

SCOPE OF MASS COMMUNICATION IN THE PRESENT SCENARIO

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ABSTRACT

Mass communication and its modern perspective to categorize is highly needed. It can be touched on the sectors including economic, education and business. The scope of mass communication is needed and empower to the people. It has been offered online courses for education and business oriented skills. This communication to play in many dimension to serve the people. The prominent duty of mass communication is providing on the facility of job seeker. It will be created employability of the people.

Key Words: Categorize, Perspective, Education, Dimension, Employability

INTRODUCTION

Communication came from Latin word communicate which means “to share”. It is the act of conveying anticipated meanings from one group to another through the use of mutually understood symbols and semiotic rule.

Communication is giving, receiving or exchanging ideas, information signals or message through appropriate media, enabling individuals or group to persuade, to seek information, to give information or to express emotions. Communication is skills for maintaining successful business relations. For this reason, it is supreme that professionals working in business environments have high class communication skills. Communication has three basic types. They are Verbal Communication, Non-Verbal Communication and Written Communication. If we want to success in business, we need to master each of these types communication.

MASS COMMUNICATION

Mass Communication is the process of conveying messages to a huge number of sprinkled people. Through mass communication, information can be transmitted rapidly to a huge number

of people who commonly stay far away from the source of information. Mass Communication is done through Radio, TV and Newspaper etc. Mass Communication has all the features of general communication. In addition, it offers some unique characteristics because of its specialty in nature.

“Mass communication is a method

Of reaching a large, varied, well

Spread out audience mix”

Mass communication is essentially a game of numbers. The objective here is to reach out with the purpose of providing specific or general information, influencing the thinking of the largest group and eliciting certain action or response. Newspapers, periodicals and other products of journalism essentially seek to inform and influence. On the other hand, advertisements, hoardings posters, etc.

BASIC ELEMENTS OF THE NATURE OF MASS COMMUNICATION

Satellite communication has totally increased the dimension and dynamics of communication and mass communication has become an inseparable part of our daily life. The history of mass communication is very recent and its contributions are very important for the growth of the nation and the world. The content of mass communication is dynamic, attention, accuracy and promotional in nature. Nature of mass communication is based on three elements.

NATURE OF PEOPLE

- The people in mass communication are relatively huge, heterogeneous and anonymous.
- In mass communication the size of the people makes it impossible for the mass communicator and members to interact face to face.
- In addition to being a diversified group the receivers in mass communication are for the most part, unknown to the source.

NATURE OF COMMUNICATION EXPERIENCE

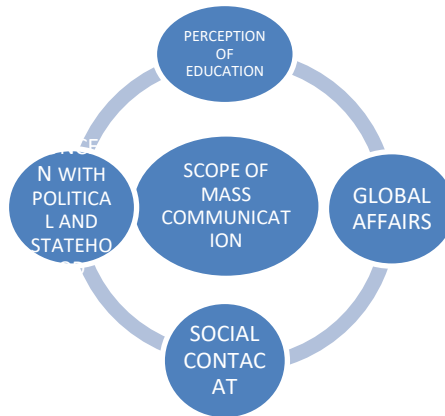
- ❖ The experience is rather than private because message is not addressed to particular individuals and is planned for rapid by large number of group.
- ❖ It is not permanent in nature.

NATURE OF COMMUNICATORS

- ✓ This source of communication is not working in separation but rather within a complicated organization.
- ✓ It is also highly expensive.

SCOPE OF MASS COMMUNICATION

Mass communication basically changed in many dimension. The aim of mass communication is to serve the people. Today mass communication used to there is lot of sector including social, commercial, business and educations. In the modern scenario it will be touch to emphasize the social perspective. The mass communication played a major role in education like video conference and correspondence courses has been supported by mass communication.



PERCEPTION OF EDUCATION

Mass communication is extensively used in education such as primary; vocational or medical are highly needed for educational oriented. In modern perspective there are many online courses are offered by help of mass communication. Vocational education is better than other

educational courses are conducted by online services which molded our students with effective way of learning.

GLOBAL AFFAIRS

Now a days the people who seeks different kinds of skills in various sectors. Effect of global affairs with the people who exchanging their knowledge across the world. The impact of technology which helped for the people and guided into right way. The students are updated their knowledge through by global affairs it has been supported to the students.

SOCIAL CONTACT

Mass communication is known that a vehicle which communicated the entire society by positive way. It has influences our social affairs and social developments among the people. The society has formed by the effect of mass communications. The society get awareness through by media which has been created many things like people's scheme, welfare's scheme, medical awareness etc. there the media to serve to the society. The mass communications also serve social activities and social related things among the people in the social perspective.

CONCERN WITH POLITICAL AND STATEHOOD

- To be create political affairs and concerns for public issue.
- To be placed prominent part of political activities by mass communication.
- To initiated political related things and its news.
- Concern with the political that is major part of the news.
- To published a burning issue in the current scenario.
- To given a priority of statehood.
- To circulated state's annual plan and policy.
- To promulgate state related schemes reached to the public.
- State performs by huge support by the various media including electronic and print media.
- Media like a bridge between public and government.
- Mass Communication provides knowledge to students like learning skills.
- Mass media is considered a tool to shaping the modern society.

CONCLUSION

Thus Mass communication is elaborately deals with an important of life. The consequences of mass communication of our country has afflicted through by modern technology and its advancements. The people, students and academician those are get possibility for increase their skills in current situation. It has been monotonously serve to the society as well as business men. There are number of the job seeker to realize about an importance of mass communication.

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