The World of Mass Media and Communication

Without the World Wide Web

9325A

1:00 - 2:00 TF

Group #1

Dacapias, Princess Lyka D.

Gonzaga, Dominic C.

Mejia, Rapha Lynne L.

Monoten, Gaspar Jr. S.

Pagalanan, Lawrence Christian R.

Titiwa, Karen Ivy B.

THE WORLD OF MASS MEDIA WITHOUT WITHOUT WORLD WIDE WEB

Communication is the act of conveying or exchanging information between senders and recipients through a variety of mediums. These mediums include oral communication, writing, hand gestures, behavior, facial expressions, televisions, telephones, newspaper, books, images, etc. The five main forms of communication are intrapersonal, interpersonal, small group communication, public communication, and mass communication.

Mass communication generally refers to giving information to a wide number of people, often referred to as a "one to many" wherein only the sender is allowed to publish the information (Kelsey & St.Amant, 2008). On the other hand, mass media generally consists of various means of communication to reach a large audience or vast majority of people ("Mass Media," n.d.). Both of these typically use television, newspapers, radios to disseminate information such as news, editorials, advertisements, and entertainment, to the public.

One of the oldest forms of mass media and communication, dating around 2400 B.C., are books written on papyrus. Books written during this period were strictly handwritten, until the the movable type printing press was invented by Johannes Gutenberg during the 15th century (Lee, n.d.). This innovation gave rise to written news, otherwise known as newspapers, magazines, and penny papers, known today as tabloids. One could communicate with written letters, which usually took long periods of time to be received.

The 20th century brought the first non-print form of mass media: the radio. It was created based on the telegraph and the telephone, two communication devices that were very popular and largely used during this period, thus making radio technology initially be called "wireless telegraphy" (Bellis, 2018). Another form of mass media was created after the World War II is the television, which, to date, is still one the most popular forms of mass media (McFadden, 2016). Mass media progressively became more accessible after the innovation of the World Wide Web as information was passed on and accessed faster.

The World Wide Web, or simply the Web, is a collection of resources such as documents linked together using hyperlinks ("Web – The World Wide Web," n,d.). These documents are usually formatted using HTML, or Hypertext Markup Language, and through this, other types of resources can be supported such as graphics, videos or audios.

The developments in the medium used in mass media and communication has substantially made people more aware of developments around the world, which, to some extent, may influence their way of life, thinking, and behavior.

One of the important roles of mass media is to disseminate information in order to raise the level of awareness of the public regarding public concerns or issues such as environmental issues, national security issues, health promotion concerns, and others. By raising awareness,

the public is encouraged to act or to react by sharing their perceptions and opinions to certain issues. These eventually impact the policy formulation and implementation which improves the situation of a particular issue in a certain area. (Dasgupta, Laplante, & Meisner, 2000)

Mass media takes the form of websites, which uses the Web and the Internet. There are numerous benefits for reporting over conventional print media: its mass communication and global reach abilities, its timeliness, the allowance of increased information flow, and low cost of dissemination (Lodhia, 2004).

Because it is global, it was possible for countries like the Philippines to inform the world about the disaster brought by typhoon Yolanda and the need of the people for help. Through the Foreign Aid Transparency Hub (FAiTH) of the Philippines, which is the Government's online information portal for international calamity aid and assistance(FAiTH), it was possible to be transparent about the money pledged and received from different countries like Spain, Finland, Brazil, France, Belgium and many more. Without the Web, it would be difficult for the Philippines to ask for assistance and donations, and it might even be delayed. It would also be difficult for the Philippine government to be transparent in the donations received.

Because of increased information flow, global development is faster because researches from other countries can be accessed by remote areas. Researches won't have to be repeated and researches from other countries would benefit the world. Without accessible information, any new inventions would not spread or be developed as quickly.

Without the Web, printing presses would be abundant to cater to the needs of print media. These can be very costly, as it requires a lot of paper and ink, and more localized, as copies are limited and it would be difficult to spread it to other places, especially outside of the nation or country.

Mediums of communication can have many limitations without the existence of the Web. Television and radio stations are dependent on their airtimes and can be quite expensive to maintain as a lot of money goes into large studios and bulky equipment. Furthermore, once a news segment or announcement has been aired, it cannot be accessed again in its full form unless it was written down or recorded onto tapes.

In the same manner, without the Web, printed communication would have to follow a lengthy process with various stops in between. For example, a newspaper or book, after being edited and formatted, would have to send it over to a printing press or a publisher, which could introduce delays (Oyero, 2007). It would take hours, or even months, before it would reach its intended audience.

Having the world wide web as a platform for mass communication has also opened up a new form of communication: simultaneous feedback. On the web, people can now comment on and share these information with just a click. Anyone that goes online can become an

instant broadcaster, having the ability to post their content on Facebook, YouTube, Twitter, etc., eventually contributing to the vast information the Web can provide. Interacting with other people is easy with online messengers such as Facebook Messenger and Skype, with instant messaging making the distance between them disappear.

In traditional mass communication, feedback is slow and indirect (Baba, 2015). Reactions to news can only be done with people physically together, and would have to be written and published as well to reach a larger audience. We would have to rely on news stations, such as GMA News, CNN, and ABS-CBN, to feed us information of local and international news. Occasionally, this could be a problem because they have to limit the amount of news to fit into the assigned airtime, which is usually 30 minutes to an hour. Not everything, especially the minorities, can be covered.

In summary, the World Wide Web has played a vital role in Mass Media and Communication in terms of easier and faster access to worldwide information such as news and researches. It also allows faster and more efficient communication. Without the Web, news and discoveries which are less accessible can lead to a lesser speed of global development. Aside from that, it can also take time and money to get a physical copy of information if it is in print media. There will also be delay, wastage of more paper, and increased cost of printing and maintenance of equipments.

It would also be difficult to seek for assistance from other countries if disasters strike the country. Information on current news and events may still take a while to reach people, resulting in them becoming ignorant of what is happening or have happened, and they would not be able to act immediately. This would lead to a disconnected world, and relations with each others would not be as good as they already are today.

References

Beal, V. (n.d.). *Web - World Wide Web*. Retrieved from Webopedia:

    https://www.webopedia.com/TERM/W/World_Wide_Web.html

Baba, J. (2015). *Characteristics of Traditional Mass Media Organization.* [Digital] Retrieved

from:

    http://wecommunication.blogspot.com/2015/01/characteristics-of-traditional-

    mass.html

Bellis, M. (2018, January 1). *Who Invented Radio Technology?* Retrieved from ThoughtCo.:

    https://www.thoughtco.com/invention-of-radio-1992382

Cloudnames English. (2018). *Social Media versus Mass Media - Cloudnames blog*. [online]

    Available at: http://cloudnames.com/en/blog/social-media-versus-mass-media

    [Accessed 12 Feb. 2018].

Coleman, S. (n.d.). *What Is Mass Media? - Definition, Types, Influence & Examples*. Retrieved

    from Study: https://study.com/academy/lesson/what-is-mass-media-definition-

    types-influence-examples.html

Communication. (n.d.). Retrieved February 10, 2018, from:

    https://www.merriam-webster.com/dictionary/communication

Communication. (n.d.). Retrieved February 10, 2018, from:

    https://en.oxforddictionaries.com/definition/communication

Dasgupta, S., Laplante, B., & Meisner, C. (2000). Environmental News in Argentina, Chile,

Mexico

    and the Philippines. Local Environment, 5(3), 351-359.

doi:10.1080/13549830050134284

Ettredge, M., Richardson, V. J., & Scholz, S. (2001). The presentation of financial information at

    corporate Websites. International Journal of Accounting Information Systems

2,149-168.

 Financial Accounting Standards Board. (2000). Business reporting research project: Electronic

    distribution of business reporting information (Steering Committee report series).

    Norwalk, CT: FASB.

 Kelsey, S., & St.Amant, K. (2008). *Handbook of Research on Computer Mediated*

Communication

    (pp. 1-1130). Hershey, PA: IGI Global. doi:10.4018/978-1-59904-863-5

Lee, L. T. (n.d.). *History and Development of Mass Communications.* Retrieved from

    http://www.eolss.net/sample-chapters/c04/e6-33-02-01.pdf

 Lodhia, S. K. (2004). Corporate Environmental Reporting Media: A Case for the World Wide

Web. Electronic Green Journal, (20), N.PAG.

Mass Media. (n.d.). Retrieved from Chegg Study:

http://www.chegg.com/homework-help/definitions/mass-media-49

Mass Medium. (2018, January 25). Retrieved from Merriam Webster:

https://www.merriam-webster.com/dictionary/mass%20medium

McFadden, J. B. (2016). Evolution of Mass Media. In J. B. McFadden, *Understanding Media and Culture: An Introduction to Mass Communications* (pp. 11-16). University of Minnesota Libraries Publishing. Retrieved from Open Textbook Library:

http://open.lib.umn.edu/mediaandculture/chapter/1-3-the-evolution-of-media/

Oyero, O. (2007). *The Implications Of Internet On The Media And The Practice Of Mass Communication*. International Journal for Communication (6).

Spooner, E. (n.d.). *What is the Internet? - Definition & Explanation*. Retrieved from Study:

https://study.com/academy/lesson/what-is-the-internet-definition-lesson-quiz.html

The Birth of the Web. (n.d.). Retrieved from CERN Accelerating Science:

https://home.cern/topics/birth-web

What is Communication? The Definition of Communication. (n.d.). Retrieved from Communication Studies: http://www.communicationstudies.com/what-is-communication

World Wide Web . (2017, March). Retrieved from What Is:

http://whatis.techtarget.com/definition/World-Wide-Webx