

Version 1

The term mass media refers to the channels of communication (media) that exist to reach a public audience (the *mass* of the population). Mass media includes newspapers, magazines, television, radio, and the Internet. It informs people about events that they would otherwise know little about. Mass media communication is rapid, because the media will report an event after it happens. In fact, in some television reporting, the viewers can see the events as they happen. Also, the focus on the one event does not last long.

Version 2

The term mass media refers to the channels of communication (media) that exist to reach a **large** public audience (the *mass* of the population). Mass media includes newspapers, magazines, television, radio, and **more recently**, the Internet. It informs people about events that they would otherwise know little about. Mass media communication is **usually** rapid, because the media will report an **important** event **as quickly as possible** after it happens. In fact, some television reporting is **live**, that is, the viewers can see the events as they happen. It is also **transient**; the focus on the one event does not last long.

