The key word MASS is almost impossible to elucidate on its own because of its many connotations, but an essential feature is its ambivalence. In social thought it has had, and retains, both strong negative and positive meanings. It's 'negative' meanings derive historically from its use in referring to the multitude, especially the mass of unruly and ignorant people. In this context, the world often connotes lack of culture, of intelligence and even rationality, (Bramson, 1961). In its 'Positive' sense, especially in the socialist tradition, it connotes the strength and solidarity of ordinary working people when organized together for collective ends.

The relevance for mass communication comes mainly from the meaning multiple or mass production and the large size of audience which can be reached by mass media. There is also in one of the original meanings of the world 'mass' the idea of an amorphose collectivity in which the components are hard to distinguish from each other. The shorter OED gives a definition of mass as an aggregate in which individuality is
lost and this is close to the meaning which sociologists have attached to the world especially when applied to the mass audience.

The 'source' is not a single person but a formal organisation and the 'sender' is often a professional communicator. The message is not unique, variable and unpredictable, but often manufactured, standardized, always multiplied in some way. The social distance involved between the sender and the receiver also implies an asymmetrical relationship, since the sender, while having no formal power over the receiver, does usually have more resources, prestige, expertise and authority. Mass communication often involves simultaneous contact between one sender and many receivers, allowing an immediate and extensive influence and an immediate response by many at one time.

Television has a thirty-year history as mass media behind it and grew out of pre-existing technologies telephone, telegraph, moving and still photography, sound recording. According to Raymond Williams (1975), "Unlike all previous communication technologies, television was a system primarily designed for transmission and reception as abstract processes, with little
or no definition of preceding content." Television which began more as a toy and novelty than a serious or even popular contribution to social life which have come to borrow from all existing media and all the most popular content of it is derivative films, news and sport. Perhaps the main genre innovation common to television of events as they happen. A second main fact of importance in television history has been its high degree of regulation, control or licensing by public authority - initially out of technical necessity, later from a mixture of democratic choice, state, self interest, economic inconvenience etc. A third and related historical feature of television has been it's centre - periphery pattern of distribution and the association of material television with political life and the power centres of society, as it has become established as both popular and political in its function.

While social cultural developments led to the original audience and political developments to the last century that gave rise to the 'audience as market' concept. A media product is a commodity or service offered for sale to a given body of potential consumers, in competition
with other media products. The audience so designated has a dual significance, for the media, first as set of potential customers or the product, and secondly as an audience for advertising of a certain kind, which is the other main source of media revenue. It specific the link between media and audiences as a consumer product relationship. It gives little emphasis to the internal social relationships of the audience, the audience characteristics most relevant to this way of thinking are social economic and the stratification of the audience by income and consumption pattern claims special attention; from a market perspective, the key fact about audiences is their attention giving behaviour, expressed mainly in acts of purchase (Sales, box office) or viewing, listening and reading choices (ratings).

Thus the television being such a powerful media having political, social economic and commercial impressions on the mass including both on males and females, especially the females are influenced by the advertisements on various household commodities and make the purchases, it becomes very interesting to study the impact and how they counteract the differences in reality.