Influence on Mass Communication of Media Technology Development

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Abstract. In this article, the author has paid much attention to how the media technology develops the way of mass communication, separately discuss four kinds of media newspaper, broadcast, television and internet. Then this article gives some conclusion about the advantage and disadvantage of the media technology change.

Marshall McLuhan once said: "media is the extension of the man". When we look at the evolution of human communication, the progress of human communication depend on the advance of media technology, every breakthrough of media technology would greatly promote the ability of media information capacity and spread. The author will separately discuss the influence of newspaper, broadcast TV and network on the mass communication.

Newspaper Change the Way of Mass Communication

Change Communication Way from the Interpersonal Communication to the Mass Communication

One marked feature of the print media is that it extends the communication scope. Oral communication is the immediate communication. The oral express and hearing ability have limited the breadth and depth of communication. The appearance of literal characters extends the time latitude of communication. But during a long period, study and reading text is the privilege of ruling elite. Under this circumstance, receive the text information is more like personal experience than communication.

Newspaper have increase the number of communication participators. Although it only has several hundred papers, it's still a breakthrough of message transmission. Penny Press even extends the scope of message receiver to the general public. After The Sun published two years, its circulation have exceeded 150 thousand and become the biggest newspaper industrial in American.

Because of the appearance of Penny Press, the concept of "mass" have first introduce into the communication science. The scholars always regard the Penny Press as the first mass communication media. Print media have many readers who can be defined as a group which has the great influence. But as the individual among this group, personal reader is also so blur. The reader's character influences the way and meaning of communication.

Professionalism of Disseminators

With the increasing demand of information in our society, some people began to full-time engaged in the work of Journalism and communication, the society stimulate the potential of news become the independent products. During the news development, what can be reported, what can draw reader’s interest, whether news has the fixed report formation, all these question need the professional staff give the answer. The disseminator become full time journalists, the audience have increase greatly which result in their hobby and need have also increasingly differentiation. During the early time, the disseminator can provide audience news according their personal demand. While in the newspaper era, the journalist have no way to predict what news are the most people need. There are two solutions: the first one is to provide all sorts of news try to cover all the audience need. The second one is advocate the audience taste and provide the one sort of news in one sort of newspaper and attract audience to read it.
The Journalist and Audience Gradually Become the Opposite Group

When information dissemination became an occupation, it also means the journalist and audience become the opposite group. In the oral era, the message spread channel is the bidirectional communication, the disseminator and audience can switch their status. But in the mass communication era, because the factors of journalist such as responsibility, attitude and other coincidence, who become the gatekeeper which means they select news and give it to the audience. On the other hand, audience can easily get large amount of news, but they unconsciously become the passive recipients. Except the buying process, the audience has no way to express their reading interest.

Broadcast Influence the Mass Communication

The invention of broadcast have the profound historical meaning, the electronic media demonstrate it’s full charming. Therefore, we regard the wireless broadcast as the beginning of electronic communication era. Compare to the Printing media, the broadcast have great advantage which impact the development of mass communication.

Broadcast Use Sound to Spread Message

Compare to the newspaper, broadcast send news are not limited by the reader's education level, sight and light intensity, so it have more audience than newspaper. Besides, use language to spread news can be more vivid and wonderful than newspaper and it become one of the media to let people enjoy music.

Broadcast Use Electronic Wave to Spread Message

Electronic wave can travel fast than print media when it spread news, it greatly shorten the time of news spread and also lead message value greatly increase. With no doubt, broadcast is more faster than newspaper when they spread information, the Time characteristic of broadcast make it become the optimal carrier to spread news information. Electronic wave cover large area which greatly extends the news spread range.

Television Influence the Mass Communication

Introduce a New Communication Language

The concept of television comes from the combination of photo and telephone and apparently above the simple combination. Television provides the consistent moving image. It almost is the duplicate of the real life. Before television is invented, audience used to receive information by sound information or reading and then transformed abstract symbol into the meaningful message. Both the two ways focus hearing or vision. It's the first time, television combine the two sense organs together. Television fully duplicate the realities of life which greatly decrease the difficulties of people understand the abstract message. Generally speaking, television has the new method to spread the message which introduces a new communication language.

Improve the Disseminate Speed

Electromagnetic wave speed equal to the light speed, it can easily transfer the signal to the end of the cable instantaneously. Therefore, electronic technology solve the speed problem of media transfer, almost all electronic media have the function of transmitting instant message in a long distance.

Improve the Vitality and Interactivity of Communication

When television is used by the audience, most of them are family members or other small groups. The influence of television on small groups, as well as the frequent communication between the mass media and the group communication, are quite outstanding. Spring Festival Gala, sports game,
the biggest influence not within the studio and stadium, but gathered in front of the television screen millions of families and various small groups. They share the same information at the same time, and interact with each other. The influence of information output and information feedback is not to be underestimated.

**Internet Influence the Mass Communication**

The emergence of the Internet has greatly changed the way of information transmission, which affects the organization, transmission and acquisition of human knowledge, and has a profound impact on the traditional communication system.

**Internet Communication Sublate the Way of Face to Face Communication**

When mass communication pursuit the extensive and fast speed, it simplified the communication process into a cold, one-way transmission, which result in the loss of some of the characteristics of human nature. And the network has a wide and fast communication channels, can be widely spread in large scale information, transmitted news in high speed from one place to another long distance place, but also it has the instant and interactive feature, so people far away from each other can exchange their views just like they sit face to face. It can be said that the Internet has inherited the advantages of mass communication and sublate face to face communication, become a new type of communication; it led human communication into a new stage of development.

**The Innovation of Disseminate Model**

Mass communication is a radiation model in transmitted information. In the process of information transmission, the disseminator has a priority and a priori control. And because of the barrier between the disseminator and the audience, the communication process can only be a one-way communication. It is a process that arise the audience's attention and discussion on certain events and issues, but the communicate process itself do not have the discuses function. Because the network does not have a single information select standard, the communication channel is not the human control, have the interactive features, the existence of smooth information feedback channels, the audience can communicate with the network in time, therefore, network communication a achieve bidirectional communication model based on the audience need.

**Change the Relationship between Journalist and Audience**

Mass communication is the disseminator-centered model, the journalist is in the dominant position, leading social consensus and setting social agenda. The audience is in the passive position, it only can influence the audience rating and then indirectly influence the economic benefit to the media practitioners. On the contrary, the disseminators don't have the powerful control force. The network communication have many features, such as diversity of the source of news, enormous websites, weaker of the gatekeeper's function, interactive and immediate feedback, all of these characteristics led the network communication become a multicenter communication. Meanwhile, it have the discuss function and become a tool to form the public opinion. Network communication has the audience-centered model and journalist-centered model, any tradition media can't compare with its new characters. This feature can be beneficial to the effective allocation of information resources, improve the quality of distribute information, shorten the time and space between the information and the audience.

**Development of Communication Function**

Under most circumstances, Network audience not only knows what happen and how it happen, but also they need an information service. Internet have the powerful information storage function and naturally have relationship with computer technology, this give it powerful ability to process information. Internet can quickly search, sort and process the information, even can processing information automatically and intelligently to meet the needs of audience, greatly shorten the information processing cycle, improve the efficiency of information processing. At the same time,
network take advantage of modern communication can fulfill the rapid, real-time and remote communication, it makes the information spread faster, farther and wider, narrow the distance between the disseminators and the audience. So it can be said that network combine information storage, processing and communication together. Become a multi function platform, since then human beings have a more powerful means, communication function has great development.

Summary

The development of media technology has promoted the development of the communication activities and has a positive impact on human life, and promote of human civilization progress, but also it bring some negative effects as well as other technologies. Such as the printing media expand human information sources, so that human information can be pass down generation by generation in time; the electronic media expand scope of human cognition, human can learned vast information by it. Although this information entirely comes from the real world, but because of the media's mediation, people's physical space (and time) is distorted, enlarged, people get right to know more of outside world. Media extend human ability, life is more entertain, but from the media get these benefits at the same time, people also pay a certain price, cognition of the world is more and more media oriented, but it is not the real world, analog media pseudo environment as the real environment. What we need to do is improve the media literacy, have the right attitude to the media, make full use of technology positive side and eliminate or avoid the negative aspects of technology.

References


Reference to a book:


Reference to a chapter in an edited book:


