Mass Media :

Mass media can be defined as "tools that can deliver messages in a massive dimension" with a general definition.



Mass media; These are the tools that aim to educate and entertain, especially the purpose of providing news and information, reaching a certain audience, at certain intervals or continuously.

Communication tools developed and electronic as a natural result of technological development not only provide speed and convenience to communication; it also turned communication into mass communication.



Today, communication tools such as Internet (e-mail etc.), telegram, telephone, fax; mass media such as newspaper, radio and television; satellites, computers (Internet) have become integral parts of communication as communication tools.

These electronic communication tools have also expanded the culture with the communication network they have established today; turned it into a global village.

In order to create a partnership by realizing the social existence today, to maintain this existence and partnership, to mass communication; hence there is a need for mass media.

Because mass media, as they unite at a common point, are the tools that realize socialization at the end of the process of influence and interaction it creates on the audience with its features.

Mass media :

Mail

Telegram

Telephone

Fax

Newspaper

radio

Television

satellites

Computers (Internet and e-mail)