

Interactive Mass Communication and its Impact on Public Relations Outcomes

Dr Manjunath Koliwad

MBA PhD (MCom), Associate Professor, AIMS IBS Business School (affiliated to Bengalore University) Bengaluru – 560099, India

Abstract—The media is a tool for delivering mass communication to a large group of people. It is a fantastic source of entertainment and knowledge, as well as having a significant impact on our daily lives. It affects people of all ages, from children to the elderly, and it affects each age group differently. Because the media is our primary source of information, it aids in the molding of people's beliefs and attitudes. In this article, we performed a survey of people in the specified age bracket to determine their impact, perspectives, and opinions. Furthermore, we have identified some media events that dramatically exaggerate this problem; finally, a technique was proposed to lessen the impact while avoiding objectifying humans.

Index Terms- Impact, Mass, Communication, Interactive.

INTRODUCTION

The process of imparting and distributing knowledge to wide parts of the public via mass media is known as mass communication. It is most commonly associated with various forms of media since its technologies are utilized for the spread of information, which includes journalism and advertising. Because it focuses on specific resources sending information to a large number of receivers, mass communication differs from other types of communication such as interpersonal and organizational communication. The study of mass communication is primarily concerned with how the substance of mass communication influences or persuades the behavior, attitude, opinion, or emotion of those who receive the information.

Mass communication is the practice of sending messages to a large number of people at once. However, in its broadest meaning, mass communication can be defined as the process of widespread information dissemination within regions and throughout the globe.

Knowledge can be promptly delivered to a large number of people via mass communication, even if they are normally remote from the sources of information. Radio, television, social networking, billboards, newspapers, magazines, books, movies, and the Internet are all examples of mass communication. In the current period, mass communication is employed to disseminate information at a rapid rate, frequently about politics and other contentious issues. There are significant linkages between the media that is consumed, as well as our society, as a result of mass communication, leading to polarization and division among individuals over important issues, leading to polarization and division among individuals over important issues.

A medium for disseminating information to a large number of individuals is known as mass communication. The phrase refers to a variety of media fields that include news collecting and reporting, film direction and production, event management, public relations, advertising, corporate communication, and so on.

The discipline of mass communication and media has grown in recent years into a partially interactive idea that affects practically every element of human life. The area of mass communication is gaining prominence like never before, because to the sheer spread of media into our lives via newspapers, television, and the internet. The course provides candidates with a variety of career options that are not only well-paying but also provide job satisfaction and allow them to express themselves.

KINDS OF INTERACTIVE MASS MEDIAS

There are several types of interactive mass media:

- a. **Print Media:** Print media is one of the numerous traditional mediums of mass communication.

Magazines, newspapers, weeklies, monthlies, books, novels, comics, journals, and periodicals all fall under this category. Journalism is at the heart of print media, as it involves the creation and distribution of reporting on current events throughout the world, whether for knowledge or enjoyment. Even with the arrival of digital channels, print media has maintained its prominence. People still enjoy reading the newspaper while sipping tea and tackling Sudoku puzzles while travelling. People haven't lost their affection for reading paperback novels in an age when everyone is watching hour-long episodes of shows on Netflix. Print media outlets have now modified their content to be available on digital platforms as well. Because everyone has access to a cell phone etc.

- b. **Broadcast media:** One of the many sorts of mass media, broadcast media ushered in a new era of mass communication. The invention of radio and television irrevocably transformed the face of journalism. Radio, television, recorded music, and movies are examples of this sort of media. The first non-print form of mass communication was music records, which were produced in the 1870s. In the 1950s, the advent of the LP (long play) vinyl record, followed by eight track tapes, and finally vinyl plus cassettes in 1965, marked a new era in recording. Following that, compact discs (CDs) were hailed as the most significant advancement in the recording arts since Edison. Radio is one of the first and most widely used tools of mass communication. Online radio channels, on the other hand, have been made more available as a result of the digital uprising, making them more accessible than FMs, which were limited to specific frequencies and network connections. Communication-related issues Motion and sound, combined with interactive storytelling, provide instructive and engaging material, and it remains the most trustworthy and popular news, sports, and entertainment platform. Furthermore, the television and cinema industries provide significant contributions to the economic and employment sectors of countries.
- c. **Outdoor Media:** Companies and brands utilize outdoor media advertising to reach out to customers in a specific geographic place. Billboards, restaurant ads, transit ads, and other

forms of outdoor advertising may be used. Billboards, mobile, digital, lamp post, transit, outdoor advertising on bridges, point of sale display, and retail are the other eight categories of outdoor advertising.

- d. **Transit Media:** Outdoor media refers to the transmission of information and advertising through our exterior environments, such as billboards, posters, boarding's, banners, and other forms of mass communication. Transit media is used to promote items or services as well as to transmit social information and awareness to the general public. Transit Media advertises via posters, banners, signs, and notices on public transit such as buses and metro rail, among other modes of transportation. In order to promote transit media, advertising is critical. Advertisers have total control over the message they want to send to their target audience.
- e. **Digital Media:** The whole mass communication sector has been changed by digital media. It is now the new means of information communication. For the past two decades, it has been the most effective mass media weapon. Because it is the most systematic and cost-effective kind of media, it has enabled businesses to begin advertising their content on internet platforms.

The internet, often known as new media, combines all of the characteristics of interactive communication since it gives quick and easy access to information in a variety of formats. Emails, podcasts, blogs, WebPages, videos, and other forms of communication are all included. Social media is included under digital media. Social media acts as a wonderful tool for advertising and establishing brands for many newer enterprises and businesses focused toward young people. Digital media can be classified as a form of communication. Brands today advertise their products and services through websites, YouTube, podcasts, and other platforms. Furthermore, businesses frequently use Instagram marketing and Facebook advertising to promote their products.

BROADCASTING'S GOALS AND ROLE

- 1 **Contact with families and friends:** Thanks to modern technology, many people may

communicate with their heirs' families and friends. People travel all over the world, and as a result, they require a reliable method to maintain communication with their families in their home nation. According to research, nearly 95% of the population communicates via electronic devices such as mobile phones, telephones, computers, and so on.

2. University: The extent or commonness of a medium, as well as the acceptability of messages, is referred to as universality. Before listening to a radio programme or watching a television programme in a native language, a person does not need to be literate or educated in that language
3. Permanency: This relates to the length of time that a medium may store a message, allowing it to be reviewed. A book, newspaper, or magazine reader can read, re-read, and save it for a long time.
4. Launching a business and introducing new products: Mass communications are used to disseminate information about forming and launching a business, as well as introducing new items to an organization. In a given period, the listeners of mass communication are spread across a broad or extensive geographic area. It has the ability to disseminate the organization's product and business news throughout a big portion of the country and the globe.
5. Rapid and continuous dissemination: In mass communication, information reaches a large and diverse.
6. Interpretation: Interpretation is a function of the media that gives new material a context and offers commentary on its importance and meaning. Newspapers have traditionally supplied such interpretation in their editorial and commentary sections, with news pages reserved for ostensibly material.
1. Cultural transmission or exchange: This function involves the transmission of a nation's (or society's) social ideals and traditions from one generation to the next. The preservation of previous legacy culture from one ethnic group to another, one nation to another and from generation to generation with the purpose of fostering and even integrating culture is known as cultural transmission. Because they appear to

be the most realistic, television and movies have potential.

2. Entertainment: Is one of the most widely used functions of mass communication. Entertainment has always been a component of society, and a majority of viewers prefer entertainment to information. Students, teens, teenagers, sports fans, and children all fall into this category (cartoons). Sound recordings, film, radio, and television are all examples of this; Entertainers have been able to draw crowds from all over the world.

INTERACTIVE MASS COMMUNICATION PROCESS

- a) Source: The source usually refers to the institution or group where the idea originated. If the source and sender are different, the sender is either a member of a media institution or a media communication professional.
- b) Message: To be communicated through the media, a message must be reproduced. In the case of radio and 42 televisions, the message is processed and transformed into various formats such as a talk, a discussion interview, a documentary, a play, and so on. In the case of newspapers, the message is processed through articles, feature news stories, and other channels. In mass communication, the terms channel and media are used interchangeably. Modern mass media, such as radio, television, and newspapers, disseminate information at breakneck speed.
- c) Receiver: Because mass communication refers to communication to a large group of people, there will be a large number of people on the receiving end of the message.
- d) Response: There will be indirect feedback via mass communication. A source who has delivered a message about family planning via radio, television, or print must rely on indirect methods such as audience surveys, letters and phone calls from audience members, and columnist reviews of the programme to learn how the audience reacted to the message.
- e) Gate keeping: Another characteristic specific to mass communication is Gate keeping. Because of the vast scope of mass communication, some control over the selection and editing of

messages that are regularly broadcast to a large audience is required. Noise is divided into two forms in mass communication: channel noise and semantic noise. Any interruption in the transmission elements of media is referred to as channel noise. It could be misspellings, scrambled words, or misprinting in print media.

THE MEDIA'S CORPORATIZATION

There was a clear divide between corporate and media houses in the earlier decades of the twentieth century, with one living in a symbiotic connection with the other. In other words, corporations were content with advertising in newspapers and on television channels and media companies were content with advertising revenues as long as they maintained editorial independence. However, things began to change in the 1970s, when media outlets began to resemble corporate entities in terms of how they were controlled and run, as well as how they were distributed. They gave their stories a unique touch. It was no longer possible for media outlets to criticize corporations while still receiving advertising revenue. On the other side, most media outlets formed alliances with major corporations in order to produce articles that were beneficial to advertisers.

Another related development from this period to the present is that media companies became corporate in their approach to news reporting.

Each media house affiliated itself with a specific corporate among the top businesses, and therefore rivalry among the media houses meant that the various industry groups in all countries could obtain sympathetic reporting from each media house. Furthermore, media houses' earnings began to skyrocket, and as a result of this tendency, media houses were no longer the autonomous enterprises that they once were. This may be seen in how media conglomerates such as NewsCorp (controlled by Rupert Murdoch) and other organizations transitioned from ordinary news reporting to agenda shaping behavior. This may be seen in how media conglomerates such as NewsCorp (controlled by Rupert Murdoch) and other organizations transitioned from ordinary news reporting to agenda shaping behavior. It's no surprise that many leading media owners are more powerful than many politicians, as

the old saying "the pen is mightier than the sword" has become a truism.

Media conglomerates such as the Times Group have grown to prominence in India in recent decades as a result of media corporatization. NewsCorp and Time Warner have come to represent big business and corporate media in their entire splendor in the United Kingdom and the United States. The issue here is that the media is no longer content with simply reporting the news; rather, it has evolved into entities that set the agenda and play a significant role in molding public conversation. Furthermore, the media outlets formed strategic alliances with key corporations in order to gain favorable press coverage. While the ethics of these developments are debatable, it is undeniable that media, the definition of what constitutes news has shifted, and the contemporary media environment exemplifies the industry's corporatization.

Finally, in contemporary days, media outlets are more than just news outlets; they have evolved into entities that are entirely concerned with making money. Even this can be argued, and as we will see in following sections, it has an impact on their conduct and if this tendency is beneficial to society. It is sufficient to remark here that the media has been fully corporatized, and that this tendency will continue in the next years.

THE CONTRIBUTIONS OF THE MEDIA IN SOCIAL MOVEMENTS

The previous articles in this module examined how the media plays an important role as a watchdog in democracies. This article examines how the media may be a positive force in oppressive regimes, and how a diligent and alert media can assist citizens in overthrowing unpopular and tyrannical rulers.

The best example of this is how media, particularly social media, were used in the Arab Spring uprisings of early 2011, when Arab youth used the power of media to oust tyrannical authorities. Given that such dictators always turn to media manipulation to spread their ideology and maintain their grip on power, citizens in such countries have little options. As a result, any medium that supports their cause and furthers their goals is a favorite of protest movements. The way President Obama communicates with his supporters is another example

of how the internet and social media can be used to further progressive aims.

In both the 2008 and 2012 elections, President Obama used the power of the media to mobilize grassroots activists and volunteers who encouraged people to vote and therefore helped Obama win. Furthermore, effective media use can help politicians and social activists improve their public image. This can be seen in how the Anna Hazard movement in India in 2011 was aided by the media, which provided broad coverage and ensured that a huge number of people showed up to support the campaign. This demonstrates that the media may play an important role in forwarding the cause of social movements.

The strength of transmission and repetition of the social activists' message is another facet of media and its involvement in social movements. Given the rapid diffusion of messages on Twitter and Facebook, as well as the fact that television provides an instant image of protests or movements, the media may play an important role in ensuring that social movements are adequately reported.

A third example is the global coverage of the Occupy Movement by all media channels, as well as the prominence that this coverage contributed to the demonstrators' cause. This demonstrates that the media may play a positive role in disseminating the activists' message.

Finally, activists and social leaders must exercise caution in how they use media and how the media uses them. The finest example of this is how the anti-corruption movement in India lost media support after the first excitement. Because of the way the 24/7 news cycle and breaking news rhythms are designed, the media leaps from issue to issue. In the following parts, we will go through this in further detail. It is sufficient to establish here that the symbiotic relationship between the media and social movements must be a collaborative effort including both parties, rather than just one.

CONCLUSION

The youth of this country should educate people about the need to stop categorizing people by attempting to create a perfect person, comparing them to them, and putting them in deports to be like them. These are examples of how large corporations

attempt to sell their goods. You wouldn't associate a dark-skinned, obese person with a product endorsement; the reason for this is that appearances matter, and this bias has been developed against me. The assists recently discussed the problem of objectifying women by conversing on their fashion sense and choices. However, it is critical to recognize that the whole humanity as a whole, not just women, faces the canon. The only remedy is for the media to prohibit such activities, particularly beauty pageants, fairness creams, body-building regimens, and other media-encouraged incentives. Instead, make people feel good about themselves, learn to embrace one's own uniqueness and rules, and avoid comparing oneself to others because everyone is an individual.

REFERENCE

- [1] "Types of Mass Communication, Examples, Courses, PDF | Leverage Edu." *Leverage Edu*, leverageedu.com, 8 Nov. 2021, <https://leverageedu.com/blog/types-of-mass-communication>.
- [2] "Types of Mass Communication - Blog."
- [3] *AECC Global INDIA*, www.aeccglobal.in, 6 Apr. 2022, <https://www.aeccglobal.in/blog/types-of-mass-communication>.
- [4] <https://www.bdu.ac.in/cde/SLM/SLM>
FULL/M.A% 20Journalism% 20All%
20Books/M.A% 20Journalism% 20I percent
20Year/Introduction% 20to% 20mass percent
20comm