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## Directorate of Distance Education

**M.A. [Sociology]**

**II - Semester**

**351 24**

# **SOCIOLOGY OF MEDIA AND COMMUNICATION**

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## Sociology of Media and Communication

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## INTRODUCTION

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In the world of 21st century, defined by information technology and electronics, the power of media is for all of us to see. More and more people are getting attracted to various forms of media. In fact, print, electronics and cyber journalism are largely defining the styles, choices, attitudes, hopes and aspirations of the masses. Under such a scenario, the studies in journalism and mass communication are acquiring more and more importance.

Although we got our news from newspapers and magazines in the 19th and early 20th centuries, electronic journalism, particularly TV journalism, has become dominant in the last 50 years. Today, advances in technology are blurring the distinction between the print and broadcast media. The Internet makes information available that is also published in newspapers and magazines or presented over the radio and TV.

This book, *Sociology of Media and Communication* has been divided into fourteen units. The book has been written in keeping with the self-instructional mode or the SIM format wherein each Unit begins with an Introduction to the topic, followed by an outline of the Objectives. The detailed content is then presented in a simple and organized manner, interspersed with Check Your Progress questions to test the student's understanding of the topics covered. A Summary along with a list of Key Words, set of Self-Assessment Questions and Exercises and Further Readings is provided at the end of each Unit for effective recapitulation.



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**BLOCK - I**  
**COMMUNICATION: MEANING, DEFINITION,**  
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**OF COMMUNICATION**

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## UNIT 1 COMMUNICATION

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### 1.0 INTRODUCTION

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Communication is the modus operandi of social and commercial intercourse. It is communication which gets the world going. It is the lifeblood of any group or organization. The communication process encompasses men, women and children as individuals and also members of a group, society, community or organization. One cannot visualize a world where men and women do not communicate. Communication keeps the world going. Communication is relevant not only to human beings, but also to other living beings. It is the most important link that connects all living organisms. Communication takes place not only among people, but also between people and animals and among animals. The dog owner, the horse rider, the ringmaster in the circus and the fortune-teller communicate with their animals and birds.

It is the ability of mankind to communicate across barriers and beyond boundaries that has ushered the progress of mankind. It is the ability of fostering speedy and effective communication around the world that has shrunk the world and made 'globalization' a reality. Communication has had a vital role to play in ensuring that people belonging to a particular country or a cultural or linguistic group interact with and relate to people belonging to other countries or cultural and linguistic groups. Communication is at once the cause and consequence of a

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powerful world order. Development of varied and sophisticated means of communication over a period of time has brought human beings across the globe closer and has facilitated speedy and effective transmission of thoughts and ideas. The expanse or reach of communication, therefore, is worldwide and truly encompasses human life in all its facets and endeavours. It galvanizes action among individuals, organizations, societies and the world community at large.

Communication adds meaning to human life. It helps build relationships and fosters love and understanding. It enriches our knowledge of the universe and makes living worthwhile. Imagine life without various tools of communication—newspapers, books, letters, television and mobile telephone—and the expanse and significance of communication becomes crystal clear. Understanding the power of communication is imperative for the success of any human endeavour. In this unit we will discuss the meaning, nature and scope of communication, along with its elements. The unit also examines the communication process and communication act.

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### 1.1 OBJECTIVES

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After going through this unit, you will be able to:

- Examine the meaning, nature, and scope of communication
- Describe the elements and process of communication
- Discuss the communication act and human relationship

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### 1.2 COMMUNICATION: MEANING, NATURE AND SCOPE

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Sociologists describe human beings as social animals. As members of society, they have to constantly interact with their fellow beings. They have feelings, emotions, likes and dislikes—all of which they have to convey. In other words, whatever the environment in which they are placed, they have to build links and establish relationships. The need for communication arises from their desire to express themselves in a Communication stems from the desire to express oneself meaningful manner. As stated earlier, communication is the modus operandi of social intercourse. As a member of the family, a social group and as part of a work team, they need to communicate with others.

Just as they are social beings, human beings are also emotional beings. Human beings have the urge to convey feelings, ideas and thoughts. They have certain thoughts and emotions. Human heart generates feelings. Further, just as human beings are social beings, and emotional beings, they are equally importantly, rational beings. They are endowed with the faculty of thinking. They have intelligence and brainpower. The human mind is a very potent force. There is always a constant urge to give expression to what the mind generates. In order to give a meaningful

expression to thoughts, ideas, reasoning, creativity and intelligence, human beings resort to communication.

The need for communication arises from the need to emote, to interact, and to express one's ideas and thoughts and the need to relate and connect. The need or the desire to communicate, however, varies from person to person, depending on time and context. There are times and occasions when a person is extremely communicative. There are also times and occasions when he or she prefers to remain silent. Be that as it may, most of our waking hours are spent in communication. Such communication may take place in several ways—listening, speaking, reading and writing. It is a well-known fact that we spend a major part of our waking hours in communicating. In the past, researchers have noted that we spend about 45 per cent of the time in listening, about 30 per cent in speaking, about 15 per cent in reading and about 10 per cent in writing. This was in the past when the communication technology was in its nascent stage. But the subsequent developments in communication technology leading to the emergence of Internet, email, SMS, Instant Messaging, video-conferencing, e-books, etc. have added a new dimension to the simple acts of reading, writing, speaking and listening. All the same, communication in its myriad forms continues to be the major pre-occupation of men, women and children.

### 1.2.1 Scope of Communication

The art of communication is as old as mankind itself. It is, in fact, older than the written word or even the spoken word. Human beings learnt to communicate much before they learnt to speak, read or write. That is why communication is not unique to human beings. Communication encompasses the communication among all living beings, including the animal world. Birds and animals also communicate. The sounds they make carry meaning. The chirping of the birds, the roaring of the lions, the hissing of the snakes and the whining of the dogs are often meant to be expressive. Much before they learnt to speak, human beings had learnt to express themselves through sounds, gestures and actions. If we observe closely, we can notice that we continue to use these methods to communicate even to this day. It is not that those who cannot speak, read or write cannot communicate. A visually challenged person or an illiterate person, resorts to oral and non-verbal communication; while a person with a speech or hearing disability resorts to gesticulations and lip reading.

The art of communication has evolved over the years. It goes back in time to the biblical era, mythological times and even to the prehistoric period. People learnt to express themselves even before they evolved fully into their present form. From sounds, grunts, actions, signs, gestures and gesticulations to the spoken word and thereafter to the world of reading, writing and modern and sophisticated methods of communication, it has been a long yet fascinating and rewarding journey through time. As they progressed on this fascinating journey, human beings learnt to interpret sounds, understand actions and use signs and gesticulations.

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Messages were conveyed through sounds, cries and drumbeats. The spoken word added a new dimension to the world of learning. Sages and saints of yore learnt to pass on sacred verses and holy texts through word of mouth. Thereafter, human beings learnt to use symbols and pictures to convey messages. Early writings were on stones and leaves. As human beings progressed, communication evolved further. The invention of printing, as we all know, revolutionized the process of communication. In terms of its reach, the written word signified a quantum leap. Side by side, various inventions made possible the recording of the spoken word and its transmission, irrespective of time and distance. Gradually, the emergence of new media added new dimensions to the world of communication. Advancements in technology further enabled storage and retrieval of oral and written records in an effective, time-saving and cost-efficient manner.

The objectives and functions of communication are inter-related. Communication could have many objectives depending upon the group and context. Communication within the family, in a classroom, in a theatre, in a church, in a war field, in a seminar and in the boardroom has different objectives. The objectives are defined depending upon the group and the purpose to be achieved. Each of these groups has a different set of goals and objectives. Communication aims at sub-serving those goals. In each of these groups, the dominant objectives of communication would be to inform, connect, educate, entertain, motivate, provoke, integrate, reassure and persuade, as the case maybe. Communication is thus the means to an end. Communication is largely goal-oriented and the objective of any personal communication would depend upon the person or the group one is addressing and the purpose or object one has in mind.

**Check Your Progress**

1. How is communication relevant to other living beings?
2. Why do human beings resort to communication?

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**1.3 THE COMMUNICATION PROCESS**

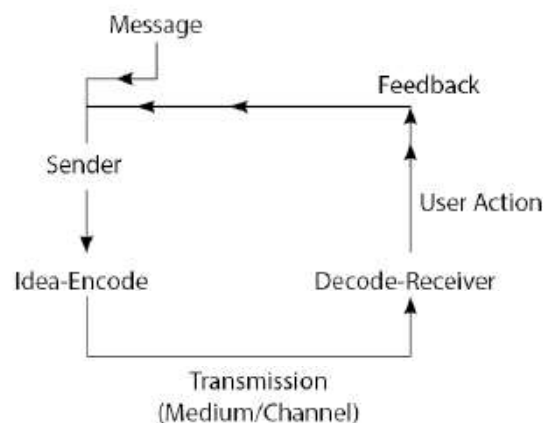
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Communication is a process that involves certain distinct steps. In its simpler form, it relates to stimulus and response. The stimulus arises from the communicator and the receiver responds. Communication is not complete till the message conveyed by the sender is properly understood by the receiver. Any communication process should necessarily have three elements—sender, receiver and the message. Every communication has a distinct purpose, which determines the message. The stimulus emanates from the sender, and the receiver comes up with the response. The objective in any communication is to elicit the desired response. When the understanding results in the intended action, the objective of the communication is achieved.

The process of communication in an organization can be illustrated with the help of Figure 1.1. Following are the steps involved in the communication process:

- a) **Step 1:** Message is initiated.
- b) **Step 2:** Sender picks up the idea and encodes it for proper understanding.
- c) **Step 3:** The encoded message is then transmitted through the chosen medium or channel.
- d) **Step 4:** Receiver receives the message and decodes it.
- e) **Step 5:** The decoded message is used or acted upon.
- f) **Step 6:** As a final step, feedback on use or action is sent back to the sender.

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*Fig. 1.1 Process of Communication*

### Communication relates to stimulus and response

The starting point of any communication is the existence of a message. The process of communication starts with a purpose. There is an underlying idea that has to be put across. This idea is developed into a message. The sender gives shape to the idea he wants to communicate. The next step, as is evident from the chart, is the encoding of the idea.

Encoding ensures that the idea or the message assumes a communicable form. Encoding would involve choosing the right words, expressions, phrases, charts and pictures in order to facilitate complete and clear expression of the idea. In doing so, the sender of the message should keep in mind the ability of the receiver to decode and comprehend the message.

The encoded message is now ready to travel. The journey or transmission is undertaken through a medium or channel. The sender of the message has to select the medium or the communication channel—oral, written, visual, audio-visual, electronic or a combination of any of these. Each of these offers various

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options. The choice of the medium would be influenced by factors like availability, cost, urgency and reliability.

The transmission is complete when the message reaches the receiver. The message has travelled from the sender to the receiver. Having received the message, it is now up to the receiver to respond as he pleases. If the receiver does not open the mailbox, ignores the letter, declines to take the call, refuses to view the audio-visual film, or ignores the e-mail, the message gets lost, and the idea fails to reach its destination. For the communication process to progress as intended, the receiver, on getting the message, should decode it. Decoding relates to reading, listening, viewing, understanding and interpretation of the message. Proper decoding is again a must for effective communication. It calls for earnestness on the part of the receiver. It depends on one's willingness to respond to the sender's efforts in sending the message. Even when one responds, understanding and interpretation of the message will be influenced by one's knowledge, attitude and perception. Communication is complete and effective only when the receiver correctly comprehends the purpose of the message, uses it and acts upon it as envisaged by the sender.

In the organizational context, in particular, the communication process moves a step further resulting in relevant feedback to the sender. The quality of feedback received from the target indicates the effectiveness of communication. The process of communication is thus a progressive step-by-step movement. Both the sender and the receiver have a definite role to play in ensuring the success of communication. Their internal background, social status, hierarchical relationships, organizational climate, knowledge, skills and attitudes are among a host of factors that determine the effectiveness of communication. Added to that is the efficiency and reliability of the channels of communication chosen in the process. The choice of methods and channels should be such that they are capable of overcoming barriers, if any, to the process of communication.

### 1.3.1 Elements of Communication

Now, let us understand various factors of communication without which the process of communication cannot be complete.

- a) **Sender (communicator):** The first factor essential for any communication to take place is sender who wants to send a message to the person with whom he/she is communicating.
- b) **Message:** It is the end result of ideas, emotions and thoughts that the sender feels necessary to communicate.
- c) **Channel (or medium):** Channel is the means of communication like telephone, TV, human voice, books, etc.
- d) **Receiver (Audience):** All messages have a destination commonly known as audience.

e) **Feedback:** The reaction from the receiver of the message is called the feedback. For example if somebody asks for a glass of water by saying 'Please give me a glass of water', then the recipient of the message should respond to it by offering him or by refusing to offer a glass of water. The response of receiver is called feedback.

f) **Noise:** The communication channels usually have many disturbances that interfere with the message that is being communicated. Unwanted fluctuation in the flow of electricity or other undesired signals can interfere with the eclectic signals that are being transmitted. All such undesired interferences are called noise. Noise can be sound or sometimes electronic.

## NOTES

### Roman Jakobson's model of communication

Roman Jakobson (1958) described the process with the help of two layered model of communication (see Figure 1.2):

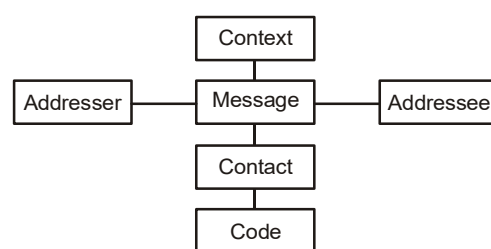
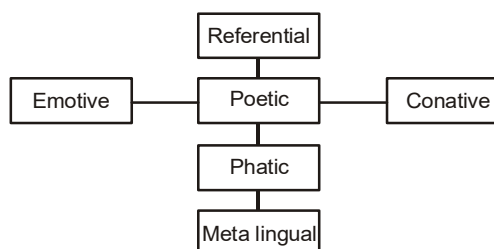


Fig. 1.2 Jakobson's Model of Communication

### Factors of communication

There are six factors of communication according to Jakobson. They are addresser, addressee, message, context, contact and code. Whenever there is a communication, there is somebody who is communicating with others; this person is called the addresser, i.e., the originator of the message. All communications are meant for some person or persons who are referred to as addressee in Jakobson's model. What the addresser and the addressee share is the message which is the central element of any communication. This model till this stage appears to be linear but Jakobson adds three more factors that form part of the environment in which the communication takes place. There is a purpose that is relevant to both the addresser and the addressee over which the communication began. This is called the context of communication. Communication cannot take place if there is no contact between the parties involved. When people are at great distances this contact is created through the medium like wire, wireless, and television. We do not talk to strangers in normal situations. The messages in order to convey the meaning should be in a language (code) which the addressee understands.



*Fig. 1.3 Jakobson's Functions of Communication*

## NOTES

### Functions of different factors of communication

After describing the factors, Roman Jakobson posits a function with these factors (see Figure 1.3). The function associated with addresser is emotive also known as expressive as each instance of communication shows emotions, attitudes, state of mind, the social status of the speaker, i.e. all those elements that make the message uniquely personal. Sometimes the speaker tries to highlight the emotive function to the extent that other functions of communication remain only in the background with least effect. The addresser directs the messages towards addressees in order to affect or change their state of mind or behaviour. The addressee relates to the function called as conative, which refers to the effect of message on the addressee. It assumes paramount importance in the case of commands or propaganda. The message corresponds to a function called poetic which emphasises the role of the addresser to encode a message in such a way that it could live after the given situation for which it was prepared. This is a reflexive relationship of message to itself and becomes very important in aesthetic and cultural communication.

When we move towards the environmental factors, we find that the factor of context is associated with the referential function of language and communication, the factor of code corresponds to the phatic function and the factor of code relates to the function called metalingual. The referential function provides the reality orientation to communications and becomes very significant when we want to communicate objective, scientific and factual realities. Phatic function manages to keep the channels of communication open and allows people to maintain the relationships as we find that the physical and psychological connections are necessary for any communication. The function associated with the shared code is called metalingual. Every time when people communicate to each other, they are reminded of the language they share and every communication has the potential of improving the shared code as the next part of communication can be understood partly by the context.

### Check Your Progress

3. When is the process of communication considered complete?
4. What is the objective of any communication and when is it achieved?
5. What is the role of noise in a communication channel?



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## 1.4 COMMUNIS-HUMAN RELATIONSHIP

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Communication is as ancient as life itself. As soon as life takes shape and begins its new journey, communication also starts for this new life in its immediate surroundings. For centuries, human beings have been giving various names to things and using jargons to communicate based on his or her experience. The word, 'communication', has its origins in the Latin word 'communico', which means 'to share' or 'communis', which means 'common'. Human beings depend on one another for their existence. Due to interaction or communication between individuals, relationship takes place. Through continuous communication interdependence grows into an emotional bond, even though people may be different in terms of culture or economic standards. Human relations do not exist and grow in an emotional vacuum. People come together in a society for a common purpose or with a common goal. The interaction and communication between individuals forms the basis of human relationships. Therefore, human relationships flourish and grow due to this emotional harmony.

Relationships pose themselves in different ways and are cultural symbols of the society. The society is a net of human relationships; it is necessary to network with each other to make the world a better and healthier place to be in. Man by nature is social and can't live isolated from his surroundings. Human nature grows in man only when he lives in society and shares a common life with other people around him. Oneness in human beings grow due to qualities like kindness, mutual respect, affection, and understanding. Social needs of people like emotion, lead to an attachment between individuals in a society. Man has to acclimatise with his environment and develop meaningful social contacts to validate his relationship. Therefore, the interaction among people in society, gives rise to what is termed as 'Human Relationship'.

For the progress and well-being of a human being and for enriching and enhancing the bonds, human relationship plays a crucial role. Relationships can be formed on the basis of birth, marriage, or association. Human relationship, therefore, is interdependent, natural attraction or inclination of an individual towards another person living in a group or society is bound to happen. Therefore, human relationship is a characteristic that is associated with humans, which brings individuals together due to the basic need of social interdependence and human considerations. Human affinity, trust, companionship, co-operation, faithfulness, and devotion are all part of human relationships. All human relationships play an important role and are the core of any civilised society. This gives rise to a gamut of complex relationships.

### 1.4.1 Communication Act

The act of communication calls for more than one unit or entity and there needs to be something familiar or common between these two or more entities. Also, for both the parties, there needs to be some common interest and control over it. As mentioned earlier, to communicate means to make known or to share and that

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## NOTES

includes verbal, nonverbal, and technology driven human interaction. The steps of making known is carried out through exchange of thoughts, ideas, or the like. Gestures, signs, signals, speech, and writing can be used to exchange thoughts and ideas. Communication happens between people when they discuss some matter, or when they speak on the phone, or share information through letters. Basically, communication is sharing information through both ways, written or verbal.

Two common elements in every communication process are the sender and the receiver. The communication is initiated by the sender. The sender is the person, who desires to convey an idea or concept to others. The person to whom the message is sent is the receiver. The sender encodes the idea by choosing the correct words, symbols, or gestures, which can convey the message. The outcome of the encoding is the messages, which can be verbal, nonverbal, or written. Message is sent through a channel, which is the communication carrier. Conversation, telephone calls, and e-mails are examples of the medium. Decoding of the message is done by the receiver into meaningful information once the message is received. If a message is distorted, then it is said to be affected by noise. When the receiver responds to the sender's message, feedback takes place.

### Check Your Progress

6. From where did the word, 'communication', originate?
7. Why is it necessary to network with each other?

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## 1.5 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

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1. Communication is not only relevant to human beings, but also to other living beings. It is the most important link that connects all living organisms. Communication takes place not only among people, but also between people and animals and among animals. For example, the dog owner, the horse rider, the ringmaster in the circus, and the fortune-teller communicate with their animals and birds.
2. Human beings resort to communication in order to give a meaningful expression to thoughts, ideas, reasoning, creativity, and intelligence.
3. Communication is considered complete only when the message conveyed by the sender is properly understood by the receiver.
4. The objective of any communication is to elicit the desired response. When the understanding results in the intended action, the objective of the communication is achieved.

5. The communication channels usually have many disturbances that interfere with the message that is being communicated. Unwanted fluctuation in the flow of electricity or other und desired signals can interfere with the eclectic signals that are being transmitted. All such undesired interferences are called noise. Noise can be sound or an electronic disturbance.
6. The word, 'communication', has its origins in the Latin word 'communico', which means 'to share' or 'communis', which means 'common'.
7. It is necessary to network with each other to make the world a better and healthier place to be in.

## NOTES

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### 1.6 SUMMARY

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- Communication is the modus operandi of social and commercial intercourse. It is communication which gets the world going. It is the lifeblood of any group or organization.
- The communication process encompasses men, women and children as individuals and also members of a group, society, community or organization.
- Sociologists describe human beings as social animals. As members of society, they have to constantly interact with their fellow beings. They have feelings, emotions, likes and dislikes—all of which they have to convey.
- The art of communication is as old as mankind itself. It is, in fact, older than the written word or even the spoken word. Human beings learnt to communicate much before they learnt to speak, read or write. That is why communication is not unique to human beings.
- Communication is a process that involves certain distinct steps. In its simpler form, it relates to stimulus and response. The stimulus arises from the communicator and the receiver responds. Communication is not complete till the message conveyed by the sender is properly understood by the receiver.
- There are six factors of communication according to Jackobson. They are addresser, addressee, message, context, contact and code.
- The word, 'communication', has its origins in the Latin word 'communico', which means 'to share' or 'communis', which means 'common'.
- Human beings depend on one another for their existence. Due to interaction or communication between individuals, relationship takes place.
- The act of communication calls for more than one unit or entity and there needs to be something familiar or common between these two or more entities. Also, for both the parties, there needs to be some common interest and control over it.

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## 1.7 KEY WORDS

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- **Stimulus:** It is a thing or event that evokes a specific functional reaction in an organ or tissue.
- **Networking:** The exchange of information or services among individuals, groups, or institutions; specifically, the cultivation of productive relationships for employment or business.
- **Phatic:** It refers to speech used to express or create an atmosphere of shared feelings, goodwill or sociability rather than to impart information.

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## 1.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

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### Short Answer Questions

1. Write a short note on the meaning of communication.
2. What are the steps in the process of communication?
3. Briefly explain human relationship in terms of communication.

### Long Answer Questions

1. Discuss the scope of communication.
2. Describe the relationship of communication stimulus and response.
3. Evaluate the Roman Jakobson's model of communication.

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## 1.9 FURTHER READINGS

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Raman, Meenakshi and Sangeeta Sharma. 2012. *Technical Communication: Principles and Practice*. New Delhi: Oxford University Press.

Fiske, John. 1982. *Introduction to Communications Studies*. London: Methuen & Co. London.

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## UNIT 2 TYPES OF COMMUNICATION

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### NOTES

#### Structure

- 2.0 Introduction
- 2.1 Objectives
- 2.2 Interpersonal Communication
  - 2.2.1 Intrapersonal Communication
- 2.3 Mass Communication
  - 2.3.1 Mass Line Communication
  - 2.3.2 Group Communication
- 2.4 Functions of Communication
  - 2.4.1 Effects
- 2.5 Answers to Check Your Progress Questions
- 2.6 Summary
- 2.7 Key Words
- 2.8 Self Assessment Questions and Exercises
- 2.9 Further Readings

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### 2.0 INTRODUCTION

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The first unit introduced you to the meaning and scope of communication and elements of the communication process. This unit will apprise you to the concepts of interpersonal communication and interpersonal communication, mass communication, and the functions of communication.

Communication is an activity which takes place on a daily basis. It is also a process that allows individuals and society to achieve their goals. The scholars of mass communication study communication as a process of either the transmission of message from one to another or as a process of generation and exchange of meaningful information in particular socio-cultural context.

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### 2.1 OBJECTIVES

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After going through this unit, you will be able to:

- Define interpersonal and intrapersonal communication
- Describe mass communication
- Describe the functions of communication
- Identify the effects of communication

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## 2.2 INTERPERSONAL COMMUNICATION

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### NOTES

Interpersonal communication skills are an important facet of the process of communication and as such are extremely relevant for achieving personal as well as professional success. Interpersonal communication refers to face-to-face or person-to-person communication. It is often direct and interactive. The message is orally communicated with the help of words as well as through non-verbal communication, encompassing body language, spacing, facial expressions, tone, gestures, and action. Interpersonal communication involves the effective use of verbal messages plus body language.

Interpersonal communication has come to acquire particular significance in all people-oriented situations. Large organizations which employ people at various levels lay particular emphasis on building interpersonal or people-related communication skills. Effective interpersonal communication calls for good insight into human behaviour and a clear understanding of how people are likely to react under different situations. Interpersonal skills are relevant in dealing with people, both within and without, in any service sector organization. They are particularly relevant in dealing with customer grievances and complaints redressal. Good interpersonal skills of the counter staff or the floor supervisor help diffuse heated arguments or flaring up during customer interaction, and, thereby contain the damage to the business.

Every manager needs to develop interpersonal skills. Interpersonal skills are among the most important managerial skills, which every manager needs to develop. Interpersonal skills refer to skills relevant in dealing with other people. Since every organization, big or small, is like a network, managers need to interact with a number of people on a regular basis. Unless managers develop significant inter-personal skills, they cannot hope to achieve results and become successful managers. Inter-personal skills, in fact, are relevant for managers at all levels. The larger and more heterogeneous the group with which the manager deals, the greater would be the need for varied inter-personal skills. As we noted earlier, today's organizations are increasingly becoming global workplaces and the managers therein should develop appropriate skills.

**QUOTE TO NOTE:** *The three main elements of every persuasive argument or presentation are ethos, logos and pathos.* —Aristotle

Interpersonal skills have also come to acquire relevance as part of the HRD efforts of large and small organizations. People with good interpersonal communication skills are considered an asset to any organization. Training programmes of service-oriented organizations like banks include sessions on development of interpersonal skills. As one goes up the hierarchical ladder in an organization, one's span of control, or the number of people reporting to him/her also often gets enlarged. Effective interpersonal skills are a must in dealing with people at various levels.

## Wit and Humour

Swami Chinmayananda was well known for his discourses on the Bhagvad Gita. He was also known for his wit, wisdom and command over the English language. In one such discourse, which this author attended, he brought out very eloquently the difference in meaning of seemingly identical words.

Swamiji remarked,

‘Before marriage, life is incomplete.’

Then he said,

‘After marriage, life is...?’

He paused, waiting for the audience to supply the missing word. As expected many in the audience shouted ‘complete.’ Swamiji smiled and said, ‘finished’. ‘After marriage, life is finished.’

Not that he really meant it, but the world of difference that a word can make was crystal clear.

At a higher level, by interpersonal skills, we refer to certain specialized skills in dealing with people under complex situations. In any business organization where a large number of people are working, both pleasant and unpleasant situations might develop. A supervisor or manager might have to convey not only appreciation or praise, but also punishment and unpalatable developments. The job may involve criticism and reprimand of juniors. Under such circumstances, not only what the supervisor says, but also the way in which it is said and what is done through actions assume meaning.

Good leaders consciously develop all these verbal and non-verbal skills and use them successfully in dealing with a variety of people and situations. They use their interpersonal communication skills to create the desired impression, both positive and negative as the case may be. The words they choose, the way in which they express them, the tone, the gestures and the action in totality are all impact creating, in any relationship building exercise, consciously or otherwise. The customer makes an impression on the counter staff as he/she walks in. The counter staff, likewise, make an impression on the customer. In any business, the first impression carries considerable value. If it is right, it results in a positive relationship. Hence, the right skills would cover the way we say hello, the smile, the attentiveness, the firm handshake, the impression we make as we enter and any such act which the party notices and, more importantly, interprets.

Some other essential skills relevant for effective interpersonal communication are the ability to win trust, build rapport, ask the right questions and elicit full details. Effective interpersonal communication involves creating the right impression and communicating the intended message convincingly. This calls for sincerity in approach and bringing in transparency in communication. It means asking the appropriate questions in an appropriate manner and making the other party communicate. It means making the other person confide in you. It means breaking

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a person's reluctance. When we think of counselling, negotiation, hearing of appeals and personal interviews, extra communication skills would be involved. They have to be developed with conscious efforts.

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**QUOTE TO NOTE:** *Ethos refers to the credibility, the knowledge, the expertise and the stature of the speaker, logos refers to the appeal of logic, reason, cognitive thinking, data and facts, and pathos refers to the appeal to the emotion, the non-cognitive and non-thinking reasons behind our decisions and action.*

—Russell Granger

People in the service industry, as we have noted earlier, should necessarily have one basic skill, the ability to get along with other people. They should develop interpersonal skills such as the ability to communicate effectively and also work as a member of the team. While job-oriented skills and knowledge are important, what is equally relevant, if not more, is the right attitude. The customer may accept a certain lack of knowledge, but will never accept rudeness or indifference. That is why training programmes in service organizations covering marketing and customer relations lay particular emphasis on building the right attitude or mindset.

People come to work not only with their hands and heads, but also their hearts. They come not only with knowledge, wisdom and intelligence, but also with feelings and emotions. Dealing with other people involves control over moods. Any work situation has its mix of positive and negative, and good and bad strokes. Good interpersonal skills require underplaying the negative strokes and not letting them spoil one's temperament. A service provider should learn to rise above bad feelings coming from any quarter and not let those show up or hinder dealings with the customers.

The following quote from Roberta Cava (from his book 'Dealing With Difficult People') brings out beautifully the strength of rational response in dealing with difficult situations: "Two forces—logic and emotion—are at work throughout our lives. Often they push and pull in opposite directions. The one that prevails at any particular time will determine how we get along with others, and may affect our level of achievement. It is easy to respond to situations with emotions rather than logic, but responding logically helps us deal constructively with difficult situations."

Harmonious relations with colleagues in the workplace and customers at the counter and at the field level are the secrets of business development. Both are of equal importance and complement each other. Harmonious interpersonal relationships among employees result in well-knit teams that can respond effectively to the customers and the customer sees one happy family at work. No wonder John Rockefeller said, 'I will pay more for the ability to deal with people than for any other ability under the sun.'



### 2.2.1 Intrapersonal Communication

The word 'intra' means inside or within. In contrast to interpersonal communication, which implies communication with the other person, intrapersonal communication implies with the self. It refers to communication within the self, involving the process of thinking and feeling. Intrapersonal communication is a method of communication that helps every person to communicate with himself or herself. It helps in clarifying what is known as the self-concept. It is basically an inward- looking exercise.

Intrapersonal communication can also be understood as self-talk. Self-talk is recognized as the verbal side of thinking. There is indeed a positive side of self-talk. Self-talk, also recognized as self-dialogue or inner speech, is what you say to yourself during your waking hours. It is necessary to create self-awareness about self-talk. Such awareness helps analyse self -concepts and overcome negative feelings. Self-talk, properly used, can help in overcoming emotional distress. Effective intrapersonal communication relates to the art of thinking, planning and interpreting ideas and messages in a positive manner.

Intrapersonal communication would also relate to the voice of conscience. This voice can play a significant role in the lives of individuals. It emphasizes the values and the ethical dimension in organizations. It brings to the fore the rational or the logical side of the business transaction and helps exercise the much needed restraint in communication. Through conscious efforts, one learns to talk to oneself so as to bring out positive response.

One cannot really communicate effectively with the outside world, unless one masters the art of communicating effectively with oneself. In that sense, intrapersonal communication is a necessary precondition for effective interpersonal communication. Good communication depends upon positive outlook. Self-talk prepares the ground for this. Those who talk to themselves are not necessarily crazy or mad. They are those who make effective use of yet another dimension of communication. Before making an important speech or attending a crucial meeting or responding to a provocative situation, you may take time off to talk to yourself, strengthen your resolve to exercise restraint and eschew anger or sarcasm. To quote Abraham Lincoln, 'When I am getting ready to reason with a man, I spend one-third of my time thinking about myself and what I am going to say and two-thirds about him and what he is going to say.' Intrapersonal communication, used effectively, provides the right balance, orientation and frame of judgement in communicating with the outside world.

### NOTES

#### Check Your Progress

1. What are interpersonal skills? Why are they considered essential for managers?
2. How is interpersonal communication different from intrapersonal communication?

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## 2.3 MASS COMMUNICATION

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### NOTES

Mass communication and promotional strategies are yet another dimension of communication whereby a business organization endeavours to reach out to a wider section of the society. Mass communication aims at reaching out to a well spread-out target audience. In a business letter, both the addressor and the addressee are specified. The addressor or the letter-writer is the business organization, and the addressee or the recipient is a particular person, by name, designation, a firm or a legal entity. On the other hand, in mass communication, while the addressor or letter-writer or the communicator is specified, the addressee is relatively vague or unknown. It does not mean that mass communication targets nobody. In fact, mass communication aims at reaching out to a well-defined target group which is not confined to any known address. For this very reason, mass communication efforts should ensure that the communication not only reaches out to the target audience, but also attracts their attention.

Mass communication is essentially a game of numbers. The objective here is to reach out with the purpose of providing specific or general information, influencing the thinking of the target group and eliciting certain action or response. Newspapers, periodicals and other products of journalism essentially seek to inform and influence. On the other hand, advertisements, hoardings and posters strive to inform, influence and also elicit response or action. Questionnaires, observational methods and research studies are other types of communication that aim at eliciting information from numerous target individuals, towards making requisite assessments. These are interrogatory in nature. Direct marketing is another promotional strategy that endeavours to reach out to well-defined targets towards achieving marketing objectives.

Promotion in the marketing parlance refers to the fourth P, the other three being place, product and price. It relates to the varied promotional activities undertaken by a business organization towards achieving customer information, customer education and customer communication. Customers are said to move from stage to stage before the transaction is completed. They move progressively from a state of awareness of the need, to knowledge of the product and thereafter to a state of product preference. The need of the customer develops into effective demand for products, resulting in the purchase of the product or availment of service. Promotional aspects of marketing are particularly relevant in a service industry like banking or insurance, where the product or the service cannot be readily “seen”. Service organizations essentially sell benefits. Towards this, they will have to organize effective promotional measures which seek to inform, educate, remind and actualize the market/clientele sections.

Mass communication and promotional strategies have developed into a very potent and effective means of reaching out and acquiring both the mind share and the market share. In the intensely competitive market place that we see today,

every business will have to repeatedly and effectively catch the attention of the target groups, not only to acquire new customers, but also to retain the existing customers. Communication with a wide cross-section of literate and illiterate audience takes place through the following methods:

- Advertisements through the print media
- Advertisements through radio, mobile phones
- Audio-visual media such as television, films and cinema slides
- Advertisements through Websites and other online media
- Hoardings
- Posters and banners
- Exhibitions and trade fairs
- Stickers and danglers
- Sponsorships and events
- Pamphlets and brochures
- Gift articles such as diaries, calendars, key chains, caps and T-shirts
- Fountains, traffic islands and umbrellas
- Press conferences and press visits
- Press releases
- Publicity
- Public relations
- Newsletters
- Web sites
- Questionnaires and studies
- Direct marketing
- Competitions and sports

### **2.3.1 Mass Line Communication**

Mass line communication is a form of political communication developed by the Chinese leader Mao Zedong and used during the Chinese revolution. The essential element of the mass line is consulting the masses, interpreting their suggestions within the framework of Marxism-Leninism, and then enforcing the resulting policies. The essential element of the mass line is consulting the masses.

### **2.3.2 Group Communication**

In a way, any communication between more than two persons can be seen as a group communication, but any communicative situation in a family or friends is generally seen as interpersonal communication because these are not always intentional or organized. Hence, we can say that group communications occurs

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when people gather intentionally or when an act of communication in group is organized with a particular objective in mind.

Group communication has been there since the human societies moved out of the wildlife state to organize them into tribes. In fact, the transition of homosapiens from individual families to tribes may be seen as the beginning of social organization where communication started playing a major role as they found a higher form of communication than its earlier form of interpersonal communication. One could recall the newer forms of odes, folk songs and storytelling devised by tribal societies to perpetuate their traditions and to glorify their ancestor heroes.

In the later days of human civilization, we find the religious gatherings like prayer meetings, educational endeavours, public or private court meetings of kings and public meetings in modern democracies as the newer forms of group communication. In modern times, individual family business or multinational corporate business, national governance and international relations cannot be imagined without various forms of group communications. The meeting of the board of governors, the parliament sessions, the group of ministers' meetings, national and international conferences, and conventions and summits are all examples of group communication. In our daily lives, when we are sitting with our family and sharing our everyday experiences and opinions about life, we are involved in group communication. Also, a group of friends chatting is also a form of group communication.

The sitting arrangements for group communication have their own significations. Podium and audience arrangement generally does not allow two way communications; it would normally be useful for top-down communication. Board meeting arrangement of round table conferences on the other hand allows an equal level two-way dialogue between the groups.

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## 2.4 FUNCTIONS OF COMMUNICATION

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Communication is used in human societies mainly to share information and knowledge and to entertain its members. In this sense, communication is all pervasive and a very important process in the society. Here, various functions of communication in society will be discussed in detail.

### **Information**

Information is an integral part of human existence. Human beings have the brain and sensory perceptions to collect and process information. Life in general became easier as people started sharing a lot of information with each other. If in a city somebody wants to buy something or eat something, it is necessary to know the location and types of stores or restaurants that he/she wants to go. There are many ways of getting such information, one could ask somebody about it or one could look for such information in a city guide. Similarly, in order to save oneself

from various diseases it becomes vital to get information about the diseases and the precautions one must take. Young people interested in making a career in any field need to collect information about various opportunities available to them.

The difference between information and news lies in their generality and particularity. News is a piece of information which relates to more people because it is general in nature, whereas information is what different people need for different purposes. It can also be said that news is information that does not remain relevant for long time. If we say a 20 year old man died today when the engine of his car caught fire, then it is information in the form of news, but if we say that a leaking fuel pipe can make the car engine catch fire, then we are giving a piece of information that is relevant for a longer time.

### **Entertainment**

Entertainment is based on communication. The entertainer, the person or object, transmits the information that entertains others. In earlier days, communities depended on dances and songs for entertainment. In the present day, there is a wide range of books from stories, novels to those on spirituality, travel, geography, history and many more subjects. There are magazines and newspapers with lots of information. There are museums and exhibitions of painting, sculpture and photography that important information. Cinema starting from the era of silent movies has become a very good source of distraction. Musical concerts and dance and drama performances too are good source of relaxation. Various games and sports also entertain the active participant or the passive spectators.

### **Persuasion**

Communication is seen as an activity that takes place between two or more persons. Every individual has different types of needs. Sometimes people need to persuade the other person in some way to get things done. If babies use non-verbal communication to attract attention, then matured individuals use speech or text to persuade.

Communication to persuade is used in families, groups, and in public life in different ways and for different purposes. In family, apart from many other instances of persuasion, parents or children persuade each other to agree with their decisions. The deadlocks in industrial disputes are resolved with the help of negotiations between the owners and the workers. The strike by workers itself is an act of communication to persuade the owners to meet their demand.

Advertising, a form of mass communication, is one of the best examples of the art of persuasion. The market depends on advertising to persuade its consumers to sell the products even if there is no felt need of such products in the society. Political parties too indulge in the act of persuasion for reaping the benefits in elections. Political persuasion is normally known as propaganda.

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## Cultural promotion

### NOTES

Communication in a society has always been used for the preservation and continuation of culture. Language is the most important medium of communication in the history of mankind and language is also part of culture in a society. Apart from the expressions in the form of visuals like painting and sculpture, language is the most potent means of expression in any culture. The affinity of language with culture is so strong that after independence the Indian states reorganized its provinces on the basis of linguistic identities.

The British anthropologist, Edward Burnett Tylor, defined culture as 'the universal human capacity to classify and encode their experiences symbolically, and communicate symbolically encoded experiences socially.' Anthropologically culture also covers economic and political organization, law and conflict resolution, patterns of consumption and exchange, material culture, technology, infrastructure, gender relations, ethnicity, childrearing and socialization, religion, myth, symbols, values, etiquette, worldview, sports, music, nutrition, recreation, games, food, and festivals.

People communicate their ideas through literature, theatre, painting, sculpture and information about cookery, sports, etc. Fairs and festivals are also ways of communication. In modern times, the mass media, such as cinema, TV and radio are massive communicating industries that play part in communicating cultural activities. In fact, the term culture industry was perhaps used for the first time by Adorno and Horkheimer in their book *Dialectic of Enlightenment*, which was published in 1947. It was there that they spoke of 'mass culture' and 'culture industry'. The culture industry makes products which are tailored for consumption by masses, which often involves a great deal of communication.

The mass media in its different form like newspapers, magazines, radio, television, cinema and internet churn out a huge amount of cultural content every day. The cultural industry not only makes profits but also plays role of social integration.

### Transmission of knowledge

The present development and progress would not have been possible without the communication skills and techniques supported initially by language in the form of speech and later in the form of writing. In the oral societies, knowledge was transferred through speech and various methods were innovated for the same. Writing was the next innovation that allowed us to transfer knowledge from one generation to other and from one place to other without any loss of meaning. The books in the form of manuscripts were preserved in churches and ashrams for the benefit of mankind.

The invention of printing press allowed the spread of knowledge on a massive scale. We have reached a stage today where we do not need the written word to record knowledge. We have also found that various aspects of knowledge cannot be very aptly recorded by written words. Hence, the technologies of audio and video recordings have also been used to conserve and propagate knowledge. The role of National Geographic Channel, Discovery Channel and History Channel in the dissemination of knowledge is well known.

Education too is an important medium for communicating ethics, behaviour and knowledge.

### **Integration**

Communication, verbal or non-verbal, integrates the society both in case of humans and animals. Various ways and means of communication help human beings and animals unite, coordinate, assist or relate to each other.

People learn and acquire knowledge and share it with their fellow beings. In India, the philosophies of '*advait*' (monism) and '*dwait*' (Dualism) are similar to those in West about dualism and monism. Human beings have always desired to be in unison with the external world and that desire itself has been defined as Yoga by Swami Vivekananda.

Rapid growth of population and civilization created the need of mass communication for integrating and coordinating human activities. Institutions like education and media are heavily dependent on communication. Parliament, judiciary and various other institutions meant to keep the society united also need to communicate.

#### **2.4.1 Effects**

Some of the effects of communication are the following:

- Discovering something
- Relationship
- Helping out others
- Stimulation
- Relaxation
- Social growth

#### **Check Your Progress**

3. What is the main objective of mass communication?
4. Define mass line communication.
5. Mention any two significant functions of communication.

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## **2.5 Answers to Check Your Progress Questions**

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1. Interpersonal skills refer to skills relevant in dealing with other people. Every manager needs to develop inter-personal skills. Inter-personal skills are among the most important managerial skills, which every manager needs to develop.
2. Interpersonal communication, which implies communication with the other person, intrapersonal communication implies with the self.
3. The main objective of mass communication is to reach out with the purpose of providing specific or general information, influencing the thinking of the target group and eliciting certain action or response.
4. Mass line communication is a form of political communication developed by the Chinese leader Mao Zedong and used during the Chinese revolution.
5. Two significant functions of communication are dissemination of information and spread of entertainment.

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## **2.6 SUMMARY**

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- Interpersonal communication skills are an important facet of the process of communication and as such are extremely relevant for achieving personal as well as professional success.
- Every manager needs to develop interpersonal skills. Interpersonal skills are among the most important managerial skills, which every manager needs to develop.
- People come to work not only with their hands and heads, but also their hearts. They come not only with knowledge, wisdom and intelligence, but also with feelings and emotions.
- Intrapersonal communication is a method of communication that helps every person to communicate with himself or herself. It helps in clarifying what is known as the self-concept. It is basically an inward- looking exercise.
- Mass communication and promotional strategies are yet another dimension of communication whereby a business organization endeavours to reach out to a wider section of the society.
- Mass communication is essentially a game of numbers. The objective here is to reach out with the purpose of providing specific or general information, influencing the thinking of the target group and eliciting certain action or response.
- Mass communication and promotional strategies have developed into a very potent and effective means of reaching out and acquiring both the mind share and the market share.



- Mass line communication is a form of political communication developed by the Chinese leader Mao Zedong and used during the Chinese revolution.
- Group communication has been there since the human societies moved out of the wildlife state to organize them into tribes.
- Communication is used in human societies mainly to share information and knowledge and to entertain its members. In this sense, communication is all pervasive and a very important process in the society.
- Entertainment is based on communication. The entertainer, the person or object, transmits the information that entertains others. In earlier days, communities depended on dances and songs for entertainment.
- Communication in a society has always been used for the preservation and continuation of culture. Language is the most important medium of communication in the history of mankind and language is also part of culture in a society.
- The present development and progress would not have been possible without the communication skills and techniques supported initially by language in the form of speech and later in the form of writing.

## NOTES

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### 2.7 KEY WORDS

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- **Interpersonal communication:** It refers to face-to-face or person-to-person communication. It is often direct and interactive.
- **Group communication:** It refers to communication that takes place among a group of individuals sitting together to discuss a common topic of discussion.
- **Direct marketing:** It is a promotional method that involves presenting information about your company, product, or service to your target customer without the use of an advertising middleman.

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### 2.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

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#### Short Answer Questions

1. What are the significant features of intrapersonal communication?
2. Mention the various means of mass communication.
3. What is the essential element of mass line communication?

#### Long Answer Questions

1. 'Interpersonal communication has come to acquire particular significance in all people-oriented situations.' Explain the statement.

2. Discuss the functions of communication.
3. Comment on the effects of communication in your own words.

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## NOTES

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## 2.9 FURTHER READINGS

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## **UNIT 3 MODELS OF COMMUNICATION**

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### **NOTES**

#### **Structure**

- 3.0 Introduction
- 3.1 Objectives
- 3.2 Barriers of Communication
  - 3.2.1 Overcoming the Barriers
- 3.3 Models and Theories of Communication
  - 3.3.1 Shannon and Weaver's Model (1948)
  - 3.3.2 Harold Lasswell's Model (1948)
  - 3.3.3 Charles E. Osgood's Model
  - 3.3.4 Wilbur Schramm's Model
  - 3.3.5 Hypodermic Theory
  - 3.3.6 One-Step Flow Model
  - 3.3.7 Frank Dance's Helical Model
- 3.4 Answers to Check Your Progress Questions
- 3.5 Summary
- 3.6 Key Words
- 3.7 Self Assessment Questions and Exercises
- 3.8 Further Readings

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### **3.0 INTRODUCTION**

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Several models of communication were developed by Western scholars to explain human communication process. There are two distinct types of models of communication: linear and non-linear. The first major model for communication which became the dominant form of 'information theory' was developed in 1948 by Claude Elwood Shannon. Later on, the same theory was published in a book co-authored by Warren Weaver. This theory was named as Shannon and Weaver model by social scientists.

The leading communications theorist Harold Dwight Lasswell developed linear model which enumerates main variables involved in the process of communication. His model of communication is in the shape of a question containing many more questions. Richard Braddock suggested that two additional elements to be added in Lasswell's model. Then there is the model which is based on the theory that communication is a two-way process. Charles Egerton Osgood popularized the notion that communication was circular rather than linear. Osgood's model shows the significance of both the source and receiver. However, it was Wilbur Schramm who has very effectively tried to explain the process of communication in its widest sense. In Frank Dance's helical model, the helix represents the way communication evolves in an individual from his birth till the existing moment.

In addition to explaining several barriers of communication, this unit discusses various models of communication developed by the Western scholars and social scientists.

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### 3.1 OBJECTIVES

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After going through this unit, you will be able to:

- Learn about various barriers of communication
- Understand models and theories of communication
- Analyse hypodermic and one-step flow
- Discuss Shannon and Weaver's model
- Explain Harold Lasswell and Charles E. Osgood's model
- Examine Wilbur Schramm's model
- Discuss the features and limitations of Frank Dance's helical model

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### 3.2 BARRIERS OF COMMUNICATION

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As we have seen earlier, communication is a process that covers six different steps involving, among others, encoding, decoding and transmission. For ensuring effective communication, all the parties and instruments will have to play their part as envisaged. At every stage of the communication process, however, there are barriers, which hinder or dilute the flow of communication. The barriers to communication in an organizational context may arise out of authority structure, status difference, reporting relationships, culture and background of individuals. They may arise out of behavioural differences, differences in skills and understanding as well as physical factors. While some kinds of barriers like behavioural differences and differences in skills may be commonly applicable to all methods of communication, barriers arising out of physical factors may be specific to the method of communication adopted. Some barriers, which are specific to the written communication, are handwriting, spellings and legibility. Similarly, barriers to oral communication would include absence of felicity of expression, accent, speed of delivery and appropriateness of the language.

Let us now explain some of these barriers of communication separately. These are:

#### 1. Poor expression

The power of expression of the communicator determines the quality of communication. To be effective, the message has to be properly developed from an idea. Barriers relating to expression result in poorly expressed messages. Lack of conceptual skills results in inadequate or incomplete shaping of the idea. Ambiguity as well as lack of clarity arise due to limited word power, improper

organization of ideas and lack of coherence. If the words and thoughts are not organized properly, the communication would suffer for want of structural balance or a sense of proportion. Obviously, such poor expression of thoughts and ideas leads to incorrect, incomplete and incoherent messages. All this would result in avoidable errors and seeking of further clarifications, adding to costs and delays in communication. Encoding and decoding require skill to ensure clarity and precision. Poor expression is likely to occur under the following circumstances:

- i. When a person is ill
- ii. When a person is fatigued
- iii. When a person is under severe stress
- iv. When a person is under the influence of alcohol
- v. When a person's thoughts are not clear and vocabulary is limited.

These are true for both oral and written communication.

## **2. Faulty transmissions**

The process of transmission, essential for any communication, is susceptible to errors of omission and commission. In the organizational context, the person transmitting the message may be different from the person who conceived the idea. The intent and purpose of the message may not remain the same as it moves from the originator to the transmitter. Not only that, the person transmitting the message may bring in his own bias, feelings and perceptions, which the originator of the message would not have intended. Or else, there may be occasions when the originator of the idea expects the transmitter to detail, illustrate and elucidate the idea, which the latter may fail to do.

## **3. Indifference and lack of interest**

This is indeed a very strong barrier in the process of communication. Organizations have to make considerable effort to ensure that indifference to organizational communication is brought down to the minimum. Communication, to be effective, presupposes that the receiver of the message is also attentive or receptive. Attentive listening in oral communication, careful reading in written communication and keen observation in non-verbal communication are a must. Indifference or lack of interest on the part of the recipient, in turn, adversely impacts the enthusiasm of the communicator. When the students are not attentive, the teacher is likely to lose interest. On the other hand, when the speaker lacks expertise or credibility, the receptivity of the audience wanes. Indifference and lack of interest creates barriers to communication, as a result of which the quality of communication suffers. The intended message is either not received at all or is incomplete and, worse still, is understood incorrectly.

## **4. Noise**

Noise is yet another barrier especially relevant to verbal communication. Noise disturbs the flow of communication. The recipient fails to receive the oral messages

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sent by the communicator, as a result of which the message gets diluted. While noise certainly affects oral communication, it may also affect written communication to the extent that the person writing a letter or a report may lose his concentration and consequently his flow of thoughts may suffer.

**Quote to Note:** *The single biggest problem in communication is the illusion that it has taken place.*

—George Bernard Shaw

### 5. Physical factors

The process of communication, especially transmission of messages, makes use of numerous channels, instruments and gadgets such as telephone, microphone, projector, printing, photocopying, telex, fax, radio, film, cassette and of late, the floppy, compact disc and the pen drive. All these are very useful when they function smoothly. At the same time, they act as barriers when they fail to perform their functions efficiently. As a result, communication fails to reach the target audience. Snapping of telephone lines, non-availability of meeting rooms, failure of multimedia equipment and disturbances of power supply may lead to delays in transmitting the messages to the intended recipients.

### 6. People-related factors

The process of communication essentially involves human beings. Like democracy, we may describe communication as of the people, for the people and by the people. Yet, people do not think, understand and interpret alike. In other words, meanings are in people. In any large organization, especially in multinational ones, there are differences among the employees in terms of language group, cultural background, rural-urban origin and hierarchical levels which in turn create psychological, linguistic and cultural barriers. Differences in hierarchical positions have their implications in terms of work structure, authority, status and relationship. In such situations, people may have bias, fear and reticence, which act as barriers to the free flow of communication. All these factors lead to different expectations among people within the organization, as to who should communicate with whom and in what manner. Apart from this, the organizational climate has its impact on communication. It is conducive when people are encouraged to speak out and there is free flow of communication. On the other hand, when the organizational climate is disturbed, and when dissenting voices are stifled, barriers emerge.

#### 3.2.1 Overcoming the Barriers

##### Plain Speaking: Full of Wit and Humour

Once the British Prime Minister and his secretary were travelling through the English countryside. Suddenly they realized that they had lost their way. The Prime Minister told the secretary, 'When we next see a person on the road, stop the car and ask him exactly where we are.' Accordingly, the secretary stopped the car and asked the next passer-by, 'Where are we?' The man replied, 'You are in your car.' On

hearing that, the Prime Minister told the secretary, “This is the perfect example of a British parliamentary reply. It is brief, to the point, truthful and does not tell anything more than what you already know!”

We have seen in the foregoing paragraphs that there are often numerous barriers to the free flow of communication. Such barriers disturb or dilute or hinder the process of communication. These barriers may be classified as physical, psychological, linguistic and cultural. It is worth emphasizing, however, that most barriers are surmountable. It is possible to anticipate, recognize and foresee the prevalence of barriers and take appropriate corrective action. With conscious effort, it should be possible to overcome these barriers and ensure free flow of communication on an ongoing basis.

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### 3.3 MODELS AND THEORIES OF COMMUNICATION

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Communication as an activity appears to be very simple to explain at the very first instance, but when we explore it further the complexities of communication make it difficult for us to describe it in simpler terms. There have been many models that explain the various aspects related to communication. In a simple sense, a model is any representation of a theory, idea or concept that takes into account any studies that have already been done, and lays the foundation for further studies on the subject. According to C. David Mortensen, author of *Communication: The Study of Human Communication* ‘In the broadest sense, a model is a systematic representation of an object or event in idealized and abstract form. Models are somewhat arbitrary by their nature. The act of abstracting eliminates certain details to focus on essential factors ... The key to the usefulness of a model is the degree to which it conforms – in point-by-point correspondence – to the underlying determinants of communicative behaviour.’

The models of communication help us to understand the process of communication where the factors of communications are shown in a particular order and relations. In this section, we would look at various models of communication suggested by different scholars from time to time.

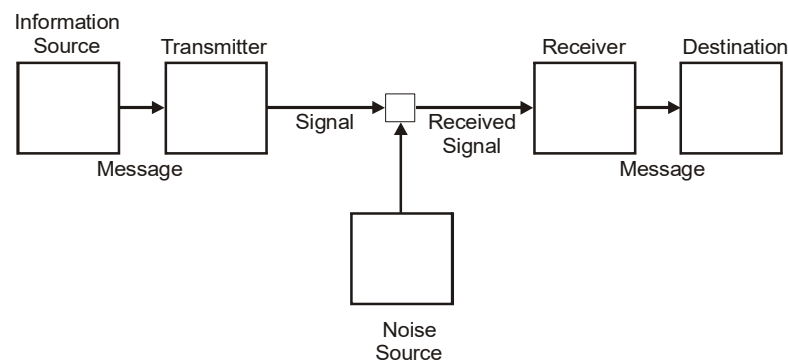
It is worth mentioning here that we find two distinct types of models of communication, i.e., linear and non-linear. The model suggested by Shannon and Weaver is the first model of communication, though it was drawn by them to explain the working of telephones. Linear models of communication are a one way model to communicate with the others, and involves sending a message to the receiver. It does not take the feedback of the receiver into account. In a linear model, the beginning and end of the communication process are clearly defined. The linear models see communication as the transmission of message and consequently raise the issue of effect rather than meaning. A situation of communication gap can only occur if we look at communication as a process of the transmission of message. Non-linear model of communication is a two way model of communication that

takes the response or feedback of the receiver of the message into account. Another name of this kind of model is circular or interactional model.

### 3.3.1 Shannon and Weaver's Model (1948)

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Claude Elwood Shannon published a paper in two parts *A Mathematical Theory of Communication* in 1948. In this paper, he developed the concept of information entropy, which worked as a measure for the uncertainty in a message. He was essentially inventing something else that later on became the dominant form of 'information theory'. Warren Weaver afterwards made his theory available to people in simpler versions and was subsequently used by scholars widely in social sciences. Many years later the same theory was published in a book co-authored by Weaver. Hence the model was named as Shannon and Weaver model by social scientists though it appeared for the first time in the original paper of Claude Shannon in 1948. Figure 3.1 presents the basic elements contained in this model.



**Fig. 3.1** Schematic Diagram of a General Communication System

The model when used in communication studies would mean that the communication begins with the information source or sender who creates a message. This message is then transmitted along a channel. The role of transmitter is to convert the messages into signals that are capable of being transmitted through a channel. The signals so received are then reconverted to the original message by the receiver so as to reach the destination. Shannon in this model very significantly discusses the role of noise. The noise in his model refers to disturbances in the channel that may interfere with the signals and may produce the signals that were not intended. Shannon also elaborates on the role of redundancy and entropy as the major concepts of communication because they help in overcoming the disturbances caused by the channels.

In his paper Shannon discusses the terms entropy and redundancy in the following words:<sup>1</sup>

The ratio of the entropy of a source to the maximum value it could have while still restricted to the same symbols will be called its *relative entropy*. This is the maximum compression possible when we encode into the same alphabet. One minus the relative entropy is the *redundancy*. The redundancy of ordinary English, not considering statistical structure



over greater distances than about eight letters, is roughly 50%. This means that when we write English half of what we write is determined by the structure of the language and half is chosen freely.

The model of Shannon and Weaver is interpreted a bit differently by scholars of communication studies with social science background. It is for the same reason that the model of David Barlow becomes important where the mathematical technicalities of Shannon's models were reinterpreted for human communication process.

### 3.3.2 Harold Lasswell's Model (1948)

Harold Dwight Lasswell (1902–1978) was a leading American political scientist and communications theorist. He was the Chief of the Experimental Division for the Study of War Time Communications at the Library of Congress during the Second World War. He analysed Nazi propaganda films to identify mechanisms of persuasion used to secure the acquiescence and support of the German populace for Hitler. He gave verbal models of communication and politics in the same year when Shannon wrote his paper on mathematical theory. His model of communication is in the shape of a question containing many more questions.

**Who** says

**What** to

**Whom** in

**What Channel** with

**What** effect?

This linear model enumerates main variables involved in the process of communication. The 'Who' refers to the identification of the source and 'What' refers to the analysis of the content of the message. The choice of channel is denoted by the question 'What channel' and the characteristics of the audience by the question 'Whom'. The main thing about this model is that it makes the end result of communication as the most important aspect of the whole process, when Lasswell asks 'What effect?' In a way, this model of communication appears to be influenced to a large extent by the behaviourism which was the newly developing trend in America those days. Behaviourism is a school of psychology that supports that behaviours can be influenced by conditioning. Lasswell's model takes the psychological conditioning of individuals and society into account. His model of communication can also be described as the psycho-sociological model of communication because it deals with the psychological and sociological aspects of communication. It considers what effects communication has on the recipient(s) of the message, and so it enters the domain of psychology as well as sociology.

### Braddock's Derivation of Lasswell's Model

In 1958, Richard Braddock suggested that Lasswell's model be expanded to consider two additional elements that Braddock argued that Lasswell's model ignored 'for what purpose' and 'under what circumstances'. Braddock's model is

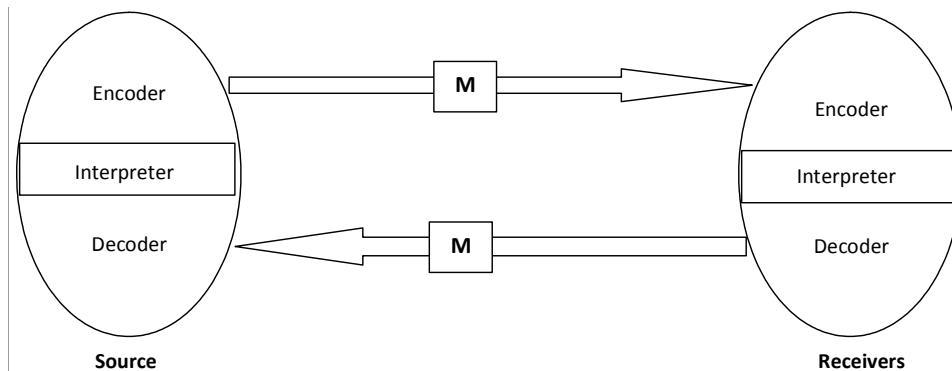
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more applicable to cultivation theory. According to media scholar Michael Real, 'subsequent attempts to add an entertainment function and an advertising function fail to capture Lasswell's intent but provide the largest 'use and gratification' cited by, for example, television viewers.

### 3.3.3 Charles E. Osgood's Model

Charles Egerton Osgood was an American psychologist who is known for his contribution of developing a technique of measuring the connotative meaning of concepts, known as the semantic differential. He has also contributed insights into the area of psycho-linguistics. In fact, Charles Osgood is the first person to underline the two-way nature of communication which makes it a very good model to understand the actual process of interpersonal communication. Osgood has also talked about one-to-many and many-to-one systems of communication while elaborating his model. Osgood made a new beginning in communication models by suggesting the first circular model as it does not look at communication as a linear process moving from point A to point B. Communication is a dynamic process for him which can begin with any stimulus received by the source or receiver. His model shows the significance of both the source and receiver as the participants in a communicative situation. In his model, both the ends have the capability of encoding, decoding and interpreting the messages.



*Fig. 3.2 Osgood's Communication Model*

Writing about his model in his book *The Measurement of Meaning*, Osgood says:<sup>2</sup>

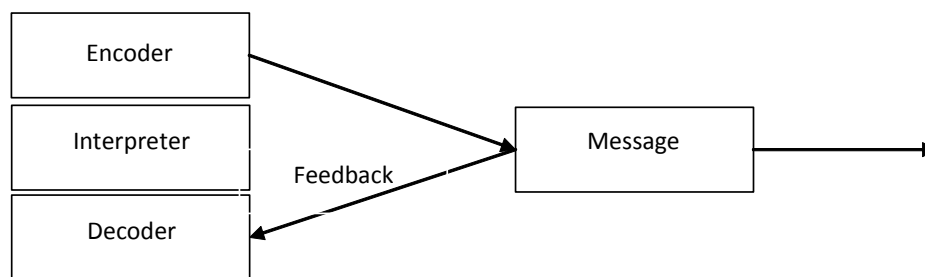
... We have communication whenever one system, a source, influences the state or actions of another system, the destination or receiver, by selecting among the alternative signals that can be carried in the channel connecting them. In dealing with human communication systems we usually refer to signal sets as messages; and these are most often, though not necessarily, language messages. ... Also in dealing with human communication, it is necessary to further analyze both source and receiver into integrated subsystem. The individual human communicator is equipped both to receive and transmit messages more-or-less simultaneously – indeed, he is regularly the receiver of the message he himself produces, via feedback mechanism.

### 3.3.4 Wilbur Schramm's Model

Wilbur Schramm was one among the leading experts in the field of communication studies. He has very effectively tried to explain the process of communication in its widest sense from intrapersonal to mass communication. He has improvised the model of Shannon and Weaver and has also made Osgood's model more effective by introducing the notion of feedback. The stress on feedback and noise as the essential components of communication process is an improvement upon Osgood's concept of the source and receivers both possessing the encoding, interpreting and decoding capabilities.

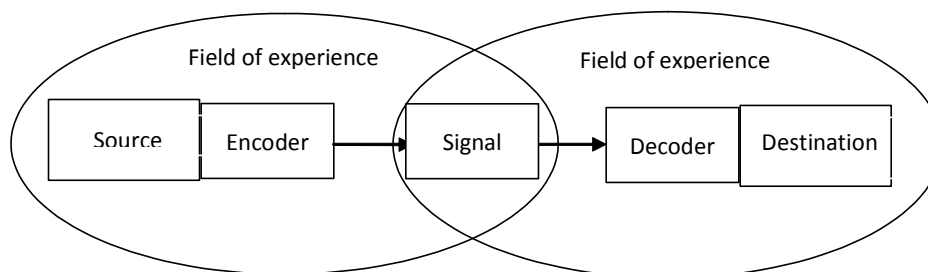
The feedback becomes a very important factor for the two-way communication between two people where any further possibility of sender's encoding of another message depends upon the constant feedback in terms of the response. Hence, a dialogue is a communication where two people talking to each other become the sender and receiver at the same time. Schramm also interpreted feedback in another way where it means that the encoder gets the response from his/her own message. We always hear our own voice while speaking and read our own writings before they are heard or read by others. The process of correcting the pronunciation and spelling are the result of the feedback mechanism between the encoding and the message. In this sense, the sender alone is having both functions of encoding and decoding for his/her own message.

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**Fig. 3.3** Schramm's Communication Model

Schramm then brings the notion of field of experience as a significant factor of communication. The large part of the field of experience of the people is idiosyncratic or private. However, the medium and a part of the field of experience should be shared by the individual without which communication cannot take place.



**Fig. 3.4** Field of Experience in Communication

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He also discusses the role of frame of reference for the people participating in communicative situation. The frame of reference is the total sociological context in which the communication takes place and where the people relates to the messages on the basis of their own values, needs and the social imperatives and constraints imposed on individuals.

### **3.3.5 Hypodermic Theory**

Hypodermic needle theory and the magic bullet theory is the name given to the explanation of the impact of mass media on masses. The magic bullet theory was not based on empirical findings from research but rather on assumptions of the time about human nature. Radio and newspapers had become such powerful mass media that the allied forces had realized that they could be used for mounting an ideological attack on the enemy during the World War II. This theory suggests that mass media work exactly as the hypodermic needle or bullet as they have the immediate effect. The 'magic bullet' theory graphically assumes that the media's message is a bullet fired from the 'media gun' into the viewer's 'head' and the 'hypodermic needle model' suggests that the media injects its messages straight into the passive audience. This passive audience is immediately affected by these messages. It presumes that the receivers of the mass media messages are generally the passive receivers and they accept whatever is injected or shot at them.

### **3.3.6 One-Step Flow Model**

The communication theory known as one-step flow theory is a process in which the mass media communicates directly to the mass audience. This communication occurs without the message is being filtered by opinion leaders. An example of this theory are gossip magazines. Their opinion is not influenced by other factors, the message they receive from the mass media is not filtered by the opinion leaders. There is only one source. In this model, the audience is passive.

### **3.3.7 Frank Dance's Helical Model**

The helix represents the way communication evolves in an individual from his birth to the existing moment. As an alternative to linear models, Frank Dance (1967) advanced the notion of a helix to depict communication as a dynamic process. Dance further elaborated: "At any and all times, the helix gives geometrical testimony to the concept that communication while moving forward is at the same moment coming back upon itself and being affected by its past behaviour, for the coming curve of the helix is fundamentally affected by the curve from which it emerges. Yet, even though slowly, the helix can gradually free itself from its lower level distortions. The communication process, like the helix, is constantly moving forward and yet is always to some degree dependent upon the past, which informs the present and the future. The helical communication model offers a flexible communication process."

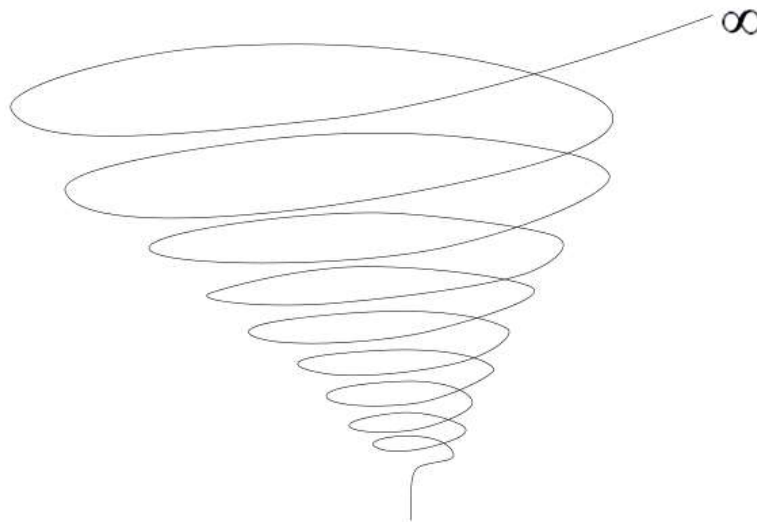
### Features of Helical Model

- The helix implies that communication is continuous and accumulative
- Each phase of activity depends upon present forces at work as they are defined by all that has occurred before.
- All experience contributes to the shape of the unfolding moment
- All communicative experience is the product of learned events which are defined in ways the organism develops to be self-consistent and socially meaningful.
- The helix underscores the integrated aspects of all human communication as an evolving process

### Limitations of Helical Model

There are some limitations of this model. These are:

- If it is judged against conventional scientific standards, the helix does not fare well as a model. Some sociologists say that it does not meet the requirements of a model at all.
- It is not a systematic or formalized mode of representation. Neither does it formalize relationships or isolate key variables.
- It describes in the abstract but does not explicitly explain or make particular hypotheses testable.
- Helix is compared with evolution of communication of a human since birth to existence or existing moment. Helical model gives geometrical testimony of communication. The model is linear as well as circular combined and disagrees the concept of linearity and circularity individually.



**Fig. 3.5** *The Helical Spiral as a Representation of Human Communication*

Sources: [https://shodhganga.inflibnet.ac.in/bitstream/10603/60053/5/05\\_chapter%201.pdf](https://shodhganga.inflibnet.ac.in/bitstream/10603/60053/5/05_chapter%201.pdf)

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However, there is reason to question some implications that stem from likening communication to a helix. For example, does not the helix imply a false degree of continuity from one communicative situation to another? If the helix represents continuous learning and growth, how can the same form also account for deterioration and decay? Along similar lines, how can the idea of continuous, unbroken growth include events we consider meaningless, artificial, or unproductive? There are several countless other questions that could be raised. However, the model brings problems of abstraction into the open. It suggests certain possibilities and rules out others. In particular, the helix illustrates the possibility of conceiving of communication in unusual and creative ways.

### Check Your Progress

1. How do barriers to communication arise?
2. Which are the two distinct types of models of communication?
3. What does Shannon and Weaver's Model illustrate?
4. Who was Harold Dwight Lasswell and what was his model about?
5. How did Wilbur Schramm explain the process of communication?
6. What is One-Step Flow Model?

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## 3.4 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

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1. At every stage of the communication process, however, there are barriers, which hinder or dilute the flow of communication. The barriers to communication in an organizational context may arise out of authority structure, status difference, reporting relationships, culture and background of individuals. They may arise out of behavioural differences, differences in skills and understanding as well as physical factors. While some kinds of barriers like behavioural differences and differences in skills may be commonly applicable to all methods of communication, barriers arising out of physical factors may be specific to the method of communication adopted. Some barriers, which are specific to the written communication, are handwriting, spellings and legibility. Similarly, barriers to oral communication would include absence of felicity of expression, accent, speed of delivery and appropriateness of the language.
2. Two distinct types of models of communication, i.e., linear and non-linear. The model suggested by Shannon and Weaver is the first model of communication, though it was drawn by them to explain the working of

telephones. Linear models of communication are a one way model to communicate with the others, and involves sending a message to the receiver. It does not take the feedback of the receiver into account. In a linear model, the beginning and end of the communication process are clearly defined. The linear models see communication as the transmission of message and consequently raise the issue of effect rather than meaning. A situation of communication gap can only occur if we look at communication as a process of the transmission of message. Non-linear model of communication is a two way model of communication that takes the response or feedback of the receiver of the message into account.

## NOTES

3. The model when used in communication studies would mean that the communication begins with the information source or sender who creates a message. This message is then transmitted along a channel. The role of transmitter is to convert the messages into signals that are capable of being transmitted through a channel. The signals so received are then reconverted to the original message by the receiver so as to reach the destination.
4. Harold Dwight Lasswell (1902–1978) was a leading American political scientist and communications theorist. He was the Chief of the Experimental Division for the Study of War Time Communications at the Library of Congress during the Second World War. He analysed Nazi propaganda films to identify mechanisms of persuasion used to secure the acquiescence and support of the German populace for Hitler. He gave verbal models of communication and politics in the same year when Shannon wrote his paper on mathematical theory. His model of communication is in the shape of a question containing many more questions.
5. Wilbur Schramm was one among the leading experts in the field of communication studies. He has very effectively tried to explain the process of communication in its widest sense from intrapersonal to mass communication. He has improvised the model of Shannon and Weaver and has also made Osgood's model more effective by introducing the notion of feedback. The stress on feedback and noise as the essential components of communication process is an improvement upon Osgood's concept of the source and receivers both possessing the encoding, interpreting and decoding capabilities.
6. The communication theory known as one-step flow theory is a process in which the mass media communicates directly to the mass audience. This communication occurs without the message is being filtered by opinion leaders. An example of this theory are gossip magazines. Their opinion is not influenced by other factors, the message they receive from the mass media is not filtered by the opinion leaders. There is only one source. In this model, the audience is passive.

## NOTES

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### 3.5 SUMMARY

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- At every stage of the communication process, however, there are barriers, which hinder or dilute the flow of communication.
- Some barriers, which are specific to the written communication, are handwriting, spellings and legibility. Similarly, barriers to oral communication would include absence of felicity of expression, accent, speed of delivery and appropriateness of the language.
- Barriers relating to expression result in poorly expressed messages. Lack of conceptual skills results in inadequate or incomplete shaping of the idea.
- It is worth emphasizing, however, that most barriers are surmountable. It is possible to anticipate, recognize and foresee the prevalence of barriers and take appropriate corrective action.
- In a simple sense, a model is any representation of a theory, idea or concept that takes into account any studies that have already been done, and lays the foundation for further studies on the subject.
- Linear models of communication are a one way model to communicate with the others, and involves sending a message to the receiver. It does not take the feedback of the receiver into account.
- Non-linear model of communication is a two way model of communication that takes the response or feedback of the receiver of the message into account. Another name of this kind of model is circular or interactional model.
- Claude Elwood Shannon published a paper in two parts *A Mathematical Theory of Communication* in 1948. In this paper, he developed the concept of information entropy, which worked as a measure for the uncertainty in a message.
- Shannon in this model very significantly discusses the role of noise. The noise in his model refers to disturbances in the channel that may interfere with the signals and may produce the signals that were not intended.
- Harold Dwight Lasswell (1902–1978) was a leading American political scientist and communications theorist. He was the Chief of the Experimental Division for the Study of War Time Communications at the Library of Congress during the Second World War.
- This linear model enumerates main variables involved in the process of communication. The ‘Who’ refers to the identification of the source and ‘What’ refers to the analysis of the content of the message.



- In 1958, Richard Braddock suggested that Lasswell's model be expanded to consider two additional elements that Braddock argued that Lasswell's model ignored 'for what purpose' and 'under what circumstances'.
- Charles Egerton Osgood was an American psychologist who is known for his contribution of developing a technique of measuring the connotative meaning of concepts, known as the semantic differential.
- Osgood made a new beginning in communication models by suggesting the first circular model as it does not look at communication as a linear process moving from point A to point B.
- Wilbur Schramm was one among the leading experts in the field of communication studies. He has very effectively tried to explain the process of communication in its widest sense from intrapersonal to mass communication.
- Schramm then brings the notion of field of experience as a significant factor of communication. The large part of the field of experience of the people is idiosyncratic or private. However, the medium and a part of the field of experience should be shared by the individual without which communication cannot take place.
- The 'magic bullet' theory graphically assumes that the media's message is a bullet fired from the 'media gun' into the viewer's 'head' and the 'hypodermic needle model' suggests that the media injects its messages straight into the passive audience. This passive audience is immediately affected by these messages.
- The communication theory known as one-step flow theory is a process in which the mass media communicates directly to the mass audience. This communication occurs without the message is being filtered by opinion leaders.
- The helix represents the way communication evolves in an individual from his birth to the existing moment. As an alternative to linear models, Frank Dance (1967) advanced the notion of a helix to depict communication as a dynamic process.
- The communication process, like the helix, is constantly moving forward and yet is always to some degree dependent upon the past, which informs the present and the future. The helical communication model offers a flexible communication process.
- Helical model gives geometrical testimony of communication. The model is linear as well as circular combined and disagrees the concept of linearity and circularity individually.

## NOTES

## NOTES

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### 3.6 KEY WORDS

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- **Non-linear model of communication:** This is a two way model of communication that takes the response or feedback of the receiver of the message into account.
- **Linear model of communication:** This is considered one way process where sender is the only one who sends message and receiver doesn't give feedback or response.
- **The hypodermic needle model:** This is a model of communication suggesting that an intended message is directly received and wholly accepted by the receiver.
- **Helical model of communication:** Frank Dance proposed a communication model inspired by a helix in 1967, known as Helical Model of Communication.
- **Helix:** A helix is a type of smooth space curve, i.e. a curve in three-dimensional space. It has the property that the tangent line at any point makes a constant angle with a fixed line called the axis.

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### 3.7 SELF ASSESSMENT QUESTIONS AND EXERCISES

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#### Short Answer Questions

1. Write a brief note on barriers of communication.
2. How can we ensure free flow of communication?
3. What is the concept of information entropy as envisaged by Shannon?
4. What is the contribution of Charles Egerton Osgood in communication process?
5. How did Frank Dance develop an alternative to linear models of communication?

#### Long Answer Questions

1. Discuss the linear and circular models of communication.
2. Examine Osgood's Model of Communication.
3. Discuss the limitations of Frank Dance's helical model

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### **3.8 FURTHER READINGS**

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- Raman, Meenakshi and Sangeeta Sharma. 2012. *Technical Communication: Principles and Practice*. New Delhi: Oxford University Press.
- Fiske, John. 1982. *Introduction to Communications Studies*. London: Methuen & Co. London.
- Rosengren, Karl Erik. 2000. *Communication: An Introduction*. London: Sage Publication.
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- William, Reymonds. 1976. *Communications*. London: Penguin Books.

### **NOTES**

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**BLOCK - II**  
**THEORIES, CHARACTERISTICS AND**  
**DIFFERENCES OF COMMUNICATION**

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**UNIT 4 THEORIES OF**  
**COMMUNICATION**

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**Structure**

- 4.0 Introduction
- 4.1 Objectives
- 4.2 Social Responsibility and Authority
  - 4.2.1 Social Responsibility Theory
  - 4.2.2 Authoritarian Theory
- 4.3 Answers to Check Your Progress Questions
- 4.4 Summary
- 4.5 Key Words
- 4.6 Self Assessment Questions and Exercises
- 4.7 Further Readings

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**4.0 INTRODUCTION**

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That communication could play an important role in understanding people's behaviour and solving social problems has been acknowledged by social scientists around the world. The interest of communication studies grew further with sociological approach when it was concluded that social science would play a significant role in redressing social issues. Later on, the growing presence of mass communication also brought in qualitative change in this field of study. Many sociologists and scholars have now come up with various models and theories of communication.

In social responsibility theory, there is a greater role for the state to ensure that the media play a responsible and holistic approach towards achieving societal goals. However, based on Plato's philosophy, authoritarian theory keeps responsibility on just few individuals in the ruling classes and opposes the freedom of press to highlight issues inflicting the people at large.

In addition to explaining the role of communication studies, this unit introduces you to two theories of communication – social responsibility theory and authoritarian theory.

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## 4.1 OBJECTIVES

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After going through this unit, you will be able to:

- Evaluate the theories and models on communication
- Analyse social responsibility and authoritarian theories

## NOTES

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## 4.2 SOCIAL RESPONSIBILITY AND AUTHORITY

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The inception of mass communication is not very old. It started with the invention of many technologies of media in the late nineteenth and early twentieth century. The interest in communication studies grew after the World War I as behaviourism and structural-functionalism made it possible for the newly emerging disciplines in social sciences to acquire the methods and rigours of other sciences. Communication studies are built on the basis of three major interrelated disciplines: sociology, anthropology and psychology. In communication studies, the main focus is on understanding people's behaviour in relation to creating, exchanging and interpreting messages.

The studies of communication, which started in United States in the early twentieth century, coincided with the construction of social sciences on empirical foundation. This was the time when the Chicago school came up as the vanguard of this movement and helped the communication studies with its micro-sociological approach as it believed that social science could play a significant role in solving social problems. In the later years, around 1940, mass communication research became the new buzz word and helped the media managers with its qualitative studies based on functionalist analysis.

Before the end of mid-twentieth century, many scholars propounded the theories and models on communication and its impact on masses leading to a huge body of literature dealing with communication and mass communication.

### 4.2.1 Social Responsibility Theory

In their book *Four Theories of Press*, Wilbur Schramm, Siebert and Theodore Paterson, criticized the 'free press theory' stating 'pure libertarianism is antiquated, outdated and obsolete.' They advocated that the 'social responsibility theory' is more relevant and practical than the 'free press theory'. The social responsibility theory was evoked by the Commission of The Freedom of Press in US, in 1949. The free market approach to press freedom according to the commission had only increased the power of ruling and wealthy classes. And it had not served the interests of the underprivileged and the poor. The emergence and spread of movies, radio and TV necessitated some sort of accountability on the part of media. A judicious mix of state regulation, self-regulation, professional standards and ethics were imperative.

## NOTES

Social responsibility theory thus advocates a conscientious practice of media ethics should precede the right of free expression. The social responsibility theory is one among other press theories. It is considered as a theory that should serve to the achievement of valid societal goals. Accordingly, the media have responsibilities toward society; the media should be available to more than a marginal group of people. It should be more representative and should present more than the opinions of influential politicians.

It was the American commission of 1947 that provided the philosophical basis to the social responsibility tradition, but it was actually put into practice with much more determination and effects in other countries, especially in Western Europe in the two or three decades following the World War II.

According to the social responsibility model, the state could play an important role in ensuring that media fulfils their social obligations whilst retaining their independence and the freedom of the speech. Mass media should provide citizens with information, identify the problems in the society, and expose the unlawful activities of those who have power. Media also should have mobilization function, campaigning for societal purposes in the areas of politics and economic development. So, everywhere, social tasks come prior to media rights and freedoms.

### **4.2.2 Authoritarian Theory**

Mass media, although free in general sense, has to function under state controls. Freedom of thought, according to authoritarian approach, was guarded jealously, by the few individuals in the ruling classes, who are worried about the emergence of a new middle class and the impact of media on the middle class thought process. The ruling class always tried to control the freedom of expression. The authoritarian approach promoted blind obedience to the superiors on the ladder, and used threats and punishments to control those who bypassed the censorship or the regulation of the authorities. Press censorship was justified and defended on the grounds that the state, as the caretaker of the people, should always take precedence over the freedom of expression of the people. This approach justified itself on the basis of Plato's (407–327 BC) authoritarian philosophy, who believed only a few wise men at the top can keep the state safe.

A British academician, Thomas Hobbes (1588–1679), argued that maintaining order is the sovereign duty and individual objections have to be ignored. Friedrich Engels, a German thinker posited that only authoritarianism can ensure and protect the right to freedom. We have witnessed during last century how authoritarian and democratic governments controlled the media.

### Check Your Progress

1. What is the nature and scope of communication studies?
2. What does social responsibility theory advocate?
3. Who are the famous thinkers and philosophers who supported authoritarian theory?

### NOTES

## 4.3 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. Communication studies are built on the basis of three major interrelated disciplines: sociology, anthropology and psychology. In communication studies, the main focus is on understanding people's behaviour in relation to creating, exchanging and interpreting messages. The studies of communication, which started in United States in the early twentieth century, coincided with the construction of social sciences on empirical foundation. This was the time when the Chicago school came up as the vanguard of this movement and helped the communication studies with its micro-sociological approach as it believed that social science could play a significant role in solving social problems.
2. Social responsibility theory advocates a conscientious practice of media ethics should precede the right of free expression. The social responsibility theory is one among other press theories. It is considered as a theory that should serve to the achievement of valid societal goals. Accordingly, the media have responsibilities toward society; the media should be available to more than a marginal group of people. It should be more representative and should present more than the opinions of influential politicians.
3. The authoritarian theory justified itself on the basis of Plato's (407–327 BC) authoritarian philosophy, who believed only a few wise men at the top can keep the state safe. A British academician, Thomas Hobbes (1588–1679), argued that maintaining order is the sovereign duty and individual objections have to be ignored. Friedrich Engels, a German thinker posited that only authoritarianism can ensure and protect the right to freedom.

## 4.4 SUMMARY

- The interest in communication studies grew after the World War I as behaviourism and structural-functionalism made it possible for the newly emerging disciplines in social sciences to acquire the methods and rigours of other sciences

## NOTES

- In the later years, around 1940, mass communication research became the new buzz word and helped the media managers with its qualitative studies based on functionalist analysis.
- Before the end of mid-twentieth century, many scholars propounded the theories and models on communication and its impact on masses leading to a huge body of literature dealing with communication and mass communication.
- In their book *Four Theories of Press*, Wilbur Schramm, Siebert and Theodore Paterson, criticized the 'free press theory' stating 'pure libertarianism is antiquated, outdated and obsolete.' They advocated that the 'social responsibility theory' is more relevant and practical than the 'free press theory'.
- The social responsibility theory is one among other press theories. It is considered as a theory that should serve to the achievement of valid societal goals.
- It was the American commission of 1947 that provided the philosophical basis to the social responsibility tradition, but it was actually put into practice with much more determination and effects in other countries, especially in Western Europe in the two or three decades following the World War II.
- According to the social responsibility model, the state could play an important role in ensuring that media fulfils their social obligations whilst retaining their independence and the freedom of the speech.
- Freedom of thought, according to authoritarian approach, was guarded jealously, by the few individuals in the ruling classes, who are worried about the emergence of a new middle class and the impact of media on the middle class thought process.
- Press censorship was justified and defended on the grounds that the state, as the caretaker of the people, should always take precedence over the freedom of expression of the people. This approach justified itself on the basis of Plato's (407–327 BC) authoritarian philosophy, who believed only a few wise men at the top can keep the state safe.
- A British academician, Thomas Hobbes (1588–1679), argued that maintaining order is the sovereign duty and individual objections have to be ignored. Friedrich Engels, a German thinker posited that only authoritarianism can ensure and protect the right to freedom.

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## 4.5 KEY WORDS

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- **Communication studies:** This is an academic discipline that deals with processes of human communication and behaviour.



- **Four Theories of the Press:** This is a book by Frederick S. Siebert, Theodore Peterson, and Wilbur Schramm. It gives detailed analysis of four major theories behind the functioning of the world's presses.
- **Press Censorship:** This is the act of altering, adjusting, editing, or banning of any or all media resulting from the presumption that its content is perceived to be objectionable, incendiary, illicit, or immoral by the applicable legislative authority or Government within a specific jurisdiction.
- **Mass Media:** Mass media refers to a diverse array of media technologies that reach a large audience via mass communication.
- **Plato:** Plato was an Athenian philosopher during the Classical period in Ancient Greece, founder of the Platonist school of thought, and the Academy, the first institution of higher learning in the Western world.
- **Friedrich Engels:** He was a German philosopher, communist, social scientist, journalist and businessman.

## NOTES

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### 4.6 SELF ASSESSMENT QUESTIONS AND EXERCISES

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#### Short Answer Questions

1. What is the relevance of communication studies?
2. How did mass communication begin to play a greater role in the development of society?
3. Why did Wilbur Schramm, Siebert and Theodore Paterson criticise the 'free press theory'?
4. What is the role of press in authoritarian theory?

#### Long Answer Questions

1. Discuss the main focus in communication studies.
2. Analyse the difference between social responsibility and authoritarian theories of communication.
3. What roles does media play in social responsibility theory?

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### 4.7 FURTHER READINGS

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- Raman, Meenakshi and Sangeeta Sharma. 2012. *Technical Communication: Principles and Practice*. New Delhi: Oxford University Press.
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## **UNIT 5 CHARACTERISTICS AND DIFFERENCES IN COMMUNICATION MODE**

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### **NOTES**

#### **Structure**

- 5.0 Introduction
- 5.1 Objectives
- 5.2 Interpersonal and Mass Communication
  - 5.2.1 Interpersonal Communication
  - 5.2.2 Mass Communication
- 5.3 Answers to Check Your Progress Questions
- 5.4 Summary
- 5.5 Key Words
- 5.6 Self Assessment Questions and Exercises
- 5.7 Further Readings

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### **5.0 INTRODUCTION**

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We communicate in different ways and share or convey our messages, feelings and purposes to achieve desired results. Depending on the situations and necessities, communication can be between two persons or among groups about any issues which may affect us personally or socially. There are numerous means of communication that we use. Now it is important to understand various kinds of communication which play their roles in human communication. These are intrapersonal, interpersonal and mass communication.

In this unit, while analysing the characteristics and differences in communication mode, we discuss the role of interpersonal and mass communication.

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### **5.1 OBJECTIVES**

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After going through this unit, you will be able to:

- Analyse the significant characteristics of communication
- Examine interpersonal communication and its significance
- Explain the role of mass communication

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## 5.2 INTERPERSONAL AND MASS COMMUNICATION

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### NOTES

Human beings communicate in many different ways for achieving different results. Sometimes human beings do not feel the need of another person to perform the act of communication. People generally talk to each other or write letters and books to talk about various issues and subjects. There are also situations where people talk to each other in groups as in the case of business meetings or classrooms. There are acts of communication where one person talks to several people but it may not be easy to get or understand the response or feedback of the audience.

In this section, we would discuss various kinds of communication so that the complete range of human communication could be described. The story of human communication begins with intrapersonal communication and then we find interpersonal, group and mass communication as other kinds that relate to the growth of society.

### **Intrapersonal Communication**

Human beings have the gift of language which helps them to communicate with each other. The same system of language has given them the facility to talk to themselves. The whole process of thinking in human beings can be considered as communicating to themselves. This kind of communication is called intrapersonal or auto-communication. Intrapersonal communication is in fact a reflexive process which is very significant for thinking, conceptualizing and formulating ideas before they could be used for other types of communication.

There are many examples of interpersonal communication in our daily life. For example, we often come across monologues in literature, especially in drama and we also find people indulging in loud thinking. The tendency of loud thinking becomes abnormal when it almost becomes a habit. In many societies people talk to themselves in public as they are either very tense or they feel alienated.

In fact, if we look at interpersonal communication from the time life occurred on earth, we could observe that all living mechanisms starting from amoeba have the need to talk to themselves for their very existence. In this sense all physio-cerebral communications could be viewed as intrapersonal communication. However, in communication studies we only include human communication that takes place with the help of some kind of sign system like language.

Dream is one such communication which is very common where one does not only use the language in the form of dialogues with the characters one sees in the dream, but a large part of dream is made up of series of visuals like a film that we have recorded in our brain in the conscious state.

### **5.2.1 Interpersonal Communication**

Interpersonal communication is the most usual form of communication. In every society individuals indulge in various kinds of social relationships that could not be sustained without talking to each other. It is to establish this link between them that human beings, in a way, invented language system that uses jaws and vocal cords to articulate signals that could be transmitted to the ear which then decode it to get the meaning.

As interpersonal communication takes place between two or more persons when they are present at a given place at a given time, it is not only the language that communicates, even the facial expression, gestures, postures, hair styles, dress, etc., become potent source of information. In fact, human beings have been using all their five senses to receive different kinds of information available around them. These senses keep working all the time in the conscious state of mind. The conversation that you have every day with your family members is a kind of interpersonal communication.

Starting from our primitive days of existence, interpersonal communication has become the backbone of all human development. Even in this age of heightened literacy the significance of interpersonal communication has not diminished because it is the only form of communication that is very natural and allows people to have the immediate feedback of the messages transmitted by them.

The proximity between the people involved in communication also evokes a certain emotion which in turns helps them to encourage, motivate, influence and persuade people. It also helps them to effectively coordinate their activities and works. It is difficult to imagine the absence of interpersonal communication in societies as a large part of human activity is such which involves people doing things together. For example, construction of buildings would become impossible if people could not communicate because construction is a group activity.

### **5.2.2 Mass Communication**

Mass communication is not merely an extension of group communication, it also involves heterogeneous masses. What makes interpersonal and group communication similar to each other is the homogeneity of the audiences. People involved in such communication not only share the code of communication, they by and large share thought process, culture and attitudes too. The feedback process of these types of communication is also different as the feedback is immediate in interpersonal and mass communication, whereas the feedback is delayed and more complex in mass communication as different type of mass media are used for transmitting the messages to masses.

*Handbook of Journalism and Mass Communication* defines mass communication as ‘a process of delivering information, ideas and attitudes to a sizable and diversified audience through use of media developed for that purpose.’

## **NOTES**

## NOTES

Mass communication is a one-way communication in the sense that it is one-to-many kind of communication whereas interpersonal communication is most of the times one-to-one communication. What makes mass communication interesting and challenging is the very fact that it is one-to-many type of communication where the sender may think or pretend knowing his/her audience but is never sure to whom all he/she is communicating. The challenge of mass communication alone has forced people concerned or involved in it to study the nature, attitudes, demography, etc., of the audience as scientifically as possible. The shift of journalism studies from language departments to independent interdisciplinary discipline is a result of the complexities of mass communication.

The role of mass media is very significant in a society. Harold Lasswell, a prolific communication scholar, suggested that the media perform four basic functions for society: surveying the environment to provide information; correlating response to this information (editorial function); entertaining the media user (diversion function); and transmitting the country's cultural heritage to future generations (socialization or educational function). In a developing country, the mass media are also expected to play an additional role – to mobilize public support for national development.

### Check Your Progress

1. What is intrapersonal communication?
2. When does interpersonal communication function?
3. What makes mass communication challenging?

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## 5.3 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

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1. Human beings have the gift of language which helps them to communicate with each other. The same system of language has given them the facility to talk to themselves. The whole process of thinking in human beings can be considered as communicating to themselves. This kind of communication is called intrapersonal or auto-communication. Intrapersonal communication is in fact a reflexive process which is very significant for thinking, conceptualizing and formulating ideas before they could be used for other types of communication.
2. As interpersonal communication takes place between two or more persons when they are present at a given place at a given time, it is not only the language that communicates, even the facial expression, gestures, postures, hair styles, dress, etc., become potent source of information. In fact, human beings have been using all their five senses to receive different kinds of

information available around them. These senses keep working all the time in the conscious state of mind. The conversation that you have every day with your family members is a kind of interpersonal communication. Starting from our primitive days of existence, interpersonal communication has become the backbone of all human development. Even in this age of heightened literacy the significance of interpersonal communication has not diminished because it is the only form of communication that is very natural and allows people to have the immediate feedback of the messages transmitted by them.

3. What makes mass communication interesting and challenging is the very fact that it is one-to-many type of communication where the sender may think or pretend knowing his/her audience but is never sure to whom all he/she is communicating. The challenge of mass communication alone has forced people concerned or involved in it to study the nature, attitudes, demography, etc., of the audience as scientifically as possible. The shift of journalism studies from language departments to independent interdisciplinary discipline is a result of the complexities of mass communication.

## **NOTES**

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### **5.4 SUMMARY**

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- Human beings communicate in many different ways for achieving different results. Sometimes human beings do not feel the need of another person to perform the act of communication. People generally talk to each other or write letters and books to talk about various issues and subjects
- The story of human communication begins with intrapersonal communication and then we find interpersonal, group and mass communication as other kinds that relate to the growth of society.
- Human beings have the gift of language which helps them to communicate with each other. The same system of language has given them the facility to talk to themselves. The whole process of thinking in human beings can be considered as communicating to themselves. This kind of communication is called intrapersonal or auto-communication.
- In fact, if we look at interpersonal communication from the time life occurred on earth, we could observe that all living mechanisms starting from amoeba have the need to talk to themselves for their very existence.
- Interpersonal communication is the most usual form of communication. In every society individuals indulge in various kinds of social relationships that could not be sustained without talking to each other.
- As interpersonal communication takes place between two or more persons when they are present at a given place at a given time, it is not only the language that communicates, even the facial expression, gestures, postures, hair styles, dress, etc., become potent source of information.

## NOTES

- Even in this age of heightened literacy the significance of interpersonal communication has not diminished because it is the only form of communication that is very natural and allows people to have the immediate feedback of the messages transmitted by them.
- It is difficult to imagine the absence of interpersonal communication in societies as a large part of human activity is such which involves people doing things together. For example, construction of buildings would become impossible if people could not communicate because construction is a group activity.
- Mass communication is not merely an extension of group communication, it also involves heterogeneous masses. What makes interpersonal and group communication similar to each other is the homogeneity of the audiences.
- *Handbook of Journalism and Mass Communication* defines mass communication as ‘a process of delivering information, ideas and attitudes to a sizable and diversified audience through use of media developed for that purpose.’
- The challenge of mass communication alone has forced people concerned or involved in it to study the nature, attitudes, demography, etc., of the audience as scientifically as possible.
- The role of mass media is very significant in a society. Harold Lasswell, a prolific communication scholar, suggested that the media perform four basic functions for society.

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## 5.5 KEY WORDS

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- **Auto-communication:** This is a term used in communication studies, semiotics and other cultural studies to describe communication from and to oneself. This is distinguished from the more traditionally studied form of communication where the sender and the receiver of the message are separate.
- **Group communication:** This is a mode of communication in an organization, between employers and employees, and employees in teams/groups.
- **Interdisciplinary:** The word interdisciplinary can be broken into its parts: inter-, which means “between” in Latin, and disciplinary, which is from the Latin ‘*disciplina*’ and means teaching or knowledge. Interdisciplinary means between fields, but they don’t have to be unrelated disciplines
- **Demography:** This is the statistical study of populations, especially human beings. Demography encompasses the study of the size, structure, and distribution of these populations, and spatial or temporal changes in them in response to birth, migration, aging, and death.



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## **5.6 SELF ASSESSMENT QUESTIONS AND EXERCISES**

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### **Short Answer Questions**

1. How do people communicate with one another?
2. Why is interpersonal communication the most usual form of communication?
3. What is mass communication?

### **Long Answer Questions**

1. Discuss the various kinds of communication.
2. Analyse critically the role of mass media in our society.

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## **5.7 FURTHER READINGS**

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Raman, Meenakshi and Sangeeta Sharma. 2012. *Technical Communication: Principles and Practice*. New Delhi: Oxford University Press.

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### **NOTES**

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**BLOCK - III**  
**HUMAN COMMUNICATION AND**  
**CLASSIFICATION OF MEDIA**

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NOTES

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**UNIT 6 HUMAN COMMUNICATION**

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**Structure**

- 6.0 Introduction
- 6.1 Objectives
- 6.2 Human Communication
  - 6.2.1 Types of Communication
  - 6.2.2 Characteristics of Human Communication
  - 6.2.3 Contents of the Communication
  - 6.2.4 Language
  - 6.2.5 Role of Meaning in Communication
  - 6.2.6 Contextual and Structural Meanings
  - 6.2.7 Role of Talent in Communication
- 6.3 Answers to Check Your Progress Questions
- 6.4 Summary
- 6.5 Key Words
- 6.6 Self Assessment Questions and Exercises
- 6.7 Further Readings

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**6.0 INTRODUCTION**

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Though it may look unremarkable, the fact is that all of us share our happiness, sorrows and sufferings with our friends, families and colleagues through communication on daily basis. Interpersonal communication takes place all the time without realizing how important and indispensable this medium of communication is. Of course, it is the quality of communication that brings in human cooperation. However, we should keep in mind that communication is a continuous process; it is dynamic and it consists of both verbal and nonverbal messages and is conveyed through speech, writing or signs. Some of the main characteristics of communication are: it is a two-way process; it can be formal or informal and it must elicit a response.

The content of communication comprises sender, receiver, message, channel, noise and response. Language, both in speech and gesture, plays a key role in human communications. Both spoken and written languages which are governed by their syntactic rules are made up of a set of systems of symbols and the grammars. There are numerous languages and each one has its own properties through which it shares with other. Then there are the roles of meanings and talent in human communications.

This unit introduces you to various characteristics, contents, language, meanings and talent in human communications.

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## 6.1 OBJECTIVES

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After going through this unit, you will be able to:

- Define human communication
- Enumerate the essential characteristics of human communications
- Explain the role of contents and language in human communications
- Discuss how meanings and talent play their roles in human communication

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## 6.2 HUMAN COMMUNICATION

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The process of sending and receiving information is called communication. It is the medium through which we establish, maintain and enhance relationships between human beings. Communication with people or interpersonal communication takes place on a daily basis, irrespective of where people come from or who they are. Most often than not we are unaware of interpersonal communication taking place because this has become a part of daily routine.

We speak and argue with people around us-- friends, family and colleagues consistently. We communicate with individuals regarding the weather, exchange pleasantries in an elevator, email professors, text friends to firm up plans. These simple and ordinary things may seem mundane, but these are all acts of interpersonal communication or human communication. Human communication can bring immense happiness or a great amount of misery.

The key to managing or bringing about happiness through our communication with others depends entirely on the quality of communication that transpires between human beings. Some of the definitions of human communication are “speech is the great medium through which human cooperation is brought about”. The American College Dictionary defines human communication as “the imparting or interchange of thoughts, opinions or information by speech, writing or signs.”

The point to be kept in mind is that communication is a process, not just a transfer of meaning from one person to another. There is something necessarily mutual about human communication; each person influences the other. One person communicates with another, hoping to influence others to acknowledge or reply. This process has no beginning or end and is dynamic, fluid and mutual. One can broadly define human communication as the use of verbal and nonverbal messages to create an ongoing mutual influence.

Human Communication is nonverbal and verbal. What people feel or think and what they say and communicate usually has a colossal gap. For example, a smile, an irritation, a yawn can express and communicate much more than what words can convey. Nonverbal communication is omnipresent, whether people meet or aren't physically there. Nonverbal communication is quite unclear in

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comparison to verbal communication. Factors like culture and gender play an important role in nonverbal communication and the way one conveys oneself. Nonverbal communication in comparison can complement, stress and reiterate verbal communication. It can be used instead of verbal communication. It can hide facts and contradict verbal communication. Facial expression, eye movement, touch, gestures, distance from another person are part of nonverbal communication.

### Myths of Human Communication

Awareness of myths or erroneous beliefs of human communication is of importance. The know-how of these erroneous beliefs which are contradicted by research and theory will support in eliminating potential barriers and make way for more direct and productive communication. This can be achieved in the following ways:

- Communication is better when one communicates excessively. This may seem logical with the idea behind the popular belief that practice makes it perfect, but is not so. If one doesn't communicate correctly then the wrong way of communication becomes a habit with practice. Therefore, it's imperative that one learns and practices communicating effectively.
- Two people who are close to each other and know each other very well, should not communicate with each other explicitly as the other person knows exactly what the other wants. This very thought is a barrier and the first stage of interpersonal complication. Open and honest communication is the way forward.
- Conflicts within a group or between people is a sign of trouble. All relationships may have the inevitable sign of trouble, but conflict, if handled well, may actually become growth points for the group and the individuals.
- Good communicators are born, like good leaders. Actually like leadership, listening and communication, they are all skills that can be learnt and enhanced. As one strengthens human communication, one develops leadership skills which are unique for group communication and leadership.
- Fear of public speaking is self-destructive and must be done away with. One must learn how to handle fear or stage fright or communication apprehension. One can master to manage one's fear, making it work positively rather than negatively.

In addition to the knowledge and skills one possesses, communication is among the most crucial and decisive one. The professional and personal life is dictated by the ability to influence through one's communication skills. Communication skills support in informing and shaping the attitudes and behaviours of others in different public speaking situations.

**Communication is a Process:** Communication is a continuous process and not a discrete individual act. Communication is the unravelling of many connected images and thoughts.

**Human Communication is Symbolic:** Communication is possible and effective if symbols are used to illustrate things, process, ideas and events. The linguistic rules and customs support in overcoming arbitrary nature of symbols. Communication will be effective if people agree among themselves regarding these rules.

### 6.2.1 Types of Communication

There are several types of communication in the domain of human communication or interaction. Each transpires in a distinct context. In spite of the commonality that they all share, each has its own distinct characteristics.

#### i. Intrapersonal Communication

“Communicating with oneself”, is defined as intrapersonal communication. We all listen to a little voice in our head and communicate with it, we process the information and it definitely has an influence in our interactions with others. For examples, the boss is looking at his phone when you ask for a promotion. A friend suddenly seems edgy and snappy at you and you are not sure if you are the reason for his or her behaviour. One can handle all these circumstances on intrapersonal communication that precedes or accompanies one’s own behaviour.

#### ii. Dyadic/Interpersonal Communication

A dyad according to social scientists is when two people are interacting and this interaction is often termed as dyadic communication. This kind of communication is the most common. Sometimes, Dyadic communication is considered similar to interpersonal communication, but not all communications with two individuals are considered interpersonal communication. Interpersonal communication can take place with three people or in small groups too.

#### iii. Small Group Communication

When every person participates and communicates actively with each other, is referred to small group communication. This kind of communication is visible in everyday life. Families, professionals in a department, a sports team and students doing an activity are all example of a small group. Communication in these groups take shape and is affected by the person of authority.

#### iv. Public Communication

When a group becomes too large for all members to contribute it becomes public communication. Inequitable amount of speaking is an important element of public communication. Since fewer people speak to a larger gathering, there is limited feedback during public communication. Audiences though can seek clarification and ask questions.

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### v. Mass Communication

Large and spread out audiences are transmitted messages through mass media like print, electronic, radio, social media and this is called mass communication. Mass Communication is very varied from interpersonal, small group and public communication. Messages or communication is aimed at a sizeable number without any connection between the sender and the receiver. Also, a huge amount of capital is invested by professional organizations to send out the messages. Mass communication is impersonal. Gatekeepers control the messages that need to be sent to the audiences and how the messages will be understood when the message reaches the receiver, will depend on the organization or the messenger.

#### 6.2.2 Characteristics of Human Communication

Some of the essential characteristics of human communication are:

- **The involvement of two people:** Two or more people are involved in communication. A sender and a receiver. The person who sends the message or information is the sender and the person to whom the message is directed is the receiver.
- **A message must exist:** The topic of communication is the message. For example, instructions from the boss to the subordinate, A WhatsApp message to a friend, a speech given by a parliamentarian. There needs to be a message for communication to take place. No communication can take place, if there is no message.
- **Communication can be nonverbal, verbal or written:** Most people think or understand communication as verbal or written, but messages that are conveyed through nonverbal communication is also included as it conveys meanings. A sigh, a yawn or a step back or a smile, conveys more meaning than spoken words.
- **Communication is a two-way process:** The message is understood properly by the receiver and a reaction or response given to the sender to make the communication complete. The end result of communication is understood but it doesn't signify an agreement.
- **Communication must elicit a response:** The ultimate objective of communication is to garner a response or influence the behaviour of an individual. An effective message motivates people by being relevant and well timed. Communication is not an end to itself but a means of motivating.
- **Communication is formal or informal:** In an organizational structure, formal communication is undertaken through formal channels. For example, a hierarchy is followed in an office situation. Informal communication takes place where no structure exists. These modes or channels of communication develops due to personal rapport among people who work with each other, or who hang out with each other.

- **The flow is vertical and horizontal:** Communication takes place from the boss to the subordinate and from the subordinate to the superior. It also takes place between two or more people who are colleagues and are at par.
- **It is an integral part of the process of exchange:** Ideas, feelings, emotions and knowhow is exchanged between two or more persons.

To sum it up, human communication is continuous during a presence of another person or another human being and there is awareness of each other's presence. Messages can be sent consciously or subconsciously, verbally or nonverbally. Human communication is transactional, in each episode of communication the participants gain something. Human communication is irreversible, once the exchange takes place it can't be turned back. Human communication is situational and usually takes place within a setting that affects how the messages are produced, interpreted and coordinated. Human communication can be measured depending on the emotional temperature of our relationship at a particular point.

### 6.2.3 Contents of the Communication

The contents of the communication are:

1. **The Communicator:** The one who transmits the message- the sender, the writer, the one who wants to convey, the issuer. The sender is the originator or the source of the message.
2. **The Receiver:** The intended person for whom the message or information is meant. The receiver is the intended target of the message. The receiver decodes the message to understand or interpret the translated idea of the sender.
3. **Message:** The content of the idea, suggestion, speech, letter or information which has to be sent. The transmission of ideas or messages can be verbal or nonverbal (behaviour or gesture).
4. **Channel:** The medium or media through which information is passed on to the receiver from the sender. The channel could be from face-to-face conversation to text messages.
5. **Noise:** Anything that interferes with the transmission of the message is considered noise. Noise consists of anything that physically or psychologically gets in the way of the message being received and understood. External stimulus or noise that comes from outside makes it difficult to understand the message sent by the receiver. Example, a fire brigade bell that overpowers the voice of the sender. Psychological noise is an internal stimulus that makes it tough to understand the message sent by the receiver. Example, when one is deep in thought and are unable to comprehend the message.

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**6. Response or Feedback:** The reaction, response or reply of the message, information transmitted to the receiver. The communication gets a dimension of clarity when there is feedback as a response from the receiver to the sender regarding the message.

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### 6.2.4 Language

Language plays an extremely important role in human life for communicating feelings, ideas and thoughts of a person. It is one of the most privileged possession of mankind. For many centuries, language has been identified as a tool of communication for people. Language enables people to communicate with the environment and also to keep a check on his social behaviour. Human communication's success can be measured not only with effective transmission of message and cooperation between two parties, but also with the intended result being met. Humans not only use the language of voice, but also uses different kinds of gestures to communicate. Therefore both speech and gestures can be expressed symbolically and transmitted beyond the actual situation.

Spoken and written languages by humans can be said to be a system of symbols and the grammars (rules) by which the symbols are shaped. Languages use set arrangements or patterns of sound or gestures for symbols, which facilitates communication with people around. There are many human languages and they share some properties with each other, even though the shared properties have exceptions. The way we experience our world, is all because of symbols. We name things by virtue of a process and how we react to this naming sets up the motion of language.

When different people are shown the same symbol and asked what it means, different answers are given to the same symbol. What would a cross symbolize? What does it represent? Is it Christianity? Ku Klux Klan? A friend's necklace? A Church? With physical symbols, how people interpret or refer to it, is the meaning and not the word itself.

Language is governed by different types of rules. The phonological rules regulate the sound of word when pronounced. Example: the words double, occasion are spelled the same in some languages but pronounced differently. Phonological rules plague the English language. Some example can be,

A farm can produce the produce.

He could lead if he would get the lead out.

The bandages were wound around the wound.

Language is also governed by syntactic rules, which is the way symbols are arranged. Example, the right way the English syntax needs is that every word contains at least one vowel and prevents the sentences such as "Have you the cookies brought?" which is completely acceptable word order in German. Most of us are often not able to explain the syntactic rules that control our language, but



are able to observe their presence by figuring out how odd a sentence seems when it disregards them appears.

Technology has created its own syntactic rules. With instant messaging being a rage an accepted version of English that increases typing in real-time communication has emerged.

Example,

*R u home?*

*Wassup?*

*This is lit!*

Semantic rules deal with the meaning of certain words. These semantic rules make it possible for an agreement that “bikes” are for riding and “books” are for reading. They also guide us when we open doors marked “men” or “women”. Communication is possible because of semantic rules, otherwise we would use symbols in a way that would be unintelligible to each of us. Misunderstandings happen when words can be interpreted in more ways than one.

Pragmatic rules control how people use language in daily interaction. Language scholars have theorized that there are several levels on which rules apply to a person and how at each level it can differ. For each person it’s their self-concept. Example, boss’s innocent compliment can be misconstrued by a female subordinate, in some cultures it can be construed as sexual harassment too. Pragmatic rules don’t involve semantic issues, since the words are understood by all. What it pertains is how these words are interpreted and used. “Keep quiet” can be a statement or an attack, depending on how the expression is used.

### 6.2.5 Role of Meaning in Communication

The crucial quality of effective communication lies in the quality of communication itself. Communication becomes effective when the objective or outcome of the communication is achieved. Four terms which sum up communication are: messages, meaning, media and managing. In a communicative exchange, what a sentence means when communicated, is generally much easier than what a specific word or phrase within a sentence means. See this example:

A: Did the faculty-student meeting go well?

B: Students won’t engage - we gave up.

The exchange between A and B is within a lot of assumptions that B assumes that are accessible to A. One can surmise that two propositions have been communicated. There was a failed meeting with staff including A and the students as the students would not engage. Second that from A’s standpoint the meeting didn’t go well.

The moot point is that there is a gap between what was communicated and the interpretation or meaning of the two sentences. “We gave up” and “students

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wouldn't engage", whether singly or together, communicates different information. The range of communicative possibilities achievable with these sentences goes hand in hand with their having a quite meagre meaning or semantic character in and of themselves. The gap between sentence meaning and the speaker meaning is a normal thing. The gap regarding this and how it can be bridged constitutes a domain of pragmatic theory. A theory that propounds that hearers are able to distinguish the message on the basis of utterances of linguistic expressions that underlies the messages.

Communication is a way through which one can understand one another. It is a dynamic and fluid process. Therefore communication can be explained as, exchanging of thoughts or ideas, which is referred to as sharing of meaning.

### 6.2.6 Contextual and Structural Meanings

According to the position known as 'contextualist semantics', it is not sentences types or even tokens of sentences (relativized to a narrow set of contextual parameters) but speech acts or utterances that have truth-conditional contents.

The two way communication is closely knit. Communication depends on gestures, facial expression, verbal and nonverbal communication, hence communication is dynamic, irreversible, proactive, interactive and contextual. All kinds of languages are used for communication and language plays an important role in the mental, social and emotional role in the development of an individual. In natural language, sentences can contain some limited amount of context-dependence. Context-dependence extends to descriptive words like nouns, verbs and adjectives.

### 6.2.7 Role of Talent in Communication

Communication depends on the understanding of the sender and receiver. There has to be a partner. Effective communication doesn't happen with one person but it depends on the involvement of the partner, like in dancing or singing a duet. A phenomenal dancer or a debut singer who doesn't give importance and adapt to the skill level of his or her partner can mar the performance. Even in communication or in dancing and duet singing even a talented partner don't guarantee success. When communicators communicate without involvement or when duet singer perform without coordinating their pitches and tone, the result is very unrewarding for the duet performers as well as the audience. Hence, communication like duet singing is a unique creation that stems out of the way in which the partners interact. When one sings duet with a partner, it varies from one partner to the other because of its cooperative and transactional nature. In the same way, the way one communicates almost certainly varies with different partners.

Does the presence of good communicator means that one doesn't have to learn or polish one's communication? Even the best communicators feel frustrated when they are unable to get the message to the audience effectively. The most

talented communicators understand the need to work on their communication skills to become a better communicator.

### Check Your Progress

1. What do you mean by human communication?
2. What is the difference between verbal and nonverbal communication?
3. What is intrapersonal communication?
4. Mention the essential characteristics of human communication.
5. What are the main contents of communication?
6. How do semantic rules in the language help us ascertain the meaning of words?
7. How can one develop an effective communication?

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## 6.3 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. The process of sending and receiving information is called communication. It is the medium through which we establish, maintain and enhance relationships between human beings. Communication with people or interpersonal communication takes place on a daily basis, irrespective of where people come from or who they are. Most often than not we are unaware of interpersonal communication taking place because this has become a part of daily routine. We communicate with individuals regarding the weather, exchange pleasantries in an elevator, email professors, text friends to firm up plans. These simple and ordinary things may seem mundane, but these are all acts of interpersonal communication or human communication. Human communication can bring immense happiness or a great amount of misery.

Some of the definitions of human communication are “speech is the great medium through which human cooperation is brought about”. The American College Dictionary defines human communication as “the imparting or interchange of thoughts, opinions or information by speech, writing or signs.”

2. Human Communication is nonverbal and verbal. What people feel or think and what they say and communicate usually has a colossal gap. For example, a smile, an irritation, a yawn can express and communicate much more than what words can convey. Nonverbal communication is omnipresent, whether people meet or aren't physically there. Nonverbal communication is quite unclear in comparison to verbal communication. Factors like culture and gender play an important role in nonverbal communication and the way one

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conveys oneself. Nonverbal communication in comparison can complement, stress and reiterate verbal communication. It can be used instead of verbal communication. It can hide facts and contradict verbal communication. Facial expression, eye movement, touch, gestures, distance from another person are part of nonverbal communication.

3. “Communicating with oneself”, is defined as intrapersonal communication. We all listen to a little voice in our head and communicate with it, we process the information and it definitely has an influence in our interactions with others. For examples, the boss is looking at his phone when you ask for a promotion. A friend suddenly seems edgy and snappy at you and you are not sure if you are the reason for his or her behaviour. One can handle all these circumstances on intrapersonal communication that precedes or accompanies one’s own behaviour.
4. Some of the essential characteristics of human communication are:
  - a. The involvement of two people.
  - b. A message must exist. The topic of communication is the message. For example, instructions from the boss to the subordinate, A WhatsApp message to a friend, a speech given by a parliamentarian. There needs to be a message for communication to take place. No communication can take place, if there is no message.
  - c. Communication can be nonverbal, verbal or written. Most people think or understand communication as verbal or written, but messages that are conveyed through nonverbal communication is also included as it conveys meanings. A sigh, a yawn or a step back or a smile, conveys more meaning than spoken words.
  - d. Communication is a two-way process: The message is understood properly by the receiver and a reaction or response given to the sender to make the communication complete. The end result of communication is understood but it doesn’t signify an agreement.
  - e. Communication must elicit a response. The ultimate objective of communication is to garner a response or influence the behaviour of an individual. An effective message motivates people by being relevant and well timed. Communication is not an end to itself but a means of motivating.
5. The main contents of communication are:
  - i. The Communicator: The one who transmits the message- the sender, the writer, the one who wants to convey, the issuer. The sender is the originator or the source of the message.
  - ii. The Receiver: The intended person for whom the message or information is meant. The receiver is the intended target of the message.

The receiver decodes the message to understand or interpret the translated idea of the sender.

- iii. Message: The content of the idea, suggestion, speech, letter or information which has to be sent. The transmission of ideas or messages can be verbal or nonverbal (behaviour or gesture).
  - iv. Channel: The medium or media through which information is passed on to the receiver from the sender. The channel could be from face-to-face conversation to text messages.
  - v. Noise: Anything that interferes with the transmission of the message is considered noise. Noise consists of anything that physically or psychologically gets in the way of the message being received and understood. External stimulus or noise that comes from outside makes it difficult to understand the message sent by the receiver. Example, a fire brigade bell that overpowers the voice of the sender. Psychological noise is an internal stimulus that makes it tough to understand the message sent by the receiver. Example, when one is deep in thought and are unable to comprehend the message.
  - vi. Response or Feedback: The reaction, response or reply of the message, information transmitted to the receiver. The communication gets a dimension of clarity when there is feedback as a response from the receiver to the sender regarding the message.
6. Semantic rules deal with the meaning of certain words. These semantic rules make it possible for an agreement that “bikes” are for riding and “books” are for reading. They also guide us when we open doors marked “men” or “women”. Communication is possible because of semantic rules, otherwise we would use symbols in a way that would be unintelligible to each of us. Misunderstandings happen when words can be interpreted in more ways than one.
7. Communication depends on the understanding of the sender and receiver. There has to be a partner. Effective communication doesn't happen with one person but it depends on the involvement of the partner, like in dancing or singing a duet. A phenomenal dancer or a debut singer who doesn't give importance and adapt to the skill level of his or her partner can mar the performance. Even in communication or in dancing and duet singing even a talented partner don't guarantee success. When communicators communicate without involvement or when duet singer perform without coordinating their pitches and tone, the result is very unrewarding for the duet performers as well as the audience. Hence, communication like duet singing is a unique creation that stems out of the way in which the partners interact. When one sings duet with a partner, it varies from one partner to the other because of its cooperative and transactional nature. In the same

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way, the way one communicates almost certainly varies with different partners. Does the presence of good communicator means that one doesn't have to learn or polish one's communication? Even the best communicators feel frustrated when they are unable to get the message to the audience effectively. Even the most talented communicators understand the need to work on their communication skills to become a better communicator.

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### 6.4 SUMMARY

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- The process of sending and receiving information is called communication. It is the medium through which we establish, maintain and enhance relationships between human beings. Communication with people or interpersonal communication takes place on a daily basis, irrespective of where people come from or who they are.
- Some of the definitions of human communication are “speech is the great medium through which human cooperation is brought about”. The American College Dictionary defines human communication as “the imparting or interchange of thoughts, opinions or information by speech, writing or signs.”
- Human Communication is nonverbal and verbal. What people feel or think and what they say and communicate usually has a colossal gap. For example, a smile, an irritation, a yawn can express and communicate much more than what words can convey
- Nonverbal communication in comparison can complement, stress and reiterate verbal communication. It can be used instead of verbal communication. It can hide facts and contradict verbal communication.
- Awareness of myths or erroneous beliefs of human communication is of importance. The know-how of these erroneous beliefs which are contradicted by research and theory will support in eliminating potential barriers and make way for more direct and productive communication.
- In addition to the knowledge and skills one possesses, communication is among the most crucial and decisive one. The professional and personal life is dictated by the ability to influence through one's communication skills.
- Communication is possible and effective if symbols are used to illustrate things, process, ideas and events. The linguistic rules and customs support in overcoming arbitrary nature of symbols.
- “Communicating with oneself”, is defined as intrapersonal communication. We all listen to a little voice in our head and communicate with it, we process the information and it definitely has an influence in our interactions with others.

- Two or more people are involved in communication. A sender and a receiver. The person who sends the message or information is the sender and the person to whom the message is directed is the receiver.
- In an organizational structure, formal communication is undertaken through formal channels. For example, a hierarchy is followed in an office situation. Informal communication takes place where no structure exists.
- Human communication is continuous during a presence of another person or another human being and there is awareness of each other's presence. Messages can be sent consciously or subconsciously, verbally or nonverbally.
- Human communication is transactional, in each episode of communication the participants gain something. Human communication is irreversible, once the exchange takes place it can't be turned back.
- Anything that interferes with the transmission of the message is considered noise. Noise consists of anything that physically or psychologically gets in the way of the message being received and understood.
- Language plays an extremely important role in human life for communicating feelings, ideas and thoughts of a person. It is one of the most privileged possession of mankind. For many centuries, language has been identified as a tool of communication for people.
- Spoken and written languages by humans can be said to be a system of symbols and the grammars (rules) by which the symbols are shaped. Languages use set arrangements or patterns of sound or gestures for symbols, which facilitates communication with people around.
- Most of us are often not able to explain the syntactic rules that control our language, but are able to observe their presence by figuring out how odd a sentence seems when it disregards them appears.
- Semantic rules deal with the meaning of certain words. These semantic rules make it possible for an agreement that "bikes" are for riding and "books" are for reading. They also guide us when we open doors marked "men" or "women".
- Pragmatic rules don't involve semantic issues, since the words are understood by all. What it pertains is how these words are interpreted and used. "Keep quiet" can be a statement or an attack, depending on how the expression is used.
- Four terms which sum up communication are: messages, meaning, media and managing. In a communicative exchange, what a sentence means when communicated, is generally much easier than what a specific word or phrase within a sentence means.
- The moot point is that there is a gap between what was communicated and the interpretation or meaning of the two sentences. "We gave up" and

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“students wouldn’t engage”, whether singly or together, communicates different information.

- Communication is a way through which one can understand one another. It is a dynamic and fluid process. Therefore communication can be explained as, exchanging of thoughts or ideas, which is referred to as sharing of meaning.
- Communication depends on gestures, facial expression, verbal and nonverbal communication, hence communication is dynamic, irreversible, proactive, interactive and contextual.
- Communication depends on the understanding of the sender and receiver. There has to be a partner. Effective communication doesn’t happen with one person but it depends on the involvement of the partner, like in dancing or singing a duet.
- When one sings duet with a partner, it varies from one partner to the other because of its cooperative and transactional nature. In the same way, the way one communicates almost certainly varies with different partners.
- Even the best communicators feel frustrated when they are unable to get the message to the audience effectively. The most talented communicators understand the need to work on their communication skills to become a better communicator.

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## 6.5 KEY WORDS

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- **Informal communication:** Informal communication is the casual and unofficial form of communication wherein the information is exchanged spontaneously between two or more persons without conforming the prescribed official rules, processes, system, formalities and chain of command.
- **Gesture:** A gesture is a form of non-verbal communication or non-vocal communication in which visible bodily actions communicate particular messages, either in place of, or in conjunction with, speech. Gestures include movement of the hands, face, or other parts of the body.
- **Nonverbal communication:** Nonverbal communication is the nonlinguistic transmission of information through visual, auditory, tactile, and kinesthetic channels. It includes the use of visual cues such as body language, distance and physical environments/appearance, of voice and of touch.
- **Communicator:** A person who is able to convey or exchange information, news, or ideas, especially one who is eloquent or skilled.
- **Semantics:** This is the linguistic and philosophical study of meaning in language, programming languages, formal logics, and semiotics. It is



concerned with the relationship between signifiers—like words, phrases, signs, and symbols—and what they stand for in reality, their denotation.

*Human Communication*

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## 6.6 SELF ASSESSMENT QUESTIONS AND EXERCISES

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### Short Answer Questions

1. What are the factors which influence nonverbal communication?
2. Mention some of myths which are associated with human communication.
3. Why is human communication transactional and irreversible?
4. Write a short note on the role of language in human communication.
5. What is the role of contextual and structural meanings in communication?

### Long Answer Questions

1. Discuss the significance of communication in human life.
2. Analyse the different types of communication.
3. What roles do the communicator and receiver play in human communication?
4. Analyse the various rules which govern language in communication.

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## 6.7 FURTHER READINGS

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## UNIT 7 CLASSIFICATION OF MEDIA

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#### Structure

- 7.0 Introduction
- 7.1 Objectives
- 7.2 Various Types of Media
  - 7.2.1 Traditional Media
- 7.3 Classical and Folk Media
- 7.4 Modern Media
- 7.5 Answers to Check Your Progress Questions
- 7.6 Summary
- 7.7 Key Words
- 7.8 Self Assessment Questions and Exercises
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### 7.0 INTRODUCTION

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Generally, in media industry, the term media refers to a mass communication system which includes traditional publishing, electronic, motion picture and adaptations of the Internet for the communication. So, there are three categories into which media can be classified. These are: print media, electronic media and modern or new media. The print media comprises books, newspapers, magazines, press releases, brochures, etc. The second type consists of television, radio, and films. New media includes internet, mobile or digital media. Before radio and television were introduced, concept of mass media was mostly restricted to print media.

As India has numerous folk cultures and musical styles, it is essential to understand their roles in educating and entertaining the people. Each region of the country has its own culture and traditional values. Folk media consists of folk songs, folk tales, folk dances, etc. Thanks to Internet and World Wide Web (www), digital media is revolutionizing a new age in disseminating information, news and views across the globe. While traditional media continues to play a significant role, new media is creating paradigm shifts in the way media industry as a whole is functioning.

This unit introduces you to various types of media including traditional, classical, folk and modern.

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### 7.1 OBJECTIVES

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After going through this unit, you will be able to:

- Learn about classification of media

- Enumerate the various types of media
- Explain the role of classical and folk media
- Discuss the nature and scope of modern/new media

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## 7.2 VARIOUS TYPES OF MEDIA

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Largely, books, newspapers and magazines are the forms of print media that exist today in spite of the challenges posed by the Internet and other electronic media. The printing press gave rise to numerous forms of publication including plays, pamphlets, comics, periodicals, reports, etc. The three most common forms of print media, namely books, newspapers and magazines.

### 7.2.1 Traditional Media

Print media primarily comes under the category of traditional media.

#### Books

Books were the very first form that was printed and distributed. The antecedents of the book lie in classical times. Unfortunately, this culture of writing and reading largely disappeared with the fall of the Roman Empire until it was revived by the Renaissance. The medieval period did not regard the book as medium of communication as much as it saw the book as a repository of knowledge and wisdom. Books were meant to be disseminated within limited circles. Initially the invention of the printing press merely achieved, albeit more quickly, what was until then being achieved by hand, that is, the reproduction of a range of texts. This was undeniably a kind of revolution. It was also the first step towards the advent of a media institution. However, a real social change was achieved by the printing press only gradually, when over time printing led to a change in the content of books. No longer what was being printed limited to religious or political matters. Instead the content of books became more secular and practical; books that people wanted to read were being printed. Even when religious books were printed there was an element of the popularity since these works were now made available in the vernacular making it available to the common man. Although printed books were not as cheap as they relatively are today, they were certainly more affordable than those that were copied by hand. Hence, a wider social group could now afford to read books. In short, the history of modern media begins with this humble medium.

The history of print can be traced back to Mesopotamian era around 3000 B.C., but lack of evidences does not prove this fact. However, the first record is known to be that of the standard texts of Chinese classics that were cut in stone and copies were made from them by rubbing ink over them. Using seals made of wood for printing on paper or cloth became a common practice around the fifth century in China. The earliest complete block-printed book *Diamond Sutra*, a Buddhist scripture, was printed in 868 A.D. in China. It was written by Wang Jie. This technique of printing using wooden blocks was further improved in Korea by using metal.

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The first known moveable type system was created in China by Pi Sheng. Sheng who used clay for such moveable types. But around 1230 Korea first invented a metal moveable type. Published in 1377 the *Jikji* is the earliest known printed book using metal types. *Jikji* is the selected teachings of Buddhist sages.

Almost at the same time this very printing technique was practiced using clay, wood, metal and stone in the Middle East. Arabs and Egyptians used the technique to print their prayer books. When Arabs invaded Europe and Central Asia, this technique travelled along. This was the time, precisely from seventh to thirteenth century when books were made and designed manually and were religious in nature.

Printing and book-making skills were developing in the fifteenth century in the West and so was the need to know about the world. Wilbur Schramm in his book *The Story of Human Communications* mentions: 'In 14th and 15th centuries a new urban class of merchants, traders, and artisans emerged to share power with the landed aristocracy. Many of them became highly prosperous and could afford to pay for information.' All sorts of information related to trade were the need of time. Thus books on navigation, military science, cargo handling and reports on prices and sales in faraway markets were required. The wealthy middle class also desired to share its knowledge gained from reading with nobles. A deep interest in the Greek and Roman classics on the one hand and in science on the other was observed in the society.

To fulfil the needs and demands of the society by providing books produced manually was a time consuming and laborious task. During this period many parts of the world were witnessing various changes in the technique of printing manually. But the biggest change was seen in the middle of the fifteenth century when Johann Gutenberg, a goldsmith by profession, brought into existence two important developments in the field of printing. These were moveable metallic types and mechanical printing press. He used an alloy of lead, tin and antimony to give shape to his moveable types. He came up with metal castings bearing individual alphabets on them that were arranged in the required sequence when set for printing. The second development was a machine that had two platforms, a mobile one for the plate of type and the other stationary plate for paper.

Using this technology he printed in his press several copies of *the Bible* on paper that used to be engraved and printed on vellum earlier. This famous 42 line *the Bible* printed in 1455 was a remarkable achievement and finest example of the new art of printing. This Bible is called Gutenberg Bible.

The word 'Bible' comes from the Greek origin 'biblia' meaning a book. The culture of handwritten books that were later transformed into printed books has changed the course of human history.

The oldest manuscripts of Christian Bibles are in Greek dating back to the 4th century and the oldest Jewish Bible is also of the same period. It is a translation from Greek. The oldest complete manuscripts of the Hebrew Bible date from the

middle Ages. *The Qur'an* is the writing that precisely records the words of God that emerged in and around the 7th century AD. Through the spread of Arabic and the Islam religion, it has become one of the world's standard scripts.

An oral poetic tradition was already a feature of civilized life when the development of writing took place. Eventually, the scribes get round to the task of recording some of this material. Mesopotamia provides the world's two earliest surviving works of literature. *Enuma Elish* and the *Epic of Gilgamesh* are the earliest books. Probably, they both date back in their oral form to the third millennium BC.

### India

India, like many other oriental societies, was mainly an oral society where the knowledge was transferred from one generation to another with the help of the spoken word. The earliest works of the Indian civilizations are the four Vedas. The word 'veda' was derived from the root *vid* meaning speech. Other works were composed around them, and were called vedangas (the parts of vedia) like Upanishad, Brahmin, *nirukta*, *nighantu*, etc.

*The Rigveda* is the oldest among the four Vedas and is a collection of temple hymns. While *the Samaveda* and *the Yajurveda* are compilations of chants and prayers that are used during sacrificial rituals, the *Atharvaveda* deals with religion in the life of the individual worshipper. The *Upanishad*, written down over a long time period from the oral tradition was completed by about 400 BC and is loosely attached to the four Vedas. These texts are concerned with the nature of the ultimate and the individual soul. The *Upanishad* completes the Vedic period of Sanskrit literature. The *Mahabharata* is one of the two national epics of India. The epic, with nearly 100,000 couplets is about seven times as long as the *Iliad* and the *Odyssey* combined. It is a huge collection of chronicles and myths, brought together from about the 4th century BC and probably arriving at its present form by about AD 200. The credit of creating the epic is given to a single author by the name of Ved Vyasa. Unlike the *Mahabharata*, the somewhat shorter epic *Ramayana* does hold evidences of being largely the work of a single author Valmiki, who wrote this work in about 300 BC.

The major growth of Sanskrit literature took place at the courts of the Gupta kings. The spoken languages of India were evolving in their own separate directions. Sanskrit had become a literary language, known and used only by a small educated minority. The poems and plays of the Gupta period are correspondingly artificial in style, but at their best have considerable charm. *Shakuntala*, a play of about AD 400 written by Kalidasa, has been popular far beyond India's borders and was translated into English and German in the 18th century.

The period after this has literature in many languages that were called 'Apbhransha' some of which later developed as standard Indian languages. Today, India has a rich store of literature in Sanskrit and many other Indian languages including English a variety of which is known as Indian English.

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### Europe

The great reservoirs of source material for European literature are the holy books of Judaism, the *Odyssey* and the *Iliad* which were transformed from bardic songs into written texts. They are recorded for posterity in regions bordering the eastern Mediterranean during the centuries after 1000 BC. The *Odyssey* and the *Iliad* are attributed to Homer, a blind poet. Another great accomplishment of the Greeks is the writing of history. Herodotus who consciously tried to find out the truth about the past and to explain its causes is rightly known as the father of history.

### Newspaper

What is today recognised as a prototypical newspaper came into existence as a commodity distinguished from newsletters, pamphlets and handbills almost 200 years after the invention of the printing press. In fact, its precursor was not the book but the newsletter which was primarily concerned with the transmission of news related to commerce and trade and was circulated through the postal service. According to *Encyclopaedia Britannica*, the first newspaper was published from Germany in 1609 known as *Avisa relacion de Zeitung*. In seventeenth century, England newspapers were of two types: the commercial newspaper and the Crown or government newspaper. The commercial newspaper was a compilation made by the printer and could not be identified with any one source. The Crown newspaper had a voice of authority and was in many ways a state instrument. Both kinds of papers had certain commonalities: multiple purpose, regular appearance, public character and commercial purpose. In many ways, the newspaper was more of an innovation than the printed book was. This is because as a medium it was and still is oriented toward reality and the individual reader. Its novelty lies not in its manner of distribution or the technology that created it but that it functions for a secular public sphere. Concomitant to this are references in the history of press to violence done on the person of editors, printers, journalists, publishers, etc. of newspapers. This is because the newspaper as a medium offered a potential and in fact actual threat to established power. History is rife with the role played by the underground press particularly in occupied countries to rouse the masses and create awareness about such issues as democratic rights, freedom, etc. Nonetheless, early newspapers did not seek to offend authorities and then as is now, newspapers identified most with their intended readers.

From time to time, there has been a progression toward more freedom for the press, although there have been setbacks in the form of legal restraints, fiscal burdens, etc. even the institutionalization of the press within a market system too serves as a form of control. In the true sense, the newspaper could be regarded as a 'mass' medium during the twentieth century only. The customary types of newspapers and journalism that have developed since the inception of newspapers are as follows:

- **Prestige press:** This form of press arose in the late nineteenth century and was independent from the state. It attempted to show a very

sophisticated sense of social responsibility and fostered the rise of journalistic profession.

- **Party-political press:** Published for or by a party, the party-political newspaper is dedicated to the task of information, activation and organization of a party. This is one of the earliest forms of newspapers and is still found in many European countries.
- **Popular press:** This newspaper is the most recent and has not changed much in its essential character. This form of newspaper was meant to be read by everyone, and thus, was truly a mass newspaper. Fundamentally a commercial enterprise, this newspaper owes its existence to advances in printing technology allowing affordable pricing and the spread of literacy. Primarily this type of newspaper concerns itself with human interest stories, crimes, crises, disasters, war stories, etc.

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### Forms of Electronic Media

The ensuing section will discuss the various forms of electronic media. The study of electronic media is particularly pertinent to the study of mass communication since it has become a more popular form than print media and caters to a wider audience.

#### Films

Although a product of the nineteenth century, films basically offered an age-old form of entertainment, stories, music, comedy, drama, humour, etc. albeit through new means of production. Films became instantly a true mass medium since it catered to a large population quickly and efficiently. As a mass medium, the invention of films can be attributed to the need for respectable and affordable means to enjoy leisure time. Based on its phenomenal growth one can say that the demand met by film was enormous. However, film as a mass media has not been limited to entertainment. First of all, the use of films for propaganda is noteworthy. Because of its great reach, popularity and emotional impact, films have been successfully applied to societal and national purposes. The rise of the social documentary can be attributed to this purpose. It needs to be noted that all such films develop at times of social crises. To carry the argument further, even many commercial films have a thinly veiled ideological propagandist element. This could be a result of more than one reason: the unthinking incorporation of popular conservative values and stereotypes; an actual attempt at social control; or the pursuit of mass appeal.

#### Radio and Television

Radio and Television are being discussed under a common heading since they have a very close history. Both are a result of such pre-existing technologies as telegraph, telephone, photography, etc. came into existence within a span of about thirty years from each other. Hence even though they are different from each other

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in terms of content and use, they can be treated together in terms of history. The most distinctive feature of both radio and television is that they have been subjected to a high degree of licensing and control from public authorities. Initially such regulations were a result of technical necessity. Later, they became a subject of economic necessity, state self-interest and mere institutional custom. Both radio and television also have a commonality in terms of their pattern of distribution which is essentially oriented toward the periphery from the centre. Over years, both radio and television have come to enjoy the kind of freedom which the press does. Even though initially the radio and the television were seen as primarily a medium of entertainment, both have undeniably played a vital role in modern politics. It was and in many places still is considered to be the main source of news and information for most people. It is also the most popular form of communication between politicians and citizens, particularly during election times. Their most enduring feature is that they succeeded in bringing people together such that they share the same experiences in a society.

### Check Your Progress

1. How did the print media bring in a real social change?
2. When were printing and book-making skills developed?
3. What were the two types of newspapers in England in the seventeenth century?
4. How did films become a true mass medium?
5. How did radio and television succeed in bringing people together?

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## 7.3 CLASSICAL AND FOLK MEDIA

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All forms of folk culture are closely connected with the beliefs, customs, seasons and agriculture. Having been precisely connected with day-to-day activities of people, folk culture (folk songs, folk tales, etc.) expresses people's needs, problems, thoughts, values, aesthetics, skills and life styles. Commonly known as folk media, they are meant not only to entertain the folks but also to educate them. Folk media are personal forms of entertainment, education and communication as they are close to the hearts of the people. Folk media is enjoyed by small groups of audiences, but the best part is that it calls for their active participation which makes it an extremely important and useful tool for communication purposes. Besides, folk media are inexpensive and easily accepted within a particular community.

Folk media can be categorized into folk songs, folk tales, folk dances and folk theatres, riddles and sayings. Every region of India has its own distinctive style and way of presenting these art forms. Some of the most popular folk art forms are: Songs, dance, theatre, storytelling, riddles and puppetry.



There are hundreds of folk musical styles in India. *Baul* and *bhatiyali* of Bengal are devotional in nature and they represent Vaishnava sect. *Doha* and *garba* of Gujarat are sung during dances like *dandiya* and *raas*. *Chaiti* and *kajri* of Uttar Pradesh are season specific. *Chaiti* is sung in the month of *chaitra*. *Kajri* is also presented in question answer style. Both fall into the category of semi-classical music. *Bihu* is sung with the *bihu* dance and it represents a new season and harvest. *Maand* and *panihari* are from Rajasthan. Traditionally *maand* was sung to welcome the victorious king coming after the battle. It involves classical ragas. Gujarat's temple tradition of *keertan* has been a popular medium of education. Its theme involves a wide variety of *vaishnava* songs. *Keertanas* are also sung in Maharashtra and Bengal.

Story-telling forms are usually presented in ballad style. They present the heroic deeds of legends and kings. The *Alha* narrates the story of two heroes namely *alha* and *Udal*. The *villupatti* of Tamil Nadu indulges in musical question-answer contests presenting it with dialogues and verses. Stories like *Sudalai madan kathai* and *Draupadi amman kathai* are presented in narrative style. *Villupatti* has been extensively used in AIDS awareness programmes and also in family planning programmes. *Powada* of Maharashtra is dramatic in nature. This folk ballad tells the tales of historical events while describing the heroic deeds of legendary characters. *Pandavani* of Madhya Pradesh is sung in ballad style. This narrative tells the stories of *Pandavas* of *the Mahabharat*.

Folk theatre forms have been used to mobilise people during freedom struggle. *Tamasha* of Maharashtra is one of them. It is a vibrant and lively theatre that involves a combination of music and dance. Its exotic dances, *lavani* songs and dialogues build a rapport with the audiences in no time. *Jatra* focusses on the episodes from the lives of Lord Krishna and Radha. It was used by leaders like Motilal Ray and Mukund Das to spread nationalist and social awakening. Another very interesting folk theatre form is *bhavai* from Gujarat. This style is full of dialogues, mime, acrobatics, dance, songs and magic tricks. Songs are usually based on classical ragas. The comedian character '*ranglo*' makes satirical comments on leaders, current affairs and contemporary situations in between the acts of the play besides exposing social and political evils. *Yakshagana* of Karnataka is a very popular folk drama. Its themes are from *Bhagvata*. The narrator sings verses and exchanges witty remarks with the players and audiences as well. *Therukoothu* is Tamil Nadu's street theatre that brings together dance, music with prose and drama. Ramlila, depicting the episodes from Lord Rama's life, and *Nautanki*, a vibrant and playful theatre of Uttar Pradesh are very popular amongst all.

Energetic, lively and colourful folk dances demand community participation. Each dance form brings action in distinct characteristics of life. *Pung cholam* of Manipur, *bihu* of Assam, *hikal* of Himachal Pradesh, *chau* of Bihar and Bengal, *dandiya* of Gujarat and bhangra and *gidda* of Punjab are some of the folk dance forms of India.

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There are certain communities that are known for their distinct genres of folk art forms. *Kalbela* dancers, *langa* and *manganiyar* singers, *jogis*, *saperas* and *bhopas* of Rajasthan are amongst them.

The wisdom and wit of the rural folk have been expressed through riddles, proverbs, folk sayings and couplets. *Kalgitura* of Rajasthan, *Ramdangal* of Uttar Pradesh and *Kabigan* of West Bengal are genres of poetry with riddles. They are expressed in question-answer format. Hazarat Amir Khusro had written many couplets and riddles on daily life patterns of people.

Puppetry is an extremely popular art form even today. There are four types of puppets like string puppets, rod puppets, shadow puppets and hand puppets. The puppetry was used earlier as a source of entertainment which used to rely on mythological stories or on popular folklore. Nowadays, puppets are used for social awareness about family planning, AIDS, dowry, etc. It is also used for product campaigns.

### Traditional Media

Human beings in earlier days also expressed themselves in many other non-verbal ways. Paintings and sculptures were such other forms that were used frequently by those who had the skills for them. The cave paintings available in India were found in many places. Those found in Bhimbetka near Bhopal and the caves of Ajanta-Ellora are not merely wonders of art, they had lots of meaning for the people of that time and are still very communicative. During the heyday of Buddhism, many 'stupas' (dome like structures) and pillars were constructed. They used to have the stories of 'Jatakas' carved on the stones. They were clearly the messages of Buddhism meant for all those who were interested in the preaching of Buddha.

Painting was another very popular and potent form of communication especially in a country like India where literacy was the privilege of a few. '*Pattachitra*' of Orissa and '*phud*' of Rajasthan were narratives of Gods, kings and other legendary figures. Similarly, paintings were done in many styles using various techniques. Rajputana, Tanjore and Mysore were the major schools of painting in medieval India. The themes for most of these paintings were Hindu Gods and Goddesses and scenes from Hindu mythology.

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**Check Your Progress**

6. What is folk media?
7. What is the contribution of folk theatre as a folk media?

**NOTES****7.4 MODERN MEDIA**

It becomes absolutely imperative to understand the information age in order to explain the new media. Recent decades have witnessed literally an explosion of information everywhere.

‘Google it, man’, has emerged as a frequently used phrase in offices world over. If you are required to know about anything, just type it in the Google search engine and the information is just a click away. Hence this second decade of the 21st century may easily be called as the information age.

The information age is further called the digital age or computer age. Principally, it is just an idea that the present age is identified with the individuals’ ability to transfer information freely and to get instantaneous access of knowledge that might have been hard or impossible to find in the past. One can explore any subject on the earth. Just imagine a time during the sixties or seventies when your parents were students. Whenever they had to search for information, they visited libraries or consulted encyclopaedias and dictionaries. This took a lot of time. There were various instances where the required information was not available at all. However, presently such constraints are a thing of the remote past.

During those days watching a movie served as a family get-together. It was possible in cinema halls only. Indeed, it was a big deal. In contrast, presently one can carry a movie in his/her pocket just in a pen drive. One can watch it on computer. If somebody has a laptop, he/she can watch a movie anywhere across the globe.

The concept of information age is related to the notion of a digital era or digital revolution. It further connotes a shift from traditional industry. Earlier, the objective of traditional industrialization was to bring about industrial revolution. Presently, it is towards an economy which is based on information manipulation.

The advances made in scaling down the size of computers underline the idea of information age. Its degree can be measured from the invention of personal computers in the seventies to the mass-scale adoption of technology by the general public in the nineties. Indeed, the information age has accelerated the process of global communications and networking. It, in turn, has completely altered the shape of the modern society.

Information age signifies the use of modern gadgets, such as cell phones, digital cameras, PDAs, the Internet, the Internet telephony, digital music, high

definition television, chat rooms, cable TV and other items that have come into common usage during the past three decades.

### New Media

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New media does not have a fixed definition. It keeps changing with the advancement in technology which has a considerably fast pace. In fact it is a 21st Century catch-all term used to define all that is related to the Internet and the interplay between technology, images and sound.

The advancement in technology can be gauged with the example that during late nineties, there was only a MultiMedia eXtension (MMX) in the computers. What used to be the memory of those computers hard disk, many multiples of the same are now available in the memory cards of mobile phones. In 1997, a Pentium 1 computer used to come with a hard disk of 2.1 GB. Now when you buy a smartphone, it comes with a 2 GB memory card.

New media evolves and changes continuously. What it will be tomorrow is virtually unpredictable for most of us, but we do know that it will continue to evolve in fast and furious ways. However, in order to understand an extremely complex and amorphous concept we need a base line. Since *Wikipedia* has become one of the most popular storehouses of knowledge in the new media age, it would be beneficial to begin there:

Wikipedia defines New Media as:

*“... a broad term in media studies that emerged in the latter part of the 20th century. For example, new media holds out a possibility of on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content. Another important promise of new media is the “democratization” of the creation, publishing, distribution and consumption of media content. What distinguishes new media from traditional media is the digitizing of content into bits. There is also a dynamic aspect of content production which can be done in real time, but these offerings lack standards and have yet to gain traction.”*

Wikipedia, an online encyclopaedia, is an example, combining the Internet accessible digital text, images and video with Web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers. Facebook is an example of the social media model, in which most users are also participants.

Here what you should keep in mind is that most technologies described as ‘new media’ are digital, often having characteristics of being manipulated, networkable, dense, compressible, and interactive. Some examples may be the Internet, Website, computer multimedia, computer games, CD-ROMS and DVDs. New media does not include television programs, feature films, magazines, books, or paper-based publications, unless they contain technologies that enable digital interactivity.

Another online encyclopaedia called Webopedia defines news media as “A generic term for the many different forms of electronic communication that are made possible through the use of computer technology. The term is in relation to ‘old’ media forms, such as print newspapers and magazines that are static representations of text and graphics.”

According to another definition, ‘New Media’ is a generic term for the many different forms of electronic communication that are made possible through the use of computer technology. It is a new two-way form of communication in which you not only receive information but can also provide information. New Media includes Website, streaming audio/video, online communities and integration of digital data with the telephone, digital camera, etc. The new media tends to be interactive and you interact by sharing, commenting, etc.

### Check Your Progress

8. Mention the significance of information age in modern media.
9. What do you understand by the term ‘new media’?

## 7.5 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. A real social change was achieved by the printing press only gradually, when over time printing led to a change in the content of books. No longer what was being printed limited to religious or political matters. Instead the content of books became more secular and practical; books that people wanted to read were being printed. Even when religious books were printed there was an element of the popularity since these works were now made available in the vernacular making it available to the common man. Although printed books were not as cheap as they relatively are today, they were certainly more affordable than those that were copied by hand. Hence, a wider social group could now afford to read books. In short, the history of modern media begins with this humble medium.
2. Printing and book-making skills were developing in the fifteenth century in the West and so was the need to know about the world. Wilbur Schramm in his book *The Story of Human Communications* mentions: ‘In 14th and 15th centuries a new urban class of merchants, traders, and artisans emerged to share power with the landed aristocracy. Many of them became highly prosperous and could afford to pay for information.’ All sorts of information related to trade were the need of time. Thus books on navigation, military science, cargo handling and reports on prices and sales in faraway markets were required. The wealthy middle class also desired to share its knowledge gained from reading with nobles. A deep interest in the Greek and Roman

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3. In seventeenth century, England newspapers were of two types: the commercial newspaper and the Crown or government newspaper. The commercial newspaper was a compilation made by the printer and could not be identified with any one source. The Crown newspaper had a voice of authority and was in many ways a state instrument. Both kinds of papers had certain commonalities: multiple purpose, regular appearance, public character and commercial purpose
  4. Films became instantly a true mass medium since it catered to a large population quickly and efficiently. As a mass medium, the invention of films can be attributed to the need for respectable and affordable means to enjoy leisure time. Based on its phenomenal growth one can say that the demand met by film was enormous. However, film as a mass media has not been limited to entertainment. First of all, the use of films for propaganda is noteworthy. Because of its great reach, popularity and emotional impact, films have been successfully applied to societal and national purposes. The rise of the social documentary can be attributed to this purpose. It needs to be noted that all such films develop at times of social crises. To carry the argument further, even many commercial films have a thinly veiled ideological propagandist element.
  5. Even though initially the radio and the television were seen as primarily a medium of entertainment, both have undeniably played a vital role in modern politics. It was and in many places still is considered to be the main source of news and information for most people. It is also the most popular form of communication between politicians and citizens, particularly during election times. Their most enduring feature is that they succeeded in bringing people together such that they share the same experiences in a society.
  6. Commonly known as folk media, they are meant not only to entertain the folks but also to educate them. Folk media are personal forms of entertainment, education and communication as they are close to the hearts of the people. Folk media is enjoyed by small groups of audiences, but the best part is that it calls for their active participation which makes it an extremely important and useful tool for communication purposes. Besides, folk media are inexpensive and easily accepted within a particular community. Folk media can be categorized into folk songs, folk tales, folk dances and folk theatres, riddles and sayings. Every region of India has its own distinctive style and way of presenting these art forms. Some of the most popular folk art forms are: Songs, dance, theatre, storytelling, riddles and puppetry.
  7. Folk theatre forms have been used to mobilise people during freedom struggle. Tamasha of Maharashtra is one of them. It is a vibrant and lively theatre that involves a combination of music and dance. Its exotic dances, lavani songs

and dialogues build a rapport with the audiences in no time. Jatra focusses on the episodes from the lives of Lord Krishna and Radha. It was used by leaders like Motilal Ray and Mukund Das to spread nationalist and social awakening. Another very interesting folk theatre form is bhavai from Gujarat. This style is full of dialogues, mime, acrobatics, dance, songs and magic tricks. Songs are usually based on classical ragas. The comedian character 'ranglo' makes satirical comments on leaders, current affairs and contemporary situations in between the acts of the play besides exposing social and political evils. Yakshagana of Karnataka is a very popular folk drama. Its themes are from Bhagvata. The narrator sings verses and exchanges witty remarks with the players and audiences as well. Therukoothu is Tamil Nadu's street theatre that brings together dance, music with prose and drama. Ramlila, depicting the episodes from Lord Rama's life, and Nautanki, a vibrant and playful theatre of Uttar Pradesh are very popular amongst all.

8. The concept of information age is related to the notion of a digital era or digital revolution. It further connotes a shift from traditional industry. Earlier, the objective of traditional industrialization was to bring about industrial revolution. Presently, it is towards an economy which is based on information manipulation. The advances made in scaling down the size of computers underline the idea of information age. Its degree can be measured from the invention of personal computers in the seventies to the mass-scale adoption of technology by the general public in the nineties. Indeed, the information age has accelerated the process of global communications and networking. It, in turn, has completely altered the shape of the modern society.

Information age signifies the use of modern gadgets, such as cell phones, digital cameras, PDAs, the Internet, the Internet telephony, digital music, high definition television, chat rooms, cable TV and other items that have come into common usage during the past three decades.

9. New media does not have a fixed definition. It keeps changing with the advancement in technology which has a considerably fast pace. In fact it is a 21st Century catch-all term used to define all that is related to the Internet and the interplay between technology, images and sound. What it will be tomorrow is virtually unpredictable for most of us, but we do know that it will continue to evolve in fast and furious ways. However, in order to understand an extremely complex and amorphous concept we need a base line. Today, *Wikipedia* has become one of the most popular storehouses of knowledge in the new media age. 'New Media' is a generic term for the many different forms of electronic communication that are made possible through the use of computer technology. It is a new two-way form of communication in which you not only receive information but can also provide information. It includes Website, streaming audio/video, online communities and integration of digital data with the telephone, digital camera, etc. The new media tends to be interactive and you interact by sharing, commenting, etc.

## NOTES

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## 7.6 SUMMARY

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### NOTES

- Largely, books, newspapers and magazines are the forms of print media that exist today in spite of the challenges posed by the Internet and other electronic media. The printing press gave rise to numerous forms of publication including plays, pamphlets, comics, periodicals, reports, etc
- Books were the very first form that was printed and distributed. The antecedents of the book lie in classical times. Unfortunately, this culture of writing and reading largely disappeared with the fall of the Roman Empire until it was revived by the Renaissance.
- But the biggest change was seen in the middle of the fifteenth century when Johann Gutenberg, a goldsmith by profession, brought into existence two important developments in the field of printing. These were moveable metallic types and mechanical printing press.
- India, like many other oriental societies, was mainly an oral society where the knowledge was transferred from one generation to another with the help of the spoken word. The earliest works of the Indian civilizations are the four Vedas.
- The great reservoirs of source material for European literature are the holy books of Judaism, the *Odyssey* and *the Iliad* which were transformed from bardic songs into written texts.
- What is today recognised as a prototypical newspaper came into existence as a commodity distinguished from newsletters, pamphlets and handbills almost 200 years after the invention of the printing press.
- In many ways, the newspaper was more of an innovation than the printed book was. This is because as a medium it was and still is oriented toward reality and the individual reader.
- Although a product of the nineteenth century, films basically offered an age-old form of entertainment, stories, music, comedy, drama, humour, etc. albeit through new means of production. Films became instantly a true mass medium since it catered to a large population quickly and efficiently.
- Both radio and television also have a commonality in terms of their pattern of distribution which is essentially oriented toward the periphery from the centre. Over years, both radio and television have come to enjoy the kind of freedom which the press does.
- It is also the most popular form of communication between politicians and citizens, particularly during election times. Their most enduring feature is that they succeeded in bringing people together such that they share the same experiences in a society.
- Folk media are personal forms of entertainment, education and communication as they are close to the hearts of the people.



- Folk media can be categorized into folk songs, folk tales, folk dances and folk theatres, riddles and sayings. Every region of India has its own distinctive style and way of presenting these art forms.
- Folk theatre forms have been used to mobilise people during freedom struggle. *Tamasha* of Maharashtra is one of them. It is a vibrant and lively theatre that involves a combination of music and dance.
- The wisdom and wit of the rural folk have been expressed through riddles, proverbs, folk sayings and couplets. *Kalgitura* of Rajasthan, *Ramdangal* of Uttar Pradesh and *Kabigan* of West Bengal are genres of poetry with riddles.
- Painting was another very popular and potent form of communication especially in a country like India where literacy was the privilege of a few. ‘*Pattachitra*’ of Orissa and ‘*phud*’ of Rajasthan were narratives of Gods, kings and other legendary figures. Similarly, paintings were done in many styles using various techniques.
- ‘Google it, man’, has emerged as a frequently used phrase in offices world over. If you are required to know about anything, just type it in the Google search engine and the information is just a click away. Hence this second decade of the 21st century may easily be called as the information age.
- Information age signifies the use of modern gadgets, such as cell phones, digital cameras, PDAs, the Internet, the Internet telephony, digital music, high definition television, chat rooms, cable TV and other items that have come into common usage during the past three decades.
- New media does not have a fixed definition. It keeps changing with the advancement in technology which has a considerably fast pace. In fact it is a 21st Century catch-all term used to define all that is related to the Internet and the interplay between technology, images and sound.
- New media evolves and changes continuously. What it will be tomorrow is virtually unpredictable for most of us, but we do know that it will continue to evolve in fast and furious ways.
- Wikipedia, an online encyclopaedia, is an example, combining the Internet accessible digital text, images and video with Web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers. Facebook is an example of the social media model, in which most users are also participants.
- New Media includes Website, streaming audio/video, online communities and integration of digital data with the telephone, digital camera, etc. The new media tends to be interactive and you interact by sharing, commenting, etc.

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### 7.7 KEY WORDS

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- **The Renaissance:** This is a period in European history, covering the span between the 14th and 17th centuries and marking the transition from the Middle Ages to modernity.
- **The Odyssey:** This is one of two major ancient Greek epic poems attributed to Homer. It is, in part, a sequel to *the Iliad*, the other Homeric epic.
- **Baul:** Baul or Bauls are a group of mystic minstrels from West Bengal and Bangladesh. There are also some people in Tripura and Assam's Barak Valley. Bauls constitute both a syncretic religious sect and a musical tradition.
- **MMX:** This is a single instruction, multiple data instruction set designed by the large manufacturer of computer products, Intel.
- **Wikipedia:** This is a free online encyclopaedia, created and edited by volunteers around the world and hosted by the Wikimedia Foundation.
- **CD-ROM:** This is a pre-pressed optical compact disc that contains data. Computers can read—but not write to or erase—CD-ROMs, i.e. it is a type of read-only memory.
- **Webopedia:** This is an online dictionary and Internet search engine for information technology and computing definitions.
- **New media:** These are forms of media that are native to computers, computational and relying on computers for redistribution. Some examples of new media are telephones, computers, virtual worlds, single media, website games, human-computer interface, computer animation and interactive computer installations.
- **Online community:** An online community, also called an internet community or web community, is a virtual community whose members interact with each other primarily via the Internet. For many, online communities may feel like home, consisting of a “family of invisible friends”.

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### 7.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

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#### Short Answer Questions

1. What are the main types of media?
2. What is the role of books as a tool of mass media?
3. Briefly mention the various types of newspapers since their inception.
4. Write a short note on the role of electronic media.
5. How does new media evolve and change continuously?

## Long Answer Questions

1. Discuss the evolution of print media in the successive period in the human history.
2. Why are radio and television still considered as the main source of news and information for most people?
3. Discuss the role of classical and folk media in creating awareness among the people.

*Classification of Media*

## NOTES

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## 7.9 FURTHER READINGS

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**BLOCK - IV**  
**ORIGIN AND GROWTH OF MASS MEDIA IN INDIA**

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**NOTES**

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**UNIT 8 DEVELOPMENT OF MASS  
MEDIA IN INDIA**

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**Structure**

- 8.0 Introduction
- 8.1 Objectives
- 8.2 Origin and Growth of Press
  - 8.2.1 Early Days of Printing
  - 8.2.2 Genre of Print Medium
  - 8.2.3 Print as a Medium
- 8.3 Cinema/Film/Movie
  - 8.3.1 Early Days of Cinema
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- 8.4 Television
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  - 8.4.2 Television in India
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- 8.5 Internet and New Media
  - 8.5.1 History of Computers and Internet
  - 8.5.2 Multimedia Technology, World Wide Web and Broadband
  - 8.5.3 Growth of Cellular/Mobile Communication
  - 8.5.4 Emergence of SMS, MMS, 2G, 3G, 4G and Videoconferencing
- 8.6 Answers to Check Your Progress Questions
- 8.7 Summary
- 8.8 Key Words
- 8.9 Self Assessment Questions and Exercises
- 8.10 Further Readings

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**8.0 INTRODUCTION**

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The word, 'print' refers to the text appearing in a book, newspaper, or other printed publication, especially with reference to its size, form, or style. Printing is a process for reproducing text and images. Since its inception as wooden block, it has traversed a long journey. Advent of typesetting and phototypesetting revolutionised the printing technology. Desktop Publishing (DTP) system further brought in substantial changes in printing industry. In between, it witnessed a great

transformation from letter press to offset printing. Print media comprises books, newspapers, magazines (journal and periodicals), posters, pamphlets, flyers, brochures, etc. Print has immensely impacted the society and the people.

Cinema/film/movie has also traversed a great journey and positioned today as a popular mass media of entertainment. While the early decades were dominated by silent movies, technological development on sound devices brought in the film in the form of audio-visual language. New trends in cinema began to influence film-making in India and the world. It led to the production of feature, documentary and tele films which highlighted the socio-political and cultural issues of the people. Both commercial and art films have brought to the fore an understanding of creativity through cinematography. The emergence of television brought all happenings in the world at our drawing rooms instantly.

However, the marked change in mass media was realised after the launch of cellular phones and Internet. New media created a new way of instantly dissemination the information across the world. This was also bolstered up the emergence of short message service (SMS), multimedia messaging service (MMS), 2G, 3G, 4G and videoconferencing.

This unit introduces to you a detailed analysis of origin and growth of print, film, television, internet, mobile communications and various components of new media including SMS, MMS, and second, third and fourth-generation of cellular technology and videoconferencing.

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### **8.1 OBJECTIVES**

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After going through this unit, you will be able to:

- Explain origin and growth of press/print media in India
- Discuss the early days of film, its growth and trends
- Explain the development of television as mass media
- Elucidate the growth of new media after the advent of Internet
- Analyse the advancement in mobile communication
- Describe emergence of SMS, MMS, 2G, 3G, 4G and video-conferencing

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### **8.2 ORIGIN AND GROWTH OF PRESS**

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Print can be defined as a medium that disseminates writing or textual matter. Printing is defined as a process that involves the use of ink, paper and a printing press for reproducing text and image. The technology of printing using a printing press allows a large-scale production of the same matter. Printing is a technique that is an integral part of publishing.

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### 8.2.1 Early Days of Printing

Printing has covered a long journey starting from wooden block printing that was in practice in China and Korea much before Johannes Gutenberg designed movable types made out of molten metal alloy and a printing press in mid-fifteenth century. Lots of efforts were made by him to cast right type of letters, developing right type of ink that he made from lamp black mixed in an oil-based varnish and combining together all these important components for the use of printing. It is said that it took him almost 20 years to bring this system into practice. His system is considered as the first revolution in printing technology.

The second revolution in printing technology came at the end of the nineteenth century. Two methods of mechanical typesetting were invented that speeded up the process of setting the type in metal. They were monotype system and line casting. The third revolution was phototypesetting. Finally, Desktop Publishing (DTP) is considered the fourth revolution in printing. The DTP system has brought dramatic changes in the printing industry. Till date, it is the widely accepted system in printing.

Printing originated with letterpress. It is also known as relief printing. In this system, the image to be printed is raised in relief above the surface that carries it and the non-printing area is depressed. When ink is applied on the image area only the raised surface gets the ink. This is pressed against the paper to get the impression. The depressed area leaves no impression on the paper. Platen, flatbed cylinder and rotary are the types of processes engaged in letterpress printing.

Platen press involves two plain surfaces. Paper is placed on one of the surfaces, known as platen. The other surface on which the arranged images are set firmly is known as an image-carrier. Ink rollers pass the ink across the images, paper is fed by inserting it between two flat surfaces and printing is done by bringing these surfaces together. It is a slow system but is best suited to print letterheads, cards, flyers, forms and leaflets. Embossing, die-cutting, creasing, perforating and hot-foil stamping can be done by platen press.

Flatbed cylinder press is a further developed process having two features. First, the steam power was used to operate the press and second, one of the printing surfaces was cylindrical. As there was a revolving impression cylinder and the machine was power driven, the printing speed was quite high. It could print for longer hours and on large sized papers.

A further improvement in letterpress printing was observed by making both the surfaces cylindrical. This was rotary press system. It is faster than flatbed press because of the continuous action of cylindrical image-carrier. Once the rotary letterpress was used in the newspaper industry, but now it has been replaced by offset presses.

Offset printing is actually a modification of the lithography process where the image to be printed is drawn back-to-front with greasy ink on a flat surface of a stone slab. In the early nineteenth century lithography press was used for

commercial purposes. It could not be used much for the purpose of mass production as the stones are in short supply, expensive, difficult to store and easily breakable. The lithography process was improved in 1889 by replacing lime stones with grained metal plates of zinc. Then the offset printing came where in place of two, three surfaces are used. An offset press is also rotary having a dampening unit as an additional operation system besides feeding, inking, printing and delivery systems. There are three cylinders. They are a plate carrier, a rubber blanket and an impression cylinder. Dampening unit is used in coating the plate with water. The offset system occupies less space and the speed of printing is faster.

The most recent and the most revolutionary invention, in the field of printing technology, is that of desktop publishing, which is a new way to create a print document in less time and cost. Supported by the Internet technology of data transfer, it has given a new lease of life to newspapers in this age of advanced technology like television and online journalism.

The details of this technology will be discussed later in this unit while describing the advances of information technology.

### **8.2.2 Genre of Print Medium**

The emergence of print medium has been a big achievement for man as it has not only allowed to store and disseminate knowledge, it has also allowed us to communicate in numerous ways in print. Books were the very first forms that were printed and distributed, followed by periodicals, which soon gave place to newspapers. People used print for pamphlets and handbills for advertising and political propaganda. Magazines in weekly, fortnightly, monthly and bimonthly periodicity were developed at a later stage.

In the following passages, we will look at various genres of print in order to understand its power and reach. These are:

#### **I. Books**

Everyone would agree that books are an invaluable source of knowledge. As we have seen earlier, books were present even before printing was invented, but they used to be in the form of manuscript. Books helped people to think individually and make discourses that would have been difficult in speech. In this way, we can say that books not only stored knowledge but also paved the way for the development of knowledge.

There are many types of books and each one can be viewed with a different approach. Books can be classified according to their content. They are broadly either fiction or non-fiction. By no means are books limited to this classification.

#### **(a) Fiction**

Most books published today are fictitious stories. They are in-part or completely untrue or fantasy. Historically, paper production was considered too expensive to be used for entertainment. An increase in global literacy and print technology led

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to the increased publication of books for the purpose of entertainment, and on many social issues that are allegorically called social commentary.

The most common form of fictional book is called the novel that contains stories that typically feature a plot, themes and characters. Stories and narrative are not restricted to any topic. In a way we can say that modern literature would not have benefited with this and other genre without the presence of the technology of printing. Comic books are a genres of books in which the story is not told, but illustrated.

### (b) Non-fiction

There are reference books that provide information as opposed to telling a story, essay, commentary, or otherwise supporting a point of view. An encyclopaedia is a book or set of books designed to have more in-depth articles on many topics. A more specific reference book with tables or lists of data and information about a certain topic, often intended for professional use, is often called a handbook.

There are books with technical information on how to do something or how to use some equipment. There are textbooks that help the students in their studies in various disciplines.

There are several other types of books which deal with various subjects in various formats and have different objectives. There are books on photography having a major part of the content inform of photographs. The *Life and Time* publications series of books on various topics like forests, marine life, automobile, architecture, etc., have many visuals along with the text and provides an entirely different experience of reading books.

## II. Periodicals

A periodical is a published text that appears at regular intervals. It can be weekly, monthly, bimonthly, quarterly or an annual. In early years, almost all newspapers were like periodicals. Even now, some small newspapers publishing from various small towns and remote areas can technically be considered as periodicals as they are not published daily, though they are called newspapers. Some examples of periodicals are newsletters, magazines, journals and annual reports. There are some exceptions as far as their naming is considered, for instance, *The Wall Street Journal* is actually a newspaper and not a journal.

The first issue of periodical *Review* was established in London in 1704. This periodical of four pages was like a weekly newspaper, yet it was different from early newspapers as it focussed on articles on domestic and national policies. Daniel Foe, the founder of *Review* edited the first issue from New Gate prison where he was kept for his critical views on certain policies of the Church of England.

The first magazine was published in late eighteenth century in London for the affluent class of the society. It was called *The Gentleman's Magazine*. It was edited by Edward Cave who for the first time used the term 'magazine' for his



periodical. The term magazine has its roots in the Arabic word ‘*makhazin*’ meaning a place to store things or a storehouse. In Russian, shops, where things are kept or stored for selling, are known as magazines.

Magazines are a medium that present opinion and analysis of issues in depth which is practically not possible in case of newspapers. As they are not published daily, magazines get enough time to work upon the issues to present research-based articles and stories in detail. Magazines help masses in building opinions on specific social, political and cultural issues concerning them and their society.

Usually magazines cover a variety of subjects like art, cinema, politics, religion, literature, etc. They cater to the needs of everyone. There are some other magazines that are concerned about specific subjects like politics, cinema, tribals, literature and so on. Such magazines are targeted to a specific audience. Magazines for children, women, students, business community, etc., also fall under the same category.

With the growth of industry and various market trends, the tastes and needs of the masses have changed in recent years. Publishers understand their market. Hence, today we see a variety of magazines on automobiles, home decoration, real estates, mobiles, computers, etc.

Magazines are also available online. They share some features with blogs and online newspapers. Online magazines are also called webzines. The suffix ‘web’ here refers to their distribution carried out electronically where ‘zine’ is an abbreviation of the word magazine.

Though magazines are also kept and preserved in libraries along with other books, there was a time when people collected and preserved the issues of their favourite magazines in their homes. The knowledge and information in them never exhausts with changes in time.

### **III. Newspapers**

A newspaper is also a periodical. It is published at regular intervals. Reports, articles, editorials, features, notices, advertisements, cartoons and photos are some of its contents. It is printed on a low grade paper that is not expensive and is known as newsprint.

A newspaper covers a variety of topics. There are some newspapers that concentrate on a specific topic for instance, a business newspaper covers all information regarding business and economy and issues that affect the business or essentials of business. A newspaper of general interest caters to the needs of everyone by covering stories on national, international regional, political as well as social events. It also informs us on business, crime, sports, literature, fashion, films and other entertainments like puzzles, comic strips and features on food, places, personalities and fine arts. Weather reports, forecasts and horoscopes are other attractive features of a newspaper.

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A newspaper is known by its editorial writing. In fact, the editorial page reflects the policies and ideology of a newspaper. The editorial page contains editorials written by the editor or by the editorial team on current issues, articles by guest writers expressing their opinions on certain issues and letters to the editor.

Newspapers can be categorized on the basis of their periodicity. A daily newspaper is issued every day and a weekly newspaper appears once a week. Weekly newspapers are usually small newspapers appearing from districts or small towns. They depend on mainstream major papers for their contents on international and national issues.

On the basis of size, newspapers can broadly be classified in two categories, namely, broadsheets and tabloids. The size of a broadsheet is 23.5×15 inches. Most of the dailies are of this size. A tabloid is 11.75×15 inches, i.e., half the size of a broadsheet.

Newspapers that circulate nationwide are known as national newspapers. Most of the big newspapers have their regional offices at various cities in order to extend their reach. Local newspapers are area specific. There is still another category of international newspapers the contents of which are repackaged as per the needs and tastes of foreign readers. This type is uncommon in India but as almost every national newspaper is available on the Internet, they too can be read worldwide.

In the last few decades due to the growing markets, newspapers have become more colourful with a bundle of advertisements and celebrity news. Most of the newspapers are coming with various types of supplements to cater to the needs of various sections of the society and also to keep up with the recent trend of value addition.

### **IV. Posters, pamphlets, flyers and brochures**

A piece of printed paper that is clipped to community boards, pasted on walls or simply hung on the doors and trees is known as a poster. A poster includes textual as well as graphic information. Some varieties of posters are completely graphical or textual representations.

Generally, posters are designed to attract the attention of the masses. Hence, they are attractive, colourful and eye-catching. They are used in propaganda, protests, advertising or simply inform people about any event.

#### **(a) Posters**

Since decades, people have been using posters in various forms like placards and poster bills. We see agitators holding placards in rallies; even at airports one can see people holding placards with the name of the person they are looking for written on them. Often in markets or in our colonies we see some information regarding sale or tuitions printed on a piece of paper and pasted on the walls. This is also a form of poster that is used for the purpose of advertisement.

Earlier, posters were either drawn or painted manually. The technique of lithography was invented in 1796 followed by chromolithography that allowed for mass production of posters. These techniques were found to be excellent for printing and producing colourful posters. By 1890s the art of poster making and designing spread all over Europe and toward the end of the nineteenth century this era came to be known as '*Belle Époque*' because of the newly emerged poster art. The rise of pop art culture on one hand and protests throughout the West in 1960s on the other led to the use of posters. During the Paris Students Riots in 1968 posters of revolutionary leader Che Guevara became a symbol of rebellion. This poster was designed by Jim Fitzpatrick. Soviet Union posters during the Great Patriotic War and a recently stylized political poster by Sheard Fairey 'Hope' are some other examples.

Advertising posters are used for films, books or event promotions and also for inviting audiences for music and dance recitals and pop shows. Till recently, Bollywood film posters were in high demand by the producers. Posters are also used for academic purposes in promoting and explaining the theme of seminars and conferences. Posters are being widely used in protecting environment, saving wild life, and maintaining peace and harmony in the world.

### **(b) Pamphlets**

UNESCO's Institute of Statistics defines a pamphlet as a non-periodic printed publication of at least fifty-nine pages exclusive of the cover pages. A pamphlet is an unbound booklet. It does not have a hardcover. It may consist of a single sheet of paper, printed on both sides and folded usually in half. According to the volume of the matter and size of the paper, it may be folded in thirds or in fourths. It contains information about a product or service.

When we buy an electric appliance, medicines, computers or mobiles, we get a folded sheet of paper mentioning on it 'how to use' instructions. This is a pamphlet. Actually pamphlets play a very important role in marketing business. They are usually inexpensive and can be distributed easily to customers. They can be used in political campaigning. They are also referred as leaflets.

### **(c) Flyers**

Flyers or handbills are a single page unfolded leaflets usually meant for advertising services or products. They can be used by individuals in promoting their businesses, products, services or any special cause. Flyers can be handed to people in shopping complexes. They are cost-effective and are considered as a very reliable form of direct marketing or advertising. We get a variety of flyers in between the folds of newspapers—they may be simple, colourful, printed on coarse, dull or glossy paper, small or large.

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### (d) Brochures

A brochure is a type of pamphlet or leaflet. It can be a single sheet or can have multi-sheets. In the latter case, it is stapled on the creased edge. A brochure uses high quality paper; it is more colourful and is folded. It contains information and sometimes photos or graphics as well. Theatres circulate brochures amongst their audiences before the play or concert starts, mentioning the castings and details of the programme. Hospitals and hotels offer brochures to their visitors informing them about their services.

Brochures are often printed on glossy paper. Professional and high quality brochures are produced using In design, Quark Express and Adobe Illustrator. There are various types of brochures like sales brochures, corporate brochures, travel, company and marketing brochures.

#### 8.2.3 Print as a Medium

Print has made a lasting impact on the society. The print media has been established more than three centuries ago and emerged as the sole media of mass communication. It has seen many revolutions has been, and still is the biggest reservoir of knowledge accumulated over many centuries in the form of books.

In fact, many scholars believe that written and print media are responsible for ushering in the revolution of science and technology. We learnt many different ways of expressing with the help of print medium. Pamphlets, posters, newspapers, magazines and reference books can all be attributed to print media.

The contribution of print to democracy is enormous as everyone today would acknowledge that newspapers and magazines are the lifelines of modern democratic societies. They help people to become informed citizens and empower them to debate and discuss various issues concerning the society.

#### Check Your Progress

1. What are the main processes which are engaged in letterpress printing?
2. How does offset printing differ from earlier presses?
3. List the different types of newspapers.
4. Mention the origin and growth of posters.

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### 8.3 CINEMA/FILM/MOVIE

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Apart from listening to audio messages, human beings have been using visual messages for communicating. Images have a greater impact than simple voice messages. A combination of both has the greatest impact.

### 8.3.1 Early Days of Cinema

The word cinema is derived from Greek word '*kineto*' which means 'movement'. Thus, the word 'movie' came into existence. The technique of films is related to the discovery and development of photography. It was in the early nineteenth century when scientists were working on optics, they invented many devices like thaumatrope (by Filton in 1826), Phenakistoscope (by Belgian scientist Joseph Plateau), stroboscope (by Viennese scientist Simon Stampfer), to name a few. The working principle of all such devices was same, i.e. a disc with painted pictures of different movements of an object on it, when rotated gave an impression as if the object is moving. Later, using this principle E.J. Marey of Paris devised a photographic gun in 1882 for taking the pictures of moving objects like birds and animals. Seven years later he modified his camera where in place of a roll of light sensitive paper, he used celluloid film. He named his camera as 'chronophotographe'. An Englishman Edward Muybridge used a battery of cameras in a row to record the movements of racing horses in 1877. Thomas Alva Edison experimented with moving pictures under the direction of W.K.L. Dixon in 1888. Dixon made a remarkable effort by using celluloid films designed by George Eastman. These celluloid films later became the best medium for photography as it was possible to roll them. The camera that Edison had designed was heavy thus not portable.

French brothers, Louis Lumiere and Auguste Lumiere, succeeded in inventing a portable, suitcase sized cinematograph or camera that contained a film processing unit and a projector. The technology of Lumiere's cine-camera was based on his contemporary Edison's bulky camera. Their first film depicted the arrival of a train. The first public show of films by Lumiere brothers was organised in France in 1895.

#### I. Silent movies

By the end of nineteenth century, movie cameras were on high demand. Motion pictures became a profitable business at restaurants and fairs. Most of the early films were short, usually of 15 to 60 seconds duration, taken on 35 mm wide celluloid strips with 16 frames per second. The themes included workers in a factory, trains at station, parade, picnics, sailing and so on.

The first 30 years of cinema was dominated by silent movies. It is said that for sound effects sometimes musicians were hired to perform live during the film. Interestingly, in those days films were shown in special venues like fairs and theatres as a part of the show or in restaurants and inns. The first proper cinema theatre was *The Nickelodeon*. It was opened in Pittsburgh in 1905. By this time, the duration of the films was increased and some filmic effects were also used. This was the beginning of editing in films. Edison first used the stop motion technique in his film *The Execution of Mary*, where the camera was stopped at one action and restarted at other. The two pieces of film were cut and pasted so that the action appeared continuous. George Melles, a magician by profession, used

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superimposition, G.A. Smith used reverse motion and Robert Paul used different speeds of the camera for special effects. Some of the silent films are *Birth of a Nation* (1915) by D.W.Griffith, *The Last Laugh* (1924) by F.W. Hurnan, *Potemkin* (1925) by Sergei Eisenstein, *The Gold Rush* (1925) by Charlie Chaplin, *Metropolis* (1926) by Fritzlang and *The Blue Angel* (1929) by Josef von Sternberg. Another silent film *Nanook of the North* (1922) by Robert Flaherty is considered to be the first non-fiction film or first documentary. The silent era ended in 1929 after a method of recording sound with the image was discovered.

### II. Talkies

Warner Brothers introduced a new sound-on-disc system in 1926 by recording music and sound effects on a wax record and then synchronizing it with projector. They released their first motion picture *Don Juan* which proved to be success. *The Jazz Singer* in 1927 brought a revolution in the history of talking pictures. *The Jazz Singer* was the first film where spoken dialogues were used with other sound effects. In fact, Dickson and Edison started working on sound devices much early in 1895. They had developed a kinoscope, a visual component to their cylinder phonograph. They combined these two devices to make a kinetophone. That was an experimental stage when many enthusiasts and scientists were working on various types of sound systems.

Warner Brother's technology named vitaphone which used a separate phonographic disc for synchronizing the pictures. This technique allowed the dialogues and music to go along with the pictures. Introduction of talkies brought many changes. Various studios jumped into this profitable business. Some of them were 20th Century Fox, Paramount Pictures, Columbia Pictures, and Warner Brothers and so on. They started hiring actors and directors on long-term contracts. Some of the noted directors of mid-twentieth century are Frank Capra, Vivtor Fleming, Alfred Hitchcock and Orson Welles.

### 8.3.2 Trends in Film Making

The society, its political, social and cultural conditions, its people and their behaviour have influenced film makers from the very beginning. In very early pictures, called musicals, a narrative style was adopted as the theme of the film. In the period between 1910s and 1930s, modernity and criticism were the main themes portrayed in films. Charlie Chaplin's *The Great Dictator* is an example that expresses social conflicts with modernity. Valentine, also known as German Chaplin, did something similar in his comedies. That was the age of enlightenment in cinema that displayed semantic logic.

Musicals, a distinct style of portraying the classics, were influenced by the books, novels of the times. This period was a period of cross-cultural pollination. Directors were more inclined towards the world's literature. Excellent examples are *Les Miserables* of Victor Hugo, written in 1862 and screened in 1907 and Tolstoy's *Anna Karenina* and also *Crime and Punishment*. Even vampire fiction

was readily accepted by the directors. Bela Lugosi's *Dracula* in 1931 was a super hit movie.

Post-World War II movies depicted the lives of common people, their sufferings and agonies. *The Bicycle Thief* and *Umberto D* by the Italian director Vittorio De Sica are remarkable examples of Italian neo-realism that existed in the post-World War II era. Almost all post-World War II movies depicted social commitment in various ways. Rossellini was another Italian director who depicted through his visual expressions Italian political life, affection for humans, an urge to rebuild the nation that got destroyed by war. Fellini and Andrei Wajda were also inspired by the neo-realism of the Europe.

French cinema of the post-World War II era produced many fine movies like Marcel Carne's *The Children of Paradise* in 1945, Rene Clement's *Forbidden Games* in 1952 and Jacques Becker's *Golden Helmet* in 1952 with a distinct literary presentation.

In fact, the period between 1950 and 1960 was a period when a new wave emerged in the world of cinema. New wave cinema is also referred to as art cinema. The French directors got inspiration from Alexandre Astruc's writings where he says that film should be regarded as a form of audio-visual language. He introduced the concept of 'camera-pen'. Francois Truffaut, Jean-luc-Godard and Jacques Rivette are some of the famous directors of new wave cinema. Truffaut's *The 400 Blows*, Godard's *Breathless* and Alain Resnais's *Hiroshima Mon Amour* carried a distinctive style and ideology of the director and were quick and cost-effective as far as their making was concerned.

In the Great Britain post-World War II movies were literary in their taste and texture. British cinema of this period was elitist and culturally conservative to some extent. Many classics were adapted by the directors for films and *Hamlet*, *Great Expectations* (1946) and *Oliver Twist* (1948) are some examples.

Soviet Union film industry produced some great prize winning movies during 1950-60 for instance, Mikhail Kalatozov's *The Cranes are Flying* in 1957 and Grigory Chukhrai's 'Ballad of a soldier' in 1959. Literary adaptations like Grigory Kozintsev's *Hamlet* in 1964 and Sergei Bondarchuk's *War and Peace* in 1967 were extremely impressive in their stylistics. Directors like Sergei Paradzhanov and Andrei Tarkovsky came with their legendary works. *Shadows of Forgotten Ancestors* (1964) by Paradzhanov and *Ivan's Childhood* (1962) by Tarkovsky had a remarkable impact on world cinema. *Solaris*, *Nostalgia*, *The Sacrifice* and *Mirror* are some other unforgettable works of Tarkovsky.

### 8.3.3 Indian Cinema

Dada Sahib Phalke is considered as one of the pioneers of Indian cinema. He got inspired after watching a film *Life of Christ* and thought of making a film on the life of Lord Krishna. But the idea failed due to financial crises, yet he did not lose heart and in 1913 produced *Raja Harishchandra* with his own Indian team. He

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produced various short and full-length feature films on mythological tales and historical epics. Women in those days were hesitant and social norms also did not allow them to enter into film world. All women characters were played by men. *Savitri*, *Lanka Dahan*, *Krishna Jamuna* and *Bhasmasur Mohini* are some of the feature films produced by Phalke.

The credit of bringing cinema in India also goes to various photographers who produced short films in early twentieth century. A photographer from Maharashtra named H.S. Bhatvadekar is amongst them.

Certain other film makers during 1920–30 picked up social themes for their films. Chandulal Shah, Himanshu Rai and D.G. Ganguly were some such film makers. Till then it was the era silent movies. The talkies era started with *Alam Ara* in 1931. It was directed by Ardeshir Irani who included twelve songs in his film. During this period Hindi cinema was influenced by Parsi theater. The loud make up, dialogue delivery of renowned actors like Sohrab Modi and Prithvi Raj Kapoor reflect the elements of Parsi-styled theaters. In those days, theater artists were offered leading roles as they had the experience of acting. Indian Peoples' Theater Association (IPTA) influenced the works of K.A. Abbas, Sahir Ludhiyanni, Bimal Roy and Chetan Anand to name a few.

During 1940–50 the trends shifted to social concerns. In the coming next two decades, the formula films overpowered the film industry. Raj Kapoor, Guru Dutt appeared as powerful directors and actors. They contributed to Indian cinema's masterpieces like *Awara*, of international fame especially in the former Soviet Union, *Aag*, *Pyaasa*, *Kaghaz ke Phool* and *Baazi*. Starting with *Apu Trilogy* in 1954, Satyajit Ray appeared with his distinct style and cine autography of middle class portrayal.

1960 took a turn towards romantic musicals and 'triangle masala' from social concerns. The Film Finance Corporation was established the same year. It provided loans to new and upcoming directors and producers to make low-budget films. It was the time when the new wave cinema took an entry into the film industry. Mrinal Sen's *Bhuvan Shom*, Basu Bhattacharya's *Sara Akaash*, and *Rajnigandha* and M.S. Sathyu's *Garam Hawa* were some of the films classified under this category.

From the early days of India Cinema, Chennai had a huge film industry producing films in Tamil, Telugu, Kannada and Malayalam on a large-scale. M.G. Ramchandran is still a big name in industry, people remember him as an actor, leader and even as a God like figure of Tamil cinema. Starting from mythological and romantic films, Tamil film industry experimented with the new wave cinema only in late 1970s. Dorai Jaybharathi, Balu Mahendru, Bhagyaraja and Rudraiyya are amongst those who brought the concept of new wave cinema in Tamil film industry. Tamil film industry has provided Hindi cinema some talented actor like Rajni Kanth and Kamal Hasan. From *Keechaka Vadham* (1917) and *Mayil Ravana* (1918) to *Dasavathaaram* (2008) and *Ethiram* (2010) the Tamil film industry has travelled a long way.



### 8.3.4 Genres of Films

Documentary, feature film and telefilms are amongst some forms of films. According to a Scottish documentary maker, a documentary is a 'creative treatment of actuality'. In 1926, he defined a non-fiction film as a documentary.

An American film maker Pare Lozentz defines a documentary as 'a factual film', which has to be dramatic in nature. A documentary can be classified into several genres. A very popular form of documentary in early twentieth century was called 'travelogue film'. It was also known as 'scenics'. Frank Hurley, an Australian photographer and adventurer, made a documentary named as *South* in 1919 on Trans-Antarctic expedition. He had participated in several Antarctic expeditions. He also served as an official photographer with Australian forces during World War II. This documentary had depicted the failure of the expedition. *Nanook of the North* produced by Robert J. Flaherty in 1922 is said to be a romanticized documentary.

Documentary can also serve as propaganda film. Frank Capra's *Why We Fight* in 1944 was commissioned by the US government to convince the US public that it was time to go to war. During 1940s, British documentary makers blended propaganda, information and education in their propaganda documentaries. Their approach was more poetic in nature.

Before each election, politicians convey their achievements to public through propaganda documentaries. Making a documentary on wild life is an interesting task that requires lots of patience where as a documentary on a biography demands well researched facts.

With time and growth of technology the trends in documentaries are changing. Instead of portable camera and sound equipment, handycams are used for making documentaries which reduce the cost of production. Usually documentaries are of short duration of 5–30 minutes. They are cost effective and require less efforts and time.

#### I. Feature films

A feature film is a film of full length. American Film Institute and the British Film Institute define feature film as a film with duration of 40 minutes or longer. In India, the duration of a feature film is usually more than 120 minutes. The Chamber's Dictionary defines feature film as a long cinematograph film forming the basis of a programme. Feature films are also called movies.

Story types or genres develop the category of films. Action films include stunts, chases, battles and fights and usually demand high budget. Adventure films are exciting stories of hunts, searches for the unknown and unseen. They are full of new experiences. Comedies are meant for provoking laughter and amusement. The light-hearted plots of comedies attract wide audiences. Other genres include horror films, crime and detective films. Dramas are serious presentations whereas musicals are song and dance based films. Historical films are big budget films

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portraying historical, mythical and legendary characters. Science fictions are visionary and imaginative and war movies are sensitive. Sometimes, a new genre develops on public demand or on the demand of current political and social atmosphere like films on terrorism, diseases, marriages, family relations, etc.

A film is created by recording photographic images using cameras. Originally the term film was used for a photographic film. A film can be called as an extension of photography. A cinemascope film, in comparison with a regular film, has a wide length and a short height. Films can be educative, for instance, a film based on the works of a leader or on a classic novel. They can be made for propaganda or can be artistic in nature.

### II. Telefilms

Telefilms are films produced for television broadcasting. Usually they are short films with a low budget. Doordarshan has produced certain quality telefilms in the past. It has introduced the works of famous writers like Premchand's *Nirmala*, Bhishma Sahani's *Tamas*, etc. in the form of telefilm. Such films are either funded by the ministry, NFDC or commissioned by Doordarshan. The regional centres of Doordarshan have also produced many telefilms of 1 hour duration. FTII produces telefilms that are telecast on Doordarshan.

Famous directors like Shyam Benegal and M.S. Sathyu have also directed several class telefilms. Telefilms on Doordarshan have also served as laboratories for young upcoming directors and actors as they had experimented with the subject, form, content and innovation.

### 8.3.5 Cinema as a Medium

Most of the cinema is meant for entertainment. It is a product that is made for consumption. Such films may be enjoyed by those who simply want to relax and wander in a world of fantasies. This dreamy effect makes the audience to forget about the real world. Sometimes the impact of the films is not realised at once. It lives with us in our subconscious mind and appears gradually.

Cinema always tried to cope with the changing reality. It picks up issues from the society. If cinema focuses on serious and grave issues, it can make us more responsible towards our society by creating sensitivity and feelings for our own people. On the other hand, depicting and justifying violence, crime, vulgarity, lust and unreal lavish life styles can corrupt the people's minds. Thus it can also produce lame and uncultured class of people.

Most of the commercial cinema has a drastic negative effect on the youth. They blindly follow the filmy ideals in fashion, glamour and glitz. They strive to behave like actors and try to look like them. This hampers their mental and psychological growth that is required in the building of a nation.

One good thing that cinema has brought to us is an understanding of creativity through cinematography. Indian films too have given the best lyrics, composers and singers to the society. Cinema has introduced various forms of music, from classical to folk and from devotional to pop. Films made on the literary works have not only introduced to us great writers and their thoughts but also helped in developing a better understanding of the society and its people.

Cinema as an extension of theatre is an art. A Russian theorist of films, V.I. Pudovkin wrote in 1933 in this context:

It is a synthesis of each and every element—the oral, the visual, the philosophical; it is our opportunity to translate the world in all its lines and shadows into a new art form that has succeeded and will supersede all the older arts, for it is the supreme medium in which we can express today and tomorrow.

Interestingly, the famous film director Jean-Luc-Godard speaking on cinema as an art has a different viewpoint. He said:

The cinema is not an art which films life, the cinema is something between art and life. Unlike painting and literature, the cinema both gives to life and takes from it, and I try to render this concept in my films. Literature and painting both exist as art from the very start, the cinema doesn't.

Not only this, he further adds by saying that 'Cinema is the most beautiful fraud in the world.

### **Check Your Progress**

5. Who developed the camera that contained a film processing unit and a projector?
6. List some of the silent movies which have become famous.
7. Why is Dada Sahib Phalke considered as one of the pioneers of Indian cinema?
8. Mention the positive changes introduced through the medium of films to the audience.

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## **8.4 TELEVISION**

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Television is a brilliant invention of the twentieth century. It has not only made it possible to view the events and happenings of the world instantly, it has brought the cinema in the form of soap operas and telefilms and even in its usual form to the drawing rooms of the people. It has become a very powerful and the most accessed medium. Many politicians have been able to capture and maintain their political power with the help of television. Some of these people own television networks not only in Europe and Latin America but in India as well.

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### 8.4.1 Early Days of Television

In 1884, a German scientist Paul Nipkow experimented with a rotating disk containing small holes and found that this device of his can work as a scanner. The disk, known as Nipkow disc, produced patterns of electric impulses required to transmit pictures. This device became an integral part of the technology of transmitting images. Even today, this scanning concept is a standard component of television (now popularly known as TV).

Rosing in Russia used Braun's cathode ray oscilloscope as a display tube for producing very feeble TV signals in 1907. In England, Campbell-Swinton worked out an electronic system for TV in 1908. A high school boy from Rigby, Philo T. Farnsworth of United States in 1922 drew an electronic circuit for transmitting and receiving moving images. His study was based on Nipkow disk. Next year Charles Jenkins sent still TV images by wireless from Washington to Philadelphia.

During the same period a Russian Scholar Vladimir Zworykin, who was a communication specialist and had already worked on TV circuit, came to US to begin his research on more sophisticated and practical electronic systems required for actual TV transmission and reception. This was the time when inventors were working on the TV system in various countries. John Baird a Scottish Engineer too used Nipkow disk to successfully produce faint pictures in black and white. He demonstrated the very first telecast in 1926. His TV system was later adopted by the BBC.

In Berlin, a TV service was started in 1935. The pictures were produced on a film and then scanned using Nipkow's model. BBC began its telecast in 1936 from Alexandra Palace, London. A full-fledged TV Station with studio was built in New York City's Empire State Building in 1932 and the telecast was started in 1936. Initially, the telecast had only two programmes per week and that too came to a sudden halt during World War II. Just after the war there emerged a number of TV stations in some major cities. By 1946 new licences for TV transmitters were issued and then there was a rush to bring home a new medium of communication. As TV sets were very expensive at the initial stage, only a few could afford them.

Those owned TV sets, used to have big gatherings of TV viewers at their homes. It was a luxury item and status symbol in those days. Federal Communications Commission (FCC) had issued approximately 100 licenses by the beginning of 1948. Most of the cities had their own stations. There appeared a problem of signal interference or clash in various stations. Reception was either not clear or it was not there at all. FCC ordered a freeze on the issuance of new licenses and manufacturing. Hence, America had to wait till the freeze was lifted. In the meantime, FCC worked out the technicalities of TV broadcasting in order to allocate frequencies to FM Radio and TV. When this chaotic situation of signal interference and overlapping was solved, the freeze was lifted in 1952.

The earliest design of colour TV system was perhaps made in Germany around 1904. In 1925, Zworykin also claimed to have designed an all-electronic colour TV system. These two systems failed but they were the first attempts towards the development of colour TV system. A successful system began broadcasting in America much later in 1953 after many researches and lots of efforts. Some people say that John Baird, the inventor of the world's first working TV system in England in 1923, experimented with a colour TV using cathode ray tube and a disc with colour filters. In 1944, he demonstrated world's first electronic colour TV. However, the colour technology was then in its raw state, it took several years to refine itself.

During 1952–1960 TV industry saw rapid growth and spread in the West. 1960–1980 was the period when there were many TV networks and they were in competition with each other. BBC during this period focused its attention on educative programmes meant for building the character and enhancing cultural values, correcting pronunciations and shaping the middle class intelligentsia. BBC is still known for its research-based documentaries.

News from the very beginning had a dramatic effect on society. In 1933, people watched President Roosevelt's address to the nation on TV. A very popular programme *World News Round Up* was aired on CBS in 1938. A telecast of Soviet Premier Khrushchev representing his nation at United Nations was shared by millions of people. Cameras recorded him expressing his dissatisfaction by pounding one of his shoes on his desk, which he took off while the session was in progress. President John Kennedy's assassination and Lyndon Johnson's succession receive massive 4 days coverage in 1963 and the moon landing in 1969 was viewed in 94 per cent homes.

The TV industry grew further with the growth of cable TV and with the adoption of video cassette recorders. Cable TV system was needed in those areas that were not getting the proper signals because of geographical conditions or manmade conditions as well. Tall buildings, densely populated areas, valleys or hills blocked TV signals. As a result, TV receiver could not receive them. Initially cable system started on a low-scale but when picture quality improved, the cable TV started spreading rapidly.

The beginning of 70s was the period when video cassette recorders (VCRs) appeared all over the world for recording the programmes of one's choice from the TV network. It was also a very useful device for editing. VCR was invented in America by Ampex Corporation. Charles Ginsberg designed this machine to record TV programmes on a magnetic tape. Japan improved the technology by standardizing the systems and became the number one manufacturer and exporter of VCRs. VCRs became more popular for movie viewing. Movies were recorded on VCRs and cassettes were sold in the markets or at book stalls. The tape technology of VCRs gave rise to digital storage technology where any programme can be squeezed on a compact disk.

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The Russians launched Sputnik, the world's first satellite on 4 October 1957. A few months later, the US launched Explorer I on 1 January 1958. In 1976, history was created by Home Box Office (HBO) by starting satellite delivery of programming to cable networks with the telecast of *The Thriller from Manila*, a heavyweight boxing match. The match was played between Joe Frazier and Mohammed Ali. With the growth of satellite broadcasting, people looked to the multi-channel facilities at low price, very attractive.

### **Growth of TV after the commencement of the satellite system**

Satellite system provides clear pictures and stereo sound on various channels. Conceptually, satellite system is a wireless system that delivers TV programming directly to viewers. Satellite TV systems transmit and receive radio signals using satellite dishes. These dishes act like antennas. Earlier the size of the uplink dishes was quite huge as much as 9–12 metres in diameter. Geostationary Satellites are placed in geosynchronous orbits. They stay in one place in the sky relative to the earth. Each one is approximately 22,200 miles or 35,700 kms above the earth.

The first ever satellite TV signal was sent from Europe to the Telstar Satellite in 1962. The first geosynchronous communication satellite Syncom 2 was launched in 1963 and Intelsat I, the first commercial communication satellite was launched in 1965. Intelsat I is also called *Early Bird*. Soviet Union was the first to start national network of satellite TV which was named 'Orbita' and was developed in 1967.

All over the world, satellite TV has grown rapidly in recent years. TV is migrating from analog to digital where audio and video are transmitted by discrete signals. The latest advanced broadband technology allows consumers to combine video, phone and data services with an access to the Internet. The most significant advantage of such a system is that digital channels are accommodated in less bandwidth. This allows more channels to flow in the same space. Digital system provides high definition TV service with better picture, better sound and multimedia service with feedback and talkback facility. Digital signals react differently to interference and obstacles. The common problems faced in analog TV were ghosting of images, noise, poor clarity or wavy picture. But using digital technology, audio and video are synchronized digitally hence providing a crystal clear reception. It is a system of storing, processing and transmitting information through the use of distinct electronic pulses that represent the binary digits 0 and 1. In analog system, the sound of the broadcast is modulated separately from the video. Analog is a transmission standard that uses electrical impulses to emulate the audio waveform of sound.

### **8.4.2 Television in India**

TV in India appeared on 15 September, 1959 in New Delhi. It was started as an experiment to train personnel and to find out its possibilities in the field of community development and education. UNESCO granted a sum of \$20,000 and offered

the required equipment to make this experiment possible. In the beginning 180 community tele-clubs benefited from the programmes that were telecast twice a week, each of 20 minutes duration. The range of the transmitters was just 40 km. After 2 years in 1961, it was found that the programmes had some impact on the audiences. As a result educational programmes on science for teachers were started in 1961.

Programmes on entertainment and information were introduced from August 1965. Next important step was the introduction of the programmes on agriculture. With the help of the Department of Atomic Energy, the Indian Agriculture Research Institute, Delhi Administration and the State Governments of Haryana and Uttar Pradesh, a programme named *Krishi Darshan* was started for the farmers. The range of the transmitters was now increased up to 60 km.

By 1975 there were four TV centres in the cities like Mumbai, Srinagar, Amritsar and Pune (relay centre). Under satellite instructional TV experiment scheme six states were selected for the transmission of educational programmes. This project lasted for 1975–1976. Commercials were soon introduced on TV. Same year TV was separated from All India Radio and as an independent media was called Doordarshan. Doordarshan National Programme was started in 1982 and colour TV was also introduced the same year.

#### **8.4.3 Television as a Medium**

TV is an audio-visual medium. It provides visuals along with sounds. Because of this distinctive feature TV dominates over other media of mass communication. In its presentations, TV carries some of the characteristics of film, stage and radio. If the language of radio consists of sounds and spoken words, then the language of TV contains various types of visuals, i.e., stills to moving pictures and various types of natural and artificial sounds.

TV visuals can show something that cannot be described in words. For instance, in radio, the description of mountains covered with snow requires a language, speech and style that creates an image of snow-covered mountains in the minds of listeners whereas in TV the visual of snow-covered mountains alone is enough to send the message across to the viewers without using a single word. In TV close-ups even the smallest detail becomes prominent that is capable of leaving an impact on the viewer. TV is also a medium of glamour and instant recognition. The shine and shimmer of the screen adds to the glamour.

Watching people, events, happenings, etc., in moving visuals gives a feeling of reality. TV not only strengthens one's belief about the events being telecast on it, but also attracts masses much more than print or radio. One can sit and continue watching for hours together without getting bored.

The negative sides of TVs are they are producing millions of couch potatoes all over the world, where people spend lots of time watching TVs, ignoring other important things. A book, a newspaper or even radio makes one think and imagine

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whereas TV makes the person just watch it just does allow a person to develop skills imagination and thinking. It takes away one's valuable time without letting him know about it.

The integration of TV with Internet and telecommunication technology has made TV interactive. With its chat shows and phone-in programmes people from various corners of the country can exchange ideas, thoughts and express themselves on a particular subject and at the same time.

TV is a democratic medium that conveys the same message at the same time to everyone from masses surviving in hutments to those living in huge mansions. It has the power of conveying the views and opinions of important persons to common people and it also conveys the problems and grievances of common person to the concerned authorities. In a multilingual and multicultural society, like in India, TV establishes harmony and uniformity in the society.

### **8.4.4 Use of Television**

TV has the distinct characteristic of capturing the audiences' attention which is considered as the best tool for teaching and training the mass audiences. Its audio-visuals makes it more effective than radio that depends solely on audio. From the very beginning, the experts were of the view that TV can make difficult and tough aspects of various subjects interesting and easy to understand through its distinct quality of demonstrating them visually with a better presentation.

State university of Iowa used TV as an instructional medium in 1932 on an experimental basis. Since then there is no looking back and many universities, private organizations and various governmental departments have started using TV as an instructional medium not only in the field of education but also in the arena of health, environment, etc. all over the world.

In India, since its inception, television was considered as an appropriate and efficient tool which could be used in education and development. Educators planned out a project for imparting education to schools. This first developmental project of Indian television was designed for the secondary schools of Delhi. The Broadcasts were syllabus based and their aim was to improve the standards of teaching science. Very few schools had laboratories, equipment and well-qualified science teachers. This new teaching method was welcomed by the students and teachers. This project was made possible with the financial aid by the Ford Foundation. In 1969, UNESCO found in a survey that students in the schools having television sets performed better than the students in other schools. In those days few schools and individuals owned television sets.

A specially designed project called 'Krishi Darshan' for farmers was started on 26 January 1966. The aim was to inform the farmers about the latest developments in agriculture and new techniques of farming.



### **Check Your Progress**

9. What were the various changes in the design of colour TV system?
10. How did cable TV increase the growth of TV industry?
11. Why does television have a greater impact than radio on the masses?
12. How does television function as an instructional medium?

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## **8.5 INTERNET AND NEW MEDIA**

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The last two decades of the 20th century was a remarkable period from the point of view of media and communication technology. It was also a period of the emergence of Internet, globalization and expansion of markets.

The advances of information technologies not only realised the dream of Marshal McLuhan who invented the technology of Internet, they also changed the technologies of print, radio and television.

The unceasing innovations in the telecommunication technologies not only helped the growth and expansion of the Internet, it also paved the way for a new media nowadays popularly called mobiles. Mobile technology in convergence with information technology has enormous potential in the days ahead.

### **8.5.1 History of Computers and Internet**

The innovation of the first computer called Mark-I is as recent as 1940, though the origin of computers is traced to 3000 years back when the first computing machine known as Abacus was developed in China. Later, Charles Babbage was credited with the hypothesis which allowed the invention of computer.

The development of computers in the initial 15 years was very slow as the vacuum tubes were used in them. The ENIAC (Electronic Numerical Integrator and Computer) machine developed in 1942 was very huge as it used around 18000 tubes. It was only after the emergence of silicon transistor in 1954 and the invention of integrated circuits around 1964 that the research and development of computers gained pace. These two major inventions allowed the manufacturing of small size computers.

Computers were not very popular in the initial days as one had to learn a number of commands to operate them. They were mainly used by scientists and researchers in general and the computer scientists in particular. It was only in 1984 when the Apple machine innovated by Steve Jobs and Steve Wozniak was launched in the market that the fancy for this wonderful machine caught on. Apple was the first GUI (Graphic User Interface) machines which even a child was able to use for making drawings or play games.

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The computer during these days became much more than number crunching machines. They were mainly used as sophisticated word processors in comparison to the recently developed electronic typewriters. Some people also used these machines to make drawings or draw charts and graphs. A few years later they became effective publishing machines when the software like Ventura or PageMaker along with many other software for creating drawings or digitalising photographs were launched in the market.

### **8.5.2 Multimedia Technology, World Wide Web and Broadband**

The next phase in the development of computers was of the multimedia computers. These machines had the capability of digitising visuals like photographs, audio like speech and music with the help of software. The technology of the Internet also developed very rapidly during the same period. The Internet or World Wide Web (www) is a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users worldwide. It is a network of networks that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic, wireless and optical networking technologies.

All these developments necessitated researches on computer architecture to increase the speed of processing and on telecommunication technologies for increasing the speed of data transfer across telephone lines.

The multimedia messages require more space to store them. This led to a rapid growth in storage media where one moved away from 1.44 MB floppies to 650 MB CD-ROM and later to DVDs. Capacity of hard disks increase from 10 MB to 10 GB and 1 TB (terabyte). The computer architecture improved from the primary 8086 processors with 8-bit architecture to 286, 386, 486, Pentium and P17 with 16-bit to 64-bit architecture. The processor speed increased from the initial 5 MHz to 3.2 GHz. Similarly, the modems used for transmission of data became redundant as the Internet improved from the text only form to multimedia web. The data transmission moved copper wires highly efficient optical fibres capable of broadband transmission.

The World Wide Web (www) too has changed the generation to web which is increasingly used not only for audio and video uploading and downloading but also for social networking. It has become a more popular media than radio and television. www also has a literacy component as the portals are being used to read news and other information. With online courses and books, the Internet has also become an educational tool.

The present being only the beginning, in future the Internet is expected to penetrated every nook and corner of the society.

### **8.5.3 Growth of Cellular/Mobile Communication**

The advances in telephony surprised everyone. From being manual operator driven exchanges, it moved to automatic digital exchanges which made it possible to get connected with people anywhere in the world instantly. Then, the telecommunication technology got revolutionised by wireless radio communication and later incorporated satellites in its operations.

The cumbersome telephones have been replaced by handy mobiles of ever diminishing sizes. The digital technology provided by the developments in information technology allowed mobiles to become a convergent media that can today be used to take snaps, listen to radio, view television programmes, write messages and even articles along with its basic function of connecting people with the help of voice communication. In this sense, it is the new media for future with lots of promises.

Interestingly, the mobile technology has seen a rapid and huge penetration even in developing countries. In India alone it has grown considerably faster than the computers and the Internet. Today it is estimated that in India there are 700 million cell phones in operation.

### **8.5.4 Emergence of SMS, MMS, 2G, 3G, 4G and Videoconferencing**

Short message service (SMS) is a text messaging service component of most telephone, internet, and mobile-device systems. It uses standardized communication protocols to enable mobile devices to exchange short text messages. An intermediary service can facilitate a text-to-voice conversion to be sent to landlines. On the other hand, multimedia messaging service (MMS) is a standard way to send messages that include multimedia content to and from a mobile phone over a cellular network. Users and providers may refer to such a message as a PXT, a picture message, or a multimedia message.

2G is a digital mobile communications standard allowing for voice calls and limited data transmission. 3G is a mobile communications standard that allows mobile phones, computers, and other portable electronic devices to access the Internet wirelessly while 4G is a mobile communications standard intended to replace 3G, allowing wireless Internet access at a much higher speed.

#### **Videoconferencing**

Video conferencing is a technology that allows users in different locations to hold face-to-face meetings without having to move to a single location together. This technology is particularly convenient for business users in different cities or even different countries because it saves time, expense, and hassle associated with business travel.

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### Check Your Progress

13. Why do you think that the last two decades of the 20th century was a remarkable period from the perspective of media and communication technology?
14. What changes have been introduced by the advances in telephony?
15. How do SMS and MMS function in mobile communications?
16. What is videoconferencing?

## 8.6 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. Printing originated with letterpress. It is also known as relief printing. In this system, the image to be printed is raised in relief above the surface that carries it and the non-printing area is depressed. When ink is applied on the image area only the raised surface gets the ink. This is pressed against the paper to get the impression. The depressed area leaves no impression on the paper. Platen, flatbed cylinder and rotary are the types of processes engaged in letterpress printing.
2. Offset printing is actually a modification of the lithography process where the image to be printed is drawn back-to-front with greasy ink on a flat surface of a stone slab. In the early nineteenth century lithography press was used for commercial purposes. It could not be used much for the purpose of mass production as the stones are in short supply, expensive, difficult to store and easily breakable. The lithography process was improved in 1889 by replacing lime stones with grained metal plates of zinc. Then the offset printing came where in place of two, three surfaces are used. An offset press is also rotary having a dampening unit as an additional operation system besides feeding, inking, printing and delivery systems. There are three cylinders. They are a plate carrier, a rubber blanket and an impression cylinder. Dampening unit is used in coating the plate with water. The offset system occupies less space and the speed of printing is faster.
3. Newspapers can be categorized on the basis of their periodicity. A daily newspaper is issued every day and a weekly newspaper appears once a week. Weekly newspapers are usually small newspapers appearing from districts or small towns. They depend on mainstream major papers for their contents on international and national issues. On the basis of size, newspapers can broadly be classified in two categories, namely, broadsheets and tabloids. The size of a broadsheet is 23.5×15 inches. Most of the dailies are of this size. A tabloid is 11.75×15 inches, i.e., half the size of a broadsheet.

Newspapers that circulate nationwide are known as national newspapers. Most of the big newspapers have their regional offices at various cities in order to extend their reach. Local newspapers are area specific. There is still another category of international newspapers the contents of which are repackaged as per the needs and tastes of foreign readers. This type is uncommon in India but as almost every national newspaper is available on the Internet, they too can be read worldwide.

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4. Earlier, posters were either drawn or painted manually. The technique of lithography was invented in 1796 followed by chromolithography that allowed for mass production of posters. These techniques were found to be excellent for printing and producing colourful posters. By 1890s the art of poster making and designing spread all over Europe and toward the end of the nineteenth century this era came to be known as '*Belle Époque*' because of the newly emerged poster art. The rise of pop art culture on one hand and protests throughout the West in 1960s on the other led to the use of posters. During the Paris Students Riots in 1968 posters of revolutionary leader Che Guevara became a symbol of rebellion. This poster was designed by Jim Fitzpatrick. Soviet Union posters during the Great Patriotic War and a recently stylized political poster by Sheard Fairey 'Hope' are some other examples. Advertising posters are used for films, books or event promotions and also for inviting audiences for music and dance recitals and pop shows. Till recently, Bollywood film posters were in high demand by the producers. Posters are also used for academic purposes in promoting and explaining the theme of seminars and conferences. Posters are being widely used in protecting environment, saving wild life, and maintaining peace and harmony in the world.
5. French brothers, Louis Lumiere and Auguste Lumiere, succeeded in inventing a portable, suitcase sized cinematograph or camera that contained a film processing unit and a projector. The technology of Lumiere's cine-camera was based on his contemporary Edison's bulky camera. Their first film depicted the arrival of a train. The first public show of films by Lumiere brothers was organised in France in 1895.
6. Some of the silent films are *Birth of a Nation* (1915) by D.W.Griffith, *The Last Laugh* (1924) by F.W. Hurnan, *Potemkin* (1925) by Sergei Eisenstein, *The Gold Rush* (1925) by Charlie Chaplin, *Metropolis* (1926) by Fritzlang and *The Blue Angel* (1929) by Josef von Sternberg. Another silent film *Nanook of the North* (1922) by Robert Flaherty is considered to be the first non-fiction film or first documentary. The silent era ended in 1929 after a method of recording sound with the image was discovered.
7. Dada Sahib Phalke is considered as one of the pioneers of Indian cinema. He got inspired after watching a film Life of Christ and thought of making a film on the life of Lord Krishna. But the idea failed due to financial crises, yet he did not lose heart and in 1913 produced *Raja Harishchandra* with

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his own Indian team. He produced various short and full-length feature films on mythological tales and historical epics. Women in those days were hesitant and social norms also did not allow them to enter into film world. All women characters were played by men. *Savitri*, *Lanka Dahan*, *Krishna Jamuna* and *Bhasmasur Mohini* are some of the feature films produced by Phalke.

8. One good thing that cinema has brought to us is an understanding of creativity through cinematography. Indian films too have given the best lyrics, composers and singers to the society. Cinema has introduced various forms of music, from classical to folk and from devotional to pop. Films made on the literary works have not only introduced to us great writers and their thoughts but also helped in developing a better understanding of the society and its people.
9. The earliest design of colour TV system was perhaps made in Germany around 1904. In 1925, Zworykin also claimed to have designed an all-electronic colour TV system. These two systems failed but they were the first attempts towards the development of colour TV system. A successful system began broadcasting in America much later in 1953 after many researches and lots of efforts. Some people say that John Baird, the inventor of the world's first working TV system in England in 1923, experimented with a colour TV using cathode ray tube and a disc with colour filters. In 1944, he demonstrated world's first electronic colour TV. However, the colour technology was then in its raw state, it took several years to refine itself.
10. The TV industry grew further with the growth of cable TV and with the adoption of video cassette recorders. Cable TV system was needed in those areas that were not getting the proper signals because of geographical conditions or manmade conditions as well. Tall buildings, densely populated areas, valleys or hills blocked TV signals. As a result, TV receiver could not receive them. Initially cable system started on a low-scale but when picture quality improved, the cable TV started spreading rapidly.
11. TV is an audio-visual medium. It provides visuals along with sounds. Because of this distinctive feature TV dominates over other media of mass communication. In its presentations, TV carries some of the characteristics of film, stage and radio. If the language of radio consists of sounds and spoken words, then the language of TV contains various types of visuals, i.e., stills to moving pictures and various types of natural and artificial sounds. TV visuals can show something that cannot be described in words. For instance, in radio, the description of mountains covered with snow requires a language, speech and style that creates an image of snow-covered mountains in the minds of listeners whereas in TV the visual of snow-covered mountains alone is enough to send the message across to the viewers without

using a single word. In TV close-ups even the smallest detail becomes prominent that is capable of leaving an impact on the viewer. TV is also a medium of glamour and instant recognition. The shine and shimmer of the screen adds to the glamour. Watching people, events, happenings, etc., in moving visuals gives a feeling of reality. TV not only strengthens one's belief about the events being telecast on it, but also attracts masses much more than print or radio.

12. TV has the distinct characteristic of capturing the audiences' attention which is considered as the best tool for teaching and training the mass audiences. Its audio-visuals makes it more effective than radio that depends solely on audio. From the very beginning, the experts were of the view that TV can make difficult and tough aspects of various subjects interesting and easy to understand through its distinct quality of demonstrating them visually with a better presentation. State university of Iowa used TV as an instructional medium in 1932 on an experimental basis. Since then there is no looking back and many universities, private organizations and various governmental departments have started using TV as an instructional medium not only in the field of education but also in the arena of health, environment, etc. all over the world.

In India, since its inception, television was considered as an appropriate and efficient tool which could be used in education and development. Educators planned out a project for imparting education to schools. This first developmental project of Indian television was designed for the secondary schools of Delhi. This project was made possible with the financial aid by the Ford Foundation. In 1969, UNESCO found in a survey that students in the schools having television sets performed better than the students in other schools. In those days few schools and individuals owned television sets. A specially designed project called '*Krishi Darshan*' for farmers was started on 26 January 1966. The aim was to inform the farmers about the latest developments in agriculture and new techniques of farming.

13. The last two decades of the 20th century was a remarkable period from the point of view of media and communication technology. It was also a period of the emergence of Internet, globalization and expansion of markets. The advances of information technologies not only realised the dream of Marshal McLuhan who invented the technology of Internet, they also changed the technologies of print, radio and television. The unceasing innovations in the telecommunication technologies not only helped the growth and expansion of the Internet, it also paved the way for a new media nowadays popularly called mobiles. Mobile technology in convergence with information technology has enormous potential in the days ahead.
14. The advances in telephony surprised everyone. From being manual operator driven exchanges, it moved to automatic digital exchanges which made it

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possible to get connected with people anywhere in the world instantly. Then, the telecommunication technology got revolutionised by wireless radio communication and later incorporated satellites in its operations. The cumbersome telephones have been replaced by handy mobiles of ever diminishing sizes. The digital technology provided by the developments in information technology allowed mobiles to become a convergent media that can today be used to take snaps, listen to radio, view television programmes, write messages and even articles along with its basic function of connecting people with the help of voice communication. In this sense, it is the new media for future with lots of promises. Interestingly, the mobile technology has seen a rapid and huge penetration even in developing countries. In India alone it has grown considerably faster than the commuters and the Internet. Today it is estimated that in India there are 700 million cell phones in operation.

15. Short message service (SMS) is a text messaging service component of most telephone, internet, and mobile-device systems. It uses standardized communication protocols to enable mobile devices to exchange short text messages. An intermediary service can facilitate a text-to-voice conversion to be sent to landlines. On the other hand, multimedia messaging service (MMS) is a standard way to send messages that include multimedia content to and from a mobile phone over a cellular network. Users and providers may refer to such a message as a PXT, a picture message, or a multimedia message.
16. Video conferencing is a technology that allows users in different locations to hold face-to-face meetings without having to move to a single location together. This technology is particularly convenient for business users in different cities or even different countries because it saves time, expense, and hassle associated with business travel.

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## 8.7 SUMMARY

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- Printing is defined as a process that involves the use of ink, paper and a printing press for reproducing text and image. The technology of printing using a printing press allows a large-scale production of the same matter. Printing is a technique that is an integral part of publishing.
- Printing has covered a long journey starting from wooden block printing that was in practice in China and Korea much before Johannes Gutenberg designed movable types made out of molten metal alloy and a printing press in mid-fifteenth century.
- Offset printing is actually a modification of the lithography process where the image to be printed is drawn back-to-front with greasy ink on a flat surface of a stone slab. In the early nineteenth century lithography press was used for commercial purposes



- Books were the very first forms that were printed and distributed, followed by periodicals, which soon gave place to newspapers.
- Magazines are a medium that present opinion and analysis of issues in depth which is practically not possible in case of newspapers. As they are not published daily, magazines get enough time to work upon the issues to present research-based articles and stories in detail.
- A newspaper covers a variety of topics. There are some newspapers that concentrate on a specific topic for instance, a business newspaper covers all information regarding business and economy and issues that affect the business or essentials of business.
- A piece of printed paper that is clipped to community boards, pasted on walls or simply hung on the doors and trees is known as a poster. A poster includes textual as well as graphic information. Some varieties of posters are completely graphical or textual representations.
- Brochures are often printed on glossy paper. Professional and high quality brochures are produced using InDesign, Quark Express and Adobe Illustrator. There are various types of brochures like sales brochures, corporate brochures, travel, company and marketing brochures.
- The contribution of print to democracy is enormous as everyone today would acknowledge that newspapers and magazines are the lifelines of modern democratic societies. They help people to become informed citizens and empower them to debate and discuss various issues concerning the society.
- French brothers, Louis Lumiere and Auguste Lumiere, succeeded in inventing a portable, suitcase sized cinematograph or camera that contained a film processing unit and a projector.
- Documentary, feature film and telefilms are amongst some forms of films. According to a Scottish documentary maker, a documentary is a 'creative treatment of actuality'. In 1926, he defined a non-fiction film as a documentary.
- By the end of nineteenth century, movie cameras were on high demand. Motion pictures became a profitable business at restaurants and fairs. Most of the early films were short, usually of 15 to 60 seconds duration, taken on 35 mm wide celluloid strips with 16 frames per second.
- A feature film is a film of full length. American Film Institute and the British Film Institute define feature film as a film with duration of 40 minutes or longer. In India, the duration of a feature film is usually more than 120 minutes.
- Famous directors like Shyam Benegal and M.S. Sathyu have also directed several class telefilms. Telefilms on Doordarshan have also served as laboratories for young upcoming directors and actors as they had experimented with the subject, form, content and innovation.

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- One good thing that cinema has brought to us is an understanding of creativity through cinematography. Indian films too have given the best lyrics, composers and singers to the society. Cinema has introduced various forms of music, from classical to folk and from devotional to pop.
- In 1884, a German scientist Paul Nipkow experimented with a rotating disk containing small holes and found that this device of his can work as a scanner. The disk, known as Nipkow disc, produced patterns of electric impulses required to transmit pictures.
- The first ever satellite TV signal was sent from Europe to the Telstar Satellite in 1962. The first geosynchronous communication satellite Syncom 2 was launched in 1963 and Intelsat I, the first commercial communication satellite was launched in 1965.
- The integration of TV with Internet and telecommunication technology has made TV interactive. With its chat shows and phone-in programmes people from various corners of the country can exchange ideas, thoughts and express themselves on a particular subject and at the same time.
- TV is an audio-visual medium. It provides visuals along with sounds. Because of this distinctive feature TV dominates over other media of mass communication. In its presentations, TV carries some of the characteristics of film, stage and radio
- The negative sides of TVs are they are producing millions of couch potatoes all over the world, where people spend lots of time watching TVs, ignoring other important things.
- State university of Iowa used TV as an instructional medium in 1932 on an experimental basis. Since then there is no looking back and many universities, private organizations and various governmental departments have started using TV as an instructional medium not only in the field of education but also in the arena of health, environment, etc. all over the world.
- A specially designed project called 'Krishi Darshan' for farmers was started on 26 January 1966. The aim was to inform the farmers about the latest developments in agriculture and new techniques of farming.
- The last two decades of the 20th century was a remarkable period from the point of view of media and communication technology. It was also a period of the emergence of Internet, globalization and expansion of markets.
- The innovation of the first computer called Mark-I is as recent as 1940, though the origin of computers is traced to 3000 years back when the first computing machine known as Abacus was developed in China.
- Computers were not very popular in the initial days as one had to learn a number of commands to operate them. They were mainly used by scientists and researchers in general and the computer scientists in particular.

- The next phase in the development of computers was of the multimedia computers. These machines had the capability of digitising visuals like photographs, audio like speech and music with the help of software.
- The World Wide Web (www) too has changed the generation to web which is increasingly used not only for audio and video uploading and downloading but also for social networking. It has become a more popular media than radio and television.
- The advances in telephony surprised everyone. From being manual operator driven exchanges, it moved to automatic digital exchanges which made it possible to get connected with people anywhere in the world instantly.
- Interestingly, the mobile technology has seen a rapid and huge penetration even in developing countries. In India alone it has grown considerably faster than the computers and the Internet. Today it is estimated that in India there are 700 million cell phones in operation.
- Short message service (SMS) is a text messaging service component of most telephone, internet, and mobile-device systems. It uses standardized communication protocols to enable mobile devices to exchange short text messages.
- 2G is a digital mobile communications standard allowing for voice calls and limited data transmission. 3G is a mobile communications standard that allows mobile phones, computers, and other portable electronic devices to access the Internet wirelessly while 4G is a mobile communications standard intended to replace 3G.

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### 8.8 KEY WORDS

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- **Offset printing:** This is now a commonly used printing technique in which the inked image is transferred from a plate to a rubber blanket, then to the printing surface.
- **Sound-on-disc:** This is a class of sound film processes using a phonograph or other disc to record or play back sound in sync with a motion picture. Early sound-on-disc systems used a mechanical interlock with the movie projector, while more recent systems use timecode.
- **A feature film:** This is a film with a running time long enough to be considered the principal or sole film to fill a program. The term feature film originally referred to the main, full-length film in a cinema program that also included a short film and often a newsreel.
- **A digital signal:** This is a signal that is being used to represent data as a sequence of discrete values; at any given time it can only take on one of a finite number of values.

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- **Multimedia technology:** This refers to interactive, computer-based applications that allow people to communicate ideas and information with digital and print elements. Professionals in the field use computer software to develop and manage online graphics and content.
- **Digital technology:** The branch of scientific or engineering knowledge that deals with the creation and practical use of digital or computerized devices.
- **ENIAC:** This was the first electronic general-purpose computer. It was Turing-complete, digital and able to solve “a large class of numerical problems” through reprogramming.
- **The graphical user interface (GUI):** This is a form of user interface that allows users to interact with electronic devices through graphical icons and visual indicators such as secondary notation, instead of text-based user interfaces, typed command labels or text navigation.
- **PageMaker:** This is a software to design the layout of pages that includes templates and images.
- **The Internet protocol suite:** This is the conceptual model and set of communications protocols used in the Internet and similar computer networks. It is commonly known as TCP/IP because the foundational protocols in the suite are the Transmission Control Protocol (TCP) and the Internet Protocol (IP).
- **MMS:** Multimedia Messaging Service (MMS) is a standard way to send messages that include multimedia content to and from a mobile phone over a cellular network.
- **2G/3G/4G:** It is all about the speed. The G in 2G, 3G and 4G stands for Generation, and they refer 2nd, 3rd and 4th generation of wireless technology.
- **Video conferencing:** This technology lets people in remote places hold face-to-face meetings, instead of meeting in person.

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## 8.9 SELF ASSESSMENT QUESTIONS AND EXERCISES

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### Short Answer Questions

1. What is considered as the first revolution in printing technology?
2. Enumerate the broadening of various genres of print in India.
3. Briefly mention the contribution of Indian cinema as a source of public entertainment.
4. What are the differences between feature films and tele films?

5. Write a short note on the growth of television as a mass medium in India.
6. How has Internet dramatically changed the functioning of mass media?
7. What are the main functions of multimedia computers?

*Development of Mass  
Media in India*

### **Long Answer Questions**

1. Discuss the origin and evolution of printing technology.
2. Analyse the growth of periodicals in India.
3. "Print has made a lasting impact on the society." Justify this statement.
4. Critically analyse the impact of television on the public at large.
5. Discuss the tremendous growth of digital mobile communications in India.

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## **8.10 FURTHER READINGS**

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## UNIT 9 MASS COMMUNICATION AND MASS CONCEPTS

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### Structure

- 9.0 Introduction
- 9.1 Objectives
- 9.2 Characteristics of Mass Audience and Typology of Audience
- 9.3 Bauer's Concept
- 9.4 Answers to Check Your Progress Questions
- 9.5 Summary
- 9.6 Key Words
- 9.7 Self Assessment Questions and Exercises
- 9.8 Further Readings

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### 9.0 INTRODUCTION

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Mass media makes use of communication to understand the salient features of the target audience. Mass communication helps to reach a vast audience. Communication is done in such a manner so as to attract a large audience and influence society as well. This unit will help you understand Bauer's concept of mass communication and the characteristics and typology of audience.

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### 9.1 OBJECTIVES

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After going through this unit, you will be able to:

- Identify the characteristics of mass audience and typology of audience
- Prepare an overview of Bauer's concept

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### 9.2 CHARACTERISTICS OF MASS AUDIENCE AND TYPOLOGY OF AUDIENCE

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This section deals with the dimension of media audience. To fully appreciate what this is, one must understand the meaning of the word dimension. As a noun, dimension means aspect or feature of a particular thing or item. As a verb, the word dimension may mean the shape or size of an object according to specific measurements. This section takes into account the term dimension as a noun to discuss the features of media audience. Students must be aware that print and electronic media have different types of audiences. That is to say, different kinds of media cater to different kinds of audience. And although often both electronic media and print media share their audience, it does not suggest that overlaps of

audiences are congruent. The first requirement of a print media is literacy; the audience should be able to read. By and large newspapers and magazines attempt to keep the language of their articles simple and devoid of jargon so that people of various educational backgrounds are able to read and comprehend the articles printed in them. Use of complex language by the editorial board of newspapers and magazines will only result in the loss of readership. This may even damage the credibility of the newspaper or magazine in question.

Books on the other hand have a more varied sort of an audience; the reader of a book may have several different dimensions and the author/(s) may have a certain readership in mind when writing a book. For instance, the intellectual elite may be the target audience for non-fiction books on politics whereas fictional novels or novellas with a light hearted theme are meant for a larger audience. Similarly, comic books or children's books are written keeping children's requirements in mind. Consequently, each of these books is different and this difference can be seen in the sort of language that the author uses; that is to say, the author of a children's book will use extremely simple words where as a book on Marxism may use technical words and academic jargon and will be too complicated to be read for pleasure.

Juxtaposed to newspapers, books and magazines, the radio is a more democratic media since it does not preclude those who cannot read and write. Radio is also of several types, the most common being Frequency Modulation or FM as we know it. Further, there are different types of FM stations, community radio, commercial stations and government owned stations, to name a few. Community radio is a type of station that has a reach of about 5 km radius. It caters to a very specific and sometimes mixed audience as the area may consist of people of the lower, middle and the upper class. But the clever way to connect them all together is to talk of the situations and problems that specifically concern them, thus bringing them all together. Commercial and government radio stations are usually city specific, they have a range of about 60 km from the point of origin, and the main aim of such radio stations is to connect to a wider range of audience spanning the entire city. Target audience of different radio stations varies with the kind of content that they have to offer. For example most commercial radio stations use Hindi as their language of communication, the words used are fairly simple to be understood and the issues are not general to a particular area but something that each section of the society has to face. This ensures that not only is the audience entertained but that it feels united as well.

The motion pictures have a common ground with the radio. By definition, motion-pictures are just another name for what one commonly calls films. As you may be familiar, films are perhaps the most watched form of media and being that, it has a large and varied audience. Producers, directors, script writers all need to keep in mind their audience. Each movie genre as its own loyal, devoted audience and script writers write keeping that target audience in mind. For example, people

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who enjoy romantic-comedies would expect a certain kind of film that is being sold as a romantic comedy where as those that enjoy action movies would expect a story very different from the kind that is offered by a comedy. Hence, depending on the genre and its target audience the movie makers would have to incorporate themes and stereotypes that would help their movie to appeal to its audience. It is important to note that there is no such thing as a bad film; films are made and produced for entertainment and information and what may be enjoyable to one may not be enjoyable to another.

### **Magazine Audience**

A magazine is a journal generally containing articles or records of events which are circulated weekly, fortnightly or monthly. Magazines usually are financed either by pre-paid subscriptions, advertising, and purchase price or by all three. Magazines are of two types: general magazines and specialized magazines. General magazines cater to all aspects of the society, whereas specialized magazines cater to only one aspect such as literature, sports, film, women, computers and educational magazines. Magazines are categorized according to the audiences they cater to.

Educational magazines do not have a fixed target as dissemination of educational information is not limited to the young or the old. On the other hand, there are some magazines that do have specific age groups in mind as their target audience. The main point here to be kept in mind is that one must be really careful when compiling and editing the contents of a magazine; the language used, the ideas discussed, and the pictures incorporated should be such that they meet the maturity levels and the sensibilities of the target audience. For example, magazines that are primarily read by children or teenagers, not only have to make sure that the articles and editorials are written in a simple language, but must also ensure that the issues and themes discussed and the visuals used are not such that they have a negative effect on young impressionable minds. On the other hand, such magazines that are read by adults, *Frontline*, *Outlook*, etc., can be more direct in writing about and reporting events and issues.

With the kind of popularity that the Internet now enjoys, electronic magazines are being favoured over the conventional print ones. These magazines are basically the electronic version of the magazines that are available in print. Since they can be easily read over the Internet, not only are they accessible from any part of the world, but they are also available free of cost. This however, also has a corollary: the Internet has in many ways democratized audiences and the availability of the magazine in more than two media generates a varied target audience.

### **Book Audience**

Books are a form of print media that not only provide information and education but also entertainment. Books are categorized as fiction and non-fiction. These are further categorized as biographies, travel writing, adventure stories, novellas,



novels, to name a few. Each and every one of these types of books cater to a fixed audience. For example, textbooks are written with a school or college curriculum in mind and are meant for students of the discipline they belong to. Textbooks are written to cater to the needs of a varied student population of different comprehension and understanding abilities. Hence they must necessarily have illustrations, activities, examples, etc. to enable a better understanding of the subject matter. As stated earlier, books (that are not subject based textbooks) are largely divided into fiction and non-fiction. Fictional works are further sub divided into different genres: crimes, detective, romance, thrillers, historical fiction, gothic fiction, to name a few. Each genre caters to different kinds of people. This is not to say that those who enjoy reading crime fiction do not like to read historical fiction. However, it cannot be denied that each genre does have a loyal, devoted readership how so ever small that readership may be. Apart from genres, book audience can also vary from the point of view of region; people of a particular region would prefer to read something that is relevant to them. Books that are outside their purview may not interest them much. Religion too plays a part in determining an audience: certain books (those which are religious or quasi-religious in nature) find favour with audiences that follow a particular faith. Religion also has in the past played a role in determining the acceptability of a work, whether fictional or non-fictional. Works such as Rushdie's *Satanic Verses*, Dan Brown's *Da Vinci Code* and even recently, J.K. Rowling's *Harry Potter* series have run into trouble with different religious groups. Authors therefore often need to keep in mind that their writings do not offend the religious sentiments of people. Of course this does constrict the freedom of an artist but that discussion is outside the purview of this unit. Suffice it to say that the audience of a book is controlled by many such factors as age, religion, region, political opinions and affiliations, interests, and many more.

### **Radio Audiences**

The radio, like any electronic medium fulfils the dual role of entertainment and information. At the same time, it also brings people together. Since its invention, the radio has come a long way and is no longer limited to radio waves in a city. In fact, with the introduction of satellite radio, one can now listen to radio stations from other countries as well as transmit stations from our country to other countries.

One of the most important contributions to the world of radio has been made by Worldspace Radio. This is a kind of satellite radio that catches waves directly from the satellite and transmits them to the radio set plugged in your home. The other form of radio, that is, the Internet radio has become a widely favoured means of communication and entertainment. The British Broadcasting Corporation has also the facility whereby people can listen to all its radio channels online. This is very convenient and beneficial since one can sit in the comfort of one's home and listen to broadcasts as they are made in the United Kingdom.

### **NOTES**

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### Motion-Picture Audiences

Like books and magazines, films too belong to various genres. Films can vary from comedy, action, thriller, science fiction to fantasy, drama, horror, romance, historic, biopics, biographies, etc. Each of these genres cater to a different kind of audience. For instance, a child would be more interested in watching fantasy or animated films than in watching what he/she would think to be boring drama films or documentaries. Similarly, adults would normally watch drama, action, thrillers, or romantic films than fantasy or animations.

This also suggests that a lot of the viewership is determined by our social conditioning since the latter causes us to think and behave in a certain way. For example, an adult may be reluctant to watch cartoons or films meant for children lest he/she be considered immature. Nonetheless, as students of mass media it is very important to note that motion-pictures are a form of art and therefore should not be dismissed as irrelevant. Further, it should be kept in mind that motion-pictures are an audio and visual form of media. This means that they consist both of sound and moving pictures. It is this aspect of motion-pictures which makes it very popular; films, more than any other form of media is not only informative and educative but is also a simple way to unwind and relax. Filmmakers need to keep many aspects in mind when making a movie; the first and foremost is the duration of a film. Motion-pictures can range from anywhere between 30 minutes to 4 hours. This means that the production team of a movie must create a film such that its audience stay engrossed and engaged. Innumerable films have been found fault with because audiences found them too long and hence boring. Moreover, movie-makers must also ensure that the content of the movie appeals its audience; it must be both engaging and entertaining.

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### 9.3 BAUER'S CONCEPT

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At the very core of research of mass communication lies a basic dichotomy, a gap between opposite concepts of the process of mass communication and its audience. Usually seen in uses and gratification research, the deliberation stretches far beyond that paradigm. It often permeates a number of theoretical and methodological debates. A theoretical tug of war has come to the forefront over the last forty years of research. At one end is the active audience: individualistic, "impervious to influence", rational and selective. On the other extreme is the passive audience: conformist, gullible, anomic, vulnerable, a victim. Both these ends are pulled by media theorists who put forward their idea of social reality.

Theorists and researchers of mass communication want to take up both the concepts simultaneously. This crucial difference of opinion encloses many questions one asks about the socio political role of the media, the audience member's insight of self and "reality", as also the moment to moment cognitive processes through which the individual decodes media content and form. Questions such as what are

the boundaries of individual intellectual freedom in the institutions for the propagation of ideology and information? Or are these institutions for conformism of knowledge? All these questions look for a theoretical analysis of the basic assumptions that streamline and sometimes mislead the research on the audience of mass media.

On a table of theories, beliefs and arrogance the concept of the active audience is of key importance for the uses and gratification paradigm. Those who propound this paradigm stress that the, “most fundamental tenet” (Swanson, 1979) of audience activity is important and constitutes an essential underpinning of the approach and is extremely basic to the study of the mass communication effects in general, and central to the uses and gratification approach in particular. Some viewers feel that the active audience theory itself may be a “new dominant paradigm in effects research”.

A lot of discussion has taken place and it has become apparent that this has given rise to a multifaceted and extremely mouldable construct that is “undeniably complex and multidimensional”(Palmgreen, Wenner, & Rosengren, 1985), There is an unreal and relative process called “activity” and it needs to be defined. According to Rubin (1986) the concept of activity is difficult to define, inspite of the fact that the concept has been used in mass communication theory and research over decades. Along with other theorists and how they highlighted activity, Bauer (1964) saw the audience activity as “imperviousness to influence”. This facet of activity can be referred to as the sociopolitical “bottom line” of the concept. The notion of “imperviousness to influence” can be the source of active audience. To understand this fully one needs to analyse the concept of active audience.

As said earlier, Bauer is the originator of the phrase “imperviousness to influence” and the “obstinate audience”, which later metamorphosed to the “active audience”, (Bauer, 1963, 1964). Bauer’s aim is clearly stated in the first paragraph of his article. *The opening sentence of Ethical Standards of Psychologists is that “the psychologist is committed to a belief in the dignity and worth of the individual human being.” ...But what kind of dignity can we attribute to a robot? (p. 31).*

Bauer was condemning the mass culture theory of conformism that had come to home via television. He puts in the forefront, a variant of the passive and active dichotomy. A model that is framed in the language of the marketplace, a “transactional model.” A model where exchanges are equitable and each contributor expects to get his worth in terms of money. The attempt by Bauer was to retrieve the image of the individual which is integral to liberal democracy: the independent citizen who is rational, self-determining and pursuing a free life. The “active” audience members were the liberal democratic citizens. For them there was a choice. Choice embedded in and ensured by an independent and obstinate citizen. The freedom to choose and exercise the choice was the sign of the “audience activity”. The “freedom of choice” was a consumerist plethora of choices. With the explosion of probabilities and choices, how could mass culture take hold?

## NOTES

**NOTES**

**Check Your Progress**

1. What is community radio?
2. What is the primary requirement of print media?
3. Name the two types of magazines.

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**9.4 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS**

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1. Community radio is a type of station that has a reach of about 5 km radius. It caters to a very specific and sometimes mixed audience as the area may consist of people of the lower, middle and the upper class.
2. The first requirement of a print media is literacy; the audience should be able to read.
3. Magazines are of two types: general magazines and specialized magazines.

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**9.5 SUMMARY**

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- As a noun, dimension means aspect or feature of a particular thing or item. As a verb, the word dimension may mean the shape or size of an object according to specific measurements.
- Use of complex language by the editorial board of newspapers and magazines will only result in the loss of readership. This may even damage the credibility of the newspaper or magazine in question.
- Juxtaposed to newspapers, books and magazines, the radio is a more democratic media since it does not preclude those who cannot read and write. Radio is also of several types, the most common being Frequency Modulation or FM as we know it.
- The motion pictures have a common ground with the radio. By definition, motion-pictures are just another name for what one commonly calls films.
- A magazine is a journal generally containing articles or records of events which are circulated weekly, fortnightly or monthly. Magazines usually are financed either by pre-paid subscriptions, advertising, and purchase price or by all three.
- Books are a form of print media that not only provide information and education but also entertainment. Books are categorized as fiction and non-fiction.

- One of the most important contributions to the world of radio has been made by Worldspace Radio. This is a kind of satellite radio that catches waves directly from the satellite and transmits them to the radio set plugged in your home.
- Like books and magazines, films too belong to various genres. Films can vary from comedy, action, thriller, science fiction to fantasy, drama, horror, romance, historic, biopics, biographies, etc.
- Filmmakers need to keep many aspects in mind when making a movie; the first and foremost is the duration of a film. Motion-pictures can range from anywhere between 30 minutes to 4 hours.
- At the very core of research of mass communication lies a basic dichotomy, a gap between opposite concepts of the process of mass communication and its audience.
- Bauer was condemning the mass culture theory of conformism that had come to home via television.

## NOTES

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### 9.6 KEY WORDS

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- **Magazine:** It is a journal generally containing articles or records of events which are circulated weekly, fortnightly or monthly.
- **Textbooks:** These are written to cater to the needs of a varied student population of different comprehension and understanding abilities.
- **Worldspace Radio:** This is a kind of satellite radio that catches waves directly from the satellite and transmits them to the radio set plugged in your home.

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### 9.7 SELF ASSESSMENT QUESTIONS AND EXERCISES

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#### Short Answer Questions

1. What are the different dimensions of the audience who prefer print media?
2. Why is radio considered a more democratic media in comparison to print media?

#### Long Answer Questions

1. What is the similarity between motion pictures and radio in terms of audience?
2. Analyse Bauer's concept of mass communication.

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## 9.8 FURTHER READINGS

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### NOTES

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**BLOCK - V**  
**COMMUNICATION AND THE PROCESS**  
**OF DIFFUSION, TECHNOLOGY**  
**AND COMMUNICATION**

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*Communication and the  
Process of Diffusion*

**NOTES**

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**UNIT 10 COMMUNICATION AND**  
**THE PROCESS OF**  
**DIFFUSION**

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**Structure**

- 10.0 Introduction
- 10.1 Objectives
- 10.2 The Process of Diffusion
  - 10.2.1 A Five-Step Decision-Making Process of Diffusion
- 10.3 Two-Step Flow and the Role of Opinion Leaders in the Process of Diffusion
  - 10.3.1 Characteristics of Opinion Leaders
- 10.4 Answers to Check Your Progress Questions
- 10.5 Summary
- 10.6 Key Words
- 10.7 Self Assessment Questions and Exercises
- 10.8 Further Readings

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**10.0 INTRODUCTION**

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In his book *Diffusion of Innovations* which was first published in 1962, Everett Rogers, a Professor of Communication Studies, popularized the Diffusion of Innovations theory that seeks to explain how, why, and at what rate new ideas and technology spread. According to Rogers, four main components, the innovation itself, the communication channels, time and the social system, influence the transmission of new ideas. Diffusion is the “process by which an innovation is communicated through certain channels over a period of time among the members of a social system”. Also, there are five stages in decision innovation process. These are: knowledge, persuasion, decision, implementation and confirmation. There are three types of innovation decisions namely optional innovation, collective innovation and authority innovation. Rogers also wrote about several strategies to get the innovation adopted.

The theory of the two-step revolves around the communication process and stresses the role of the opinion leaders and interpersonal communication in mass media influence. Based on empirical research, it highlights the power of social networking in areas such as advertising and technology diffusion. The theory

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enumerates how opinion leaders access the information from the media and pass this to the people.

In addition to elucidating communication and the theory of diffusion of innovation, this unit discusses the two-step theory and role of opinion leaders in the process of diffusion.

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### 10.1 OBJECTIVES

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After going through this unit, you will be able to:

- Interpret the process of diffusion
- Understand Rogers' theory of diffusion innovation
- Explain the two-step flow of communication
- Discuss the role of opinion leaders in the process of diffusion

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### 10.2 THE PROCESS OF DIFFUSION

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Everett Rogers propounded the Theory of Diffusion of Innovations that seeks to explain how, why and how fast or at what rate new ideas and technology disseminate or spread. According to Rogers, diffusion is the way in which innovation is communicated over a period of time among the participants in a social system. For Rogers (2003), adoption is a decision of "full use of an innovation as the best course of action available" and rejection is a decision "not to adopt an innovation". It is "the process in which innovation is communicated through certain channels over time among the members of a social system". As stated in this definition, innovation, communication channels, time and social systems are important elements of the diffusion of innovations.

Four main components influence the transmission or dissemination of new ideas according to Rogers. These are: the innovation itself, the communication channels, time and the social system. This procedure or process rests a lot on human capital. To be self-sustaining, the innovation must be extensively embraced or adopted. While it is being adopted or embraced, there comes a point at which an innovation reaches the critical mass. Networks are extremely important for the information to flow through. The participation of opinion leaders and their nature of networks determines the possibility of that particular innovation being adopted. Research on innovation diffusion throws light on the variables that influence how and why users take up a new medium. Personal contact is a way through which opinion leaders exert influence on behaviour of audience. Also negotiators or intermediaries called change agents and gatekeepers also influence in the process of diffusion.

The Theory of Diffusion of innovation states that media as well as the contacts which are interpersonal give information that influence opinion and judgement.



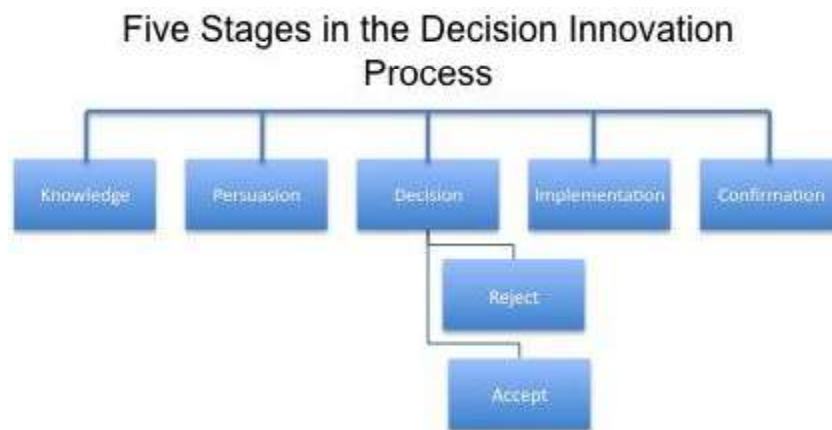
Diffusion is the “process by which an innovation is communicated through certain channels over a period of time among the members of a social system”. “An idea, practice, or object which is perceived to be new by an individual or other unit of adoption” is an innovation. “Communication is a process in which participants create and share information with one another to reach a mutual understanding” (Rogers, 1995).

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### 10.2.1 A Five-Step Decision-Making Process of Diffusion

A five-step decision making process leads to diffusion. People in an identical social setting or system who have been exposed over a period of time to an idea through a series of communication channel leads to diffusion.

An adopter category as defined by Rogers is a group of individuals within a social system based on the foundation of innovativeness. There are five different types or categories of adopters: *innovators*, *early adopters*, *early majority*, *late majority* and *laggards*. Diffusion manifests in various ways and depends entirely on the type or category of adopters and the innovation-decision process. Integral to this theory are awareness, interest, evaluation, trial, and adoption. A person can or might give up the innovation even after the adoption process.



The five stages are: Knowledge, Persuasion, Decision, Implementation and Confirmation.

- In the *knowledge* stage, the individual is revealed or introduced to the innovation. At this stage he or she is not privy to the complete information about innovation and he or she is not excited or inspired enough to learn more or garner more information regarding the innovation.
- In the *Persuasion* stage, the individual shows interest in innovation and on a war footing seeks out details and information.
- The third stage is the *decision*-making stage. In this stage, the individual understands the pros and cons of the concept of change and how it using this innovation will benefit him or her. It is at this stage that the

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individual decides to take up or reject the innovation. According to Rogers, this is the most difficult stage, due to the nature of the stage.

- *Implementation* is the fourth stage, where the individual applies the innovation to various degrees depending on the situation. It is during this stage that one decides the usefulness of the innovation and seeks more clarity and information regarding the innovation.
- The final stage is the *Confirmation* stage. At this stage the individual takes the decision of continuing to use the innovation. Intrapersonal and interpersonal is what this stage entails regarding the right decision made.

### Types of Innovation Decisions

There are two components that determine what type a particular kind of decision is:

- If the decision was taken on its own and whether it is was independently made.
- Who made that decision?

Keeping the above consideration in mind, innovation-decisions have been classified into three types. A decision taken by a person who is given more importance than the others or is in some ways more distinguished than the others is classified as Optional Innovation.

Decision made together with all the participants or collectively by all concerned is classified as Collective Innovation. Decision taken on behalf of everyone by a powerful person or a person who exercises more influence in the social system is classified as Authority Innovation.

### Rate of adoption

The speed at which the participants adopt or take up the innovation is referred to as *rate of adoption*. It is the time taken or time required for people of a social system to take to or adopt the innovation.

### Adoption strategies

There are several strategies that Rogers drew up to get innovation to reach a point, where an innovation was adopted by an individual who is respected within a social structure or network and is making an automatic need for a specific innovation.

Those who take risks and have a high social status, are financially stable and are in touch with innovative people are the *innovators*. They are risk tolerant and it is this characteristic that makes them adopt innovation.

The *Early Adopters* are people who have the highest inclination for opinion leadership among the adopters. They are classified by high social status, financial standing, education and more socially forward than late adopters. Their adoption choices are slightly more discreet than the innovators. They are able to keep a central communication position as they are judicious in the choice of adoption.

The *Early Majority* adopt or take up innovation after a long time in comparison to the innovators and the early adopters. Their social status is above average and very rarely are they seen as opinion leaders in their social system.

The *Late Majority* see innovation with a lot of doubt and skepticism in spite of the fact that the innovation has been adopted by most of the people. Their social status is below average and financially not very stable and have little opinion leadership in comparison to others.

The *Laggards* are the last to adopt innovation. In comparison to the above categories, these people show hardly any or no opinion leadership. Change-agents are not welcomed. They tend to stick to and keep the “traditions” in mind. They are usually in contact with family and close friends.

Thus we see that the communication process of Innovation through certain channels over a period of time to members of a social group or social system. Theory of Diffusion of Innovation states:

- How norms are made through new ideas, products and behaviour.
- At all levels, individual, interpersonal, community and organizational
- The sources that are determined by nature of innovation, channels of communication, the time taken to adopt and the social system.

Important components of the Theory of Diffusion are:

- Innovation (attributes)
- Adopter (degree of innovativeness)
- Social system
- Individual adoption process
- Diffusion system

Characteristics of individual adopters

- Innovators: venturesome; shortest time between awareness and adoption
- Early adopters: opinion leaders
- Early majority: deliberators
- Late majority: skeptical
- Laggards: traditional; need more potent outreach and incentives

## NOTES

NOTES

**Check Your Progress**

1. What is the Theory of Diffusion of Innovations?
2. What, according to Rogers, are the main components that influence the transmission of new ideas?
3. List the five stages in the decision innovation process.
4. What are the various types of innovation decisions?
5. What are main components of the Theory of Diffusion?

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**10.3 TWO-STEP FLOW AND THE ROLE OF  
OPINION LEADERS IN THE PROCESS OF  
DIFFUSION**

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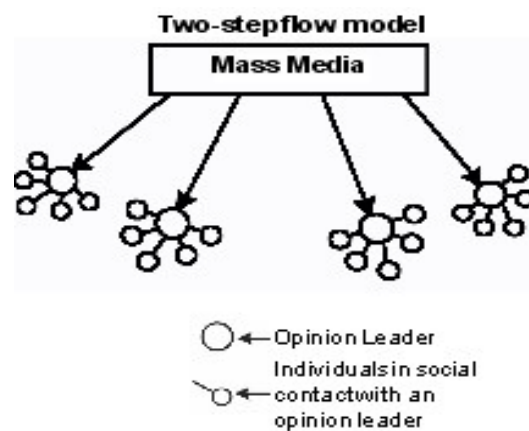
The theory of the two-step flow of communication stresses on the social networking facets in the communication process. The theory, at the most fundamental level, focuses on the centrality of the opinion leaders and interpersonal communication in mass media influence. According to the theory, the mass communications influence or effect flows in two stages or steps. Step one takes place at the level of media messages' affect or influence on the opinion leaders — the influencers who are generally giving more attention to the media. The second step or stage in the flow of communication takes place when these influencers decipher what they gather from the mass media and convey it to the members or individuals of their social networks nearer to them. This model has been supported by empirical research, highlighting the power of social networking in areas which are as diverse as advertising and technology diffusion. The theory of the two-step flow of communication elucidates that opinion leaders access the information or messages from the media and then the opinion leader passes the information with his own views and interpretation of the message to people who are low end media users in his social group.

**Mass Media, Influence and Opinion Leaders**

A study of the choice of voters or the decision-making process of Ohio voters during the 1940 presidential election was successfully identified as the two-step flow of communication in a study in the *People's Choice in the 1948 edition*. The team of researchers comprising of Lazarsfeld, Berelson and Gaudet to their astonishment found that decision-making of voters who made up their mind late into the campaign, assigned the clinching thought or concluding decision to associates who influenced them personally. These voter types expressed that their information and know-how about the presidential candidate was more from family and close friends rather than the mass media. The study also acknowledged that

at every stage or level of society, there exists “opinion leaders” who are just like the people or are from the same group, they influence. These opinion leaders are more aware of the messages from the media than the ones they influence. From this, the team of researchers deduced that most often ideas make its way from the mass media to the opinion leaders and then from the opinion leaders to the people in their group who are not as active as the opinion leaders. The three main factors that comprises this theory according to the researcher Elihu Katz are: the significance of personal influence, the movement or progress of personal influence and the opinion leaders and mass media.

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*Katz & Lazarsfeld (1955)*

It's important to know the historical framework of the theory as it makes a shift from the prevailing assumption that the mass media has a compelling, direct and systematic and equal effect on the people, referred to as the magic bullet theory. The basic hidden thought process of the magic bullet theory was the notion that people of the 20th century were socially isolated as they had no social networks nor a social fabric to get them to challenge the powerful effect of media messages. Also the assumption that people were weak and easily influenced by people who were propagandists and used mass media. The radio broadcasts from Nazi Germany strengthened these beliefs. The theory of the two-step flow of communication nonetheless superseded those assumption and reinforced the ingenuity of the social mind and the power of social networks in new age mass media.

Due to the emphasis on the effect of personal influence and how opinion leaders can make a change in spite of the mass media, the theory of the two-step flow of communication led to a realistic change in the thought process on the impact of the mass media. This new change in thought highlighted the implied effects, rather than the powerful “hypodermic needle” effects, of the mass media penetrating social networks. The conclusion of the analysis was that the people or members of a society who are not very active rely on opinion leaders for information than on news media for verifying information. Overall, the more important the news becomes, the more influence of the personal sources on the news.

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Therefore, opinion leader is a leader from a certain group who shares details and information with less active people in the group. For example, in an organization, the director is an opinion leader and in public, a political leader is an opinion leader. There are people who can explain and share the information with their respective group. But an important point is that the opinion leader is a leader of only his or her existing group and not for all.

For the public, the political leader is an opinion leader and it is possible that not all people are influenced or swayed by the leader and his or her political views and thoughts. Those public who don't support the opinion of the public leader or the opinion leader, they do get isolated from the population.

According to researchers Katz and Paul, "the flow of media messages from radio and print to opinion leaders and then the leaders leads the messages to lesser active users in the population". This path of the message and its transformation with leaders adding their own viewpoint with the actual facts may affect the low active users. In some instances the opinion leaders filter the actual content. Mostly the opinion leaders are selective in passing on the messages to the group.

According to Katz (1957), opinion leaders can be characterized by the personal predisposition, domain-specific factors (what one knows or a domain he or she is interested in) and social connections (who one knows).

In short, the two-step flow theory was developed by Katz and Lazarsfeld and it states:

- Those individuals who pay attention to the media messages, receive messages and are well informed are called opinion leaders.
- Opinion leaders then share and pass on the information to people in their group through informal or interpersonal communication including their own interpretation.

### 10.3.1 Characteristics of Opinion Leaders

Opinion leaders are individuals or persons who pay close attention to the media and receive the information. They are active media users who watch, interpret and inform media messages or content to the low end media users. They are people or individuals, who get more media coverage or attention, and are well informed regarding certain issues or are well versed in certain domains. They want to enhance their social status by seeking the acceptance of others.

The main characteristics of opinion leaders are:

- Issue or topic sensitive
- Frequent media users
- Selective in media use, pays attention to the messages, interprets messages
- Connected to people in their group through interpersonal communication.
- Are considered people of repute and have influence on people in their group

- Have topic expertise
- Their influence is considered useful

Opinion leaders have a great influence and have an impact on members of their society and also they are more intelligent than the lower end less educated media users. Our secondary audience is opinion leaders due to their intelligence and influential impact on lower-end less educated media users. Getting the attention of opinion leaders increases the chance of the message reaching the correct audience as the opinion leaders are looked up to by the members of their social group. The two step flow theory propounded that the lower end media users are influenced by the opinion leaders' views. Opinion leaders are intelligent, well informed in certain specific areas or domains, have considerable influence on people in his social group, they pay close attention to the messages shared by the media. They have a thirst for knowledge and always want to know more about everything. They are influencer in their social circle and are looked upon as people who listened to.

## NOTES

### Check Your Progress

6. What does the theory of the two-step flow highlight?
7. What did researchers like Lazarfeld, Berelson and Gaudet find while studying the choice of voters in Ohio?
8. What was the change that the two-step flow of communication brought in?
9. List the main characteristics of opinion leaders.

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## 10.4 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

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1. Everett Rogers propounded the Theory of Diffusion of Innovations that seeks to explain how, why and how fast or at what rate new ideas and technology disseminate or spread. According to Rogers, diffusion is the way in which innovation is communicated over a period of time among the participants in a social system. For Rogers (2003), adoption is a decision of “full use of an innovation as the best course of action available” and rejection is a decision “not to adopt an innovation”. It is “the process in which innovation is communicated through certain channels over time among the members of a social system”.
2. Four main components influence the transmission or dissemination of new ideas according to Rogers. These are:
  - The innovation itself,
  - The communication channels,

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- Time
  - The social system.
3. The five stages in the decision innovation process are:
- Knowledge
  - Persuasion
  - Decision
  - Implementation
  - Confirmation
4. Keeping the above consideration in mind, innovation-decisions have been classified into three types. A decision taken by a person who is given more importance than the others or is in some ways more distinguished than the others is classified as Optional Innovation. Decision made together with all the participants or collectively by all concerned is classified as Collective Innovation. Decision taken on behalf of everyone by a powerful person or a person who exercises more influence in the social system is classified as Authority Innovation.
5. Important components of the Theory of Diffusion are:
- Innovation (attributes)
  - Adopter (degree of innovativeness)
  - Social system
  - Individual adoption process
  - Diffusion system
6. The theory of the two-step flow of communication stresses on the social networking facets in the communication process. The theory, at the most fundamental level, focuses on the centrality of the opinion leaders and interpersonal communication in mass media influence. According to the theory, the mass communications influence or effect flows in two stages or steps. Step one takes place at the level of media messages' affect or influence on the opinion leaders — the influencers who are generally giving more attention to the media. The second step or stage in the flow of communication takes place when these influencers decipher what they gather from the mass media and convey it to the members or individuals of their social networks nearer to them. This model has been supported by empirical research, highlighting the power of social networking in areas which are as diverse as advertising and technology diffusion. The theory of the two-step flow of communication elucidates that opinion leaders access the information or messages from the media and then the opinion leader passes the information with his own views and interpretation of the message to people who are low end media users in his social group.



7. A study of the choice of voters or the decision-making process of Ohio voters during the 1940 presidential election was successfully identified as the two-step flow of communication in a study in the *People's Choice in the 1948 edition*. The team of researchers comprising of Lazarfeld, Berelson and Gaudet to their astonishment found that decision-making of voters who made up their mind late into the campaign, assigned the clinching thought or concluding decision to associates who influenced them personally. These voter types expressed that their information and know-how about the presidential candidate was more from family and close friends rather than the mass media. The study also acknowledged that at every stage or level of society, there exists "opinion leaders" who are just like the people or are from the same group, they influence. These opinion leaders are more aware of the messages from the media than the ones they influence. From this, the team of researchers deduced that most often ideas make its way from the mass media to the opinion leaders and then from the opinion leaders to the people in their group who are not as active as the opinion leaders.
8. Due to the emphasis on the effect of personal influence and how opinion leaders can make a change in spite of the mass media, the theory of the two-step flow of communication led to a realistic change in the thought process on the impact of the mass media. This new change in thought highlighted the implied effects, rather than the powerful "hypodermic needle" effects, of the mass media penetrating social networks. The conclusion of the analysis was that the people or members of a society who are not very active rely on opinion leaders for information than on news media for verifying information. Overall, the more important the news becomes, the more influence of the personal sources on the news.
9. The main characteristics of opinion leaders are:
  - Issue or topic sensitive
  - Frequent media users
  - Selective in media use, pays attention to the messages, interprets messages
  - Connected to people in their group through interpersonal communication.
  - Are considered people of repute and have influence on people in their group
  - Have topic expertise
  - Their influence is considered useful

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### 10.5 SUMMARY

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- Everett Rogers propounded the Theory of Diffusion of Innovations that seeks to explain how, why and how fast or at what rate new ideas and

## NOTES

technology disseminate or spread. According to Rogers, diffusion is the way in which innovation is communicated over a period of time among the participants in a social system.

- Four main components influence the transmission or dissemination of new ideas according to Rogers. These are: the innovation itself, the communication channels, time and the social system. This procedure or process rests a lot on human capital.
- The Theory of Diffusion of innovation states that media as well as the contacts which are interpersonal give information that influence opinion and judgement. Diffusion is the “process by which an innovation is communicated through certain channels over a period of time among the members of a social system”.
- A five-step decision making process leads to diffusion. People in an identical social setting or system who have been exposed over a period of time to an idea through a series of communication channel leads to diffusion.
- In the knowledge stage, the individual is revealed or introduced to the innovation. At this stage he or she is not privy to the complete information about innovation and he or she is not excited or inspired enough to learn more or garner more information regarding the innovation.
- Decision made together with all the participants or collectively by all concerned is classified as Collective Innovation. Decision taken on behalf of everyone by a powerful person or a person who exercises more influence in the social system is classified as Authority Innovation
- Those who take risks and have a high social status, are financially stable and are in touch with innovative people are the innovators. They are risk tolerant and it is this characteristic that makes them adopt innovation.
- The Early Adopters are people who have the highest inclination for opinion leadership among the adopters. They are classified by high social status, financial standing, education and more socially forward than late adopters.
- The Laggards are the last to adopt innovation. In comparison to the above categories, these people show hardly any or no opinion leadership. Change-agents are not welcomed. They tend to stick to and keep the “traditions” in mind. They are usually in contact with family and close friends.
- The theory of the two-step flow of communication stresses on the social networking facets in the communication process. The theory, at the most fundamental level, focuses on the centrality of the opinion leaders and interpersonal communication in mass media influence.
- The theory of the two-step flow of communication elucidates that opinion leaders access the information or messages from the media and then the opinion leader passes the information with his own views and interpretation of the message to people who are low end media users in his social group.

- A study of the choice of voters or the decision-making process of Ohio voters during the 1940 presidential election was successfully identified as the two-step flow of communication in a study in the *People's Choice in the 1948 edition*.
- The three main factors that comprises this theory according to the researcher Elihu Katz are: the significance of personal influence, the movement or progress of personal influence and the opinion leaders and mass media.
- It's important to know the historical framework of the theory as it makes a shift from the prevailing assumption that the mass media has a compelling, direct and systematic and equal effect on the people, referred to as the magic bullet theory.
- Due to the emphasis on the effect of personal influence and how opinion leaders can make a change in spite of the mass media, the theory of the two-step flow of communication led to a realistic change in the thought process on the impact of the mass media.
- According to researchers Katz and Paul, "the flow of media messages from radio and print to opinion leaders and then the leaders leads the messages to lesser active users in the population". This path of the message and its transformation with leaders adding their own viewpoint with the actual facts may affect the low active users. In some instances the opinion leaders filter the actual content.
- Opinion leaders then share and pass on the information to people in their group through informal or interpersonal communication including their own interpretation.
- Opinion leaders are individuals or persons who pay close attention to the media and receive the information. They are active media users who watch, interpret and inform media messages or content to the low end media users.
- Opinion leaders have a great influence and have an impact on members of their society and also they are more intelligent than the lower end less educated media users.
- Opinion leaders are intelligent, well informed in certain specific areas or domains, have considerable influence on people in his social group, they pay close attention to the messages shared by the media.

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### 10.6 KEY WORDS

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- **Early adopter:** An early adopter or lighthouse customer is an early customer of a given company, product, or technology. The term originates from Everett M. Rogers' Diffusion of Innovations.
- **The rate of adoption:** It is defined as the relative speed at which participants adopt an innovation.

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- **Technology diffusion:** It can be defined as the process by which innovations are adopted by a population.
- **Influencer:** An influencer is an individual who has the power to affect decisions of others because of his/her authority, knowledge, position or relationship with his/her audience.
- **Personal influence:** Power of individuals to sway or control the purchasing decisions of others. Personal influence can be either external or internal. External personal influence involves social interaction between two or more people, such as a neighbor, a mother, a father, and a child.
- **Interpersonal communication:** This is an exchange of information between two or more people. It is also an area of study and research that seeks to understand how humans use verbal and nonverbal cues to accomplish a number of personal and relational goals.
- **The two-step flow of communication model:** It hypothesizes that ideas flow from mass media to opinion leaders, and from them to a wider population.
- **Opinion leaders:** Influential members of a community, group, or society to whom others turn for advice, opinions, and views.

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## 10.7 SELF ASSESSMENT QUESTIONS AND EXERCISES

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### Short Answer Questions

1. Who developed the Theory of Diffusion of Innovations?
2. What were the adoption strategies that Rogers brought in the process of diffusion?
3. What does the Theory of Diffusion of Innovation state?
4. Enumerate the two stages in which the mass communications influence.
5. How do opinion leaders influence the people?

### Long Answer Questions

1. Discuss the impact of the Theory of Diffusion of Innovations.
2. Analyze the five-step decision making process in diffusion.
3. Who developed the two-step flow theory and what does it state?
4. Analyze critically why people or members of a society rely on opinion leaders.

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## 10.8 FURTHER READINGS

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- Raman, Meenakshi and Sangeeta Sharma. 2012. *Technical Communication: Principles and Practice*. New Delhi: Oxford University Press.
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## UNIT 11 TECHNOLOGY AND COMMUNICATION

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### Structure

- 11.0 Introduction
- 11.1 Objectives
- 11.2 Communication Technology and Social Change
- 11.3 Formation of Public Opinion
- 11.4 Propaganda
- 11.5 Answers to Check Your Progress Questions
- 11.6 Summary
- 11.7 Key Words
- 11.8 Self Assessment Questions and Exercises
- 11.9 Further Readings

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### 11.0 INTRODUCTION

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We now acknowledge that communication comprises numerous social processes that can bring out transformative changes in the society. Communication technology creates new opportunities to effect social change and improve lives. It has extraordinary potential to bring about positive social change if people use the various tools and techniques creatively to meet their local needs in an enabling environment. Several sociologists have now developed a broader understanding of the dynamic influences of communication technology on social change.

Concept of public opinion stemmed from the process of urbanization and other political and social forces. It is the collective opinion of the people of a society or state on an issue or problem. When significant proportion of a community articulates their views, attitudes, and beliefs about a particular issue, it is considered as public opinion. Subsequent advances in the field have led to an understanding of public opinion as the collective view of a defined population. Supported by mass media, in recent years, it has become a powerful force in many spheres of people's lives.

Propaganda is used primarily to influence an audience and further an agenda, often by presenting facts selectively to encourage a particular perception.

In addition to discussing communication technology and social change, this unit elucidates the formation of public opinion and the purpose of propaganda.

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## 11.1 OBJECTIVES

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After going through this unit, you will be able to:

- Interpret communication technology and social change
- Understand how public opinion is formed
- Explain the social milieu in which public opinion is formed
- Discuss the techniques and objectives of propaganda

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## 11.2 COMMUNICATION TECHNOLOGY AND SOCIAL CHANGE

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Media-centric approach attends on sphere of activity that is undeniably also driven by changes in communication technology. It gives much more influence and autonomy to communication and accords mass media as the primary agency of social change. In other words, media-centric approach gives tremendous focus to the specific content of such different types of media (as interactive, print, television, etc.). Socio-centric approach primarily sees media as a reflection of economic, social and political forces. Hence, it proposes a theory of media which is little more than an application of broader social theory.

Issues which are of relevance to mass communication and its theoretical framework are as follows:

### **i. Social issues**

- Violence, crime, and deviance
- Social order and disorder and the maintenance of peace and security in society
- Commercialism and consumerism
- The emergence and mediation of information society
- The definition of social experience

### **ii. Political issues**

- War and terrorism
- Political propaganda and campaign
- Movements of liberation and revolution in states or their parts

### **iii. Cultural issues**

- Cultural production
- The quality of life

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- Cultural hegemonization and globalization
- Questions about cultural, ethnic, linguistic identities

### iv. Normative issues

- Inequalities: ethnic, class, sexual, gender
- Freedom of speech and expression
- Media ethics, media professionalism and media regulation

### v. Issues related to the effect and power of media

- Formation of public opinion
- Creation of celebrities
- News making
- Effective communication

#### Check Your Progress

1. What are the relevant social ideas in mass communication?
2. List issues which are related to the effect and power of media.

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## 11.3 FORMATION OF PUBLIC OPINION

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Research on mass communication began with the expectation to find significant influences of mass media on public attitudes and opinion. It is next to impossible to observe attitude and opinion directly or to precisely define it. Attitudes are basically underlying dispositions toward a person, issue, object, race, class, etc. These can be detected or measured through statements, verbal responses that can be evaluated. These statements or responses show the strength and direction of an individual's leaning toward an object such as a leader, an issue or a political party. A person's attitude toward various objects are usually thought to bear a relation to one another in that each person has a structure of more or less consistent attitudes. It is also possible to speak of 'public attitudes' to designate the predominant tendency in a group or society.

Opinions are statements of preference from a side of a choice or argument presented. It has both evaluative and cognitive value. An individual may have more than one opinion on a given issue without any cohesion of these varied opinions. Thus opinions are also provisional and specific. Opinions also vary in the strength to which they are held. People may have strong opinions on some matters and not on others. Opinions further vary in the degree to which they are based on credible information. Aggregate of opinions is referred to as public opinion. Public opinion means the sum of views or the predominant leaning of a large group of people or the population as a whole. In other words, although



opinion is individual, the sum of similar individual opinions forms ‘public opinion.’ At the same time, however, public opinion does enjoy a degree of independence from the individuals that contribute to it. First of all, individuals are able to perceive, whether accurately or not, that the prevailing view is that of others and is available as public opinion. Further, when the media holds tremendous influence over public opinion, it becomes important for politicians and those answerable to the public to give weightage to public opinion as if it is a tangible fact. So, the strong public opinion that was formed in India after the Munirka rape case, regarding amendment in rape laws, became a social fact for the political players of India. Not only did each and every politician spoke on the subject, but the government made it a point to swiftly introduce in the parliament of India, a bill that would amend the existing rape laws.

This suggests that media effect is very relevant to the formation of public opinion and attitude. After all, the wide coverage of student protests outside Raisana Hill and at India Gate in the case cited above helped create public opinion in the said matter. In other words, media has considerable potential to influence the thoughts, the attitudes and the opinions of others. Often these are achieved unintentionally, simply by giving information about various events, informing about issues and relating the options that are available. For instance, the wide disapproval that the government faced in the aftermath of its crackdown on the protesting students at India Gate was an unintended consequence of media reports. No news channel had to specifically tell anyone that the government is unjustified in its extreme response to peaceful protests. Simply by showing images of students being hit by water cannons and images of their being lathicharged were enough to generate public anger and anguish.

Since then the government had to widely publicize its efforts to book the culprits of the gang rape case and its efforts to introduce strong sentences for rape and sexual offences. Thus, for the Indian government the public opinion created in the aftermath of the Munirka gang rape case became a social fact and political players of the ruling party had to organize their activities around that fact. Further, media, by conducting and highlighting public opinion poll results add another element of potential influence. Questions asked in a public opinion poll demand of even otherwise neutral audience to take a position on the issue under discussion. Moreover, by discussing pros and cons of the existing public opinion and by basically articulating public opinion in editorials, panel discussions, etc., media further participates in and demonstrates its potential to direct the process of whereby public opinion is created. Nonetheless, it must be mentioned that media has more potential to form opinions than to alter attitudes even if it successfully brings relevant evaluative information to the public sphere. This is because attitudes are deeply ingrained and resist change.

The most basic principle by which opinions and attitudes, especially *attitudes*, are organized is the social milieu in which individuals holding them move and their grounding in social groups. Another important principle is that of balance or

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consistency. People are most comfortable when their opinions, their likes and dislikes are congruent with those of others. This is also known theoretically as cognitive consistency. The other position is of cognitive dissonance which is the theory that states that people consciously look for ideas and opinions which are consistent with their own so as to avoid any social discomfort or embarrassment arising from incompatible ones. This also suggests that new information can question, unsettle and challenge existing ones and lead to realignments and reconsiderations. This makes the informational effects of mass media very significant in the longer term.

Denis McQuail identifies the following reasons for the media not being able to affect public attitude and opinion:

- Persuasive content is reinterpreted by its audience
- People tend to attend selectively to sources and messages they already agree with. This leads to reinforcement of existing opinion and attitude, not change
- Attitudes are determined by more fundamental and enduring personal circumstances
- Media offers competing views on issues that often contradict each other and cancel each other out
- Public is resistant to attempts at persuasion
- Social environment and personal influence are more influential on opinions than media

### Check Your Progress

3. What is the concept and meaning of public opinion?
4. What is the most basic principle that governs people's opinions and attitudes?

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## 11.4 PROPAGANDA

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The media industry today is very much accepted by the masses, but the masses have to be careful. Media literacy is very important in deciphering media activities and most importantly, in conserving our culture from its 'darker' activities. So, we may ask this question: Is the media really dispersing false ideologies across civilizations for its own vested interests? It is undoubtedly the mirror of the society, and updates individuals through news and current events. However, sometimes, it aims at sensationalizing all the information, such as eulogizing hatred, killing, idolization and separation. The public is led to believe that every piece of news, current happenings, etc., is true, unbiased and fair. The media has its advantages, but it is far from a genuine platform to voice a common man's opinions and ideas.

Moreover, the government, upon realizing the dominance of the media industry in the society, is cooperating with the media to make it even bigger and more powerful. This consequently distorts the value of democracy and shapes public opinion through deception and demagoguery. The media is perpetually polarizing differences for its growth. The media has not been beneficial in cultivating culture; rather, it has somewhat affected the culture by showing some degrading material which inevitably has affected the population, especially the younger crowd. The influence of electronic media is such that it does not show the realities of a culture, but it shapes the realities through its shows.

If the media is a significant tool of freedom in a democracy, it is also the most powerful instrument of propaganda. Through its utter propagandist view, the media makes things happen which it wants to, thus generating people's opinion. Displaying disturbing images is the norm of news media to keep the citizens prejudiced to a certain opinion.

It is our dependency on the media that has given it so much importance in the society. It is actually selling the information that is in demand. Moreover, through the urge to generate more and more interest, the media is creating a rift in the society. More negative things are highlighted and hardly any example of cooperation and well-being is shown, which is warping people's perceptions about humanity and mankind.

Moreover, most media outlets today aim at creating wealth and profit. They sell content that is desirable, irrespective of any negative consequences that the content may bear. Also, most of them are not government funded, and hence, practice no constraints.

In spite of being aware of these things, people still have allowed themselves to be easily swayed. This has resulted in our media-oriented society rapidly reaching new lows. The media, a great source of information and awareness for people, has become a tool for the elite and money makers who use it to spread false ideologies in our culture. When the media is run by a handful of influential people who take care of their own interests, it tends to lose objectivity. The public have been lulled into believing whatever the media wants it to, and for this, media awareness has become inevitable and vitally important. Of course, it would be wrong to deny the media's role in the positive development of the society, but today it has deviated from its impartial function and has assumed a rather selfish role. Media literacy, hence, is very important to keep a constant check on the activities of the media and see to it that it operates properly, because it is nearly impossible for us to live without the presence of media.

### Check Your Progress

5. Why is media literacy very important?
6. When does the media become an instrument of propaganda?

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## 11.5 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

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### NOTES

1. The relevant social issues in mass media are:
  - Violence, crime, and deviance
  - Social order and disorder and the maintenance of peace and security in society
  - Commercialism and consumerism
  - The emergence and mediation of information society
  - The definition of social experience
2. Issues related to the effect and power of media are:
  - Formation of public opinion
  - Creation of celebrities
  - News making
  - Effective communication
3. Aggregate of opinions is referred to as public opinion. Public opinion means the sum of views or the predominant leaning of a large group of people or the population as a whole. In other words, although opinion is individual, the sum of similar individual opinions forms 'public opinion.' At the same time, however, public opinion does enjoy a degree of independence from the individuals that contribute to it. First of all, individuals are able to perceive, whether accurately or not, that the prevailing view is that of others and is available as public opinion.
4. The basic principle by which opinions and attitudes, especially attitudes, are organized is the social milieu in which individuals holding them move and their grounding in social groups. Another important principle is that of balance or consistency. People are most comfortable when their opinions, their likes and dislikes are congruent with those of others. This is also known theoretically as cognitive consistency. The other position is of cognitive dissonance which is the theory that states that people consciously look for ideas and opinions which are consistent with their own so as to avoid any social discomfort or embarrassment arising from incompatible ones. This also suggests that new information can question, unsettle and challenge existing ones and lead to realignments and reconsiderations. This makes the informational effects of mass media very significant in the longer term.
5. The media industry today is very much accepted by the masses, but the masses have to be careful. Media literacy is very important in deciphering media activities and most importantly, in conserving our culture from its 'darker' activities. So, we may ask this question: Is the media really dispersing

false ideologies across civilizations for its own vested interests? It is undoubtedly the mirror of the society, and updates individuals through news and current events. However, sometimes, it aims at sensationalizing all the information, such as eulogizing hatred, killing, idolization and separation. The public is led to believe that every piece of news, current happenings, etc., is true, unbiased and fair. The media has its advantages, but it is far from a genuine platform to voice a common man's opinions and ideas. Media literacy, hence, is very important to keep a constant check on the activities of the media and see to it that it operates properly, because it is nearly impossible for us to live without the presence of media.

6. If the media is a significant tool of freedom in a democracy, it is also the most powerful instrument of propaganda. Through its utter propagandist view, the media makes things happen which it wants to, thus generating people's opinion. Displaying disturbing images is the norm of news media to keep the citizens prejudiced to a certain opinion. The media is perpetually polarizing differences for its growth. The media has not been beneficial in cultivating culture; rather, it has somewhat affected the culture by showing some degrading material which inevitably has affected the population, especially the younger crowd. The influence of electronic media is such that it does not show the realities of a culture, but it shapes the realities through its shows.

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### 11.6 SUMMARY

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- Media-centric approach attends on sphere of activity that is undeniably also driven by changes in communication technology. It gives much more influence and autonomy to communication and accords mass media as the primary agency of social change.
- Socio-centric approach primarily sees media as a reflection of economic, social and political forces. Hence, it proposes a theory of media which is little more than an application of broader social theory.
- Attitudes are basically underlying dispositions toward a person, issue, object, race, class, etc. These can be detected or measured through statements, verbal responses that can be evaluated.
- A person's attitude toward various objects are usually thought to bear a relation to one another in that each person has a structure of more or less consistent attitudes. It is also possible to speak of 'public attitudes' to designate the predominant tendency in a group or society.
- Opinions are statements of preference from a side of a choice or argument presented. It has both evaluative and cognitive value. An individual may have more than one opinion on a given issue without any cohesion of these varied opinions. Thus opinions are also provisional and specific.

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- Aggregate of opinions is referred to as public opinion. Public opinion means the sum of views or the predominant leaning of a large group of people or the population as a whole. In other words, although opinion is individual, the sum of similar individual opinions forms 'public opinion.'
- So, the strong public opinion that was formed in India after the Munirka rape case, regarding amendment in rape laws, became a social fact for the political players
- For instance, the wide disapproval that the government faced in the aftermath of its crackdown on the protesting students at India Gate was an unintended consequence of media reports.
- For the Indian government the public opinion created in the aftermath of the Munirka gang rape case became a social fact and political players of the ruling party had to organize their activities around that fact.
- Nonetheless, it must be mentioned that media has more potential to form opinions than to alter attitudes even if it successfully brings relevant evaluative information to the public sphere. This is because attitudes are deeply ingrained and resist change.
- The most basic principle by which opinions and attitudes, especially attitudes, are organized is the social milieu in which individuals holding them move and their grounding in social groups. Another important principle is that of balance or consistency.
- The media industry today is very much accepted by the masses, but the masses have to be careful. Media literacy is very important in deciphering media activities and most importantly, in conserving our culture from its 'darker' activities.
- The media has not been beneficial in cultivating culture; rather, it has somewhat affected the culture by showing some degrading material which inevitably has affected the population, especially the younger crowd.
- If the media is a significant tool of freedom in a democracy, it is also the most powerful instrument of propaganda. Through its utter propagandist view, the media makes things happen which it wants to, thus generating people's opinion.
- Moreover, most media outlets today aim at creating wealth and profit. They sell content that is desirable, irrespective of any negative consequences that the content may bear.
- The media, a great source of information and awareness for people, has become a tool for the elite and money makers who use it to spread false ideologies in our culture.

- When the media is run by a handful of influential people who take care of their own interests, it tends to lose objectivity. The public have been lulled into believing whatever the media wants it to, and for this, media awareness has become inevitable and vitally important.
- Media literacy, hence, is very important to keep a constant check on the activities of the media and see to it that it operates properly, because it is nearly impossible for us to live without the presence of media.

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### 11.7 KEY WORDS

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- **Media-centric approach:** When the focus is more on maintaining image and reputation, it is considered as media-centric approach.
- **Opinion:** A view or judgement formed about something, not necessarily based on fact or knowledge.
- **Cognitive dissonance:** This is the mental discomfort experienced by a person who holds two or more contradictory beliefs, ideas, or values.
- **The media industry:** This is a business model based on communicating information, art and entertainment to a large audience.
- **Propaganda:** This is information that is not objective and is used primarily to influence an audience and further an agenda.
- **Media literacy:** It encompasses the practices that allow people to access, critically evaluate, and create media. Media literacy is not restricted to one medium.

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### 11.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

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#### Short Answer Questions

1. How does communication technology bring in effective social change?
2. How is public opinion formed?
3. How can public opinion influence the government's policy decision?
4. Mention the role of media in highlighting public opinion.
5. Write a short note on the relationship between the government and the media.

#### Long Answer Questions

1. Discuss the vital role of communication technology in bringing about transformative changes in the society.

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2. Analyse the processes through which public opinion is built on an issue or problem.
3. “Media effect is very relevant to the formation of public opinion.” Justify this statement.

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### 11.9 FURTHER READINGS

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Raman, Meenakshi and Sangeeta Sharma. 2012. *Technical Communication: Principles and Practice*. New Delhi: Oxford University Press.

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**BLOCK - VI**  
**ROLE OF COMMUNICATION IN DEVELOPMENT**  
**OF DIGITAL DIVIDE, FUNCTIONS OF MASS**  
**MEDIA, SOCIOLOGICAL DIMENSIONS**

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*Communication and  
Digital Divide*

**NOTES**

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**UNIT 12 COMMUNICATION AND**  
**DIGITAL DIVIDE**

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**Structure**

- 12.0 Introduction
- 12.1 Objectives
- 12.2 Communication and Digital Divide: An Overview
  - 12.2.1 Why Digital Divide Exists
  - 12.2.2 Types of Digital Divide
  - 12.2.3 Implications of Digital Divide
  - 12.2.4 Bridging the Digital Divide
- 12.3 Answers to Check Your Progress Questions
- 12.4 Summary
- 12.5 Key Words
- 12.6 Self Assessment Questions and Exercises
- 12.7 Further Readings

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**12.0 INTRODUCTION**

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Today, the global knowledge economy is characterized by flow of data, services and people which have been abetted by Information and Communication Technology (ICT). Internet and other global telecommunications systems are major channels through which contemporary society is functioning. People live in a society in which the production, acquisition, and flow of knowledge drive the economy and information networks represent key infrastructure. We have now recognized the need for the improvement of ICT in accelerating economic activity bringing about major socio-economic transformation in societies.

Initially the term “Digital Divide” referred to gaps in ownership of computers between groups. It gained attention in the 1990s when it was realized that some people and institutions were not going online or were not going to broadband. Gradually, the concept of a “digital divide” between technological “haves” and “have-nots” has become a useful tool in efforts to bring greater or equal access to ICTs, like the Internet. It is now used to describe situations in which there is a

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market gap in access to the use of ICT devices measured by, for example, the number of mobile users or the Internet connections in the population.

This unit aims at analyzing the role of communication in development of digital divide.

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### 12.1 OBJECTIVES

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After going through this unit, you will be able to:

- Discuss digital divide as a complex and dynamic phenomenon
- Understand the role of communication in digital divide
- Explain various types of digital divide
- Analyse the implications of digital divide

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### 12.2 COMMUNICATION AND DIGITAL DIVIDE: AN OVERVIEW

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A developing country is identified by a need for better access to resources. Some of these resources are limited and the distribution is unequal. Knowledge is among the other resources that can definitely be shared with the ones who lack without taking away from the ones who have.

In a developing country, Information and Communication Technology (ICT) is required to distribute the knowledge resource that is scarce. Information society is the result of the information revolution set off by information and communication technology. This technological change has an equal impact because information technology is a universal enabling technology: it facilitates all areas of our lives.

According to the definition of information society, it makes it very apparent that the development of Information Technology relies on societies' goals. The more clarity there is of societal goals, Information Technology can contribute in a cost effective way of fulfilling these goals. World over there is a divide in diffusion of information technology and there is a Digital Divide with reference to information society.

The term "digital divide" pertains to the gaps or disparity in access to information and communication technology (ICT) between the "haves" and the "have-nots". And the haves and the have-nots can be individuals, groups or complete countries.

The gap that exists between the ones who are able to access the information society and those who can't, for various reasons like lack of digital literacy, education, etc., is referred to as the Digital Divide. The digital divide can be at the global level and also at the local level. The global digital divide exists in countries with robust economies and are at the forefront of Information economy. The local

digital divide is amongst people of a country due to a number of reasons, like lack of education, infrastructure, etc.

The Digital Divide can be bridged by giving more access to information and communication to those who don't have access or have little access. The use of "Communication bridges", which are social and technological in nature can bring about a decrease in the divided and support social interaction.

In recent years, the Digital Divide, exists due to the gap in the access and usage of the internet and computers among various age groups and categories like age, gender, religion and ethnicity.

The emerging features of the "New Economy" can be seen all around as one enters the 21st century. The way people are working and the way economies are growing has only been made possible due to innovations supported by Information and Communication Technology (ICT). Growth is important and ICT has been one of the main reasons for economic growth, but what's important to keep in mind is the tackling of the ones who are excluded. There is a huge population that is disconnected and are not able to participate in the modern economy. This is leading to decisions being made without participation of the society.

The importance of ICT in both social development and economic development elucidates the need for bridging the gap, which is popularly known as the digital divide. In fact, there is a number of divides in society—the gaps that divided segment of society as well as nations into those who are able to take advantage of ICT and those who are unable to take advantage. The line that divides the rich and the poor and the line that divides the North and the South are the fiber optics and high speed digital lines. The digital divide is a reality and cannot be denied.

One can keep talking about the digital divide brought about by Information Technology but communication scientists have contended that there are benefits of using Information Technology and in fact it is an issue of having a large number of people with no access or poor usage of IT poses a problem. Some researchers have interpreted that this kind of inequality in which new communication and information technologies strengthen the societal influence and power of the "haves" results in those with power participating in more decision making in society than the "have-nots". And their concern is that these divisions will become a fixed societal structure which will be a threat to a democratic society (van Dijk, 1999).

There are communication theories that can be tested for the digital divide research to elucidate the consequences of the existing gap. It's important that researchers understand the reality and give more time to understanding the consequences of the situation.

According to critics of the digital divide, there will be perhaps an inevitable closure of the digital divide. According to them, when compared to the widespread adoption of technologies like television, radio and the phone, the marketplace

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dynamics will finally close the gap without support from policy-makers. Taking up from Roger's Diffusion of Innovations Theory (1986), research scientist Compaine (2001) elucidates that "haves" initially adopt and as early adopters bring the cost down for the "have-nots", making it easy for those with lesser resources to get introduced to technology. He concludes that the digital divide is definitely an issue, but it is the trajectory of the market and with given time things fall into place.

### 12.2.1 Why Digital Divide Exists

There are many dimensions of the digital divide. There are various social matters which are concerned with education, social equity and the appropriateness of technology. An important point that is quite often neglected is what the "digital" in the digital divide pertains to. With new technologies rapidly developing, one needs to keep in mind the definition of the term depending on specific or homogeneous concepts of ICT. The digital divide seems to be simple but the digital divide due to popular conceptualizations are dichotomous — there is access to ICT or no access. From this aspect, the definition of the digital divide can be erased and overcome by a political will for those "without" (Devine, 2001).

Those groups who are lacking access to ICT can enjoy the benefits of the access and requisite skills of ICT by enhancing and providing subsidized access. Why digital divide exists and how it can be bridged are complex issues. Across the globe, there are many factors as discussed earlier as to why digital divide is there. With the internet spreading at a very rapid pace, not all countries are able to keep up with the innumerable steady changes. In a number of countries across the globe there is a low internet penetration rate leading to non-access to many internet related information. Digital divide is not only about a country having no access to technology but it can and should also be interpreted as a difference in technology. Some parts of the world may have fast internet, high end computers, technical know-how or just telephone services.

Economic inequality is also another reason for the digital divide. The slow diffusion of new technologies to other areas of society or to some countries result in the digital divide. The wealthier nations have more disposable income to use on innovations and experiment on new technologies. It takes time for the benefits of new technologies to permeate down to society, which also leads to gaps. These gaps include ICT application, access to information, development of new products due to technological change, industrial development, economic growth, etc. Over a considerable period of time, we see the bridge in the divide as technology become affordable.

Social mobility is another reason for the digital divide. Even with diffusion of technology not all have access to knowledge instantly and it takes time for all to afford to reach the knowledge center. This leads to division in people not getting equal opportunities in being successful.

Language barrier is another construct for the digital divide. Maximum amount of content is written in English or in major foreign languages. This leads to people

who have knowledge of only regional language like in India become a part of the “have-nots” in the digital divide as they are not able to benefit from the content.

### **12.2.2 Types of Digital Divide**

Slightly over half the percentage of people across the world have been touched by the information age even with newer technology and the broadband access growing across the world. The point is how can the ICT bring about a change in the lives of all? The digital divide is the separation or the segregation of the rich and powerful from the have nots. Broadly the divide can be classified into three major categories.

- Globally, the North and South divide between the developed and underdeveloped worlds.
- The divide in society between the ones who have access to information and the ones who lack the information.
- The final one between people who use new technologies to further political participation and those who do not use it for political participation.

Therefore, the digital divide can be illustrated as economic, social or cultural disadvantage created due to inability to access ICT and get the required skills. After analyzing closely, we find that there are various digital divides. These are:

#### **i. Access Divide**

This divide is seen in every nation, even in a developed nation, between people who have access to internet and those who don't have access. It's the gap between the haves and have-nots. A lot many people aren't able to make connect due to economic, social, infrastructure-related issues that hinder the internet connectivity. One should keep in mind the important point that the primary measure of digital divide is access to the internet. Countries in the North of the globe have large internet penetration and have the maximum benefit of Information and communication technologies. The countries in the South are the laggards leading to a digital divide, and those who have access to the internet in the south are part of the rich urban population but the scenario is changing rapidly.

#### **ii. Physical Disability Divide**

When only a small percentage of the population has access to benefits associated with the web then the support from organizations, both government and private, provides accessibility to internet in developing nations or countries. People who are physically challenged and can't access connectivity due to restricted mobility are the major sufferers.

#### **iii. Linguistic and Cultural Divide**

The linguistic and cultural divide is also an important construct of the digital divide. The divide exists between countries which speak English and those

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which don't. The imbalance or the gap in the digital divide is quite clear when looking at data from urban, rural and tribal population. Also between ethnic and cultural groups, there is a disparity in access to ICT.

In countries like India, the disparity is far more complex which are aided by linguistic issues. Since most websites are in English, lesser people across can't read and comprehend online content. However, things are changing with the government and academic institutions playing a lead role in digitizing vernacular language content that have made accessibility more due to the internet. In India with priority being given to Hindi, a lot of content is now uploaded in Hindi making it more available. There are many vernacular languages in India and not the same amount of web sites in these languages. The process is changing with a lot of private-government partnerships.

### iv. Economic Divide

We know of the North-South divide of the world. The increasing gap between information rich and information poor nations is another digital divide. Within the nation there is the gap between social groups too even if they are part of the information- rich north. The low income group in these nations give more importance to basic need than connectivity leading to a wider gap.

### v. Education Divide

Knowledge is enhanced by education. When people become knowledgeable it gives them the confidence to take steps towards innovative activities leading to social and economic growth of themselves and their respective countries as such. The literacy rate in many countries including India is abysmal which creates a distinct divide between the educated and the uneducated. In a country it is the educated people that enjoy the powers of socio-economic growth and hence access to internet access. This is a very apparent trend. Further to this the socio economic status, the financial power also plays an important role in the educational digital divide. An example would be what's taught in urban and rural schools, the information accessed through the internet and computers makes knowledge as a powerful tool leading to the digital divide.

As the digital divide grows with the education process, there is a struggle in every society and in the professional world. Access to new technologies for advanced studies and training requires a developed knowledge, expertise and digital accessibility.

In urban center classrooms, a lot of Information and communication technology is used to support teaching and learning. A lot of emphasis is given to interactive contents and courses are accessed through the internet. This poses a challenge in adopting new paradigms for learning without abandoning the wealth of educational resources already in existence.

## vi. Electricity Divide

In many developing nations including India, quite a major population of people don't have access to electricity. This leads to no access to internet and telecommunication facilities. Many students are unable to study in the evening due to lack of electricity. This lack of electricity increases the digital divide in developing nations.

### 12.2.3 Implications of Digital Divide

The digital divide has far reaching implications on society if it is not addressed properly. Digital divide can lead to some major implications in society like. These are:

- Economic development at different levels in a country.
- Disparity in income in society.
- Knowledge access through internet is impacted as not all content in vernacular language.
- Literacy level is also affected negatively.
- Insecurity among people who are not digitally compliant vs. their jobs.
- Issues relating to personality due to humiliation in society because of digital divide.

### 12.2.4 Bridging the Digital Divide

There are several barriers for the people to get access to formation and communication technology which prevent in bridging the gap in developing nations like India. The following measures need to be taken to break these barriers:

- Concrete government policies need to be framed so that the digital divide does not become a social menace.
- Basic fundamental facilities like education become a challenge due to overpopulation.
- Inability to access the internet, database and electronic gadgets due to economic disparity.
- Connectivity is an issue due to lack of electricity and phone lines.
- Communities are separated due to a transport divide between remote places and the mainstream society.
- English has become the mainstay, leading to a challenge in societies that are deprived due to lack of literacy.

Developing countries like India are becoming an important global hub in terms of Information and communication technology for innovative products and services. However a small percentage of the population is involved, leading to a widening gap between the privileged few in the urban centers and the

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underprivileged in the rural sectors. The gain in the IT sector has not only benefited the developed economies but also economically fragile economies are catching up. Several projects are being implemented to bridge the digital divide.

For acquiring competence in Information and communication technology, people all across are trying to access its. Policy initiatives are being taken by governments to bridge the divide. Though it is still a long way, both public and private bodies need to come together to take initiatives.

Government can play a role in creating an environment that will support technology usage and international investment in infrastructure and development of skilled workforce. Economic and social equity is needed to bridge the international and domestic digital divide.

### Check Your Progress

1. How has Information and Communication Technology contributed to the economic growth in developing countries?
2. What does the term 'Digital Divide' refer to?
3. What causes digital divide?
4. Which are three major categories in which digital divide is classified?
5. What are the implications of digital divide?

## 12.3 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. The emerging features of the "New Economy" can be seen all around as one enters the 21st century. The way people are working and the way economies are growing has only been made possible due to innovations supported by Information and Communication Technology (ICT). Growth is important and ICT has been one of the main reasons for economic growth.
2. The term "digital divide" pertains to the gaps or disparity in access to information and communication technology (ICT) between the "haves" and the "have-nots". And the haves and the have-nots can be individuals, groups or complete countries. The digital divide can be at the global level and also at the local level. The global digital divide exists in countries with robust economies and are at the forefront of Information economy. The local digital divide is amongst people of a country due to a number of reasons, like lack of education, infrastructure, etc.
3. There are many factors responsible for creating the digital divide. There are various social matters which are concerned with education, social equity



and the appropriateness of technology. Across the globe, there are many factors as to why digital divide is there. With the internet spreading at a very rapid pace, not all countries are able to keep up with the innumerable steady changes. In a number of countries across the globe there is a low internet penetration rate leading to non-access to many internet related information. Digital divide is not only about a country having no access to technology but it can and should also be interpreted as a difference in technology. Some parts of the world may have fast internet, high end computers, technical know-how or just telephone services.

Economic inequality is also another reason for the digital divide. The slow diffusion of new technologies to other areas of society or to some countries result in the digital divide. The wealthier nations have more disposable income to use on innovations and experiment on new technologies. It takes time for the benefits of new technologies to permeate down to society, which also leads to divides. These divides include ICT application, access to information, development of new products due to technological change, industrial development, economic growth, etc.

4. Broadly the divide can be classified into three major categories.
  - Globally, the North and South divide between the developed and underdeveloped worlds.
  - The divide in society between the ones who have access to information and the ones who lack the information.
  - The final one between people who use new technologies to further political participation and those who do not use it for political participation.

Therefore, the digital divide can be illustrated as economic, social or cultural disadvantage created due to inability to access ICT and get the required skills.
5. The digital divide has far reaching implications on society if it is not addressed properly. Digital divide can lead to some major implications in society like. These are:
  - Economic development at different levels in a country.
  - Disparity in income in society.
  - Knowledge access through internet is impacted as not all content in vernacular language.
  - Literacy level is also affected negatively.
  - Insecurity among people who are not digitally compliant vs. their jobs.
  - Issues relating to personality due to humiliation in society because of digital divide.

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## 12.4 SUMMARY

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### NOTES

- The term “digital divide” pertains to the gaps or disparity in access to information and communication technology (ICT) between the “haves” and the “have-nots”. And the haves and the have-nots can be individuals, groups or complete countries.
- There are communication theories that can be tested for the digital divide research to elucidate the consequences of the existing gap. It’s important that researchers understand the reality and give more time to understanding the consequences of the situation.
- According to critics of the digital divide, there will be perhaps an inevitable closure of the digital divide. According to them, when compared to the widespread adoption of technologies like television, radio and the phone, the marketplace dynamics will finally close the gap without support from policy-makers.
- Why digital divide exists and how it can be bridged are complex issues. Across the globe, there are many factors as discussed earlier as to why digital divide is there.
- The wealthier nations have more disposable income to use on innovations and experiment on new technologies. It takes time for the benefits of new technologies to permeate down to society, which also leads to digital divides.
- Language barrier is another construct for the digital divide. Maximum amount of content is written in English or in major foreign languages. This leads to people who have knowledge of only regional language like in India become a part of the “have-nots” in the digital divide as they are not able to benefit from the content.
- The digital divide can be illustrated as economic, social or cultural disadvantage created due to inability to access ICT and get the required skills. After analyzing closely, we find that there are various digital divides.
- This divide is seen in every nation, even in a developed nation, between people who have access to internet and those who don’t have access. It’s the gap between the haves and have-nots. A lot many people aren’t able to make connect due to economic, social, infrastructure-related issues that hinder the internet connectivity.
- In countries like India, the disparity is far more complex which are aided by linguistic issues. Since most websites are in English, lesser people across can’t read and comprehend online content.
- We know of the North-South divide of the world. The increasing gap between information rich and information poor nations is another digital

divide. Within the nation there is the gap between social groups too even if they are part of the information- rich north.

- The literacy rate in many countries including India is abysmal which creates a distinct divide between the educated and the uneducated. In a country it is the educated people that enjoy the powers of socio-economic growth and hence access to internet access.
- As the digital divide grows with the education process, there is a struggle in every society and in the professional world. Access to new technologies for advanced studies and training requires a developed knowledge, expertise and digital accessibility.
- The digital divide has far reaching implications on society if it is not addressed properly. Digital divide can lead to some major implications in society like.
- There are several barriers for the people to get access to formation and communication technology which prevent in bridging the gap in developing nations like India.
- However a small percentage of the population is involved, leading to a widening gap between the privileged few in the urban centers and the underprivileged in the rural sectors.
- The gain in the IT sector has not only benefited the developed economies but also economically fragile economies are catching up. Several projects are being implemented to bridge the digital divide.
- Policy initiatives are being taken by governments to bridge the divide. Though it is still a long way, both public and private bodies need to come together to take initiatives.
- Government can play a role in creating an environment that will support technology usage and international investment in infrastructure and development of skilled workforce. Economic and social equity is needed to bridge the international and domestic digital divide.

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### 12.5 KEY WORDS

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- **The North–South divide:** This is broadly considered a socio-economic and political divide. The origin of dividing countries into the North-South arose during the Cold War of the mid- 20th century.
- **Global hub:** This is the place that possesses qualities which make other places want to connect with them. It is mostly created by either natural resources or human resources.
- **Information and Communication Technology (ICT):** It is an extensional term for information technology (IT) that stresses the role of unified communications and the integration of telecommunications and computers.

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## 12.6 SELF ASSESSMENT QUESTIONS AND EXERCISES

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### NOTES

#### Short Answer Questions

1. How has Information Communication Technology (ICT) been enhancing the growth of economy?
2. How does digital divide exist at both the global and local level?
3. Write a short note on various digital divides that exist in the world.
4. Enumerate the barriers which are responsible for digital divide.
5. What steps need to be taken to bridge the digital divide?

#### Long Answer Questions

1. Discuss the role of communication in the development of digital divide in India.
2. Analyse the contribution of ICT in bringing about major socio-economic transformations in societies.
3. Discuss the role of the government's policy initiatives in bridging the digital divide.

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## 12.7 FURTHER READINGS

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# UNIT 13 FUNCTIONS OF MASS COMMUNICATION

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*Functions of Mass  
Communication*

## NOTES

### Structure

- 13.0 Introduction
- 13.1 Objectives
- 13.2 Mass Society and Mass Culture
- 13.3 Socialization Process
- 13.4 McLuhan's Global Village Concept
  - 13.4.1 Global Culture
- 13.5 Answers to Check Your Progress Questions
- 13.6 Summary
- 13.7 Key Words
- 13.8 Self Assessment Questions and Exercises
- 13.9 Further Readings

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## 13.0 INTRODUCTION

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'Mass' refers to certain audiences, kinds of society, and forms of cultural production as viewed from the sociological perspective. According to social scientists and scholars, any society that possesses a mass culture and large-scale, impersonal, social institutions can be known as mass society. In modern times, mass society emerged as a result of industrialization, urbanization and complex communications networks. Mass media like print, broadcast, Internet, etc., have made mass culture available to the masses though some scholars have constantly criticized it for its commercial character. In sociology, socialization is the process of internalizing the norms and ideologies of society. It is "the means by which social and cultural continuity are attained". The cultural values in a society are passed on to its members through the socialization process.

Marshall McLuhan, while predicting it as a part of popular culture, popularize the concept of a global village and decoded its social effects. He also explained mass media's supportive role for indigenous culture to reach a mass audience. Then there is the culture which transcends national borders and exists in many different places around the world. This is known as global culture. After all, mass media influence people's way of thinking all around the world.

This unit introduces to you issues like mass society and mass culture, socialization process, McLuhan's global village concept and global culture.

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## 13.1 OBJECTIVES

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After going through this unit, you will be able to:

- Discuss the phenomena of mass society and mass culture
- Understand the socialization process
- Analyse McLuhan's global village concept
- Examine global culture

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## 13.2 MASS SOCIETY AND MASS CULTURE

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Mass society is the post-Industrial Revolution society that has entered modernity. As a result, the traditional ideas around which societies in the past were based have been replaced by an idea of a society where everyone is equal, thus, forming a mass society. This mass society is bound to have a mass culture. Mass culture refers to the prevailing consumerist culture in the society that has emerged from a capitalist society. Mass society theory came up as a result of growing industrialization in the nineteenth century Europe. Division of labour led to rapid large-scale industrial organization, the growing centralization of decision-making, the concentration of urban populations, and the development of complex international communication networks. This in turn generated political movements and the mass society.

Alan Swingewood points out in *The Myth of Mass Culture* that the aristocratic theory of mass society can be associated with the moral crisis brought about by the disintegration of established sources of authority such as family and religion. Poets and philosophers such as José Ortega y Gasset and T.S. Eliot were much wary of a society taken over by philistine masses, a society where the centres of moral or cultural authority were absent. The survival of art in this society could be possible only if it disassociated with the masses; then art would become an asylum for threatened values. This kind of theory vacillates between the disinterested, pure autonomous form of art and commercialized mass culture.

### Check Your Progress

1. How is mass society formed?
2. Why scholars are divided in their opinion on the phenomenon of mass society?

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### 13.3 SOCIALIZATION PROCESS

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It is also believed that the media plays a big role in the socialization of children and adults. This assertion is, however, not very easy to prove. One of the reasons to prove the nature of the stated case is that socialization is by itself a long-term process. Moreover, media does not operate by itself on any individual; a person is exposed to so many social experiences and media is just one such experience. Thus, it is difficult to analyse the extent of media's role in the socialization of a person above those of others. Moreover, media interacts with other social background influences and variable modes of socialization within families. The basic assumptions about media's role and effect in socialization are often due to parents' expectations of media use of their children; and the policies for control of media. There are two sides to the thesis of media: one, media can support and reinforce other agencies of socialization; second, media is viewed as a potential threat to the values set by teachers, parents, etc.

The logic that underlies this thesis, according to McQuail, is that 'media can teach norms and values by way of symbolic reward and punishment for different kinds of behaviour as represented in the media.' Another view is that media is a learning process; it teaches people how to behave in certain situations. It informs people about the expectations that are associated with a given social role. Hence, media offers models of behaviour and pictures of life in advance of actual experience of it.

#### **Social Control and Consciousness Formation**

There are numerous theories about media as an agent of social control and consciousness formation. The most common view is that media acts non-purposively to support those values that are dominant in a culture, nation, society, etc. It is believed that the media does this due to the influence of operational requirements, institutional choice, and external pressure from a heterogeneous audience, personal choice, among other reasons. A more critical version of this very position views media as basically conservative; media operates under market forces and must also subordinate itself to the interests of the nation and the state. Both these sets of theories draw on the content of media and the effect of media content on mass behaviour for its evidence.

Herman and Chomsky, in *Manufacturing Consent*, have developed a hybrid version using these theories in the form of a propaganda model. According to this model, capitalist countries 'strain' news through 'filters.' These filters are the dominant ideology of the society; the integration of media (financially) with the rest of the economy; and official sources of information. By and large, it is seen that the media is largely supportive of the reigning conventions and social norms. This is a significant aspect of the role played by media in socialization. McQuail says that 'fundamental challenges to the national state or its established institutions are hard

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to find in the mass media.’ This argument is based on the analysis of media content; of what is missing and present in it. So, media content rewards conformist behaviour which is represented by it as patriotic. The points of view of the elite and the privileged are given greater attention and non-institutional—the so-called deviant behaviour—is demonized and shown as negative. However, recent events in Indian media have proved McQuail’s assertion wrong; the Indian media has been very critical of corrupt politicians, very supportive of pro-people demands such as the Jan Lokpal Bill and strong rape laws. It has also criticized the Indian Government of its extremist response to protests by the common man both in the case of Baba Ramdev and in the student protests in the aftermath of the Munirka gang rape case.

By and large, it seems that media is supportive of status-quo; it follows national or community consensus and represents all social ills and problems as ultimately soluble within the established rule of institutions and society. As a result, the consciousness of people is formed; they are encouraged to adopt middle-of-the-road or consensual views.

### Check Your Progress

3. Why is it difficult to analyse the extent of media’s role in socialization?
4. How do recent events in India prove McQuail’s assertion wrong?

## 13.4 MCLUHAN’S GLOBAL VILLAGE CONCEPT

The relationship of culture and communication is reciprocal because most of the communication is dependent upon social and cultural ethos while the communication also influences and makes changes in the culture by its interventionist character. Denis McQuail in his paper *The Influence and Effects of Mass Media* says about the effects of communications on the political systems:

It is not difficult to appreciate that we can arrive at one or more versions of ways in which culture and social structure can be influenced by the path of development of media institutions. If the content of what we know, our way of doing things and spending time and organisation of central activities for the society are in part dependant on media, then the fact of interdependence is evident.

We already know the much talked about theory of cultivation by George Gerbner (1976). It sees the ‘key to the effects of mass media in their capacity to take over the “cultivation” of images, ideas and consciousness in an industrial society’. Gerbner refers to ‘the main process of mass media as that of “publication” in the real sense of making public’.

Marshal McLuhan (1964), in his well-crafted book *Understanding Media*, indicates the power of mass media to influence the individual and their cultures



when he talks about the very popular slogan ‘Medium is the message’ and then goes on to explain how print, radio, telephone, cinema, typewriter and television have not only provided the new media of communication but it has also changed the social behaviour. In a lighter vein, the best example of medium being message in itself is shown in an advertisement where a person watching Television is asked, ‘Is he watching news?’ He replies by saying, ‘Bullshit, I am watching Television!’ But it is true that with each new medium, the human behaviour changes; if the spontaneity of spoken language makes us more emotional, the use of written language makes us more rational and individualistic.

McLuhan’s prediction of global village is the final argument in favour of the significant impact of media. The globalization may not have come because of the emergence of television but in today’s globalized world the combination of television and satellite along with the broadband Internet and mobile telephony has certainly created a ground for free international market and increasing globalization of linguistic and cultural life of the people.

Mass media makes it possible for indigenous culture to reach a mass audience. In fact, traditional media relies to a great extent on the cultural elements of a society. For example, TV shows such as *India’s Got Talent* promote indigenous culture. Culture and communication are inseparable because culture depends upon communication for its survival and perpetuity.

#### 13.4.1 Global Culture

Globalization is comprised of three main strands. First is economic globalization, which stresses the integration of economic activities such that transnational corporations connect processes to different places throughout the world and distance is less important. The second is cultural globalization, a type of globalization which is associated with the growing convergence of consumption patterns and lifestyles across the world. Although referred to as ‘global culture’, it is rooted in the dominance of the West and is often, therefore, also referred to as ‘McDonaldization’ or ‘Coca Cola-ization’. Finally, political globalization, which refers to an increasing trend toward multilateralism (in which the United Nations plays a key role); toward an emerging ‘transnational state apparatus;’ and toward the emergence of national and international non-governmental organizations that act as watchdogs over governments. In the past few years, both national and international non-government organizations have particularly increased their activities and influence.

#### Check Your Progress

5. What does McLuhan mean when he refers to popular slogan ‘Medium is the message’?
6. What are the three main strands of globalization?

#### NOTES

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## 13.5 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

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### NOTES

1. Mass society is the post-Industrial Revolution society that has entered modernity. As a result, the traditional ideas around which societies in the past were based have been replaced by an idea of a society where everyone is equal, thus, forming a mass society. This mass society is bound to have a mass culture. Mass culture refers to the prevailing consumerist culture in the society that has emerged from a capitalist society. Mass society theory came up as a result of growing industrialization in the nineteenth century Europe.
2. Alan Swingewood points out in *The Myth of Mass Culture* that the aristocratic theory of mass society can be associated with the moral crisis brought about by the disintegration of established sources of authority such as family and religion. Poets and philosophers such as José Ortega y Gasset and T.S. Eliot were much wary of a society taken over by philistine masses, a society where the centres of moral or cultural authority were absent. The survival of art in this society could be possible only if it disassociated with the masses; then art would become an asylum for threatened values. This kind of theory vacillates between the disinterested, pure autonomous form of art and commercialized mass culture.
3. It is also believed that the media plays a big role in the socialization of children and adults. This assertion is, however, not very easy to prove. One of the reasons to prove the nature of the stated case is that socialization is by itself a long-term process. Moreover, media does not operate by itself on any individual; a person is exposed to so many social experiences and media is just one such experience. Thus, it is difficult to analyse the extent of media's role in the socialization of a person above those of others. Moreover, media interacts with other social background influences and variable modes of socialization within families. The basic assumptions about media's role and effect in socialization are often due to parents' expectations of media use of their children; and the policies for control of media.
4. By and large, it is seen that the media is largely supportive of the reigning conventions and social norms. This is a significant aspect of the role played by media in socialization. McQuail says that 'fundamental challenges to the national state or its established institutions are hard to find in the mass media.' This argument is based on the analysis of media content; of what is missing and present in it. So, media content rewards conformist behaviour which is represented by it as patriotic. The points of view of the elite and the privileged are given greater attention and non-institutional—the so-called deviant

behaviour—is demonized and shown as negative. However, recent events in Indian media have proved McQuail’s assertion wrong; the Indian media has been very critical of corrupt politicians, very supportive of pro-people demands such as the Lokpal bill and strong rape laws. It has also criticized the Indian Government of its extremist response to protests by the common man both in the case of Baba Ramdev and in the student protests in the aftermath of the Munirka gang rape case.

5. Marshal McLuhan, in his well-crafted book *Understanding Media*, indicates the power of mass media to influence the individual and their cultures when he talks about the very popular slogan ‘Medium is the message’ and then goes on to explain how print, radio, telephone, cinema, typewriter and television have not only provided the new media of communication but it has also changed the social behaviour. In a lighter vein, the best example of medium being message in itself is shown in an advertisement where a person watching Television is asked, ‘Is he watching news?’ He replies by saying, ‘Bullshit, I am watching Television!’
6. Globalization is comprised of three main strands. First is economic globalization, which stresses the integration of economic activities such that transnational corporations connect processes to different places throughout the world and distance is less important. The second is cultural globalization, a type of globalization which is associated with the growing convergence of consumption patterns and lifestyles across the world. Although referred to as ‘global culture’, it is rooted in the dominance of the West and is often, therefore, also referred to as ‘McDonaldization’ or ‘Coca Cola-ization’. Finally, political globalization, which refers to an increasing trend toward multilateralism (in which the United Nations plays a key role); toward an emerging ‘transnational state apparatus;’ and toward the emergence of national and international non-governmental organizations that act as watchdogs over governments.

## NOTES

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### 13.6 SUMMARY

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- Mass culture refers to the prevailing consumerist culture in the society that has emerged from a capitalist society. Mass society theory came up as a result of growing industrialization in the nineteenth century Europe.
- The survival of art in this society could be possible only if it disassociated with the masses; then art would become an asylum for threatened values.
- It is also believed that the media plays a big role in the socialization of children and adults. This assertion is, however, not very easy to prove. One of the reasons to prove the nature of the stated case is that socialization is by itself a long-term process.

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- Another view is that media is a learning process; it teaches people how to behave in certain situations. It informs people about the expectations that are associated with a given social role.
- There are numerous theories about media as an agent of social control and consciousness formation. The most common view is that media acts non-purposively to support those values that are dominant in a culture, nation, society, etc.
- McQuail says that ‘fundamental challenges to the national state or its established institutions are hard to find in the mass media.’ This argument is based on the analysis of media content; of what is missing and present in it.
- By and large, it seems that media is supportive of status-quo; it follows national or community consensus and represents all social ills and problems as ultimately soluble within the established rule of institutions and society.
- The relationship of culture and communication is reciprocal because most of the communication is dependent upon social and cultural ethos while the communication also influences and makes changes in the culture by its interventionist character.
- Marshal McLuhan (1964), in his well-crafted book *Understanding Media*, indicates the power of mass media to influence the individual and their cultures when he talks about the very popular slogan ‘Medium is the message’ and then goes on to explain how print, radio, telephone, cinema, typewriter and television have not only provided the new media of communication but it has also changed the social behaviour.
- McLuhan’s prediction of global village is the final argument in favour of the significant impact of media.
- Mass media makes it possible for indigenous culture to reach a mass audience. In fact, traditional media relies to a great extent on the cultural elements of a society. For example, TV shows such as India’s *Got Talent* promote indigenous culture.
- Political globalization, which refers to an increasing trend towards multilateralism (in which the United Nations plays a key role) for an emerging ‘transnational state apparatus;’ and towards the emergence of national and international non-governmental organizations that act as watchdogs over governments.

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## 13.7 KEY WORDS

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- **Consumerist culture:** This is one in which all of those things are shaped by consumerism—an attribute of a society of consumers.

- **Socialization:** In sociology, socialization is the process of internalizing the norms and ideologies of society.
- **Jan Lokpal Bill:** Jan Lokpal Bill (Citizen’s Ombudsman Bill) is a draft of the anti-corruption bill drawn up by prominent civil society activists, seeking the appointment of a Jan Lokpal, an independent body that would investigate corruption cases, complete the investigation within one year and conduct trials for the case within the next year.
- **Indigenous:** The term indigenous refers to any ethnic group that resides in its original location, practices a traditional culture, and speaks a minority language.
- **McDonaldization:** This term was developed by sociologist George Ritzer in his 1993 book *The McDonaldization of Society*. For Ritzer, “McDonaldization” is when a society adopts the characteristics of a fast-food restaurant.

## NOTES

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### 13.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

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#### Short Answer Questions

1. What does mass culture refer to?
2. What is McQuail’s view on media’s role in the socialization process?
3. Why is the relationship of culture and communication reciprocal?
4. Write a short not on the phenomenon of global culture.

#### Long Answer Questions

1. Discuss the evolution of mass culture and mass society.
2. “By and large, it seems that media is supportive of status-quo.” Justify this statement in the context of Indian scenario.
3. Analyse McLuhan’s global village concept.

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### 13.9 FURTHER READINGS

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## **UNIT 14 SOCIOLOGICAL DIMENSIONS**

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### **NOTES**

#### **Structure**

- 14.0 Introduction
- 14.1 Objectives
- 14.2 Scope and Functions of Communication in Society: Social Aspects in Shaping Communication Behaviour
- 14.3 Influence of Socio-Cultural Institutions and Family
- 14.4 Answers to Check Your Progress Questions
- 14.5 Summary
- 14.6 Key Words
- 14.7 Self Assessment Questions and Exercises
- 14.8 Further Readings

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### **14.0 INTRODUCTION**

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Communication can be recognized as the tangible and unprejudiced expression of the permanent process of reconstruction of the different “contexts of reality” we build and cultivate in everyday life. The societal dimension such as the family and society influence the communication process in an innovative and never ending process. In this unit, you will study about the scope and functions of communication in society, the social aspects which influence communication behaviour and the influence of socio-cultural institutions and family on the process of communication.

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### **14.1 OBJECTIVES**

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After going through this unit, you will be able to:

- Discuss the functions of communication in society
- Analyse the social aspects in shaping communication behaviour
- Evaluate the influence of socio-cultural institutions and family on communication

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### **14.2 SCOPE AND FUNCTIONS OF COMMUNICATION IN SOCIETY: SOCIAL ASPECTS IN SHAPING COMMUNICATION BEHAVIOUR**

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Societies cannot be imagined without communication nor is there any communication without society or individuals. Communication being one of the important needs of

## NOTES

the society has developed from speech to Internet to facilitate the process of human development. The society over the years has greatly benefitted from the development of communication to consolidate the gains of knowledge and social orders. The Internet has influenced societies as rigid in its structure as the Indian society. A knowledge-driven society such as the USA has a different pattern of society that a country such as, let us say, India has. While communication in the USA is based on the principles of equality and individuality, communication in India is based upon a lot of factors such as gender, caste, social status, age and so forth. The Indian society has still been unable to shake off the biases prevalent in so many areas. Also, over the years, a disturbing trend in the Indian children's attitude towards their parents has been noted. This is in opposition to the western people who are gradually allured by the wisdom of the East. While Indians have been seen as more reserved and introverted in their social dealings, the Americans are considered to be more outspoken and extrovert. So, it can be said that a lack of communication leads to a lack of expression. Perhaps, that is why the Indian society is still a prejudiced society.

### **Individual and Social Need**

Communication for people is as normal and necessary activity as breathing or eating food. Every one of us needs to talk to people immediately after we get up and people around us also want to tell us something or the other throughout the day. Human beings need to communicate to fulfil their basic needs as well as to make them aware about their surroundings and society in which they live. Communication also helps people to learn to lead life in the society and negotiate as and when required. In short, communication is a basic need for the survival of human beings.

Speech is the most frequently used medium of communication in the life of an individual. It is so because the language in the form of speech, the gift of nature to human beings, is available to every individual and does not cost them a bit to use. Such communications are direct and immediate as the speaker and listener are present at a given place at a given time. It is only when the situation of now and here are not met that the individuals take recourse to writing. Writing requires extra material in the form of paper, ink and writing tools.

It is true that the society is a collection of individuals and the culture and norms in the societies are also made by them. However, there is a constant tension between the individual and society and most of the developments in societies also take place due to this tension. Individuals in the society discuss and debate over the issues to resolve them. The Indian society is divided into various socio-economic classes such as the upper class, middle class and lower class depending upon one's social status. There may be divisions such as those belonging to the *bhadralok*



or the genteel class and those not belonging to it. A lack of education implies belonging to the non-genteel class. The middle class is also termed as the bourgeois class to differentiate it from the nobility or aristocracy and the proletariat or the working class. In a capitalist form of society, society is divided based on the ownership of the factors of production, especially capital. Such a society is divided into haves and have-nots. But the division of classes is arbitrary and mutually inclusive. The society is made up of individuals and not classes, and so communication among all social classes is essential and inevitable. Any conflict that may arise out of differences of opinions or interests has to be solved by communication.

It is the requirement of a healthy society that the individuals communicate at the personal as well as public levels to keep them in harmony at the individual as well as community levels. In earlier days, the narration of the heroic stories, singing and dancing around the bonfire were the part of social communication. We do not talk about political communication within tribal society as the tribes are seen as the extended family. It is in the later stages of social development that the group communication is not possible and we begin to use media of mass communication and other institutions to communicate or negotiate with individuals.

### **Political Communication**

The politics in a society starts when more than two people organize them in some kind of order. In this sense, the smallest unit of political activity could be the family. Politics is the game of negotiating the various interests with those who have the power to govern any type of social order. As a result of this all-pervasive nature of politics, a large part of human communication in modern societies is devoted to what could be named as political communication. Politics and oratory are interrelated. The Roman and Greek orators such as Cicero and Demosthenes were also politicians.

Karl Marx, the German philosopher of the nineteenth century, had claimed that the social class to which one belongs is determined by the role one plays in the production process. He asserted that the present society has been brought about by a series of class struggles, and so, another such form of class struggle will change who owns the factors of production. Such ideas influence people who feel that they have been neglected by those in power. Thus, a Marxist may prefer a government that promises more reforms for the poor.

Most of the scholars of mass communication studies in United States in the initial days of such studies have tried to study the impact of mass media on the political behaviour of the masses. In fact, some of the theories of communication like personal influence theory, cultivation theory, agenda setting theory, dependency theory have been formulated with the subconscious objective of studying the

## **NOTES**

## NOTES

influence of social and political order on individuals and the role of communication or media in achieving it.

The notion of the freedom of press itself speaks about the relations of media and politics. The renowned American journalist and political analyst Walter Lippmann says that press is not a mirror of society, it is like a flashlight which moves restlessly from one episode to another. However, he admits that 'the quality of news about modern society is an index of its social organisation'. Similarly, Noam Chomsky and others have also indicated that the media in modern societies are used for 'manufacturing consent' for the political powers that be.

In fact, political communication has become one of the significant areas of media studies in modern times because the political systems including democracies have undergone many changes in recent times. The role of lobbyists and journalists in governance and politics has been there in many democracies and was not taken as an issue of major concern. In India, the exposure of the conversation between Nira Radia and some journalists has opened up this issue again.

### **Development Communication**

The obsession of media scholars with politics died down when the United Nations, just after the World War II, decided to launch a drive for development. This was the time when any countries had been freed from the clutches of colonialism and breathed the fresh air of freedom. The socio-economic situations of these countries were very pathetic. Hence, it was natural for these nations to take up the task of developing themselves for the betterment of the living conditions of their people.

Nora C. Quebral coined the expression 'Development Communication' in 1972. He explains the field as 'the art and science of human communication linked to a society's planned transformation from a state of poverty to one of dynamic socio-economic growth that makes for greater equity and the larger unfolding of individual potential'. Under development communication, either quantitative surveys are carried out to facilitate communication, or communication is used as an intervention to affect a desired behaviour in an individual or a group of individuals. For example, the use of street plays, skits, billboards, advertisements, etc., in order to promote a particular cause is an example of development communication. The whole idea behind such type of communication is that human behaviour can be positively influenced by frequent reinforcements of a particular idea or design. In broad terms, it implies the use of various channels and means of communication to bring about development.

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## **14.3 INFLUENCE OF SOCIO-CULTURAL INSTITUTIONS AND FAMILY**

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All of us as individuals have a place or occupy a place in society. The status and the role that we have are not simply the ones we as individuals have chosen. There

are social institutions that govern, control and reward and punish individuals in a society. Social institutions can be at the macro level and at the micro level. The macro level institution can be the state and the micro level can be the family. There are some areas in which important social institutions exist: 1) family, marriage and kinship; 2) politics; 3) economics; 4) religion and 5) education.

Institutions in the broadest sense work within rules and guidelines that have been established or acknowledged by law or by custom. The rules can only be understood when there is a regular and continuous application. Institutions constrain individuals; they also give opportunities to the individuals. Sometimes people view institutions as an end in itself and people see family, religion or state as an end in itself. There are different viewpoints of understanding social institutions. Social institutions exist to satisfy social needs. There are formal (law and education) and informal social institutions (family and religion).

All individuals are not held equal regard in society. The dominant social section of society - be it class, caste, tribe or gender- will dominate the political and economic institutions and will also make sure that the dominant class idea or perspective becomes the ruling idea of society. This is contrary to the general needs of the society.

An institution that appears universal and unchanging is the family. Research over many decades across cultures show that the institution of family, marriage and kinship are of prime importance to all societies yet they are distinctly different.

The “personality of society” is culture. It is all pervasive and includes languages, customs, traditions, norms and laws, religion, art and music. Culture is inclusive of attitudes and interests of people towards issues - general and specific. Culture depicts society including the do’s and don’ts. It reflects the values and beliefs that are accepted by all members of the society. Culture is unique by itself and different from others; it encompasses various sub cultures. It is passed on from one generation to the next.

In organized societies the fundamental of all social behaviour of human beings are influences of culture. The most significant aspect of any society is culture. Every distinct feature of a group emerging in society emerges from culture. Pervasiveness is the epitome of culture, its subtleness is the power. The “sum total of behaviour patterns, attitudes and values, shared and transmitted by members of a given society” is culture as defined by Linton (1936).

Culture can be understood in a way in which groups respond to and solve problems arising in their environment. The aim and motive of culture is to support individuals handle issues that arise in a given context. Commonalities in behaviour of a group as well as differences can be elucidated by culture. Differences can be associated with subcultures and influences from the home front. There can be diversity within a culture but not enough to lose sight of the core point of culture. Impact of cultural influences can be felt for a long time when the environment is stable. An example would be North India as invaders took that route and north

## NOTES

showed an amalgamation of different culture as compared to other parts of India. Hence, one sees the difference in language, architecture, dress, food habits and customs in this part of the country as compared to the rest of the country.

## NOTES

Culture operates through two kinds of norms. Some of them written such as law and rules that are to be followed and can be imposed. The other unwritten, but its awareness controls behaviour effectively in a group. The compliance of norms makes them powerful rather than the legality of these norms.

### **Culture and Socialization**

For satisfying the needs of their members or people, societies make different arrangements. These get institutionalized over a period of time. This leads to social behaviour as seen in society. Members who have common behaviour patterns learn from the cues provided by others in their society. So the process of socialization leads to an adult member of a society having similar experiences that other members more or less experience. Socialization begins from infancy and continues throughout the life of a person. So the behaviour pattern is learnt by a child as suggested by the culture he or she is part of and through the members of the society.

Various variables have been used to study the relationship between culture and the development of one's personality. A model by Whiting (1966) was suggested. The environment has an impact and bearing on the way personality develops. The essence of culture is understood when one reaches the core. In fact, as one goes from one layer to another, the complexity of culture surfaces.

According to Geertz(1973) cultures are providing the basis in terms of which people interpret their experience and regulate their actions. So culture can be seen as an antecedent as well as a consequence of interaction simultaneously. Cultural distinctiveness is noticeable even if a member does not have all identical features of that culture. Studies of socialization have been associated with child care and the impact of personality.

Hofstede (1980) recommended four parameters along which national cultures can be seen and understood. The parameters are the following:

- Power distance
- Uncertainty avoidance
- Individualism-collectivism
- Masculinity/Femininity

**Power Distance:** This refers to as to what extent members of a society accept a hierarchical or inequality of power distribution among individuals or institutions. Asian countries are more tolerant and have a high degree of power distance in comparison to the Western countries.

**Uncertainty avoidance:** The degree to which someone feels threatened by uncertainty and is motivated to reduce them or avoid them. In societies where uncertainties involving life, children, disease, famine and other features that are not in one's control can be threatening. This needs to be kept in mind while relating to cultures with such an orientation.

**Individualism-collectivism:** This feature is seen as the extent to which an individual needs to take care of himself or herself and their immediate families. In most Asian cultures, people look not only after themselves but also their immediate families and extended families. This is because of the collectivistic orientation as against the individualistic one. There is a stark line between Eastern and Western cultures with reference to individualism and collectivism.

**Masculinity/Femininity:** This is the last dimension for comprehending national cultures. The degree to which people in society give importance to assertiveness, acquisition of wealth along with insensitivity as a dominant value decides the fourth element. Most Asian societies give importance and value passivity, cooperation and submissiveness. These are considered as feminine cultures.

Cultural communication included the verbal and non-verbal. Some of the symbols in both types of communication are universal while other are culture specific. Understanding cultures facilitates the communication process.

#### Check Your Progress

1. Who coined the term Development Communication?
2. Name the formal and informal social institutions.

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### 14.4 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

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1. Nora C. Quebral coined the expression 'Development Communication' in 1972.
2. There are formal (law and education) and informal social institutions (family and religion).

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### 14.5 SUMMARY

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- Societies cannot be imagined without communication nor is there any communication without society or individuals. Communication being one of the important needs of the society has developed from speech to Internet to facilitate the process of human development.

### NOTES

## NOTES

- The Indian society has still been unable to shake off the biases prevalent in so many areas. Also, over the years, a disturbing trend in the Indian children's attitude towards their parents has been noted.
- Communication for people is as normal and necessary activity as breathing or eating food. Every one of us needs to talk to people immediately after we get up and people around us also want to tell us something or the other throughout the day.
- Speech is the most frequently used medium of communication in the life of an individual. It is so because the language in the form of speech, the gift of nature to human beings, is available to every individual and does not cost them a bit to use.
- It is the requirement of a healthy society that the individuals communicate at the personal as well as public levels to keep them in harmony at the individual as well as community levels. In earlier days, the narration of the heroic stories, singing and dancing around the bonfire were the part of social communication.
- The politics in a society starts when more than two people organize them in some kind of order. In this sense, the smallest unit of political activity could be the family. Politics is the game of negotiating the various interests with those who have the power to govern any type of social order.
- Most of the scholars of mass communication studies in United States in the initial days of such studies have tried to study the impact of mass media on the political behaviour of the masses.
- In fact, political communication has become one of the significant areas of media studies in modern times because the political systems including democracies have undergone many changes in recent times.
- The obsession of media scholars with politics died down when the United Nations, just after the World War II, decided to launch a drive for development.
- Nora C. Quebral coined the expression 'Development Communication' in 1972. He explains the field as 'the art and science of human communication linked to a society's planned transformation from a state of poverty to one of dynamic socio-economic growth that makes for greater equity and the larger unfolding of individual potential'.
- There are some areas in which important social institutions exist: 1) family, marriage and kinship; 2) politics; 3) economics; 4) religion and 5) education.

- All individuals are not held equal regard in society. The dominant social section of society - be it class, caste, tribe or gender- will dominate the political and economic institutions and will also make sure that the dominant class idea or perspective becomes the ruling idea of society. This is contrary to the general needs of the society.
- For satisfying the needs of their members or people, societies make different arrangements. These get institutionalized over a period of time. This leads to social behaviour as seen in society.

## NOTES

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### 14.6 KEY WORDS

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- **Culture:** It refers to the customary beliefs, convictions, forms that are practiced by a social group.
- **Norm:** It refers to an accepted standard or way of doing things.
- **Socialization:** It is the act of adapting behaviour to the norms of a culture or society.

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### 14.7 SELF ASSESSMENT QUESTIONS AND EXERCISES

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#### Short Answer Questions

1. How has the advent of Internet facilitated the communication process?
2. What is the influence of socio-cultural institutions and family on the process of communication?

#### Long Answer Questions

1. 'Communication is a basic need for the survival of human beings.' Justify the statement.
2. Discuss the functions of communication in society.

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### 14.8 FURTHER READINGS

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