

## RECENT TRENDS IN MASS COMMUNICATION RESEARCH

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### ABSTRACT

Mass Communication research covered the all aspects of Mass Communication including Mass communication theory & model, reporting, editing, public relations, advertising, social media, digital media, photography, Response study, audience research, content analysis, effect study etc. Mass communication research includes study of changes, new patterns, new trends in the field of mass communication, study of nature and nature of audience, nature of medium and study of feedback etc. Digital media or social media has emerged as a new form of media. In the same order, fundamental changes are also being seen in media research. Audience research, market research, feedback study, impact study, impact study, people's opinion on various issues and topics etc. surveys or research are being done continuously. These studies are certainly enriching the field of media and mass communication. New suggestions are also coming to the fore. The subject is expanding which is a matter of pride for any subject.

In the presented research paper, new trends in the field of mass communication research have been studied.

### INTRODUCTION:

Research is a process of systematic study. It is collection and analyzing information, reaches on any conclusion. Some suggestion and future scope is also mentioned in the research report. According to Rusk, "Research is a point of view, an attitude of enquiry or a frame of mind." It is an attempt to elicit facts and analyze them once they have been collected to get solutions for a variety of problems.

**According to George J. Mouly:**

He defines research as, "The systematic and scholarly application of the scientific method interpreted in its broader sense, to the solution of social studiesal problems; conversely, any

systematic study designed to promote the development of social studies as a science can be considered research.”

**According to Francis G. Cornell:**

“To be sure the best research is that which is reliable verifiable and exhaustive, so that it provides information in which we have confidence. The main point here is that research is, literally speaking, a kind of human behaviour, an activity in which people engage. By this definition all intelligent human behaviour involves some research.”

“In social studies, teachers, administrators, or others engage in ‘Research’ when they systematically and purposefully assemble information about schools, school children, the social matrix in which a school or school system is determined, the characteristic of the learner or the interaction between the school and pupil.”

Mass Communication research covered the all aspects of Mass Communication including Mass communication theory & model, reporting, editing, public relations, advertising, social media, digital media, photography, Response study, audience research, content analysis, effect study etc. Mass communication research includes study of changes, new patterns, new trends in the field of mass communication, study of nature and nature of audience, nature of medium and study of feedback etc. Response study or effect study is the latest form of mass communication research. Mass Communication research includes Mass communication theory and model, reporting, editing, public relations, advertising, digital media, photography, cinematography etc.

**METHODS USED FOR MASS COMMUNICATION RESEARCH:**

There are various methods which are used for the mass communication research. According to the objectives of research, scope of research, the researcher chooses any appropriate research method. Many times he or she can choose more than one method.

**CONTENT ANALYSIS:**

Content analysis is a method of research in which the content of media is analyzed. Analysis of news and photos, published articles, editorials, features, cartoons etc. is done in print media. Radio broadcast news, radio talks, radio discussions, radio plays, documentaries, radio features, etc. are analyzed in detail. Case study Analytical, critical study of television broadcasts, programs on current events, reality shows, talent hunt shows, serials, advertisements, etc. is

done. The study of the content of films is also done by analyzing them a lot. This is done by dividing the movies into different categories.

### **CASE STUDY:**

Case study is such a method of research in which analytical study of a particular phenomenon, particular content is done. A particular aspect is taken into account in this. A report is prepared by doing an analytical, descriptive study of all the aspects related to it. Through this, any immediate event, any fact can be easily detected.

**Survey:** Survey method is a very popular research method for research. Through this more and more people can be studied. In this, questionnaire and schedule are used as research tools. First of all, the sample is prepared by determining the unit, then survey is done using proper research methodology. After analyzing the received data, they arrive at a conclusion.

### **OBSERVATION:**

Observation method has special importance in research. In this, the researcher collects the data by observation. Then reaches a conclusion through the received data. There are three types of observation methods – fully participant, semi-participant or non-participant. In full participation, the researcher participates fully with the unit. Being a full participant, there is a risk of data being affected. In semi-participant research, the researcher participates where necessary, otherwise observes from outside. In non-participant, the researcher only observes from outside. He does not participate. Thus it can be said that it is a very useful research method for community studies.

### **RECENT TRENDS:**

Keeping in view the new changes taking place in the field of mass communication and media, new researches are being done. Through these researches, on one hand it is becoming easier to understand the process of mass communication and the media, on the other hand, people are getting important information about the state-of-the-art mediums. People are getting to know about the use of new mediums. Getting analytical information. Let us know what are the new trends of research in various fields of mass communication and media and how they are working-

**Mass communication theory & model:** Research is being done about the concept, process, and various types of mass communication. New models and principles of mass communication are

being prepared. Research is also being done on its applications in various contexts. Various forms of mass communication are also being studied on the interrelationship. Studies are also being done continuously on different types of communication like science communication, digital communication, political communication etc.

**Reporting:** Reporting is an important part of journalism. Through reporting, information or news elements are obtained on the basis of which news is prepared. In the changing times, a lot of changes are also being seen in reporting. This journey that started with pen-paper has come to mobile and tablet. Means the pen has become paperless. Along with this, new forms of journalism like mobile journalism, digital journalism, online journalism etc. have also emerged. Continuous research is being done on various aspects related to reporting.

**Editing:** Editing is very important in the field of journalism and mass communication. The work of editing is to give a new dimension to the content by correcting the mistakes. Editing of print media, electronic, digital media, films etc. is an essential and important task. New software and hardware are used for editing for different media. Its types are linear and non linear editing etc. Research work is going on on various aspects related to editing.

**Public relations:** Public relations is an important part of mass communication. Public relations have an important role in building the image of a person, department, institution. It is a managerial function. A Public Relations Officer should have all the qualities of a journalist. The Public Relations Department does important work like publishing the House Journal, preparing press-releases, organizing press conferences, organizing press tours. That institution acts as a bridge between the internal public and the external public. Important work like disaster management has to be done by the public relations department only. New trends have taken birth in the field of public relations. Continuous research work is being done in this field.

**Advertising:** Advertisements are the economic basis of media or mass communication. Media gets income only through advertisements. Advertisements are very attractive. Advertisements are very important for the promotion of a product, service or idea. These help in creating awareness among the consumers. In the era of digital media, the format of advertisements has also changed. The era of digital advertising or online advertisements is going on. In such a situation, research is being done for the creation and presentation of advertisements in this area.

**Digital media:** Digital media is the new form of media. After the invention of internet, a new medium emerged which is known as digital media, online media, social media etc. Digital media

includes online journalism, web portals, social media platforms like blogs, youtube, facebook, twitter etc. New experiments are done daily to make these mediums interesting and effective. In digital media, the contents are available in the form of words, photographs, audio-visually, animations, cartoons, etc.

**Photography/Cinematography:** Photograph is very important in the media. There is a saying that a good photo is more effective than a thousand written words. The proof of the veracity of the incident is not only available from the photo, but also the authenticity is proved. Taking photographs, editing and publishing photographs is an important task. Photos can be made more beautiful and attractive through various software. The filming of television programs and movies is called cinematography. Camera angle, zoom in, zoom out, shutter speed, camera movement, lighting, etc. are used in this. New techniques are being used for good photography and cinematography. Different types of cameras and camera lenses are used. Studies and research work are being done to make it better. Along with fake news, fake photographs have also emerged as a big challenge for journalism.

**Audience research:** Based on the types of media, there are four major types of audiences – Readers, Listeners, Viewers and Consumers. Different types of audiences are studied in audience research. Audience plays a very important role in the process of mass communication. The audience is the last person for whom the content is created and presented. Studies are being done on audience's interest, their need, behavior, working style etc.

**Effect or Response study:** The study of influence is also an important aspect of media research. It is very important to know what effect any content had on the audience and what kind of effect it had. Accordingly, the content can be changed. Any news, advertisement, event, article, feature etc. is studied. George Gerbner gave the cultivation theory of media. He said that television and its viewers transform each other. When he studied television viewers, he found that significant changes in the viewer's lifestyle, lifestyle, and behavior have occurred due to television programs. On the other hand, when he studied the content of television, he found that according to the interest and demand of the audience, there have been changes in the content of television. Studies of the effect are continuing in current contexts as well.

## **CONCLUSION:**

At present, there have been many changes in the field of mass communication and media. The way information and communication technology has evolved, the media has also adapted itself to those changes. New technologies are being used in the field of mass communication and media. Digital media or social media has emerged as a new form of media. In the same order, fundamental changes are also being seen in media research. Audience research, market research, feedback study, impact study, people's opinion on various issues and topics etc. surveys or research are being done continuously. These studies are certainly enriching the field of media and mass communication. New suggestions are also coming to the fore. The subject is expanding which is a matter of pride for any subject.

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