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In human communication, sender may be a person or persons who create or formulate the message to be sent to the receiver. Being the primary source of the message, sender is also termed as source. In mass media, for example, news reporter is the sender or source as he/she constructs the message (news story).

INTRODUCTION TO MASS COMMUNICATION - University of Calicut

Media is the plural for the word medium or "means of communication". Means of communication is also called channel of communication. Mass communication can therefore also be defined as "who", "says what", "in which channel", "to whom", "with what effect". Look at the following figure.

Notes MASS COMMUNICATION

Milestones in Mass Communication Research: Media Effects. by: Shearon Lowery, Melvin L. DeFleur ...
History of Communication Research Bibliography's tags for this article. intellectual internalist literature-review mass-communication media-effects; Citations (CiTO)

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