**Introduction**

Before the advent of mass communication, the process of human communication was done mainly through verbal discussion, a situation limited by geographical distance. However, the introduction of communication technologies made it possible for an individual or group to communicate with many at the same time and in different places. For instance, the invention of paper and printing played a pioneering role towards mass communication. In the same vein, the invention of radio by Marioni in 1901 made it possible for human voices to be heard over long distances. With the aid of machines, it is possible for one person or groups to communicate to millions of listeners across the globe simultaneously.

Mass communication undergoes a process of constant change; and this partly explains the varied conceptualization of the discipline by scholars.

**Examples of mass communication are:**

1. The British Broadcasting Corporation (BBC), London, casts news which reaches millions of people at the same time both in Nigeria and other parts of the globe.

2. A newspaper circulated for audience consumption represents mass communication.

3. Social Media Platforms like Facebook, Twitter, Instagram, and TikTok, where information can be shared widely and quickly.

4. Internet: Websites, blogs, and online news portals reaching a global audience.

5. Billboards and Outdoor Advertising: Large-scale advertisements displayed in public places.

**Other forms of communication**

1. Intrapersonal communication: Intrapersonal communication refers to the communication that occurs within an individual. This form of communication is crucial for self-awareness, self-reflection, and personal growth.

2. Interpersonal communication: Interpersonal communication refers to the exchange of information, feelings, between two or more people. Individuals directly interact with each other, either verbally or non-verbally, to convey messages.

3. Group communication: Group communication refers to the process of exchanging information and ideas among members of a group. It involves interactions and discussions where multiple individuals come together to share thoughts, collaborate on tasks, make decisions, and achieve common goals.

4. Public communication: Public communication refers to the process of delivering messages to a large audience. It involves an individual or a group of speakers addressing a gathering or a public forum where the primary goal is to inform, persuade, entertain, or engage the audience.

**Definitions of Mass communication**

1. Defleur and Dennis cited in ojobor(2002) defines mass communication as a process in which professional communicators use the mass media to disseminate messages widely to arouse intended meanings in large and diverse audiences in attempt to influence them in a variety of ways.

2. Samba cited in obe (2008) defines it as a process by which information originates from the source to receiver having been thoroughly filtered and transmitted through a channel.

3. Dominick (2009) defines mass communication as the process by which a complex organisation, with the aid of one or more machines, produces and transmits public messages that are directed at a large, heterogeneous and scattered audience.

4. Gambo (2013) according to him, it studies sources, messages, channels, receivers, feedback, uses, effects and distortion as they relate to radio, television, newspapers, public relation and online (social) media. This implies that mass communication is the study of the process of transmitting message, not only from the source to the audience, but also the response (feedback) from the audience. The process cannot be said to be complete without the feedback.

Though there are differences in the definitions as provided above, there exist basic elements common to all: the sharing or exchange of ideas or experiences.

Like other forms of communication, mass communication is a process of sharing meanings, ideas, experiences and beliefs. It is also concerned with the use of sophisticated machines to transmit mass messages to heterogeneous and widely dispersed audiences. It involves action, reaction and interaction.

This explains why Baron (2012) says that no matter how we choose to view the process of mass communication, it is impossible to deny that an enormous portion of our lives are spent interacting with the mass media.

**Channels of Mass communication**

Television

Radio

Newspapers

Magazines

Books

Billboards

Internet

Social Media

Streaming Services e.t.c.