
Technological Integration in Mass and Communication

This First Edition published in 2026

© 2026 New Delhi Publishers, India

Title: Technological Integration in Mass and Communication

Author: Dr. Annwoy Banerjee

Description: First edition | New Delhi Publishers 2026 | Includes bibliographical references and index.

Identifiers: ISBN 9789349897335 (Print) | 9789349897366 (eBook)

Cover Design: New Delhi Publishers

All rights reserved. No part of this publication or the information contained herein may be reproduced, adapted, abridged, translated, stored in a retrieval system, computer system, photographic or other systems or transmitted in any form or by any means, electronic, mechanical, by photocopying, recording or otherwise, without written prior permission from the publisher.

Disclaimer: Whereas every effort has been made to avoid errors and omissions, this publication is being sold on the understanding that neither the editors (or authors) nor the publishers nor the printers would be liable in any manner to any person either for an error or for an omission in this publication, or for any action to be taken on the basis of this work. Any inadvertent discrepancy noted may be brought to the attention of the publisher, for rectifying it in future editions, if published.

Trademark Notice: Product or corporate names may be trademarks or registered trademarks, and are used only for identification and explanation without intent to infringe.



NEW DELHI PUBLISHERS

Head Office: 90, Sainik Vihar, Mohan Garden, New Delhi, India

Corporate Office: 7/28, Room No. 208-209, Vardaan House, Mahavir Lane, Ansari Road, Daryaganj, New Delhi, India

Branch Office: 216, Flat-GC, Green Park, Narendrapur, Kolkata, India

Tel: 011-23256188, 011-45130562, 9971676330, 9582248909

Email: ndpublishers@gmail.com

Website: www.ndpublisher.in

Technological Integration in Mass and Communication

Author

Dr. Annwoy Banerjee



NEW DELHI PUBLISHERS

New Delhi, Kolkata

Foreword

“Mass communication” is an academic term that describes numerous methods through which individuals and organizations communicate information to large portions of the population at the same time, usually through the use of broadcast or print media.

The term “mass communication” is frequently used in a broad sense to refer to the spread of entertainment, arts, information, and messages through various media such as television, radio, newspapers, magazines, motion pictures, recorded music, and other related media outlets. Broadcast television, cable, video playback, theatre projection, recorded song, radio talk, advertising, and the front page, editorial page, sports section and comics page of a newspaper are all examples of phenomena in which this general use of the term is only appropriate to designate the most commonly shared features of otherwise disparate phenomena. Mass communication refers to the activities of the media as a whole, and does not distinguish between individual media, modalities of communication, genres of text or artwork, production or reception conditions, or other concerns pertaining to actual communication in this context. The main analytical function of this phrase is to distinguish between interpersonal, small-group, and other face-to-face communication settings, which is not the case with mass communication.

The purpose of this book is to determine the impact and significance of technological integration in mass and communication. Technology, in all of its manifestations, has an impact on practically everyone in the world. Because of its complexity and rapid growth, information technology has unquestionably had the greatest impact on people’s daily lives. Even the unit of time we use to measure a year has shifted to “an Internet year.”

The evolution of information technology has completely transformed the way news is conveyed on electronic media, as evidenced by on-the-spot reporting, live interviews, live coverage, video conferencing, and other features that were previously unthinkable. Although there has been an increase in the amount of news, the credibility of the news has diminished. Furthermore, the use of the most up-to-date techniques in electronic media has increased the overall quality and consistency of news presentation. The advancement of information technology has significantly improved the flow of information through electronic media.

I have written the book in an attempt to determine the impact of New Media technologies, such as the internet and cell phones, on social relationships. In light of the widespread adoption of these two new technologies in our society, the researcher is paying close attention to the ways in which they are altering our lives. Technology has been lubricated, and new cell phones now include the capability of connecting to the internet.

Acknowledgement

First of all, I would like to thank those who inspired me and patiently guide me. Without their active support and encouragement, I would not have been able to fulfill my objectives. I express my deep gratitude and thanks to my guide Dr. Richa Bansal, who has been the guiding spirit behind the endeavor. Without her constant inspiration and astute guidance this work would never have seen the light of the day. I would also like to thank Dr. Sribas Goswami, Associate Professor, Department of Sociology, Serampore College, West Bengal for constantly pushing me towards completing the book.

Special thanks to my father, mother and wife, who continuously supported me morally in my endeavor. Last but not least, I would like to thank my beloved and co-operative mentors from school, my professors, seniors, batchmates and juniors from Ramakrishna Mission Residential College, Narendrapur, West Bengal, India for constantly giving me moral support and inspiring me to achieve what I want to for their encouragement while building up the book.

Author

Annwoy Banerjee

Contents

Foreword v

Acknowledgement vii

1. Introduction	1
• Communication	3
• Types of Communication	4
2. Concept of Mass & Mass Culture	7
• Concept of Mass Audience	7
• Mass Communication	8
• Characteristics or Features of Mass Communication	10
• Importance of Mass Communication	14
• Functions of Mass Communication	15
3. Mass Communication and Ethics	17
• Media Control and Ownership	17
• Convergence of Media	17
• Media Globalization	17
• Media Imperialism	18
• Developing Media Literacy	18
4. Technology Integration	21
• Technology Integration's Importance	22
• What is the Effective Technology Integration?	23
• How can We Effectively Integrate Technology?	24
• Importance of ICT in Mass Communication	24
• Use Technology and Digital Media for Global Learning	26
• Educators Have a Global and Digital Opportunity	26
• Global Learning through Digital Media and Technology	26
• Use of Current Technology	28

•	Impact of New Technology on Communication Theory	29
•	Effects of Technology on Communication	36
5.	Expert Opinions on Communication	39
6.	Conceptual Framework of Communication	77
•	Mass Communication	77
•	Elements of Mass Communication	78
•	Mass Communication Characteristics	81
•	Different Media of Mass Communication	81
•	The Magazine	85
•	Importance for Mass Communication	93
7.	Mass Communication Models	99
•	Models of Mass Communication	99
•	Mass Communication Theories	111
•	Theory of Libertarianism	113
•	Mass Communication vs. Communication	118
•	Information Technology	120
8.	Impact of Social Media Reels on Tourism: A Study of West Bengal.....	135
•	An Overview of West Bengal Tourism	138
•	Conclusion	138
9.	Impact of Artificial Intelligence Driven Social Media Marketing on Millennials Dining Out Behavior in Kolkata	141
•	Millennials and Social Media Marketing	144
•	Conclusion	145
10.	Conclusion, Findings	147
•	Conclusion	147
•	Findings	155
•	References	157