

Introduction To Journalism And Mass Communication

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imparting and exchanging information through mass
media to large segments of the population. It is usually
understood for relating to various forms of media, as
these technologies are used for the dissemination of
information, of which journalism and advertising are
part. Mass communication differs from other forms of
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Communication is the process of delivering information, ideas and attitudes to a sizeable and diversified audience. This is done through the use of media developed for that purpose namely newspapers, magazines, radio, television, websites, social media networks.

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Journalism & Mass Communication |

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