

**At the end of this lesson, you are going to learn :**

1. What means by Communication & Communication studies?
2. What are the main methods used by the communication scientists?
3. What means by media? What can we find in this field?
4. Do media have influence on people? How it can happen?
5. What is the importance of media in our life as English language learner?

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**Definition:**

The word **communication** is derived from the Latin root **communicare**. This was due to the Roman Empire also devising what might be described as a mail or postal system, in order to centralize control of the empire from Rome.

It is an *academic field that deals with processes of human communication*.

**Its Topic :**

The discipline encompasses <sup>1</sup> a range of topics, from *face-to-face conversation* to *mass media outlets* such as *television broadcasting*. It also examines *how messages are interpreted through the political, cultural, economic, semiotic, hermeneutic, and social dimensions of their contexts*. They also integrates aspects of both social sciences and the humanities

**The scientific methods used Commonly in the field**

As objectivists, communication scientists favour the following empirical methods: experimental design, quasi-experimental designs, surveys, focus groups, conversation analysis, and interviews.

**Media studies**

**Media :** (*the plural of medium*) *are the collective communication outlets or tools that are used to store and deliver information or data*. It is a discipline and field of study that *deals with the content, history and effects of various media; in particular, the "mass media"*. Media studies may draw on traditions from both the social sciences and the humanities.

The word medium is defined as "*one of the means or channels of general communication, information, or entertainment in society, as newspapers, radio, or television*"

It is either associated with *communication media*, or the *specialized communication businesses* such as: print media and the press, photography, advertising, cinema, broadcasting (radio and television), and/or publishing.

<sup>1</sup> *encompass* / m 'kʌm.pəs / verb [ T ] formal : to include different types of things.

### The impact of media on people :

- Media technology has made communicating increasingly easier as time has passed throughout history. Today, children are encouraged to use media tools in school and are expected to have a general understanding of the various technologies available. The internet is arguably one of the most effective tools in media for communication. Tools such as e-mail, Skype, Facebook etc., have brought people closer together and created new online communities. However, some may argue that certain types of media can hinder face-to-face communication and therefore can result in complications like identity fraud.
- In a large consumer-driven society, electronic media (such as television) and print media (such as newspapers) are important for distributing advertisement media. More technologically advanced societies have access to goods and services through newer media than less technologically advanced societies.
- Media technology has helped to connect diverse people from far and near geographical location. It has also helped in the aspect of on-line or internet businesses and other activities that have an on-line version.
- The mass media are powerful in **shaping, influencing and even altering identities, and perception of the world.**<sup>2</sup>

### TEACHING ENGLISH THROUGH MASS MEDIA:

- ✓ Using various kinds of Media in the classroom has always been a challenge, and how to bring these Media in the classroom is more than a challenge.
- ✓ Students and teachers should be able to use in their classrooms different media through different technologies. Media provide teachers and students with creative and practical ideas. They enable teachers to meet various needs and interests of their students.
- ✓ They also provide students with a lot of language practice through activities using newspapers, magazines, radio, TV, movies, books, Internet, etc, and tasks which develop reading, writing, speaking and listening skills.
- ✓ They entertain students and encourage reading English in general, both inside and outside the classroom, promoting extensive reading by giving the students the confidence, the motivation and the ability to continue their reading outside the classroom.

***Media “inform, amuse, startle, anger, entertain, thrill, but very seldom leave anyone untouched”. Shirley Biagy.***

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<sup>2</sup> Dr. Deepak M. Shinde. *The Role of Media in cultural industries, Multiculturalism Retribalization Global Language .. Mass Communication Volume : 4 | Issue : 9 | September 2014*