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The Handbook of Journalism Studies

Mass Communication is the process of delivering information, ideas and attitudes to a sizeable and diversified audience. This is done through the use of media developed for that purpose namely newspapers, magazines, radio, television, websites, social media networks.

INTRODUCTION TO COMMUNICATION AND JOURNALISM

Introduction to Mass Communication Page 2 UNIVERSITY OF CALICUT SCHOOL OF DISTANCE EDUCATION STUDY MATERIAL II Semester MASS COMMUNICATION COMPLEMENTARY COURSE FOR BA ENGLISH INTRODUCTION TO MASS COMMUNICATION Prepared and Scrutinised by Dr. Muhammadali. N, Reader and Head, Department of Journalism and Mass Communication, University of Calicut ...

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