

# Editorial on Highlights of Mass Communication

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**Huria Maliak\***

Dr. of pharmacy, Rajiv Gandhi University of Health and science, Bengaluru, Karnataka, India

**\*Corresponding author:** Dr. of pharmacy, Rajiv Gandhi University of Health and science, Bengaluru, Karnataka, India, Tel: +8147259586; E-mail: Huriamalik0123@gmail.com

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## Editorial

The Journal of Mass Communication & Journalism is an Open Access journal (ISSN: 2165-7912) that provides free access to its well-researched articles to its users. It owes the major responsibility to explore what these developments mean to the audience and the way audience is influencing the media of mass communications. Mass communication is a process in which a person, group of people, or an organization sends a message through a channel of communication to a large group of anonymous and heterogeneous people and organizations. You can think of a large group of anonymous and heterogeneous people as either the general public or a segment of the general public. Channels of communication include broadcast television, radio, social media, and print. The sender of the message is usually a professional communicator that often represents an organization. Mass communication is an expensive process. Unlike interpersonal communication, feedback for mass communication is usually slow and indirect.. This academic journal would accept manuscripts in various broad and specific areas of research in this field, including the Newspapers, Radio, TV, Community Media, New Media, Mobile and Social Media of communication, on the way they influence various sections of our society. The manuscripts can explore various broad aspects like the.