

The Mass Communication and the Public Sphere

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Abstract

In the present times, Mass Communication has managerial function influencing our cultural and social values, changing our attitudes, behavior and perception of the reality. New media creates stereotypes and uses the mechanism of “public perception”. In light of this view, media becomes a powerful tool, which leads so-called manipulation since we are being involved in informational stream every day. Moreover, we are witnessing the appearance of a new phenomenon that reveals channel toward new ways of creating informational messages.

The aim of this article is revealing the role of Mass Communication, as well as uncovering the following tasks:

- *Theoretical aspects of Mass Communication*
- *Stages of interaction in communication*
- *Techniques of Mass Communication and their influence on society*

Keywords — *Communication, New Media, Social Media, Journalism, News*

I. THEORETICAL ASPECTS OF MASS COMMUNICATION

CONCEPTS, FUNCTIONS AND MECHANISMS

Over the past few decades, there is a sharp increase of attention to such social phenomenon as communication. It becomes an object of study at sociological, political, philosophical, psychological, linguistic and cultural levels. This situation can be considered as quite explainable since the global transformation of the industrial society into the information-communicative type of society accompanied not only by penetration of communication into all spheres, but also by profound rethinking of communicative nature of social reality.

In a broad sense, communication is a system implementing interaction allows creating, conveying

and receiving diverse information. The Mass Communication is, actually, the process of disseminating information using technical tools such as Press, Radio, Television, etc. to large and dispersed audiences.

Subsequently, Mass Communication is characterized by:

- Availability of technical tools ensuring regularity
- Social importance of information
- Mass feature of audience
- Multi-channel essence and possibility of choosing communication tools, ensuring the variability of mass communication.

There are four functions typical for Radio and Television communication and these are: informational, regulating, social control and socialization.

Informational function implies providing general reader relevant news about various fields of activity: business, science, tech, politics, medicine and so on. Receiving big data people not only expand their cognitive abilities, but also increase their creative potential. On the other hand, having an information people can predict their actions. In this sense, informational function helps in optimizing useful activities of society and individual.

Regulating function. Indeed, this tool has wide range of exposure to the mass audience. These are both establishing contacts and controlling society. It is worth to emphasize that to a certain degree regulating tool and the function of social control might be merged since both of them influence the formation of public consciousness and creation social stereotypes.

Socialization (or social essence of mass communication) is a function of influencing society

in order to optimize its activities, socialize the individual and integrate society.

II. STAGE OF INTERACTION IN COMMUNICATION

Let's ask ourselves: if journalism consists of observing facts and asking questions; understanding answers and reporting them to audience – can we affirm that a person who possess at least one of these functions is a journalist? Or maybe journalist is a person who can perform all that listed skills in a specified sequence? In modern conditions each person who is able to convey information can be considered as "journalist". However, he/she doesn't do that work individually. Subsequently, journalism is not just news presentation about a city or a country, but also providing prominent things happening in the world. This approach helps consumers to take advantage the work of journalist: save or share content, include it to his/her informational work and so on. A good journalist of XXI century tells stories about the real world based on facts and using text, audio and visual instruments. Journalism takes various shapes and uses different methods such as radio, TV reports, publicity, documentary and photojournalism. Thus, corrected journalism helps in creating and strengthening communities and these communities are being united by joint interests, not only a common place of residence. Below, there are given the main stages in communication process that each journalist has to possess for being able to provide audience with a qualitative content.

Phase 1. There is a contact with basic fact arousing in process of human activity. This is a necessary condition for the start of communication.

Phase 2. Producer sophisticates information, thereby creating a message (streamlining of information).

Phase 3. Transferring an information using appropriate tools.

Phase 4. Consumerism. It is quite an intricate process, implying active inclusion of psychological mechanisms.

Phase 5. Post phase. Impact of information on a person.

Social institutions and media interacting with audience form diverse needs, interests and desires of people. We shouldn't forget that the Mass

Communication has a formative and reinforcing effect on social stereotype as well.

III. TECHNIQUES OF MASS COMMUNICATION AND THEIR INFLUENCE ON SOCIETY

Human beings try to belong to certain groups which dictate their norms, including behavioral ones. Thus, advertisement reinforces existing requirements and presented good serves the satisfying need/needs of audience. Promotional texts should have the following features:

- Emotionally colored words should not prevail logical arguments. A consumer must be reasonably explained all advantages of depicted product.
- Advertising should form a sense of significance. It should give a feeling to consumers that they are special and belong to the chosen circle.

Consumer has already tired of patterned phrases. So, the word "best" can be picked up the synonyms: "chosen", "first-class", "excellent".

It is desirable if advertising materials convey a sense of enthusiasm, but excessive pressure should be avoided. The main goal is to bring a consumer to the state of excitement so that he/she would be ready to buy the product with pleasure.

IV. CONCLUSION

In digital environment of nowadays facts arise daily: the audience responds constantly and this reaction is being integrated to Media Communications. More and more voices of society become audible and, thus, people are being involved into changes on a global scale.

We work in the sphere of information gathering and its spreading and, certainly, today there are more opportunities than we had before. The proper using of new tools might help to create a better content for the audience.

The real product of journalistic practice today includes result of network interaction between professionals and people, who collaborate, co-participate and sophisticate the meaning of messages which journalists intend to disseminate.

Communication between people has existed at all times, but currently we have incredible technical tools of its implementation. If as a result of media

activities there is even the smallest progress towards the intended goal and a positive result, then we can

speak of their effectiveness.

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