

# INTRODUCTION TO MASS COMMUNICATION

MAC (114)



DEPARTMENT OF MASS COMMUNICATION



**Mr. Linus M. Ngantem (Lecturer)**

## INTRODUCTION

Communication is essential in every area of our lives as individuals and as groups. The desire to communicate is innate in man and this is exhibited even by babies, who in their own way express their needs and feelings by crying, laughing, groaning, etc.

Man has diverse needs and the only way through which these needs can be expressed and fulfilled is through communication. We communicate to share information, to persuade, to influence relationships and to satisfy several other needs. In the words of Hybels and Weaver (1992),

- *To live is to communicate.*
- *To communicate effectively is to enjoy life more fully.*

Ella and Onwochei (2005) observed that as social beings we interact with our kind in order to satisfy our various needs. This desire explains why we engage in one form of communication or

# An Interpretive Introduction To Mass Communication

**Rosina Ehmman**



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