

ROLE OF MASS MEDIA IN BUSINESS COMMUNICATION

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Abstract : This article about, the purpose of mass communication is to spread a message and to reach a large and diverse audience. In the business world, mass communication is a term that refers to communicating in a way that reaches and affects a large amount of people in a short amount of time. Companies may use mass communication in order to announce a new product, reach a target market, send a message, or any number of other reasons.

Keywords : mass communication, Business organizations, mass communication contains.

Mass communication is characterized by the transmission of complex messages to large and diverse audiences, using the sophisticated technology of communication. Mass media refers to the institutions that provide such messages: newspapers, magazines, and television, radio, film and multimedia websites. The term also is used for the specific instantiations of mass media, such as radio networks and television stations, movie companies, music producers and the internet. Mass communication is an indispensable part of business. Business activities would be restricted without mass media. In this post-modern age, the success of business largely depends on mass communication.

Media of mass communication are used to make a wide circulation of news regarding forming and launching a new business. Mass media can bring the matter to the knowledge of concerned parties very quickly and seek their patronization and support. Mass communication plays a vital role in advertising products and services. Mass media like radio, television, newspapers, and magazines are the prime vehicles of advertisement. Through advertisement on mass media, businesses can persuade potential customers easily.

Equilibrium condition of demand and supply of goods in the market is essential for market stabilization. If there is more demand than the supply, prices will go up again in the reverse situation, the prices will go down. Both of these conditions are harmful for the business. Mass media bring these matters to the knowledge of business executives and help to maintain market stability.

Business organizations are engaged in constant competition. In order to survive and to face the communication media like – advertisement, publicity, personal selling, etc. greatly contribute to enhance demand and to prepare better for facing competition.

A large organization may employ thousands of employees. Top-level executives cannot personally communicate with all of them. In such a situation mass communication is the best way to provide the employees with the necessary information instruction orders, guidelines, etc.

Large organizations usually have various departments like production, procurement, marketing sales, administration, accounts, etc. Success of that business depends on timely completion of various departmental activities in a coordinated way. Mass communication helps in coordinating those activities in a coordinated way. Mass communication helps in coordinating those activities through monthly, quarterly or yearly reports, handbill, circular letter etc.

Congenial labor-management relationship is a pre-requisite for organizational success. Creating and maintaining a good relationship requires frequent

communication between workers and managers. Mass communication media facilitate frequent communication and thus maintain good labor-management relationship in the organization.

From the above discussion, we can say that, role of mass communication is unlimited in business. Its importance is severely felt in business especially, in the production and distribution of consumer goods. So for gaining business success the businessmen should be well aware of it.

Mass communication is one of the major forms of communication in the twenty-first century. It is a process of transmitting message to a large number of scattered audiences. Through mass communication, information can be transmitted quickly to a large number of people who generally stay far away from the sources of information. Mass communication is done through radio, television, newspaper, magazine, leaflets, etc. Some definitions of mass communication are as follows:

1. According to Metha, "Mass communication is concerned with transmitting information, thoughts and opinions, entertainments etc. at a time to a large number of heterogeneous audiences.
2. According to Emery and others, "Mass communication is a process of sending a message, thought and attitude through some media at a time to a large number of heterogeneous audiences."
3. According to R. P. Molo, "Mass communication is a process through which an individual, organization or govt. communicates with the general people."

Sydney Head 1976 suggests that mass communication contains at least following five things:¹

1. Large audience
2. Similar audience exists
3. Some form of message reproduction

¹ Thompson, John (1995) The Media and Modernity: a social theory of the media, Cambridge: Polity Press

4. Quick distribution of message
5. Low unit cost to the customers.
6. The Flow Of Mass Communication

So, Mass communication is a process of transmitting information, thoughts, opinions, and or attitude through specific channel or media to a large number of heterogeneous audiences.

Mass communication is communication that occurs between large people. Actually, mass communication is a process through which a message is widely circulated among persons who are far and away from the source. The main characteristic of mass communication is as follows:²

Specific objectives: Every communication has a specific objective. Without objectives and mass communication strategies to pass the message across effectively, no communication is held. These types of communication also has a specific objective which is dependent on the subject matter of communication.

Common messages: Mass communication transmits or delivers same messages simultaneously to vast diverse and scattered audiences.

Ezoic

Source of message: The sources of mass communication message generally are a person or group operating within an organizational setting. Examples of these sources are news reporters, television producers, video production studios, campus media outlets, news media directors, larger organization, social media platforms, and magazine editors etc.

Mass medium: Radio, Television, Internet, social media platforms, etc are examples of media which are regarded as mass media because they can reach out to vast audience at a time.

² Thussu, Daya (2006) (ed) International Communications – continuity and change, London: Hodder Education

Impersonality: Messages of mass communication have remained impersonal since there is no personal touch of a medium. The impersonality of mass communication is informed by the need to reach large, diverse and scattered audiences almost at the same time.

Portability and mobility: Portability has to do with the fact that messages of mass communication are handy and that the medium through which the messages are passing could be carried from one place to another at any geographical location. On the other hand, mobility refers to the ease of mass communication activities to reach the audience for a valuable experience.

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Universality: This refers to the extensiveness or commonness of a medium and acceptability of messages. A person does not need to be literate or educate in particular language before listens to a radio program or watch television program in their native language. This is a form of external communication that elaborates practical experience and does not require additional training to access information.

Permanency: This refers to the period for which a content of mass communication medium can hold its message thereby making the message reviewable. A reader of a book, newspapers and magazines can read and re-read and store it for a long term.

Large number of audiences: In mass communication, information reaches to large and vast number of heterogeneous audiences. The audiences of mass communication exceed millions after millions.

Heterogeneous and scattered audiences: The audiences of mass communication are not only large but also heterogeneous and diverse type. They actually are made up of groups of people with dissimilar background, demographics and socio-political characteristics.

Personally unknown audiences: The audiences of mass communication are personally unknown for the communicator because of audiences' dissimilar background, demographics and sociopolitical characteristics.

Separate contests of information: Individuals reading newspapers, watching a film in a theater, listening to radio or watching television are situations where audience is large, heterogeneous and anonymous in character and physically separated from the communicator both in terms of space and time.

Cover vast boundaries: The audiences of mass communication are spread over a vast or wide geographic area.

Communication is mostly one way: Mass communication is a one to many form of communication, whereby products are mass-produced and disseminated to a great quantity of audiences.

Delayed feedback: Feedback in mass media is slow and weak message flow typically is one-way, from source to receiver. Traditionally, feedback has been minimal and generally delayed. A newspaper reader could write a letter to the editor but it remains limited and delayed.

Use of modern technological media: Channels of mass media use modern technology. Radio, involves tape machines, microphones, devices that digitize sound waves transmitters that disseminate them and receiving units that decode the sound waves and render them back into audio form approximating the original.

Rapid and continuous dissemination: In mass communication, information rapidly reaches and continuously disseminates to large and vast numbers of heterogeneous audiences.

Noise: Like other forms of mediated communication, noise exists in the mass context. Noise may be semantic, environmental or mechanical.

In summary, the purpose of mass communication is to spread a message and to reach a large and diverse audience. In the business world, mass communication is a term that refers to communicating in a way that reaches and affects a large

amount of people in a short amount of time. Companies may use mass communication in order to announce a new product, reach a target market, send a message, or any number of other reasons.

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