"**Media**" refers to various **means of communication**. For example, television, radio, and the newspaper are different types of media. The term can also be used as a collective noun for the press or news reporting agencies.

**Mass media are media, which can be used to communicate and interact with a large number of audiences.** Be it the pictorial messages of the early ages, or the high-technology media that are available today, one thing that we all agree upon, is that mass media are an inseparable part of our lives. Entertainment and media always go hand in hand, but **in addition to the entertainment, mass media is also an effective medium for communication, distribution of information, advertising, marketing and in general, for expressing and sharing views, opinions and ideas.** Mass media is a **double-edged sword** which means that there are positive effects of media as well as negative influences of media. Here are some of the different types of mass media:

* **Print Media:** The print media includes **newspapers, magazines, brochures, newsletters, books and pamphlets.** Although, it is said that the electronic or new media have replaced the print media, there exists a majority of audiences who prefer the print media for various communication purposes.
* **Visual media**: **Photography** is an important mass media, which communicates via visual representations.
* **Electronic Media:** For many people, it is impossible to imagine a life without their television sets, be it the daily news dose or even the soap operas. This mass media includes **television and radio**. This category also includes electronic media like **movies, CDs and DVDs**.
* **New-age Media:** With the advent of new technologies like **Internet**, we are now enjoying the benefits of high technology mass media, which is not only **faster** than the old-school mass media, but also has a **widespread** range. **Mobile phones**, computers and Internet are often referred to as the new-age media.
* **Social Media:** Internet and cellular devices have opened up several new opportunities for mass communication in the form of which include **email, social networking websites, blogging, Internet TV**.
* **Public Speaking and Event Organizing** can also be considered as a form of mass media.