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Introduction to Communication and Journalism Page 6 channel. When you write something, the

piece of paper becomes the channel. Newspapers, magazines, radio, television and internet become the channels in mass communication. 6. Noise: Noise in communication refers to anything that distorts or interferes with the message.

### **INTRODUCTION TO COMMUNICATION AND JOURNALISM**

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.

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ABOUT THE AUTHOR Michael M. Ndonge is a scholar in Journalism and Mass Communication from Egerton University, Kenya. He holds a B.A degree in Literature, Philosophy, and Economics from Egerton University. He teaches mass communication and corporate communication at the university.

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In the United States, the study of mass communication is often associated with the practical applications of journalism, television and radio broadcasting, film, public relations, or advertising. With the diversification of media forms, the study of mass communication has extended to include social media and new media , which have stronger feedback models than traditional media sources.

### **Mass communication - Wikipedia**

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