Mass Media

Communication

Traditionally "one-to-many" communication - "one" person communicates to many people at the same time.

Characteristics

Dutton et al (1998)

Technology

Mass communication requires a vehicle (such as a television receiver) that allows messages to be sent and received.

Distance

Communication is impersonal, lacks immediacy and is one-way (from the producer / creator of the information to the consumer / audience).

Commodity

Mass communication comes at a price - you can watch Premiership football on TV if you an afford a television, a license fee (if you own a TV you must buy a yearly TV license) and a subscription to, for example Sky Sports.

Scale

A mass medium involves simultaneous communication with many people - it represents communication on a grand scale.

Old Media

Old forms of mass media, such television, books and magazines, involve "one-to-many" communication - a one-way process of producers creating information that's transmitted to large numbers of consumers.

Old Media Network

New Media

New mass media involves "many-to-many" communication based on two-way exchanges of information.

"**Many-to-many**" communication involves a mass audience simultaneously interacting and communicating with each other - thereby creating a mass medium based on interpersonal communication.

Characteristics

Crosbie (2002): New (Mass) Media have characteristics that make them very different to other forms of mass media.

Technology

They cannot exist without the appropriate (computer) technology.

Control

New media involve collective control: Each person in a network has, potentially, the ability to share, shape and change the content of the information being exchanged.

Individual

Individual, personalised, messages can simultaneously be delivered to an infinite number of people.

New Media Network