

Supplemental material, appendix 2: Mass media definition (three definitional domains and their sub-elements, based on Potter).²⁴

| Definitional domain | Definitional element |
|----------------------|---|
| Sender | Is a complex organisation / institution, not an individual Uses standardised practices (e.g. for mass message production and dissemination) |
| Receiver | Is geographically disbursed (not bound to a single location) Understands the message as public (not private) |
| Distribution channel | Makes messages public (available to anyone) Extends temporal and spatial message availability Has rapid, even simultaneous audience reach |