

# MASS COMMUNICATION



# COMMUNICATION STUDIES

## FOCUS

Mass media  
(TV, radio, newspapers,  
internet)

Broad—includes  
interpersonal, intercultural,  
group, organizational,  
and mediated  
communication

## APPROACH

Practical, production-  
oriented (journalism,  
advertising, PR, film)

Theoretical,  
analytical, research-  
oriented (how  
communication works,  
why it matters)

## AUDIENCE

Large, diverse, pub-  
lic audiences

Individuals, small groups,  
communities, organizations,  
as well as public

## SKILLS

Writing, editing,  
broadcasting, content  
creation

Rhetoric, persuasion,  
critical thinking,  
research, leadership

## CAREER PATHS

Media houses, PR agencies,  
advertising firms, film  
industry, digital marketing

Academia, consulting,  
corporate communication,  
conflict resolution,  
advocacy

# Uses Of Structure In Communication Studies

**Huangqi Zhang**



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