

"Mass communication is the study of how individuals and entities relay information through mass media to large segments of the population at the same time. It is usually understood to relate to newspaper, magazine, and book publishing, as well as radio, television and film, as these mediums are used for disseminating information, news and advertising. [ Mass communication differs from the studies of other forms of communication, such as interpersonal communication or organizational communication, in that it focuses on a single source transmitting information to a large group of receivers. [ The study of mass communication is chiefly concerned with how the content of mass communication persuades or otherwise affects the behavior, attitude, opinion, or emotion of the person or people receiving the information."