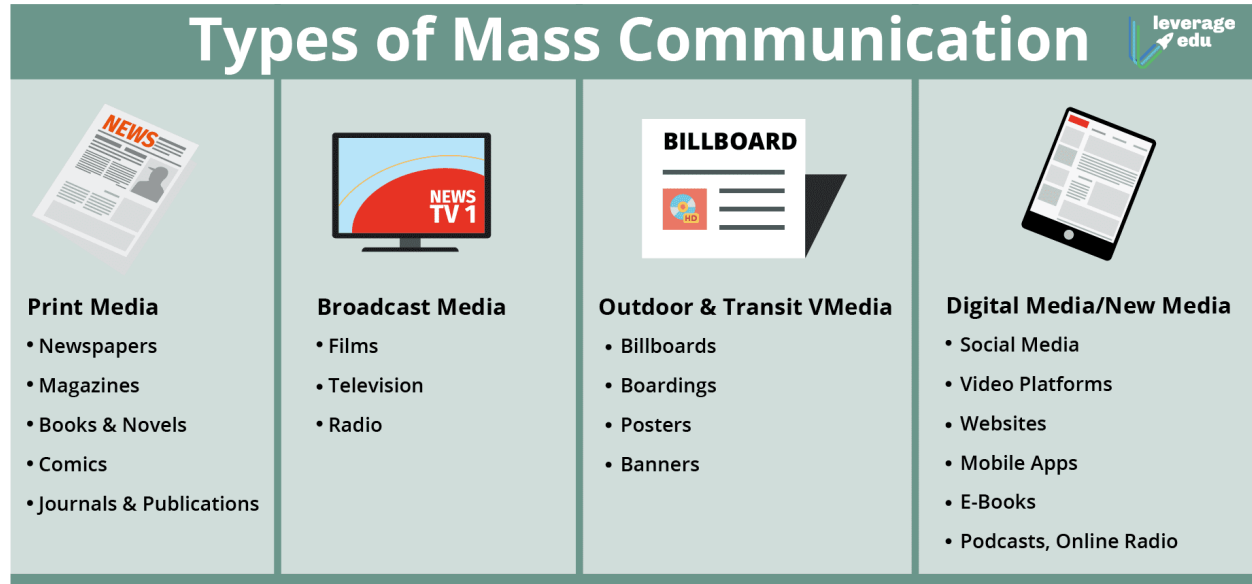


# Types of Mass Communication



Mass Communication is termed as a medium of dispersing information to a large group of people. It is a means of disseminating information beyond physical and geographical restraints through various media. From folk songs, dances and theatres to radio, video games and social media, Mass Communication has always been an integral part of the human world. With time and the constant growth in communication technologies, the reach and ambit of mass communication has expanded aggressively.

There are mainly four types of Mass Communication:

1. Print Media: Newspapers, Magazines, Books and Novels, Comics, Journals and Publications
2. Broadcast Media: Films, Television, Radio
3. Outdoor and Transit Media: Billboards, boardings, posters, banners
4. Digital Media/New Media: Social media, video platforms, websites, mobile apps, e-books, podcasts, online radio

We have listed down the widely used types of Mass Communication from traditional to new media.

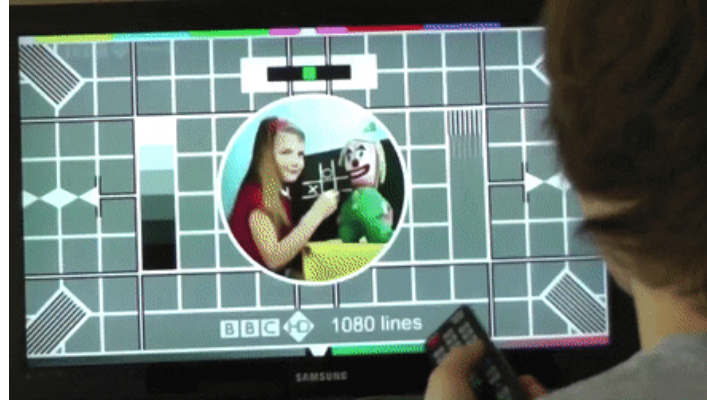
## Traditional/Print Media



Courtesy: The New York Times

Amongst the conventional forms and types of Mass Communication, the print media comprises of those platforms that facilitate communication mainly through written communication such as newspapers, books, journals, etc. In earlier times when cinema and TV hadn't emerged, print media forms were utilised to publish the latest news and happenings as well as for entertainment purposes. Even in the digital age, print media hasn't lost its prominence as we still cherish the morning newspaper with a cup of tea as well as find leisure in reading our favourite novels in the paperback format rather than through a screen. The most crucial change brought to print media is that it has advanced towards online platforms as well since many newspapers have established a strong online presence to keep people updated about the latest happenings across the globe bringing them at the touch of our screens!

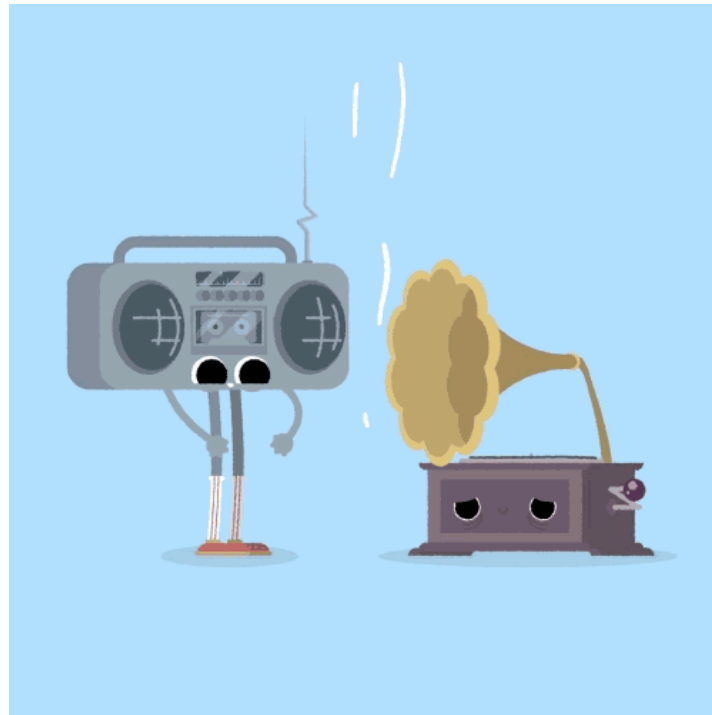
## Broadcast Media



Courtesy: Gfycat

Broadcast Media mainly refers to the electronic broadcast platforms that are amongst the pivotal types of mass communication. Whether through radio, films or TV shows, this form of mass media carries out the distribution of news, information and entertainment through audio and visuals by implementing electronic broadcasting platforms. Below we have detailed the major three kinds of broadcast media, i.e. Radio, Film and Television.

## Radio



Courtesy: Cosmic Monocle

Radio is one of the oldest types of Mass Communication. It is a medium through which electromagnetic signals are delivered over long distances. Being a traditional form of Mass Media, radio was earlier used to make news announcements, telecast important events and then it also started broadcasting music as well as entertaining conversational programs. With the digital age, online radio channels have emerged which made it more accessible than FMs that worked on certain frequencies and network connections.

## Film and Television



Courtesy: Gifer

When Thomas Edison invented the Kinetoscope by Thomas Edison, the phenomena of motion pictures came into being. Film and Television are the major sources of entertainment to more than 90% of the world's total population. It is one of the most popular types of Mass Communication which include both audio-visual aspects of communication. Moving pictures and sounds along with interactive storytelling works in confluence with each other to provide content that is engaging and entertaining. Moreover, the TV and Film industry is filled with massive career opportunities whether you are a creative writer or an imaginative visualizer. For those wanting to make a career in this branch of broadcast media, there are a multitude of courses available from [Digital Filmmaking](#) to [Film Editing](#) as well as [Multimedia and Animation](#) and [Cinematography](#) courses!

## Outdoor & Transit Media



Courtesy: Good to SEO

One of the underrated yet potential types of Mass Communication, Outdoor media corresponds to the dissemination of information as well as advertising through our outer environments such as billboards, posters, boardings, banners, etc. This form is utilised to advertise products or services as well as spread social information and awareness to the general public. Quite similar to the outdoor media, Transit Media is more inclined towards advertising through posters, banners, signs and notices in means of transportations such as Buses, Metro, Rail, amongst others.

## Digital/New Media



Courtesy: Giphy

Digital Media is one of the recent and popular types of Mass Communication and has become an influential form of media in the present time. Also referred to as new media, it combines all the attributes of interactive communication as the internet provides quick and easily accessible information in a variety of formats. It encompasses wide-ranging mediums such as emails, podcasts, blogs, websites, videos, social media, amongst others. Be it the digital applications in your smartphone or your favourite video game to play online, digital media has encompassed a larger part of our daily activities. A [career in digital marketing](#) and social media marketing is amongst the most trending ones in the present times as every organisation is consistently striving to create a strong online presence and thus better facilitation of communication with their target audience!

## Examples of Types of Mass Communication

Mentioned below are several examples of [types of mass communication](#) which we use in our everyday life and can learn a lot from too! They are different [modes of communication](#) and are extremely important. Have a look here:

- **Movies and Films**  
Movies or films are not just a mode of entertainment nowadays, it is also a way of connecting with the masses on a large scale. Movies with social messages are being made these days to educate and inform the masses as well. Films or movies are released throughout the country and impact people at a mass scale.
- **Social Media**  
These days social media websites are a way to connect with the masses. It does not matter which part of the world you are in but you can connect or stay in touch with other people located in an altogether different part. Some examples of social media are YouTube, LinkedIn, Facebook, Twitter, Instagram, etc.
- **Books**  
Books whether paperback or ebook is another important source and example of mass communication. It has a mass outreach and provides in-depth knowledge and information about many topics.
- **Advertising**  
The companies who hire people behind advertising and how it has to be presented in front of the masses depict certain advertisements in such a way that they encourage purchasing.
- **Journalism**  
Journalism such as Print Journalism or Digital Journalism collect relevant information about events that are taking place all over the country and the world

and present them to the masses for consumption. It is one of the most popular ways of mass communication since it reaches the masses at a large scale.

- Photography

Photography is one of the most influential and popular means of mass communication. It is a visual-based medium of mass communication and portrays a deep message. With photographs, the masses get a real image of events that are happening and feel more connected with the events of the outside world.