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Introduction to Mass Communication Page 9 Non-verbal messages are those communicated through our behaviour, movements, actions, clothes, style of conversation, pitch of the sound etc. What is fundamental in message construction is the agreement between sender and receiver in the code used for it. ...

INTRODUCTION TO MASS COMMUNICATION - University of Calicut

MASS COMMUNICATION MODULE - 1 Introduction to Mass Communication Notes 25 Mass Communication You may be wondering what actually is the difference between mass communication and mass media. The moment someone mentions the term mass media, you would probably think of television because that is the most popular mass medium today.

Notes MASS COMMUNICATION

Journal of International Scientific Publications: Media and Mass Communication, Volume 2 .

International Scientific Publications

FNRM Communication Handbook 4 Topic Your topic is the specific area of a particular subject that you choose to communicate to your audience. To be effective, you should clearly reveal your topic to your audience early in the communication processâ€” either in the opening

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