

Communication and Mass Media

Chapter 15: Communication and Mass Media · Topic 1

Key Concept

Mass media includes television, newspapers, radio, and the internet, all designed to reach large audiences with information and entertainment.

Television and radio broadcast information and entertainment through sound and visuals, reaching people across wide areas.

Newspapers provide written news and information, allowing readers to learn about current events and issues in detail.

The internet has transformed mass media, allowing instant sharing of information through websites, social media, and online news.

Quick Revision Notes

- Mass media: TV, newspapers, radio, internet.
- They reach large audiences with information.
- TV/radio broadcast via sound and visuals.
- They reach people across wide areas.
- Newspapers provide written news.
- This allows detailed learning about events.
- Internet transformed mass media.
- It allows instant information sharing.

Practice Questions

- 1 List three types of mass media.
- 2 Discuss how television spreads information.
- 3 Compare newspapers and the internet for news.
- 4 Discuss a benefit of mass media.
- 5 Research how social media has changed communication.
- 6 Discuss responsible use of mass media.