The World of

Mass Media and Communication

Without the World Wide Web

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As you turn on the television to watch your favorite show, listen to the radio for music, read the paper to know the current events, or flip the pages of a magazine to learn the new trends, you are making use of mass media and communication.

Mass media and communication are continuously evolving as time moves forward, yet their purpose to humankind still stays the same. Mass communication is the sending and receiving of messages from a source to a very large scale of heterogeneous audience in different parts of the world. This exchange of information happens through a channel, which is mass media. Mass media is any technology that allows concepts, ideas, and information to reach the mass audience. There are different types of mass media, and some of the common types are radio, magazine, newspaper, films, and television. Mass media and communication work together in able to achieve their purpose of informing, educating, and entertaining the general public.

There is a lot of advancement in mass media and communication over the course of time. During the early years of civilizations, the only way to communicate to a mass audience is through the traditional media or folk media. Later on, the development of the printing press led to the publishing and distribution of newspapers. Besides the newspaper, a publication for special interests, trends and culture led to the printing of magazines. Over the centuries, the radio was invented, and it became a more favorable source for mass media and communication than the newspaper. After few years, the invention of the television came, and it succeeded the radio in terms of popularity. Today, the Internet is the most prominent source of communication. The Internet was able to re-invent and combine the earlier forms of mass media and communication. Each of this technology has made a huge impact on the how its audience perceives the world, but the Internet has been the best delivering platform.

Among the innovations that took place over the past years, the most used platform for mass media and communication is the Internet. The World Wide Web is the furthermost utilized application on the Internet. Tim Berners-Lee created the World Wide Web in 1989 to serve as a collection of web resources published on the Internet that could be shared worldwide. This application was built to enable different interests to be discussed and joined with a single goal but without a single owner. For this reason, the World Wide Web has been the farthest-reaching platform. As long as the members of the mass audience have access to a computer, it was possible for a single click on the screen to instantly send or receive data from all over the world. The creation of this application has also redefined all other types of mass media. Its creation did not end the other media instead they were transformed into digital media.

Since the World Wide Web was created, the characteristics of mass communication were tremendously altered. It was very convenient for people to go online to get news updates, post their business’ advertisements, stream movies, and many more activities. The world of mass media and communication without the World Wide Web...

<without the internet pano yung mass media and communication>

1. Newspaper –
2. Magazines
3. Radio
4. Television
5. Films

With the help of the internet, people can now access their favorite films using the World Wide Web. We now have websites like Netflix, Youtube, iFlix and other websites that lets people stream movies. There are also websites that allow people to download pirated films. The pirated films would have been recordings of the film inside the cinema using a camera or a clearer copy of the DVD or Blu-Ray that has been uploaded to the internet.

Before these websites, before the internet and World Wide Web, if someone wanted to watch a movie, they had to wait for the movie to premiere in a nearby cinema. If they did not catch it in the cinema, they would have to wait a couple of months after the premiere to get a hold of a copy of the movie in VHS (Video Home System tape cassette). The piracy of films now with the internet versus the piracy of films before the internet, is almost the same. The ability of people to record a movie that was being played on television to a VHS using a videocassette recorder (VCR) paved a way for piracy. Some of the people who record film into VHS’s make more copies for distribution and sale.

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