SOCIOLOGY OF

MASS COMMUNICATION [**SOC 111]**

COMPLETE NOTES [SOFT COPY]

**Compiled by Bassey Emmanuel**

**COURSE OUTLINE**

1. **Definition of Concept**
2. Sociology
3. Mass Communication
4. Sociology of Mass Communication
5. **Communication**
6. Meaning, Types and functions
7. Types of communication disorders
8. **Mass Media**
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   2. Roles and influence of mass media in the society
   3. Reasons for inadequate mass media In the society
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   1. Ways to ensure efficient communication in the society
10. **Theories/ Approach of Mass Communication**
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    3. Cultural Hegemony
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11. **Globalization and Mass Media**
    1. Impact of globalization of mass media in developing countries
12. **Internet : A new global tool**
    1. Contribution of internet in the society

**WEEK 1**

1. DEFINITION OF CONCEPT
2. **SOCIOLOGY**

Sociology is about people, Sociology can also be seen as human science, about society, concerned with human culture.

Sociology is the Subject that deals with and explains social interaction. It is characterized by the fact that it examines the informal and formal social relationship engaged in by individuals in the society. So it studies people in the society.

Sociology is described as a subject that place individual in the social context as members of social group, communities and as a member of social institution such as work or their place within a family as well as their position within educational institution.

Also, the sociologist tend to find out to what extent human behavior are being shaped by the group they belong to, by the social interactions that occurs and by the social-cultural content in which the behavior take place.

1. **MASS COMMUNICATION**

Mass Communication could be termed as the method used to convey messages to large or dispersed audience.

Mass Communication is the method and organization used by specialist or social group to convey message from a source to large, socially mixed and widely dispersed audience.

1. **SOCIOLOGY OF MASS COMMUNICATION**

It is simply the objective and systematic analysis or explanation of the structures, process, techniques or method of mass communication and the role and influence on the general society.

WEEK 2

1. **COMMUNICATION**

Communication is to impact knowledge to someone or something, to have interchange of thoughts, opinion or information by speech, writing or signs.

Communication can also be defined as the process by which we share or review knowledge, ideas, views or feelings. It is the total process by which human being relate to one another. It is a process by which one person shares and impact information to another so that both of them clearly understand each other.

COMPONENTS OF COMMUNICATION

SENDER

MEDIUM

RECEIVER

FEEDBACK /RESPONSE

TYPES OF COMMUNICATION

1. *Intrapersonal Communication*: Is essentially communication within ourselves, it is the basis of all other forms of communication. Without it, Organism would not be able to function within it environments or be open to other forms of communication.
2. Interpersonal Communication*:* It is ideally a person to person communication, the example is in a situation where you (sender) speak a word and whatever may be the response of that your friend is a feedback.
3. Person to Machine*:* It is a situation whereby we send a command or control to a machine, eg speed control system in a car. The thermostat in which we send the information for heating and a room others eg calculator.
4. Machine to People Communication*:* In thissituation, machines communicate through switch and dials method, e.g pilots has machine to people communication system on the aircraft flight deck. The light engines are running properly.
5. *Machine to Machine Communication:* The example of this is the printer to the computer.
6. **COMMUNICATION DISORDER**

There are certain disorder that do affect communication which would not give room for excellent communication especially with regards to person to person communication. E.G

1. Phological disorder: These are groups of disorders that affect children ability to develop easily, understand speech by the time they four (4) years old. Children with this type of disorder do not necessarily only go on to experience literary problem but they are also faced with challenge of speech error.
2. Articulation Disorder: They include difficulties in Production of sounds, sounds sequences and the use of sound system with this kind of disorder sounds syllable and words are produced incorrect making it hard for the listener to understand what is being said e.g Rod for Nord.
3. Language Disorder: This is characterized by a mere slowness in development of vocabulary and drama necessary for expression and understanding of thought and idea. Delay may be in terms of *morphology* (Understanding and use of words formed and structured). It may also be in area of *syntax* (Understanding and use of sentence form and structure), or *semantics (*vocabulary and pragmatics using language for different purposes, adapting conversation to meet the need of the listener) and following rules of conversation.
4. Fluency Disorder: This is a condition which speech is broken by abnormal stoppage in which there may be no sound or repetition or prolongation.
5. Voice Disorder: Characterized by inappropriate speech e.g too high, too low, never changing or interrupted by break, loudness (too high, not loud enough), quality (harsh, coerce, nasal, etc) which constantly interferes with communication, draw unfavorable attention which advancely affect the listener/speaker.

FUNCTIONS OF COMMUNICATION

1. Communication enhances orderliness in the society and promotes social life and social organization, eg Family, Church, School, Club, etc.
2. It brings about international and mutual trust among people: People can engage in meaningful development project through effective communication.
3. It helps to establish promote and sustain business relationship, friendship and unity.
4. People are able to ask together for common interest and common goals through communication.
5. Human experiences is shared and understood through communication process for it is through communication that an individual remain socially relevant and informed.
6. It helps in the preservation of knowledge : Since Communication could be written in books, magazines
7. Transition of knowledge, ideas is made possible through communication.
8. Education is made possible through communication: either oral or written communication is a strong medium of teaching/ exposing/making others aware of certain ideas or knowledge hitherto unknown to them.
9. Process of Socialization where a new born human individual passes through a process of being exposed to the existing social norms/ skills, training is made possible by communication.

WEEK 3

**MASS MEDIA**

Mass Media is usually referred to as the 4th in the realm in any society, this is after the Legislature, Executive and judicial arm of Government. The Mass media ranks the 4th.

FUNCTIONS OF THE MASS MEDIA

1. Political Functions: The mass media is without doubt an agent of propaganda in our society. Most of the media organizations are being employed by the government to carry out their interest on the public. Candidates aspiring for political position find it easy to get their opinion, interest and idea across to the society through the mass media. Also Government policies and activities are and can also be made known to the masses through the various media outlet.
2. Economic functions: The mass media also perform functions in the society, they carry this in various ways by doing business review and analysis through business magazine and various advertisement where they enable the public to know what they are doing/producing. It helps in the area of advertising, distribution and marketing of goods and services.
3. Cultural functions: The dissemination of social cultural norms and values in the society is one of the major functions of mass-media various ideas of certain ruling elites are being transmitted to the general society. The teaching of various Nigerian languages is been enhanced through the use of the Mass media. So also, traditional festival taking place in various part of the country are given wide publicity among the people of the country through Social Media.
4. Social functions: Media organizations perform Social functions in the society through the creation of awareness of certain information regarding naming ceremonies, marriages, burial ceremonies, and other relevant programmes through the media of radio, newspaper.
5. Educational function: This is the area in which the Mass Media needs to be given kudos. They enlighten the public or government policies. E.g Better life and family programmes, As well as teaching of different subject like Mathematics, English and other Nigerian Subject. The Mass media also helps in conducting Adult Educational programmes which helps to improve the literacy level and intellect of those in that category.
6. Religious function: The Mass media creates a forum in which people can adequately enlighten in the things pertaining to religion. This is usually done through Preaching on the radio and television, printing of religious words or admonition, magazines, literature and so on.
7. Developmental functions: The mass media helps to promote developmental programmes like health, Education, Family Planning, Family life, welfare programmes etc.

We must understand that mass evolved from fundamental process of human communication. People exchange messages through verbal and written symbols and through verbal means. Today Communication has greatly been enhanced that people can send messages around the world and little space at very fast speed.

REASONS FOR INADEQUATE MEDIA IN THE SOCIETY

1. Values: The mass media in the 3rd world has performed credibly well. However, due to certain reasons, the media suffer from certain lack of facilities which affect its inefficiency, effectiveness and performance.

The reasons are;

* 1. *Mass Poverty:* The facilities necessary for the effectiveness and proper dissemination of information through mass media can only be purchased with huge amount of money. Hence the prevailing poverty and Economic crunch in Nigeria do not provide owners and operators of media the ability to purchase those sophisticated ideas of media equipments.
  2. *Inflation:* It occurs when much money is used to purchase few goods. This is more or less described as the inability of our local currency to purchase the needed goods. And this makes it difficult if not impossible for media outlets to acquire the needed facility abroad for their effective operation.
  3. *Corruption, Nepotism and tribalism of bureaucracy*: By bureaucracy, we are referring to government, it is evident that many unnecessary protocols exist in governmental sittings and tied to the evil of corruption, among those in authority as actually placed impediments in the way of the citizen who would have to go through certain people or bribe their way through before they can get their goods imported from abroad. This situation in Nigeria shows clearly the presence of Nepotism, tribalism etc. which doesn’t permit importation of media facilities for effective co-operation.
  4. *Illiteracy*: Ignorance is fairly a disease and not until it is recognized since Nigeria is still low in illiteracy, the media operators cannot decide the most effective media facility to be purchased to make them globally competitive.
  5. *Lack of Skilled Manpower and Professional with Sound media, technological background:* Technical know-how is an important aspect in media operation. In a situation where this is absent, the result will be low performance as well as inefficient outcome.
  6. *Political or Social Instability :* In this situation of political or social unrest, there won’t be any progress since the media is part of the Society, it can also face opposition, Stagnation and un-development in the face of unrest.
  7. *Rural Marginalization:* Rural dwellers are always at disadvantages, they don’t have access to all the means of Communication such as Satellite, internet, television, newspaper etc. The inability of Government to bridge the gap of rural to urban migration and it failure to address fundamental crisis affect rural dwellers and the owner to operate from rural settlement or set their equipment there.

WEEK 4

**SOCIETY VALUE AND MASS MEDIA**

There is no society that is void of certain norms and values with which the behavior of the individual members is regulated. In Sociological terms, it is referred to as the culture of the people. As people’s culture contains a large number of guidelines that direct their conducts in particular action which defines acceptable and appropriate behavior in a particular situation. Eg, in all society there are norms governing dressing, marriage, mode of greeting, Parent-Children, relationship ETC. When such norms are regarded, they attract positive rewards and acceptability and when they are disregarded, they attract strict penalties/sanctions. Values on the other hand provide more general guidelines for conduct, it I the belief that something is good, desirable, important or worthwhile, ETC. Efforts such be made to oppose such a thing, therefore Sociologist are of the opinion that shared norms and values are essential for the operation of human society to enhance mutual co-operation and acceptance of one another in a society. The present moral decadence that is been experienced globally is not unconnected with the inability of the state as well as other organization to ensure that the media is well monitored and regulated. Efforts shall be made to guide, uphold and sustain societal values and norms through the instrumentality of the mass media.

FACTORS NEEDED FOR EFFECTIVE COMMUNCATION   
IN THE SOCIETY.

1. Traditional beliefs, norms and value of the people: The people culture value and belief must be critically analyzed in order to devise which type of communication would be employed to effectively get across to them.
2. Literacy: The level of literacy in any society determines the mode of communication in that society. In a situation in which 80% of the society is illiterates, it would be of no effect employing a mode of communication through printing media since they won’t be able to read it. Electronic media would be appropriate in such situation like television and the radio.
3. Religious Belief: The religious background and beliefs of certain individual or people sometimes determines the kind of communication that would be effective in such a place. EG A purely Islamic society where women are kept inside or in the house and are not allowed to participate in public issues. It would be difficult to adopt a mode of communication that directly uses women.
4. Socio-Economic Background: The level of poverty or wealth in a particular society determines the mode of communication that would be prevalent or employed in such a society.
5. Level of exposure: In a society where the majority of the people are ignorant and lack sophistication, the mode of communication in such a place will take a form in which the people could afford or access or both. But when people are highly enlightened and their level of exposure is high, such media like Radio television, the internet, global satellite etc. could be effectively used to reach such an audience.

WEEK 5

**THEORIES AND APPROACH OF MASS COMMUNICATION**

Sociology as the scientific study of man and society has at its disposal certain theories with which social phenomena are raised and explained. In Sociology of Mass Communication, the explanation of the effect and impact of Mass Comm. is guarded by certain theories or modem. Theory is simply a set of ideas that provide an explanation for a phenomenon.

1. Pluralist Theory: At the heart of the pluralist, it is the overriding belief that society is made up of many interactive but competing section. These solutions of society have more or less equal access to resources and influence and are controlled by an impartial state acting for the good of everyone in the society. In other words, pluralist argue that what the media does is to reflect the divergent views, trends, make-up and attitudes existing in society and in other view, the media does little or nothing in changing society but act as a mirror that drew a light on what and how a society looks. The media reflects society just as there is diversity in society, so there’s in media content. And because the media reflects society in this way, they may unlikely to have effects in changing society. It however should be noted that the pluralist theory is supported and funded by professions. In other-word, study of media content and effect that came to be labeled pluralists was and is funded by the media industry.
2. Marxist Theory: This sharply contradicts the ideological standpoint or ideological view or plural. St Marxist believes or shares the premise or belief that human society overtime has experienced radical but gradual social evolution and each period of this change can only be understood in terms of social and economical relations. In other words, Marxian scholars believe strongly that there are groups that make up the dominant class whose interest are protected and shielded from damage because they control the basis which is economy. The dominant class therefore controls or manipulates the super structure which make up of the media, the legal system, politics and policies etc.

They also believe that the ruling idea control the information we have about the world, sharpened our perceptive, Also influence our responses to news, trends, styles.

According to Marxist, what is evident in media industry is what is called the monopoly of ownership and control which is largely determined by those who own and control the means of production.

It is the logic of capitalism that dictates the content and effect of the mass media, the poor and powerless are not a profitable market for large capitalist co-operation and are so largely ignored.

1. Cultural Hegemony: This theory which sprang from the Marxism school argues that the effect can and should be viewed from an ideological standpoint are not necessarily by a sample pursuit of economic interest. According to this theory, most media personnel genuinely act according to her personnel belief which are not necessarily determined their class position. The central argument therefore is that the culture of the dominant class is reproduced in subtle or unconscious way through the mass media, this is part of what is known as cultural hegemony. The domination of new set of ideas over the others. Another arrow head in this school of thought argues that each culture in the society has a different way of classifying the world, all of the ways in which the mass media contains system of signal/signs which represents aspect of the world view.
2. Interpretative Model: This helps researchers get away from the habits of thinking in terms of what the media do to people and to substitute it with the idea of what the people do with the media. in this model, audience are believed to filter messages, attend to and receive these messages in a selective way, ignoring, forgetting, or interpreting messages according to their own view point, in other words, the audience actively interprets the modern messages.

WEEK 6

**GLOBALIZATION AND MASS MEDIA**

This is arguably the most contentious subject in international economic debate over the past decades. For many people, globalization is simply an economic phenomena involving the increasing interaction or integration of national economic system through the growth in international trade, investment and capital flow.

There are different strands of opinion concerning globalization which are:

1. Globalization has been pictured as interaction and integration of people from different background, cultures and society through the catalyst of communication technology.
2. Advocates free trade and liberalism within on economic embryo of the interplay of market force.

Globalization is the process of the diminishing of barriers to effective international trade supported by increased economic, socio-cultural and technological interaction and integration among countries which is fascinated by the increase in and access to communication technology and involvement of supra-national instructions and global co-operation which determines the shape character and outcome of the process bringing everything to oneness of one local village.

The mass media are sources of information and news content such as magazines, the internet (which is a new global tool) etc that which have influenced a large number of people. Considering the relationship between globalization and media, it has been observed that the world is been acted by a global commercial system dominated by a sworn number of super power using transition media co-operation.

IMPACT OF GLOBALIZATION ON   
MASS MEDIA IN DEVELOPING COUNTRIES ECONOMY

1. Partial or total buyout of media organization by financial strong global media Corporate player: Some scholars observed that media giants with the development of new Satellites and digital technology are continually buying into every media set-up Publishing, film production, music to channel network, magazines. These media giants dictate, determine, and redefine standard and eventual outlook of media concepts and products as he who plays the piper, dictates the tune.
2. Cultural imperialism present globalized economy has been seen as the one that greatly favored the west and the united State. In fact, some school of thought see globalization as Americanization of the world as in their view, globalization is a smoke screen that Americans uses to make its presence felt all around the world. Talking about Culture, it is argued that one of the Consequences of globalization on will be end of cultural diversity and triumph or unipolar culture serving the needs of trans-national co-operation
3. The omnipotent of English Language as a medium of social culture and economic interaction and exchange: Globalization has further empowered the English as the official tool for business transaction and relationship. Although other languages like French, German, Spanish, etc are very passive but none compares to the oral that English language possesses and enjoys.
4. Dominance of US Dollar and other European currencies as instrument of Legal Tender: Globalization as further made the US currency the almighty dollar to become the currency per excellence for all global economic transactions. All other currencies apart from British Pounds and other major currencies are developed.
5. Emergence of a Jaundiced global media: Here seems to be a deliberate attempt by global media outfit to focus on the evil and societal ills and injustice present in other society especially 3­­­­­rd world (Developing countries) but because silent on the social discontent, social ferment and social and moral decade within industrial society while they criticize African Government for corruption and mismanagement of state funds. They try to white-wash the corrupt practices of their own politicians and leaders. Global media Organizations seems to delight in providing Africa as a hungry continent and riddling with HIV victims and poverty while they play down on the activities of gay and lesbian and discontent workers demanding wage increase and better working conditions in their own countries.

WEEK 7

**INTERNET AS A NEW GLOBAL MEDIA TOOL**

The advent of the internet has one of the most existing major event in the second half of the 20th century, the ancient dream of scholars to know all things that is happening in the world without venturing outdoor has finally become a reality since 1993 that the internet started to take off. Within the internet are the information treasures shared by all human civilizations. The reason why the internet seems all powerful is because it has two main characteristics that no other media possess:

1. It contains the biggest resources of information in the entire world
2. It enables people to obtain an interaction mechanism and instantly communicate with each other once connected to the internet. Everyone can enjoy the unpararelled richness of global information. The type of information on the internet is also wide ranging from scientific research, education, public policy, to commerce, art, entertainment etc. One of the reasons why people would want to be on the internet is that there are no official sensor, bosses, stakeholders and board of directors, who control or dictate the information gotten from the internet.

In principle, any points at which two lines or system meets or cross, you can easily access information, what we do with internet are :

* 1. Send mails
  2. Discussions
  3. Long distance Computing
  4. File Transfer

CONTRIBUTION OF THE INTERNET

TO THE SOCIETY

The internet as a new global tool is a fantastic instrument of discovery which has opened a wide versatile or attractive opportunity to human kind worldwide. The internet has contributed the following to the human society among others.

1. Speedy exchange of information and ideas: The internet has made it possible for people to interact and exchange information at the speed of time.
2. Access to a vast ocean of information: The internet could be described as one of the wonders of the 21st century; this is partially because apart from information sharing, the internet contains tons and tons of information almost as the ocean contains water.
3. Integration of society into one culture block: With the internet, different society has been merged into one cultural block or entity. Today, you can have a friend, pals, business partner or associate in a remote city cited at an extreme position on the globe and still be able to interact on a daily basis if you like.
4. Abundant wealth creation opportunities: Today the internet has created more millionaires and billionaires now than in other era of dispensation known to man e.g Bill Gates wealth was boosted and influenced by the launch of Microsoft, Internet Explorer. Also internet has created billionaires in likes of owners of Yahoo, Google, Whatsapp.
5. Instrument for e-commerce businesses and organizations as the internet has provided them with electronic platform to market their products and services to an audience that runs into millions of people. It also provides services for online payment through a credit card or other acceptable form o payment with the internet, e-commerce, business and finance have made literally possible and accessible.
6. Electronic Education / E-learning : One of the many difficulties encountered by so many people in their bid to get an education, diploma, degree, training seminar is as a result of the non-availability of time which is either to tight work schedule or family obligation in the case of married women but with the internet, this difficulty have found a solution, people can now study online as most universities , college and training institutions are beginning to introduce online Education / E-learning. This has made it possible for more people to accept educational training and opportunities.
7. Entertainment : The internet is a medium where anyone can have entertainment galore, many people browse the internet often to access and enjoy the entertainment services, the internet provides with the provision of audio-visual facilities on the net, users are pampered and they avail themselves of a wide array of options in which most even come free of charge.

NEGATIVE IMPACT OF INTERNET

IN THE SOCIETY

1. Dominance of the non-liberal ideology: The internet explicitly propagates and identifies spread western democratic ideology and values.
2. Cultural invasion and integration: The internet advocates willingly western lifestyle in which many websites display various aspect of western society and life and overwhelming majority of them show positive portrays of western culture.
3. Dominance of the English Language: Since internet is a culture of the English Language, other linguistic society finds it difficult to have a voice on the net.
4. Moral Decadence: The internet display but dirty and holy information and since it is no man’s land, many perverse practices are fast finding their way into cyber-space.
5. Computer hackers and virus: Various kind of computer hackers consist of complicated group with all kind of ulterior motives who have found their ways in the internet services. They can strike anywhere making trouble to the extent of destroying any website.
6. Security Threats: The internet makes it possible to lose and leak secrets. This day, any organization can freely send and receive electronic mail, voluntary leaking of secret have become remarkably easy through the internet.
7. Information warfare: The internet poses the potential threats of information warfare; some countries have applied the internet into military operations and used that to conduct mock attacks on other countries.
8. Internet crime: It can be used to commit crime because it provides wider horizons and more numerous techniques means to commit crime.

SOLUTION TO THE INTERNET

NEGATIVE IMPACT

1. Development of Educational Programmers on patriotism: On the part of Nigerians we need to develop our own unique democratic ideology onto consideration our techniques and peculiarity.
2. Strengthens our moral base and resist the penetration and influence of corrupt thought while we preserve the purity of our tongues and morality.
3. Military personnel and staff of organization must be educated in other to prohibit them from linking and selling important classified information.
4. We must make our presence felt n the internet by developing our country information industries, expand the influence of our country or the internet.
5. We must also take various technical actions to reduce lose and leak of secrets and quarantine harmful waste: It is important we scientifically make laws, strengthens law enforcement and stroke hard against internet crime.

*I wish us all success in all our exams.*

*At the end of it all, all our effort shall not be in vain in the mighty name of Jesus*