ABHINAV ED UCATION SOCIETY'S College of Education (B.Ed.)

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S.Y.B.Ed.

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Childhood And Growing Up

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What is Mass Media?

 Mass Media is a medium to communicate the large masses whether oral, written, or broadcast to a larger audience

it can appeal to a wide target audience

it communicates a public message there's a distance between a source of information and people who obtain it;

it can be transmitted through various channels: TV, the internet, radio, and newspapers;

it has a heterogeneous audience;

news or information communicated through TV, radio, and print media can't receive feedback.

Types of Mass Media

• Print media. Originally, print media refers to newspapers which were the main sources of information.

Further, this type of media expanded to journals, books, and

magazines.





Broadcasting media.

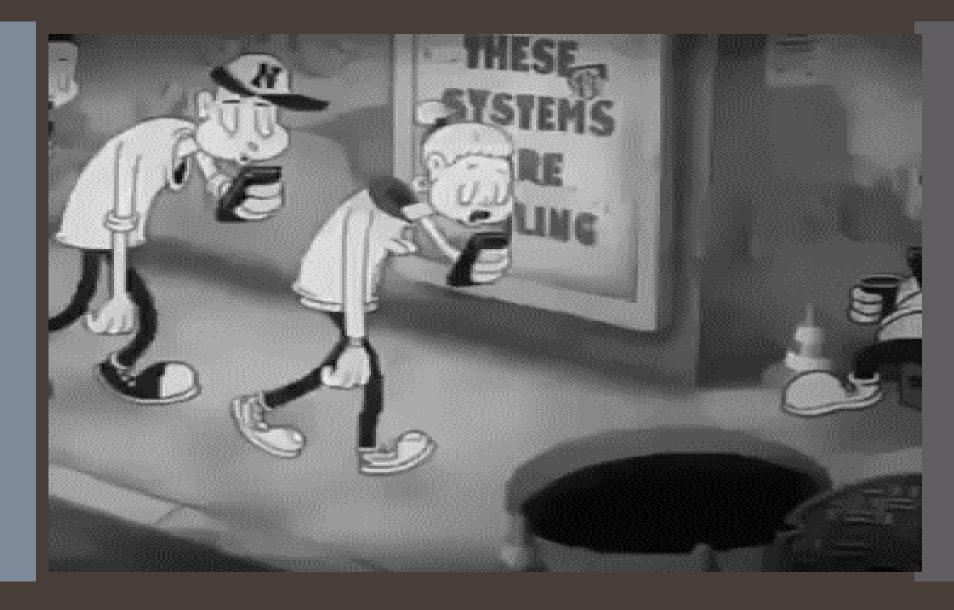
- With the help
 of an electronic broadcasting medium,
 audio and video content
- Television, radio, video, and games
- appeal to heterogeneous audiences,
- people who differ in age, background,
- views, goals, and interests.







What are the impact of Social Media?



Positive effect

- Faster Communication:
- Get in Touch with the World (Connection from one part of the world to another):
- Educational Purpose and Useful Information:
- Chances of Increased Skills:
- Used for Noble Causes (Including NGO's, Charity Organizations):

Awareness of Health Care:



ThankYou

