Maletzke Model of Mass Communication in the Network Education

Li SHI\textsuperscript{a}, Si-Ru QIAN\textsuperscript{b}

\textsuperscript{1}Southwest University of Science and Technology, China

Email: \textsuperscript{a}369286713@qq.com, \textsuperscript{b}358125700@qq.com

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Abstract. This article based on the Malletzke model of mass communication, the author analyzed the influence factors under the water and introduces this theory into the network education who hopes to help know more about the inner feature of teachers and students.

Malletzke model of mass communication is the German scholars Malletzke present this model in his book Psychology of mass communication in 1963. It theoretically describe the communication activities between audience and disseminators under the limit of social psychology factors during the mass communication process.

Three influential parts in the Malletzke model

The factors influence disseminators

The self image of disseminators, The personality structure, the colleague group, the social environment, the media organization, the binding force of public nature about media content, the pressure from the message itself and the nature of the media, etc.

The factors influence audiences

The self image of audience, personality structure, audience group, social environment, the effect of the content of information, the audience opinion about media and the binding force from the media.

The factors limit and influence the media message

On the one hand, it is the matter of selection and processing of the content of the message, namely encoding; on the other hand, it is the matter of audience selection and understand about the media content, that is, the decoding. Encoding and decoding are two basic steps in the process of communication, and there are also problems in the network education, which is also the problem of encoding and decoding. Encoding refers to the process of converting the information into a signal that can be transmitted at the transmitting terminal during the communication process, decoding refers to a process of converting the received signal into the information value at the receiving terminal.

The factors influence disseminators

Self image of disseminators

The image of the disseminators includes self image and the relationship between them and the audiences, these reflect the audience's views about the disseminators, and disseminators' image under the binding force of organized disseminators.

In network education, the teacher must aware of his role, they need to change their role from traditional role to "mentor", first of all, "the people become a teacher". This is not only a description of he is a person and then he is a teacher", but also to the teacher's basic requirements: he must first be people, and then become a teacher. Second, "the people who is a teacher" is a description to the teacher as a profession, a practitioner, in the social system and the value orientation of the occupation system. Inner factors influence the selection of information.
The personality of disseminators

The formation of personality is a complex, multi lateral and multi-level system. Different personality theories have different understanding and elaboration. The generalized personality structure includes five basic aspects, such as personality tendency, personality psychological characteristics, psychological process, and psychological state and self adjustment system. These five aspects have many different levels. Especially about the "self regulating system", Self adjustment system based on self consciousness, including self perception, self analysis, self concept, self evaluation and other cognitive elements, as well as self experience, self-esteem, self-confidence, pride and other emotional components and self supervision, self command, self control and other will components. Since self consciousness can make people aware of their own personality and personality psychological characteristics, so it can adjust and control various psychological elements, so that the personality components become a complete structural system.

The disseminators' group

In the process of network education, disseminators could not singly hand the activities of communication, so they assistant each other and at the same time they are also limited by the work group norms and values. This constraint also guarantees the quality of the network course.

The pressure and constraint of the media publicity

Network education should also have a specific system and teaching program, and in the transmission of the network, the content of the curriculum is usually open to share, under the public occasions, the teacher's teaching content and guidance has more challenging. Whether the teacher fully knew the course of the curriculum. whether he have the wealth knowledge, Teachers should not only have the skills to use the media, but also the teacher's degree, experience and cultural background are all restricted to it.

The factors influence audience

The image of audience

This image also includes the image of the audiences' self image and as the image of audience to receive message.

Network education is different from the traditional face-to-face education; the biggest feature is the space separation between students and the teachers. So only the students themselves clearly defined themselves, then it can benefit the dissemination of network education.

Audience's personality

The personality structure of the audience and the disseminator plays an equal role in the process of communication. In the network education, the students should take the initiative apply their knowledge to solve a series of practical problems, they need to gather experience to achieve knowledge structure. Problem oriented study enable students to learn more knowledge from the task which provides an effective way for the participation, interaction and collaboration. Self study is relatively difficult, in addition to need student start initiative learning, but also need student be diligent, diligence is the source of wisdom. Active learning is the driving force to produce diligence.

Audience's environment

Maletzke's explanation of the social environment factors is that the social environment factors can refer to the community nearby, the audience living environment in the community, what community he or she belongs to, or other individuals who he contact with, in the book of "mass communication psychology", it's social environment factors include: social culture, family parents, school education, peer groups, mass media (media environment). Some communication process researchers have shown the group importance, the more the individual admit he is the member of the group, and the less likely some others use the opposite values information for the group to
influence his attitude. Therefore, in the network education should try best to build a good learning environment.

The factors influence media message

**The disseminator selects and produces message content**

Teachers should skillfully use all kinds of teaching media such as textbooks, TV, computer, etc., to assistant explain, discuss and demonstrate the network education. Teachers should adroitly use animation technology, video, 3D animation and other teaching software to enable students to obtain more accurate and vivid knowledge. Teachers should also be the user of advanced communication technology, such as the network telephone conference, network video conference, video on demand system and so on. Teachers must pay attention to the way of transmission to keep the reality of information. Students and teachers are relatively isolated in the time and space by the network education. In order to mobilize the enthusiasm of the students, the method of teachers produce and deliver information are particularly important

**The audiences select and understand the media content**

The skills to help learners themselves study effectively. Including a summary of the writing, taking notes, making an outline, searching information, operating computer, etc. Network education needs learner to be able to skillfully use computer hardware, software, technical issues and the Internet such as the connection with the server, web browser, search engines, communication and other related skills. The knowledge experience of the students already has determined the accurate information decoding. The more common experience between teachers and students, the more comprehension of the new knowledge for the students. And the teacher knew the knowledge which the students already master is the key premise to successfully construct the learning environment.

Summary

Maletzkeb model of mass communication process reflected the disciplines' integration of communication and psychology and demonstrate the communication activity is a very complex procession. We need fully and systematically analyze various factors and influence related to the process. Network education as a form of education in the same case, the analysis of the audiences and disseminators in this model will undoubtedly have a better understand the role of teachers and learners in network education.

References


