the same time. Biblically speaking, mass communication message is not a respecter of any man. It does not have regard for positions, and class. It is for all.

**c). Assorted**

Assorted means the audience of mass media is not necessarily limited to a particular geographical sector. They may be scattered everywhere. For example, a newspaper may have a reader in every nook and corner of the world.

**d). anonymous**

anonymous means we can’t specifically identify a reader or a viewer of a newspaper or a tv program with his certain characteristics. Today he may be reader of a particular newspaper or a viewer of a particular show. Tomorrow, he may change his media habit. Anybody at any time maybe a member of mass media audience.

They are mass media classification:

 Print Media like newspaper, magazines and periodicals, books etc.

 Electronic like radio, cinema, television, video and audio records

 Digital Media like CD RoMs, DVDs and the Internet facilities.

**Mass Communication Process**

According to this traditional concept, mass communication is a component system made up of **senders** ( the authors, reporters, producers or agencies) who transmit **messages** ( the book content, the news reports, texts, visuals, images, sounds or advertisements) through mass media **channels** ( books, newspapers, films, magazines, radio, television or the Internet) to a large group of **receivers** ( readers, viewers, citizens or consumers) after the filtering of **gatekeepers** ( editors, producers or media managers) with some chance for **feedback** ( letters to editors, phone calls to news reporters, web-site postings or as audience members of talk shows or television discussions). The effect of this process may formation of public opinion, acceptance of a particular cultural value, setting the agenda for the society and the like.

**Characteristics or Features of Mass Communication**

Mass Communication has all the features of general communication. In addition, it offers some unique characteristics because of its specialty in nature. The characteristics of ***mass communication*** are discussed below:

* **Large Number of Audience**: The foremost feature of mass communication is that it has large number of audience. No other communication gets as many receivers as it gets.
* **Heterogeneous Audience**: Mass Communication is not only composed of a large number of audiences but also aims to heterogeneous audience. The heterogeneity here means that the audience may belong to different races, groups, section, cultures etc.
* **Scattered Audience**: The audiences of **Mass Communication** are not organized in a certain area rather they are highly scattered in different geographical areas. The receivers of message of mass communication may stay any place of the country and even any place of the world.
* **Wide Area**: The area of Mass Communication is wider than any other communication systems. In case of mass communication system, the message is structured, formal and standardized and that’s why it has acceptance all over the world.
* **Use of Channel**: Mass Communication system uses various types of mass media channels such as-radio, television, newspapers, magazines etc.
* **Use of Common Message**: Another unique characteristic of mass communication is that it sends the same message simultaneously to a large number of audiences staying far away from each other. If the audiences have the proper access to the media used by the sender they can easily get message wherever they stay in the world.
* **No Direct Feedback**: Mass Communication does not produce any direct feedback. The reaction of audience cannot be known quickly here.
* **Outward Flow**: The flow of message in ***mass communication*** is outward, not inward. The basic objective of mass communication is also to send message to the people outside the organization who say far away.
* **Use of Technology**: Mass Communication system uses modern technology in the process of production and dissemination of the message to be sent.