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Directorate of Distance Education

BA [English]

V - Semester

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INTRODUCTION TO MASS COMMUNICATION

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SYLLABI-BOOK MAPPING TABLE

Introduction to Mass Communication

Syllabi	Mapping in Book
BLOCK I: INTRODUCTION TO MASS COMMUNICATION	
UNIT 1: Mass Communication - Definition, Needs and Significance	Unit 1: Overview of Mass Communication (Pages 1-14);
UNIT 2: Types - Theories	Unit 2: Types and Theories of Mass Communication (Pages 15-38);
UNIT 3: Nature and Function	Unit 3: Nature and Function of Mass Communication (Pages 39-43);
UNIT 4: Mass Media - Definition - Functions and Modes	Unit 4: Overview of Mass Media (Pages 44-57)
BLOCK II: JOURNALISM	
UNIT 5: Types and Features	Unit 5: Types and Features of Journalism (Pages 58-76);
UNIT 6: Journalism - Journalist Functions	Unit 6: Journalism and Journalist (Pages 77-94);
UNIT 7: News Paper Departments - Functions	Unit 7: Introduction to Newspapers (Pages 95-111);
UNIT 8: News Agencies	Unit 8: Overview of News Agencies (Pages 112-118)
BLOCK III: MASS MEDIA	
UNIT 9: Broadcasting Journalism - Television and its Programmes	Unit 9: Broadcasting Journalism (Pages 119-139);
UNIT 10: Radio and its Programmes - Films	Unit 10: Radio and Films (Pages 140-160);
UNIT 11: Mass Media - Uses and Misuses in Modern Society	Unit 11: Mass Media: Uses and Misuses in Modern Society (Pages 161-166);
UNIT 12: Mass Media - Government Control and Regulatory Measures	Unit 12: Mass Media: Government Control and Regulatory Measures (Pages 167-184)
BLOCK IV: MASS COMMUNICATION	
UNIT 13: Mass Communication - Training - Needs	Unit 13: Training in Mass Communication (Pages 185-191);
UNIT 14: Future of Mass Communication	Unit 14: Future of Mass Communication (Pages 192-198)

CONTENTS

BLOCK I: INTRODUCTION TO MASS COMMUNICATION

UNIT 1 OVERVIEW OF MASS COMMUNICATION 1-14

- 1.0 Introduction
- 1.1 Objectives
- 1.2 Definition
- 1.3 Need and Significance
 - 1.3.1 The Role of Mass Media
 - 1.3.2 Use of Mass Communication
- 1.4 Themes and Issues of Mass Communication
 - 1.4.1 Issues of Mass Communication
- 1.5 Answers to Check Your Progress Questions
- 1.6 Summary
- 1.7 Key Words
- 1.8 Self Assessment Questions and Exercises
- 1.9 Further Readings

UNIT 2 TYPES AND THEORIES OF MASS COMMUNICATION 15-38

- 2.0 Introduction
- 2.1 Objectives
- 2.2 Types of Mass Communication
- 2.3 Models of Mass Communication
 - 2.3.1 Shannon and Weaver's Model (1948)
 - 2.3.2 Harold Lasswell's Model (1948)
 - 2.3.3 David Berlo's Model (1960)
 - 2.3.4 Theodore M. Newcomb's Model (1953)
 - 2.3.5 Charles E. Osgood's Model (1954)
 - 2.3.6 George Gerbner's Model (1956)
 - 2.3.7 Wilbur Schramm's Model (1971)
 - 2.3.8 Westley and MacLean's Model (1957)
- 2.4 Theories of Mass Communication
 - 2.4.1 Hypodermic Needle Theory
 - 2.4.2 Psychological Difference Theory
 - 2.4.3 Personal Influence Theory
 - 2.4.4 Dependency Theory
 - 2.4.5 Cultivation Theory
 - 2.4.6 Agenda Setting Theory
 - 2.4.7 The Theory of Culture Industry
 - 2.4.8 Mass Society Theory
 - 2.4.9 Political-Economical Media Theory
 - 2.4.10 Development Communication Theory
- 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

39-43

- 44-57**

- ## BLOCK II: JOURNALISM

58-76

- 5.0 Introduction
 - 5.1 Objectives
 - 5.2 Definition and Nature
 - 5.2.1 Origin and Nature of Journalism
 - 5.3 Scope
 - 5.4 Purpose of Journalism
 - 5.5 Types of Journalism
 - 5.5.1 Mainstream Journalism
 - 5.5.2 Area-Specific Journalism
 - 5.5.3 Magazine Journalism
 - 5.5.4 Tabloid Journalism
 - 5.5.5 Investigative Journalism
 - 5.5.6 Advocacy Journalism
 - 5.5.7 Interpretative Journalism
- 5.6 Current Trends in Journalism
 - 5.6.1 Convergent Journalism
 - 5.6.2 Online Journalism
 - 5.6.3 Fashion Journalism

- 5.6.4 Celebrity Journalism
- 5.6.5 Sports Journalism
- 5.6.6 Citizen Journalism
- 5.6.7 Environmental Journalism
- 5.6.8 Business and Finance Journalism
- 5.6.9 Ambush Journalism
- 5.6.10 Churnalism
- 5.6.11 Gonzo Journalism
- 5.7 Features of Journalism
- 5.8 Answers to Check Your Progress Questions
- 5.9 Summary
- 5.10 Key Words
- 5.11 Self Assessment Questions and Exercises
- 5.12 Further Readings

UNIT 6 JOURNALISM AND JOURNALIST

77-94

- 6.0 Introduction
- 6.1 Objectives
- 6.2 Functions of Journalism
- 6.3 Principles and Ethics of Journalism
 - 6.3.1 Canons of Journalism
 - 6.3.2 Ethical Standards
 - 6.3.3 Press Councils and Ethics of Journalism
- 6.4 Functions of Journalists
 - 6.4.1 Journalists as Communicators
 - 6.4.2 Responsibilities of Journalists
 - 6.4.3 Qualities of a Journalist
- 6.5 Answers to Check Your Progress Questions
- 6.6 Summary
- 6.7 Key Words
- 6.8 Self Assessment Questions and Exercises
- 6.9 Further Readings

UNIT 7 INTRODUCTION TO NEWSPAPERS

95-111

- 7.0 Introduction
- 7.1 Objectives
- 7.2 Definition and Types of News
 - 7.2.1 Types of News
- 7.3 Value, Elements and Functions of News
 - 7.3.1 Elements of News
 - 7.3.2 Functions of News
- 7.4 Departments and Functions
 - 7.4.1 Various Departments of an Organization
- 7.5 Answers to Check Your Progress Questions
- 7.6 Summary
- 7.7 Key Words
- 7.8 Self Assessment Questions and Exercises
- 7.9 Further Readings

UNIT 8 OVERVIEW OF NEWS AGENCIES

112-118

- 8.0 Introduction
- 8.1 Objectives
- 8.2 Features of News Agencies
 - 8.2.1 Understanding the News Agencies
 - 8.2.2 Difference from Newspapers
 - 8.2.3 Ownership Pattern
 - 8.2.4 Earning Structure
 - 8.2.5 Organizational Structure
 - 8.2.6 Functioning of News Agencies
- 8.3 Answers to Check Your Progress Questions
- 8.4 Summary
- 8.5 Key Words
- 8.6 Self Assessment Questions and Exercises
- 8.7 Further Readings

BLOCK III: MASS MEDIA

UNIT 9 BROADCASTING JOURNALISM

119-139

- 9.0 Introduction
- 9.1 Objectives
- 9.2 Television and its Evolution
 - 9.2.1 History of Television
- 9.3 Television Genres
 - 9.3.1 News Related Programme
 - 9.3.2 Entertainment Related Programme
 - 9.3.3 Religious Programme
 - 9.3.4 Emerging Trends
- 9.4 Television and its Programmes
- 9.5 Answers to Check Your Progress Questions
- 9.6 Summary
- 9.7 Key Words
- 9.8 Self Assessment Questions and Exercises
- 9.9 Further Readings

UNIT 10 RADIO AND FILMS

140-160

- 10.0 Introduction
- 10.1 Objectives
- 10.2 Radio and its History
 - 10.2.1 Emergence of Radio in India
- 10.3 Radio and its Programmes
 - 10.3.1 Spoken Word Programmes
 - 10.3.2 Outside Broadcast Production of News, Sporting and Mega Events
- 10.4 Films
 - 10.4.1 Characteristics of Films
- 10.5 Answers to Check Your Progress Questions
- 10.6 Summary
- 10.7 Key Words
- 10.8 Self Assessment Questions and Exercises
- 10.9 Further Readings

UNIT 11 MASS MEDIA: USES AND MISUSES IN MODERN SOCIETY 161-166

- 11.0 Introduction
- 11.1 Objectives
- 11.2 Advantages and Limitations of Mass Media
- 11.3 Uses and Misuses in Modern Society
- 11.4 Answers to Check Your Progress Questions
- 11.5 Summary
- 11.6 Key Words
- 11.7 Self Assessment Questions and Exercises
- 11.8 Further Readings

UNIT 12 MASS MEDIA: GOVERNMENT CONTROL AND REGULATORY MEASURES 167-184

- 12.0 Introduction
- 12.1 Objectives
- 12.2 Government Control and Regulatory Measures
 - 12.2.1 1800s: The Beginning of Press Regulation
 - 12.2.2 The 1900s: British Period
 - 12.2.3 Post-Independence Press Regulation
- 12.3 Press Council of India
 - 12.3.1 Role of PCI in Maintaining Ethical Journalistic Standards
 - 12.3.2 Powers of the Press Council
 - 12.3.3 Working of the PCI
 - 12.3.4 Protection of Confidential Sources of Information
 - 12.3.5 Press and Registration Appellate Board
 - 12.3.6 Guidelines and Policy Framing
- 12.4 Reasonable Restrictions on Media
 - 12.4.1 Accountability of Media
- 12.5 Answers to Check Your Progress Questions
- 12.6 Summary
- 12.7 Key Words
- 12.8 Self Assessment Questions and Exercises
- 12.9 Further Readings

BLOCK IV: MASS COMMUNICATION

UNIT 13 TRAINING IN MASS COMMUNICATION 185-191

- 13.0 Introduction
- 13.1 Objectives
- 13.2 Better Understanding of Mass Communication
 - 13.2.1 Difference between Mass Communication and Journalism
 - 13.2.2 Benefits of Learning Mass Communication
- 13.3 Training in Mass Communication
- 13.4 Need for Mass Communication
- 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

UNIT 14 FUTURE OF MASS COMMUNICATION

192-198

- 14.0 Introduction
- 14.1 Objectives
- 14.2 Changing Face of Mass Communication
- 14.3 Evolution of Mass Communication
- 14.4 Emerging Trends of Mass Communication
- 14.5 Answers to Check Your Progress Questions
- 14.6 Summary
- 14.7 Key Words
- 14.8 Self Assessment Questions and Exercises
- 14.9 Further Readings

INTRODUCTION

NOTES

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.

The process of transmitting and sharing information through mass media to broad segments of the population is mass communication. As these technologies are used for the dissemination of information, which is part of journalism and advertising, they are commonly understood to apply to different types of media. Mass communication varies from other modes of communication, such as interpersonal communication and organizational communication, as it relies on unique tools that send data to multiple recipients. The delivery of messages to several individuals at a time is generally called mass communication. But mass communication can be interpreted, in a complete sense, as the mechanism of comprehensive information circulation within regions and across the globe.

This book, *Introduction to Mass Communication*, is divided into fourteen units that follow the self-instruction mode with each unit beginning with an Introduction to the unit, followed by an outline of the Objectives. The detailed content is then presented in a simple but structured manner interspersed with Check Your Progress Questions to test the student's understanding of the topic. A Summary along with a list of Key Words and a set of Self Assessment Questions and Exercises is also provided at the end of each unit for recapitulation.

BLOCK - I

INTRODUCTION TO MASS COMMUNICATION

*Overview of Mass
Communication*

UNIT 1 OVERVIEW OF MASS COMMUNICATION

NOTES

Structure

- 1.0 Introduction
- 1.1 Objectives
- 1.2 Definition
- 1.3 Need and Significance
 - 1.3.1 The Role of Mass Media
 - 1.3.2 Use of Mass Communication
- 1.4 Themes and Issues of Mass Communication
 - 1.4.1 Issues of Mass Communication
- 1.5 Answers to Check Your Progress Questions
- 1.6 Summary
- 1.7 Key Words
- 1.8 Self Assessment Questions and Exercises
- 1.9 Further Readings

1.0 INTRODUCTION

The process of transmitting and sharing information through mass media to vast segments of the population is mass communication. As these technologies are used for the flow of information, which is part of journalism and advertising, they are commonly understood to apply to different types of media. Mass communication varies from other modes of communication, such as interpersonal communication and organisational communication, as it relies on specific resources that send data to multiple recipients. The study of mass communication is primarily concerned with how the content of mass communication persuades the action, attitude, opinion, or emotion of the people receiving the information or otherwise influences it. In this unit, we will discuss the definition, need, and significance of mass communication. It will also focus on the themes and issues of mass communication.

1.1 OBJECTIVES

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

- Understand the meaning of mass communication
- Discuss the need and significance of mass communication
- Describe the themes and issues of mass communication

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1.2 DEFINITION

Communication can be categorized into different types depending upon the level at which it takes place, the direction it takes or by its very nature. Some of the commonly referred to types of communication are intra-personal communication, inter-personal communication, group communication, mass communication, etc. Most of the times, the type of communication used by us is interpersonal. In this process, an individual communicates his feelings, desires and opinions to the society. It may be a one on one conversation or an individual speaking to the members of a group. Intra-personal communication, on the other hand, is the communication that one has with oneself, i.e., in the mind. In group communication, communication takes place between three or more individuals. Mass communication is an extension of group communication, but it also involves heterogeneous masses. The homogeneity of the audiences makes interpersonal and group communication similar to each other. 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 group communications, whereas the feedback is delayed and more complex in mass communication as different types of mass media are used for transmitting the messages to masses.

Mass communication is a one-way communication in the sense that it is one-to-many kind of communication whereas interpersonal communication is one-to-one communication. In mass communication or one-to-many type of communication, the sender may think or pretend to know 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.

1.3 NEED AND SIGNIFICANCE

The simplest definition of mass communication would be that it is a 'public communication transmitted electronically or mechanically'. In this way messages are transmitted or sent to large, perhaps millions or billions of people spread across the world. The 'mass' in mass communication refers to the group of people towards whom this communication is directed.

Mass communication media are so closely intertwined with different aspects of our lives that it becomes difficult to identify their functions for each one of us. In order to find out how mass media functions in various societies, one must look and find out how and why people listen to radio, watch television, read newspapers, go to the movies or surf the Internet. In this way, it may be possible for us to

collate various common functions of media among the individuals. It will also become easy to know how people use media for a variety of functions. The main functions of mass media are given below:

- Inform
- Educate
- Entertain

These are the basic functions of media. News and discussions may inform you; radio and television programmes may educate you; films and television serials and programmes may entertain you. Let us learn more about these functions of media.

Those who write, direct or produce programmes are the people who give us messages. Let us consider the example of a news bulletin on radio or television or a news item in a newspaper. They inform us of some event or happening—‘A new Prime Minister is taking oath of office today’; ‘The country has developed a new breed of Biotech cotton’; ‘India has beaten Pakistan in cricket’; ‘25 persons killed in a bomb blast in Mumbai’. All these inform us. These properly written messages are given to us by the people who function as the communicators.

The social activists, doctors and experts from various fields of activity speak to us on radio or television, or write in a newspaper about how to deal with social evils, prevent a disease or how to save income tax, etc. Experts tell farmers on radio or television about a new crop, seed or agricultural practice. In this manner the farmers get educated. The commercial cinema, television serials and music programmes entertain us and take us away from the hardships of our daily lives.

In analyzing the functions of mass communication, we should not be limited to what people do with media, but what media do to the people: How they affect opinions and attitudes, culture, habits, etc. This approach towards the study of mass communication is more concerned about the effect of media and hence called ‘Effect Approach’. Media scholars and social scientists are concerned with both the processes. Most commonly accepted functions of mass communication besides the one that we discussed earlier are given here below:

- **Surveillance of the environment:** Media plays the role of watchman. Some people use the expression ‘informer’. In fact, mass media functions as the eyes, ears and voice of the audience. We believe in their reports and make these a basis for shaping our attitudes, thoughts, and activities. For example, the advertisements get us acquainted with new products and services. They enable the customers to arrive at logical purchasing decisions. At the level of the individual, the media’s surveillance of the environment function
 - o enhances personal esteem,
 - o sets up a ground for social interaction,

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- o provides information and knowledge, and
- o facilitates prestige and social status.

- **Correlation:** Lasswell states that one of the key functions played by mass communication for the society is to associate the whole society's response to the environment, i.e., it facilitates the development of public or mass opinion. Communication serves to generate consensus in a society on major issues. For a healthy democracy an enlightened or informed opinion is very necessary.
- **Transmission of social inheritance:** Presently media have acquired the function of social inheritance transmission, which was being earlier performed by the teachers, parents and the elders. These days, media provide the basic frames of reference to the society. Social uprooting, urbanization, and relative anonymity and the transmission from the traditional social institutions such as clan and joint family have enhanced the media's role as the transmitter of values and knowledge. Today, mass media have become an indispensable force to carry out the role of socialization and transmission of social heritage.
- **Dysfunctions associated with mass communication:** The well known communication expert, Lasswell, held that mass communication can be harmful or dysfunctional as well as functional for the society. If the ruling class or governments is autocratic and is apprehensive of the public opinion, it can deny information and even mislead the subjects by using misinformation and false propaganda. Dysfunction can also be born of the inability to effectively use the mass communication media or effectively process the information.

1.3.1 The Role of Mass Media

Historians maintain that communication is the characteristic feature of society. Even the pre-literate cultures communicated within themselves and sporadically with others as well. With the invention of various kinds of inventions, the process of communication has been transformed into a mass opportunity. Researchers and communication scholars have analysed the function of mass communication in the society. Mass media plays some basic roles such as 'surveillance, interpretation, socialization and entertainment'. We can say that there is not much variance between the roles and functions of mass communication. By surveillance we mean the information and news role of the mass media. This role may be divided into:

- Warning surveillance related to the news media (information regarding pending threats like military attack, floods and gloomy economic circumstances)
- Instrumental surveillance related to both popular media and news (transmission of practical information regarding entertainment guides, news products, stock prices, etc.).

Surveillance information may also be gathered from films, television programmes, books and other kinds of literary elements containing information on human issues. Through the electronic media information travels very quickly. The main advantage of this is that it facilitates instantaneous awareness. However, the basic disadvantage is that even misinformation travels just as fast as the true information. Usually the speedy dissemination often means that the assumed facts and accusations are not verified before their transmission. For example, there are many health, astrology and business shows on the television nowadays. The news of the terrorist attack in Mumbai on 26 November 2010 was also disseminated through newschannels.

The interpretation function of mass media sets up a framework for the new information and commentary regarding its meaning and significance. Conventionally, the editorial and commentary sections in the newspapers provided such interpretation, keeping in reserve the news pages for the apparently unbiased information. Reporting is supposed to be objective in nature, i.e., free from any kind of interpretation and comment. The concept was that reporters will provide factual information unaffected by the readers and commentary. Afterwards the readers will decide for themselves about the relevance and meaning of the information provided to them. However, this kind of objectivity is not apparent presently in newspapers, and the huge amount of television reporting appears to have mixed the commentary and news reporting functions. For the producers of such messages the interpretation is the function while persuasion is the motivation. For example, newspapers inform the people what they should expect from a rise or fall in the stock exchange rates, how the rise in the price of petrol will affect them and why has there been a rise in the price, etc. The Coalgate crisis that took place in India in August 2012 was brought to the public's notice by the media.

The media plays a vital role in socialization, transmitting values in the society, mainly the modelling of proper attitudes and behaviour. The conception is that the mass media represent the images of society. The viewers can learn and adopt for themselves by taking clues from these images. It helps in creating a stable society having common social values. In its basic form, the media's socialization role provides a common discussion topic to the people, e.g., yesterday's cricket match, the new blockbuster movie, etc. Film and television possess the biggest potential for socialization since they appear to be the most realistic to the viewers. Particularly for the young people these are very influential. The role models or images of social behaviour, fashion, grooming styles and scores of other aspects of social interaction are presented through film and television. Their usefulness is obvious in the resemblance of youth culture world over, wherein the media provides the common influence. Young adults and teens in societies as varied as Saudi Arabia or Canada or Finland or Taiwan possess various common tastes in dancing, fashion, music, hair styles, etc. Also, the show, *Satyameve Jayate*, tried to bring social change in India, and so, was much applauded by the various sections of the media and received wide coverage.

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Entertainment is a related function of mass media. It is sometimes termed as the diversion function since it provides a kind of diversion from the real world. Entertainment has been a significant part of society. With the help of sound recordings, different kinds of entertainers are in a position to attract audience world over. Sculptors, painters and poets are able to reach mass audiences through magazines and books. The media's entertainment function is divided into three categories:

- Stimulation (antidote to boredom),
- Relaxation (soothing and meditative environment), and
- Release (safe expression of anger, hostility, fear, etc.).

There can be no two opinions about the fact that the mass media has invaded each aspect of our everyday lives. One can watch movies, news, travel shows, cartoons, or reality shows on the television. There is absolutely no end to the way mass media tries to entertain the masses for whom it is meant.

Sociologists have found that the extensive availability of quality media entertainment functions as a very great channel of diversion. More and more people are becoming spectators in sports, music, theatre, etc. It is comparatively very easy and entertaining to watch soccer match on television in comparison to actually work hard, practice and risk injury through personal participation in the game.

1.3.2 Use of Mass Communication

The use of mass communication or mass media has been studied thoroughly by Katz in 1959 when he came up with his theory of use and gratification. In his theory he emphasized upon studying the reasons for which people use media instead of studying what media does to people. This was in a way a reaction to the contemporary media research which had been almost camouflaged by election studies and the use of media to influence the electorate. Uses and Gratifications Theory became a popular approach to understanding mass communication. It placed more focus on the consumer, or audience, instead of the actual message itself by asking 'what people do with media' rather than 'what media does to people' (Katz, 1959). In a way this theory once again introduces the concept of selective exposure and selective perception, though the emphasis this time has shifted from masses as mere audiences to masses as consumers. It says that the choices made by the people are motivated by the desire to satisfy or 'gratify' a range of needs. Hence, the use and gratification approach attempts to identify how people use the media to gratify their needs. The principal elements of uses and gratifications include:

- Our psychological state and the environment,
- Our needs and the motives to communicate,
- The media and our attitudes and expectations from the media,

- Functional alternatives to using media,
- Our communication behaviour, and
- Outcomes and consequences of our behaviour.

People use media such as TV, Internet, newspaper, radio, etc., to gratify their needs for information, entertainment, social interaction, escapism, etc. For example, if a person is feeling down and out, he may prefer listening to sad music so that he can relate to it and can look at his situation objectively. Similarly, we all have a preference for any one newschannel that we see as better than others. This is so because we expect certain channels to maintain higher levels of objectivity in their news telecast.

McQuail points out that the audience normally seeks to gratify certain needs, which could be their requirements of surveillance or information, personal identity, personal relationship, social interaction and diversion or entertainment. People want information to find out about the events happening in their society and the world. They seek advice or opinion on practical matters and they also want information for their self education. Personal identity need refers to the reinforcement of values and beliefs, knowing other people's values and thereby gaining insights into their own self. Social interaction need relates to social empathy and interaction which gives people a sense of belonging and finally entertainment is a need that is necessary for relaxing and emotional release as well as to get to know the cultural and aesthetic enjoyment. Figure 1.1 illustrates the Uses and Gratification Theory Model.

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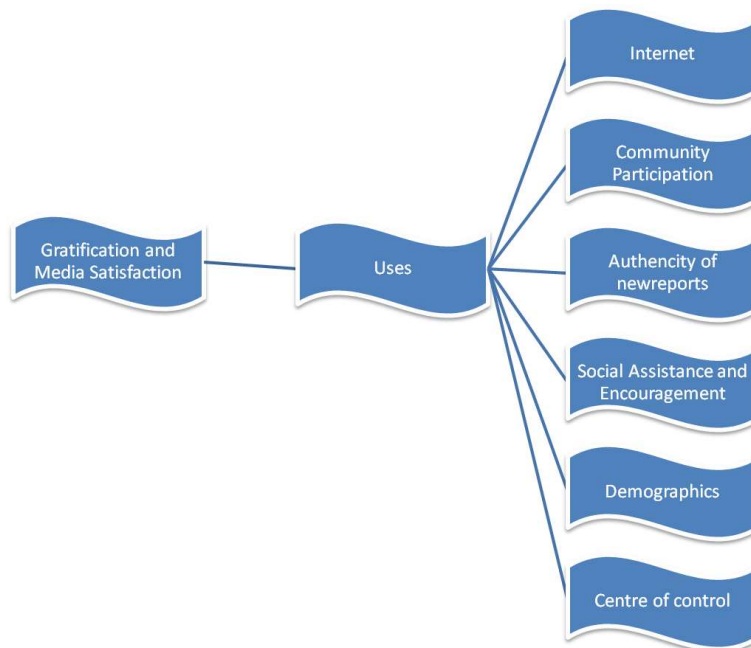


Fig. 1.1 Uses and Gratification Theory Model

However, Katz, Gurevitch and Haas (1973) have categorized the various needs and gratification for people into five categories. This is represented in Figure 1.2.

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- Cognitive needs
- Affective needs
- Personal integrative needs
- Social integrative needs
- Tension free needs



Fig. 1.2 Katz's Categorization of Needs

The Use and Gratification Theory too has its criticism. Many scholars find that in order to become audience centric, this theory underplays the media and it does not recognize the power of media. However, in spite of these criticisms the most important and meaningful contribution is to bring the individual members of the mass society at the centre stage of mass communication process and studies. The above discussion of needs and gratification tell us about the reasons and possibilities for which mass communication or mass media are being used or can be used. However, it would be appropriate to remind that ultimately the media is used by the people for three basic needs that are information, education and entertainment.

Check Your Progress

1. How is the feedback process different in interpersonal, group and mass communication?
2. Define mass communication.
3. List the various categories of needs and gratification for people according to Katz, Gurevitch and Haas.

1.4 THEMES AND ISSUES OF MASS COMMUNICATION

Themes relate to the effects, the significance and the social origins of mass communication. These themes are as follows:

- **Time:** Time is an indispensable component of communication since it is important when a communication takes place and how long it takes for the communication to take place. In other words, communication depends on time; it takes place in time. Developments in communication technology as only increased the significance of the element of time in communication since great volume of information can be transmitted quickly. Communication technology has also introduced ways in which information can be stored for recovery at a later date.
- **Place:** Communication is not produced in vacuum; it has a definite context and invariably reflects the features of the place or location of its origin. It serves as a connecting medium thereby reducing the distance that separates cultures, countries and people. At the same time, mass communication also has a delocalizing effect: it creates a 'global place' with which people are becoming more and more familiar.
- **Social reality:** Behind the theory of mass communication is the assumption that we inhabit a world of events and material circumstances that are 'real.' Therefore, one also assumes that these events and circumstances will be reported to us with some degree of completeness and accuracy. In other words, although it is not easy to assess or even define 'truth,' some notion of truth is assigned as a standard to the content of mass communication, specifically to the genre of news.
- **Meaning:** The interpretation of the 'message' of mass media is an important theme. There is no way of saying with certainty what is meant since, as seen above there is no single source of meaning. There are theories of mass media however, which make assumptions about the meaning of what is communicated. These theories view communication from the perspective of either the sender, or the receiver or the observer.
- **Cause and effect:** The question of cause and effect of mass communication is central to an understanding of the functions of mass communication. The theories of mass communications attempt to resolve these questions by enquiring whether a factor causes another. Is it that media is responsible for certain incidents that take place in society or is it that the content of media is itself a reflection and an outcome of a deeper social malaise or concern? So, questions that arise regarding cause and effect are not merely about the consequences of the message of mass media on society; they are also questions regarding the rise and appeal of the institution of media.

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- **Cultural difference:** This is an important theme since it sounds contradictory to the theme of place; however the two themes can co-exist. The contention here is that regardless of the universalizing tendency of technology, the use and production of mass media is a cultural practice which by itself becomes a form of resistance to attempts at universalization. So although the working of media institutions and mass communications are similar the world over, the study of issues related to media highlights that these workings are effected and determined by cultural differences at the level of nation, ethnic and racial groups, religion, etc.

1.4.1 Issues of Mass Communication

You need to be aware that the issues that are discussed below are largely applicable to mass communication in nations that are fully or partially developed, and have a secular society, elective democracies and free market or mixed economies and nations which are integrated into a wider set of political and economic international relations of conflict, competition and exchange. Many will dismiss these as characteristics of ‘western’ countries. Unfortunately, such is the hegemony of western practices and standards that western media theory has also become a part of the process of creating hegemony. Even though the object of media is to provide ‘objective’ accounts, the study of the subject of mass communication cannot avoid engaging with questions of social and political conflict and of economic struggles. All countries are plagued with tensions and conflicts that in the current scenario of globalization extend to the international arena. Media automatically gets involved in and engages with these conflicts and contradictions since it is the producer and disseminator of events and their meanings. It naturally follows that it would be ambitious to expect the study of mass communication information that is scientifically verifiable or theoretically neutral.

Divergent perspectives also characterize the discipline of mass communication. Difference exists between the progressive left and the conservative right tendencies and the critical approach and the applied approach. While the liberal left is critical of power exercised by media in the hands of the state and business houses (topics that you will study in a separate unit), the conservative right finds fault with the role played by media in demolishing traditional values. Similarly, according to Windahl and Signitzer, there exists a divide between the critical approach and the applied approach to the theory of mass communication. The object of critical theory is to highlight the underlying faults of media practice and to relate these faults to social issues. The object of applied theory is to develop an understanding of the communication processes so as to make mass communication more effective.

Another axis of theoretical variation is that which was identified by Golding and Murdock: the media-centric and the socio-centric approaches. Media-centric approach attends on the media’s sphere of activity alone, 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.) and the consequences of the different kinds of media. Socio-centric approach primarily sees media as a reflection of economic, social and political forces. Hence, socio-centric approach 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:

- Social issues
 - o Violence, crime, and deviance
 - o Social order and disorder and the maintenance of peace and security in society
 - o Commercialism and consumerism
 - o The emergence and mediation of information society
 - o The definition of social experience
- Political issues
 - o War and terrorism
 - o Political propaganda and campaign
 - o Movements of liberation and revolution in states or their parts
- Cultural issues
 - o Cultural production
 - o The quality of life
 - o Cultural hegemonization and globalization
 - o Questions about cultural, ethnic, linguistic identities
- Normative issues
 - o Inequalities: ethnic, class, sexual, gender
 - o Freedom of speech and expression
 - o Media ethics, media professionalism and media regulation
- Issues regarding the effect and power of media
 - o Formation of public opinion
 - o Creation of celebrities
 - o News making
 - o Effective communication

Check Your Progress

4. What is the difference between the critical and applied theories?
5. What do you mean by socio-centric approach?

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1.5 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. The feedback process of the various types of communication is different as the feedback is immediate in interpersonal and group communications, whereas the feedback is delayed and more complex in mass communication as different types of mass media are used for transmitting the messages to masses.
2. The simplest definition of mass communication would be that it is a 'public communication transmitted electronically or mechanically'.
3. Katz, Gurevitch and Haas (1973) have categorized the various needs and gratification for people into five categories:
 - (a) Cognitive needs
 - (b) Affective needs
 - (c) Personal integrative needs
 - (d) Social integrative needs
 - (e) Tension free needs
4. The object of critical theory is to highlight the underlying faults of media practice and to relate these faults to social issues, while the object of applied theory is to develop an understanding of the communication processes so as to make mass communication more effective.
5. The socio-centric approach primarily sees media as a reflection of economic, social and political forces. Hence, socio-centric approach proposes a theory of media which is little more than an application of broader social theory.

1.6 SUMMARY

- Communication can be categorized into different types depending upon the level at which it takes place, the direction it takes or by its very nature.
- Mass communication is a one-way communication in the sense that it is one-to-many kind of communication whereas interpersonal communication is one-to-one communication.
- The simplest definition of mass communication would be that it is a 'public communication transmitted electronically or mechanically'.
- In order to find out how mass media functions in various societies, one must look and find out how and why people listen to radio, watch television, read newspapers, go to the movies or surf the Internet.

- In analyzing the functions of mass communication, we should not be limited to what people do with media, but what media do to the people: How they affect opinions and attitudes, culture, habits, etc.
- The use of mass communication or mass media has been studied thoroughly by Katz in 1959 when he came up with his theory of use and gratification. In his theory he emphasized upon studying the reasons for which people use media instead of studying what media does to people.
- Themes relate to the effects, the significance and the social origins of mass communication.
- Even though the object of media is to provide 'objective' accounts, the study of the subject of mass communication cannot avoid engaging with questions of social and political conflict and of economic struggles.

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1.7 KEY WORDS

- **Surveillance:** It means continuous observation of a place, person, group, or ongoing activity in order to gather information.
- **Uprooting:** It means to displace from a country or traditional habitat.
- **Propaganda:** It is the dissemination of information—facts, arguments, rumours, half-truths, or lies—to influence public opinion.

1.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short-Answer Questions

1. What are the issues relevant in the field of mass communication?
2. Write a short note on the use of mass communication.

Long-Answer Questions

1. Explain the most commonly accepted functions of mass communication.
2. Describe the themes related to mass communication.

1.9 FURTHER READINGS

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UNIT 2 TYPES AND THEORIES OF MASS COMMUNICATION

*Types and Theories of
Mass Communication*

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Structure

- 2.0 Introduction
- 2.1 Objectives
- 2.2 Types of Mass Communication
- 2.3 Models of Mass Communication
 - 2.3.1 Shannon and Weaver's Model (1948)
 - 2.3.2 Harold Lasswell's Model (1948)
 - 2.3.3 David Berlo's Model (1960)
 - 2.3.4 Theodore M. Newcomb's Model (1953)
 - 2.3.5 Charles E. Osgood's Model (1954)
 - 2.3.6 George Gerbner's Model (1956)
 - 2.3.7 Wilbur Schramm's Model (1971)
 - 2.3.8 Westley and MacLean's Model (1957)
- 2.4 Theories of Mass Communication
 - 2.4.1 Hypodermic Needle Theory
 - 2.4.2 Psychological Difference Theory
 - 2.4.3 Personal Influence Theory
 - 2.4.4 Dependency Theory
 - 2.4.5 Cultivation Theory
 - 2.4.6 Agenda Setting Theory
 - 2.4.7 The Theory of Culture Industry
 - 2.4.8 Mass Society Theory
 - 2.4.9 Political-Economical Media Theory
 - 2.4.10 Development Communication Theory
- 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

2.0 INTRODUCTION

We are living in a different world today. The world which is full of information and technologically advanced with a continuous process of information exchange. Our society has come up with different types of mass communication. These different modes help us to receive the information and keep us aware of the happenings around the world. Our world is hyper connected with the help of these different modes of mass communication. Information has become vital for our growth and progress in today's era. The existence of mass communication has helped information to reach faster and take action to avoid any risk. Mass communication has also given us a chance to speak, which has helped society to understand certain concepts

from different perspectives. In this unit, we are going to understand the different types of mass communication that currently exists, along with the different theories of mass communication.

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2.1 OBJECTIVES

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

- Understand the different types of mass communication
- Discuss the different models of mass communication
- Describe the different theories of mass communication

2.2 TYPES OF MASS COMMUNICATION

Mass communication media have special features as they are capable to reach a large number of people spreading across different geographical areas. They are used for the dissemination of information across the world. They are many in number. But for the sake of our learning, we can broadly divide them into following category –

- Print Media
- Broadcast Media
- Transit Media
- Digital Media

Print media

Print media is called the traditional or conventional media. Newspapers, magazines, books, journals, etc. come under the category of print media. Any print publication which is meant for the large number of people is considered as print media. The word is frequently used in journalism. In common term, print media is used for newspapers, magazines, tabloids etc.

There was a time when print media used to rule the news industry. But as technology evolved and new form of media became popular, print media lost its glory. But its importance can never be challenge. Still today, print media is considered the most reliable among all form of media. Most of the elderly people start their morning with newspaper. They enjoy reading the newspaper with a cup of tea and solving crosswords while travelling. Even in the age of television and mobile print media is keeping its prominence in terms of reliability and reference.

Broadcast media

Broadcast media includes television and radio. It brought revolution in mass communication. The world of journalism got changed with the advent of radio and television. Not only in the area of journalism, but it has also revolutionized the arena of entertainment. Films are still the great source of entertainment for us. With the changing time, both radio and television changed their shape. Invention of private satellite channels transformed the way we used to see the world. Private radio channels are very popular among youth. Though they are getting stiff competition from digital media, but their popularity has not been lessened among public. The TV and Film industry is a place where creative people find great career opportunity.

Transit media

One of the underrated yet potential types of mass communication, outdoor media, corresponds to the dissemination of information as well as advertising through our outer environment such as billboards, posters, hoardings, banners, etc. The form of transit media is utilized for advertising products or services as well as spread social information and awareness to the general public. Transit Media is more inclined towards advertising through posters, banners, signs, and notices in means of transportations such as buses and metro rail, amongst others. Advertising plays a pivotal role in promoting transit media. Advertisers have full control of the message being sent to their audience.

Digital media

We are living in a digital age. This is the newest form of media which are gaining popularity every day. For last two decades, it has been the most influential in mass media tool. Especially, among new generation digital media is the most common for getting information as well as their daily dose of entertainment. Digital media provides the opportunity to connect with the world anytime, anywhere with the lightening speed. Social media is the part of digital media which has become an integral part of our life today.

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2.3 MODELS OF MASS COMMUNICATION

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

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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 others. It 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.

2.3.1 Shannon and Weaver's Model (1948)

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 2.1 presents the basic elements contained in this model.

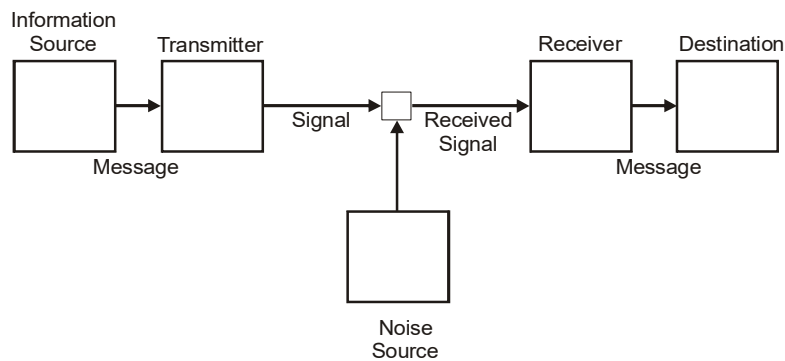


Fig. 2.1 Schematic Diagram of a General Communication System

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:

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.

2.3.2 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

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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?

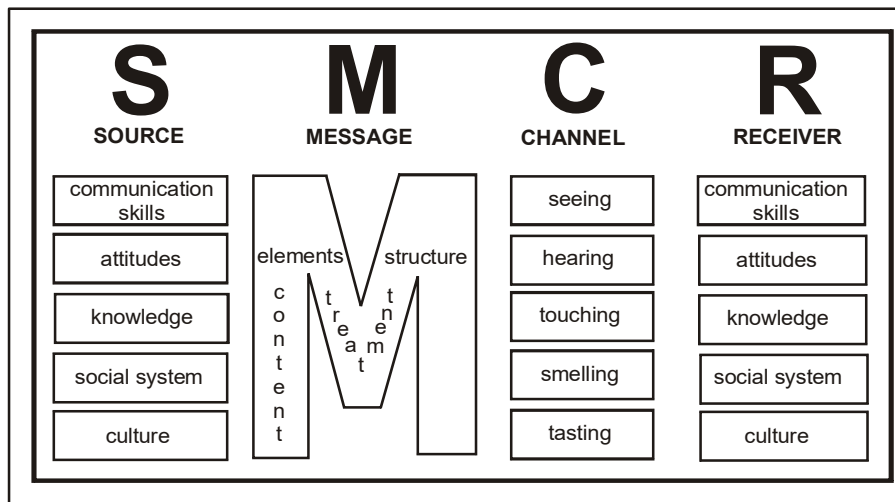
This linear model enumerates main variables involved in the process of communication. The 'Who' refers to the identification of the source and 'What' refers to the analysis of the content of the message. The choice of channel is denoted by the question 'What channel' and the characteristics of the audience 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. Laswell'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.

2.3.3 David Berlo's Model (1960)

David Berlo's model is popularly known as SMCR model. As has been said earlier, it is the socio-cultural extension of the mathematical model of communication given by Shannon and Weaver. Berlo says that the source and destination, i.e., the speaker and listener should share certain elements in order to achieve successful communication. The elements that they should share are described as communication skill, attitudes, knowledge, social system and culture. Similarly, he has also found more elements in 'message' and 'channel'. The elements of message are content, element, structure, treatment and code. Further, the elements within 'channel' have been seen as the five sense perceptions, i.e., seeing, hearing, touching, smelling and tasting. Berlo has also described each element of SMCR in great detail. The S in the model stands for source which may be oral, written, electronic or even symbolic. The M denotes the message that is transmitted and it implies the dissemination of ideas. The C indicates the channel through which

communication is affected. Since the receivers are the one towards whom the communication process is directed, so, they are denoted by R in the model.

Types and Theories of Mass Communication



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Fig. 2.2 David Berlo's Model of Communication (1960)

2.3.4 Theodore M. Newcomb's Model (1953)

Theodore M. Newcomb was an American social psychologist who carried out work in the area of interpersonal attraction. Newcomb's model is unique in the sense that unlike other models he has given a triangular one which tries to explain the role of communication in a society.

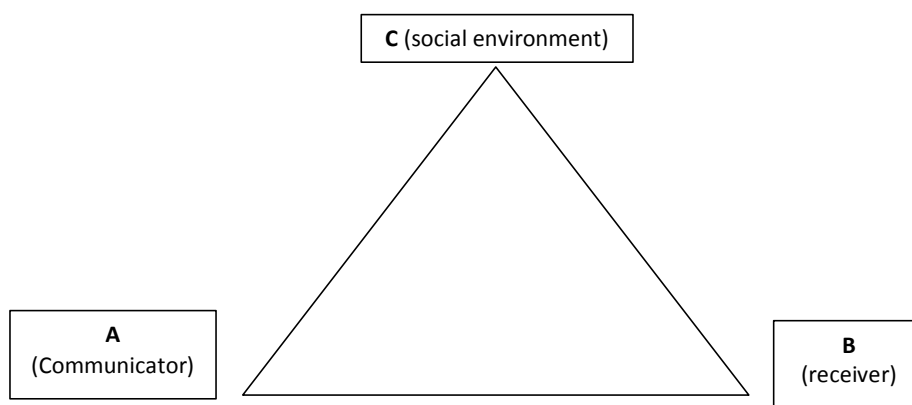


Fig. 2.3 Newcomb's Model (1953)

The three nodes of the triangle A, B, C represent communicator, receiver and their social environment, respectively. According to him, the ABC elements form a system where there is a relationship of interdependence between the three. It means that if A changes, B and C would also have to change. In case A changes its relationship with C, then B will have to change its relationship with C or A as

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well. The corresponding changes will maintain the equilibrium within the system. C here denotes social environment which is both common to A and B. Communication takes place between the two in a symmetrical manner because they are both oriented towards C. Communication supports this structure and relationship, and so, if there is a change or adjustment in relationship between A and B, a symmetry can be created without disturbing the communication equilibrium.

Let us take the example of an election where A is a political party, B is the people and C is the election itself. A and B need to relate with each other in the context of election. This relation or connectivity is achieved by both with the help of various kinds of media and the result of elections would depend on how much A has been able to influence B. If the communication is successful the result of the election would be in the favour of A or else they would go against A. In either case, the relationship between A and B would change because the environment C has changed in a definitive manner.

In a way, this model can be compared with the sociological theory of the state of equilibrium. It is a model which underlines the significance of communication in an era of information where people believe in the power of knowledge and where the political parties, governments and the people depend heavily on news and information in order to provide or get good and effective governance. This good governance requires democratization of public policy which cannot be achieved without intense communication.

2.3.5 Charles E. Osgood's Model (1954)

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 psycholinguistics. 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.

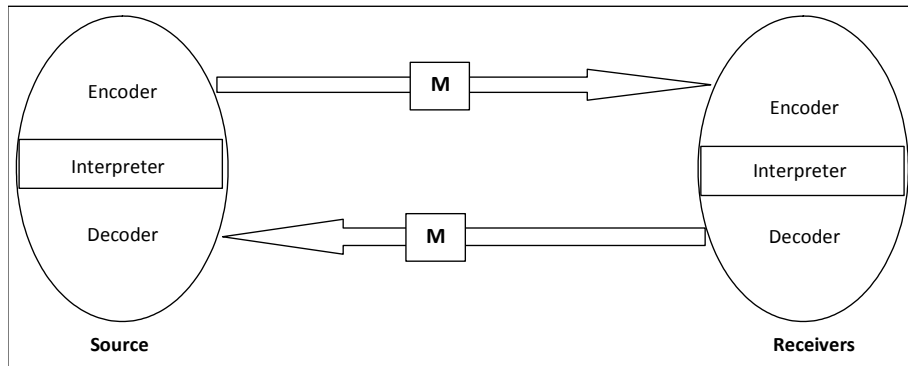


Fig. 2.4 Osgood's Communication Model

Writing about his model in his book the measurement of meaning, Osgood says:

...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.

2.3.6 George Gerbner's Model (1956)

Another linear model of communication proposed by George Gerbner, former Professor and Head of the Annenberg School of Communication in the University of Pennsylvania, tries to take the best of all the earlier models that judge communication as the transmission of message. His model, in fact, tries to improve upon the earlier models. The unique feature of this model is that it relates the message with the reality and thereby raises the question of perception and meaning. Gerbner's model has two dimensions and three stages. The perceptual or receptive and the communicative and means of control are the two dimensions and the vertical, horizontal and then vertical again are the three stages in this model. The elements used in Gerbner's model are given in the figure below (Figure 2.5).

In order to explain, this model we will discuss it thread bare from first stage to the last stage. To begin with, the first stage called Horizontal Dimension, one has to start from the event E (external reality) as perceived by M (the human being or the machine such as a camera or a microphone). M then selects E according to his perception of the event. As human perception is a very complex phenomenon, it involves a series of interaction and negotiation. This is the complete process of

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arriving at some perception of the event by matching the external stimuli with the internal pattern of thought or concept.

The vertical dimension is the second stage where the perceived reality is articulated with the help of a mechanism that converts E into signals that are capable of being transmitted along a channel. Here the E is converted into SE which we normally call as message. In this stage, it becomes necessary to select the appropriate means or the medium of communication. Gerbner is actually illustrating the notion of access to media at this point. Let us take the example of television as media to understand the question of access. Television is generally considered as the elitist media.

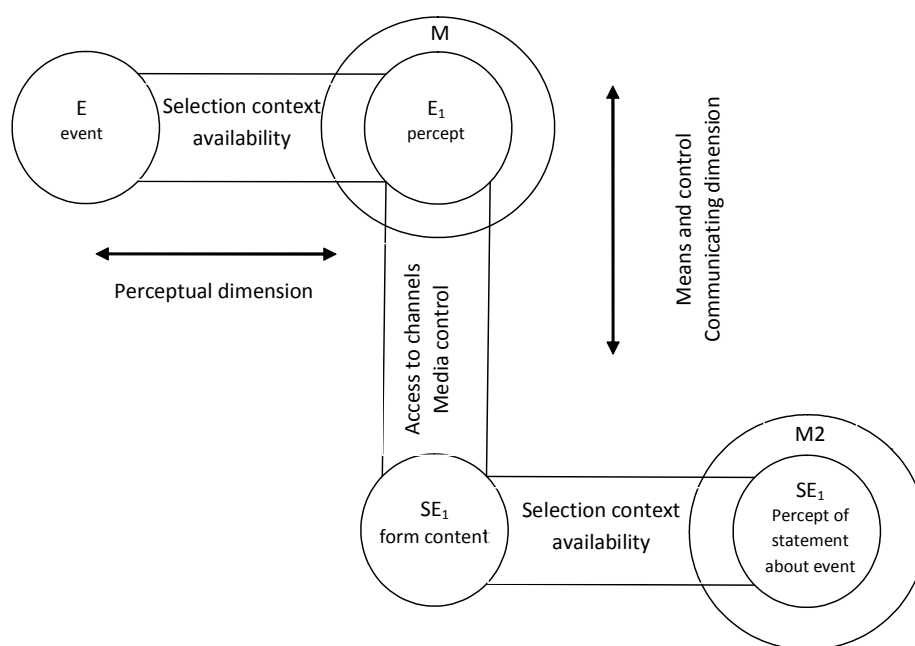


Fig. 2.5 Gerbner's Model

The third stage of this process is where the message reaches its destination. This again has the horizontal dimension where M2 is the signal or statement SE about the event E. Here the meaning of the message is not contained in the message itself, but it is arrived at through interaction and negotiation that takes place between the message and the receiver. Gerbner introduces here the concept of culture and says that the receiver derives the meaning of SE on the basis of his culture or sub-culture which again requires the interactions and/or negotiations between M2 and SE resulting in the generation of meaning of SE. For example, there is a witness (M) to a case (E). He is bound to be affected by his attitude, behaviour, perception, and so, his statement is converted into SE. His mode of communication is through written or oral form. This SE is taken up by the media house that converts it into a news report (M2). The readers of the news at this point form their opinions based on their own cultural aspects and orientations. Thus, meaning is generated in this way.

This model brings forth two important concepts of access and availability. As we have described earlier, the selection of reality in television is in the control of the persons who control that media. It is for the same reason that the trade unions across the world accuse the owners of the media and the middle class intellectuals of misrepresenting the workers agitation in particular and the industrial news in general. Hence, access to media is a means of exerting power and social control. At horizontal dimension, availability does something almost same as what access does to the reality in vertical dimension. If selectivity tries to interpret the reality in terms of a given perspective, then the availability helps to determine what is actually perceived. At this level, the receiver of the message uses his own selectivity that is the end result of his socio-cultural environment. It is amply clear by the fact that the working class is able to understand the bias and misrepresentation of reality portrayed by the mainstream media because of the differences in the sub-cultures of the encoder and the decoder.

Revised model

George Gerbner later presented a modified version of his model which includes human and mechanical agents involved in the process. His later works like his studies of violence on television suggests that he was aware of certain deficiencies in his model, but the significance of his work lies in the fact that he has tried to synchronize the process and semiotic school of studies in his model. Later, Gerbner adopted a new approach to the study of mass communication, focussing on the process of mass communication itself. Gerbner, Gross, Morgan, and Signorielli asserted that television is the new form that disseminates new images and messages in the world. It determines the new social trends, and has replaced other forms of media, thus creating a new symbolic environment. It affects the thinking of the people, but Gerbner also argues that the effects of television are limited.

2.3.7 Wilbur Schramm's Model (1971)

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

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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.

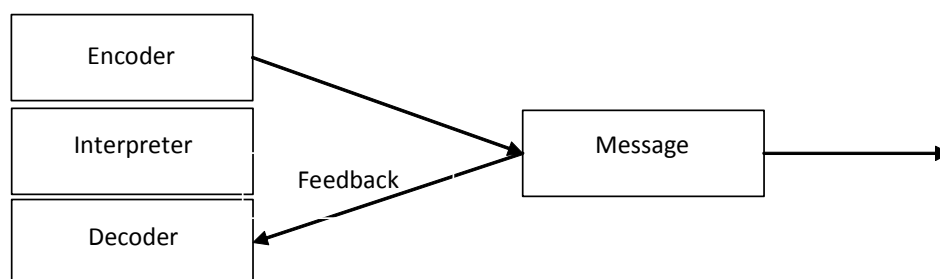


Fig. 2.6 Schramm's Communication Model

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.

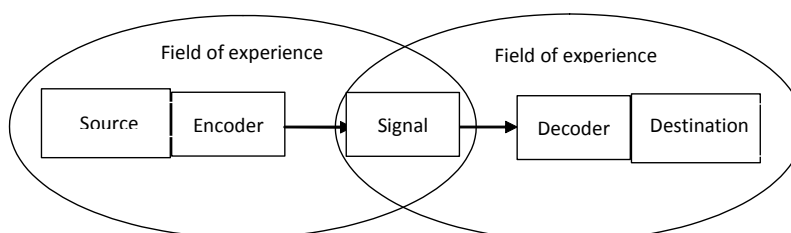


Fig. 2.7 Field of Experience in Communication

He also discusses the role of frame of reference for the people participating in communicative situation. The frame of reference is the total sociological contest 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.

2.3.8 Westley and MacLean's Model (1957)

Bruce H. Westley and M.S. MacLean gave an improvised and extended version of Newcomb's model. If Newcomb's model was for communication in general then this model is specifically adapted and designed for understanding the role of mass media in communication. Westley and MacLean have added one more element of editorial-communicating function to the triangular model of sender, receiver and their social context.

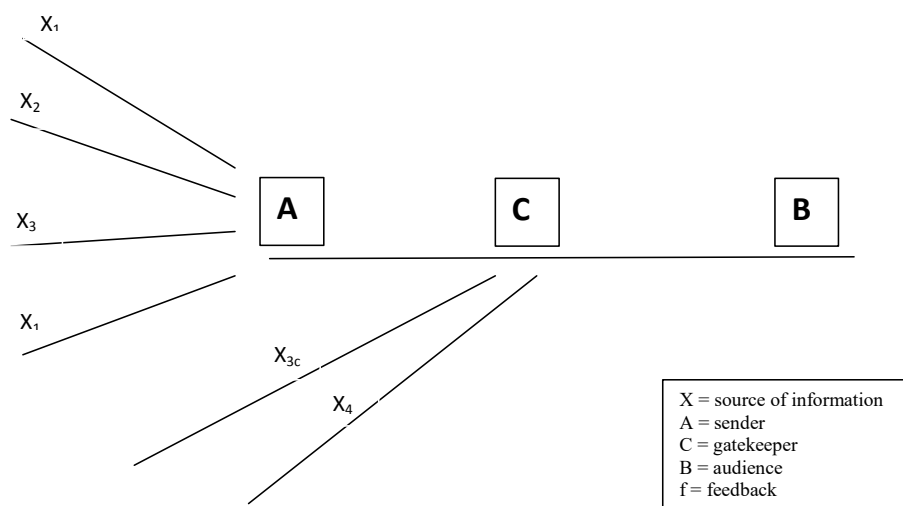


Fig. 2.8 Westley and MacLean Model of Communication

In the Figure 2.8, C stands for the gatekeeper, B represents the audience members, and A stands for the sender, or individuals who want to communicate something to the others. The X represents the external surroundings that are also the source of information. C is placed in middle of A and B because it acts as the gatekeeper who decides what information given by A will be shared with others and what will not be shared. The newspapers, websites and other media have limited space and time in comparison to the stories that they could find out. The gatekeeper believes that it knows the needs of the audience well, and so decides for them the information that will reach them. It tries to understand their needs by devoting time to this process.

The element of feedback between C and B is equally important in the model. This involves the audience providing feedback to the gatekeeper about their needs. At the same time, C will give feedback to A to tell him what the audience or B wants. For example, at a news channel, the gatekeepers decide what to broadcast on the channel because they have enough experience to know the viewers' needs well. A reporter who works with the news house will be required to find stories that could be passed to the audience in the form of a broadcast. But a reporter also needs to receive feedback from his editor or producer to know what the viewers want. Similarly, the news channel has several competitors and would not like to lose its viewership, so it will make sure that it understands the needs of its viewers perfectly well.

According to their scheme of things, the receiver of the message gets what the communicator wants him/her to receive. It is so because many a times they do not have any information about the facts that are told. For explaining this Westley and MacLean dragged axis X to such an extent that the triangular model becomes linear. The other important aspect of their model is that they have revised it to extend it further the first-layer talks about the relationship of receiver with the

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sender and the social environment and the second layer involves a mass media or an editor who mediates between the two. An example of the Westley and MacLean's model is that in case a person witnesses an accident, his first reaction would be to communicate this piece of information to his family and dear ones to make sure that they are all right. In this case, he received signals from his environment and passed the gathered information to others. Thus, communication is derived from the external surroundings. In this example, the individual has acted as the gatekeeper who chooses how to give the piece of information to the audience.

Westley and MacLean argue that mass media has expanded our world so much that we by ourselves cannot obtain all the information required by us and it is here that the role of mass media and journalists appears as they provide the necessary orientation. In this scheme of things, the sender and the mass media can play dominant role and the receiver becomes totally dependent on them for the information and orientation to avoid the possible disconnect that could be caused otherwise. Thus, there is a dependency model that fails to take into account the fact that mass media is not the only means of orientation towards the reality and people have other means too. We all have family, friends, school, religious places, social institutions, work places and various types of organizations which on regular basis supply us with information and orientation.

Check Your Progress

1. List the four types of mass communication.
2. Which model is the first model of communication?
3. Define redundancy.
4. Which model is also known as the psycho-sociological model of communication?

2.4 THEORIES OF MASS COMMUNICATION

The emergence of new technologies of communication and the evolution of societies into large and organized units suddenly changed the world as the notion of mass societies and use of mass media for their control emerged. Broadly speaking, a theory is a supposition or a system of ideas that intends to explain something. It is with the help of theories that human behaviour pattern becomes clearer to scholars. But theories are most often based on hypothesis, the basis of which may become outmoded with time. Thus, the relevance of theories is dependent upon the time period upon which they stand validated. A theory that once proved right may not always be so. It is all a question of historical perspective, as the way we interpret events in our lives changes with time. In this section, we would first discuss some of the basic communication theories.

2.4.1 Hypodermic Needle 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.

2.4.2 Psychological Difference Theory

Communication and mass communication relate to the transfer of meanings; they relate to the process of understanding, assimilating and reinforcing or changing the attitudes, and they are the processes taking place by and large to affect the state of mind, behaviour and attitudes of the people involved in communication. There is no doubt that the magic bullet or hypodermic theories were the result of behaviourism school which tries to explain these processes as human psychological behaviour. The only drawback of these theories was that they tried to generalize them and they were less empirical and less rigorous in arriving at a conclusion.

The later phase of this psychological approach gave rise to many theories of which the theory of individual difference is the most significant. Individual difference theory is sometimes called differential theory because researchers in this area study the ways in which individuals differ in their behaviour. This theory suggests that different personality variables result in different reactions to the same stimulus. It means that an individual's psychological mechanism accounts for his/her reactions to messages transmitted by mass media. Psychological difference theory suggests that all individuals are unique, and so, different from each other. Individuals vary in their behaviour, perception, attitude, values, beliefs and even in the way they react. All individuals react differently to the same stimuli. What differentiates the psychological difference theory from other psychological theories is that it is concerned with individual differences, and not the differences that exist in a group.

2.4.3 Personal Influence Theory

When everybody in United States was involved in thinking about the impact of mass media on the perception of masses, there were a few who were studying the process of creating public opinion during the elections. They found that the personal influence of the opinion leaders has more impact than the distant voice of mass

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media. Lazarsfeld disproved these theories when he conducted election studies in *The People's Choice* (Lazarsfeld, Berelson, and Gaudet, 1944/1968) during the election of Franklin D. Roosevelt in 1940. This study was executed to determine the voting patterns of people during the elections and the relationship between the media and political power. It was discovered that the majority of the public remained unfazed by propaganda. Instead, interpersonal outlets proved more influential than the media. Therefore, it was concluded that the effects of the campaign were not all powerful to the point where they completely persuaded 'helpless audiences', as claimed by these theories and Lasswell. These new findings also suggested that the public can select which messages affect and do not affect them.

Lazarsfeld et al also introduced the multi step flow of communication theory. It is also known as the two-step flow of communication. According to this theory, people form their opinions based on what the opinion leaders think. These opinion leaders, in their turn, are affected by what the mass media propounds. So, the flow of information takes place from the mass media to the opinion leaders and from them these ideas are disseminated to the larger audience or the public. The opinion leaders are those who use media actively and analyse and interpret media content for the lower-end media users. Most opinion leaders are respected by those who follow them. An opinion leader in one area or domain may be a follower in another.

2.4.4 Dependency Theory

The media dependency theory, also known as media system dependency theory, is in fact an extension of the use and gratification theory. DeFleur and Ball-Rokeach (1975) developed a theory that many scholars use to examine social phenomena in relation to the media. In their theory, Ball-Rokeach and DeFleur recommend, instead of looking solely at the individual to assess media effects, it is worthwhile to consider the entire social framework within which the media function. This theory focusses on the interplay between media systems and larger society. DeFleur and Ball-Rokeach have said that 'media do not exist in a vacuum'. They further suggest that 'the ultimate basis of media influence lies in the nature of the three-way relationship between the larger social system, the media's role in that system, and audience relationships to the media'.

The dependency theory has its origins in sociology, but it extends to connecting individual cognitive effects of media to events taking place in the larger surrounding society. The outcome of the dependency on media is access to information access and resultant power relations between the providers of access to information and the seekers of information. Globalization is partly an outcome of media dependency. This shows the important power dynamic role of media dependency. According to Ball-Rokeach and DeFleur, there are three needs of a person that ascertain the role that media will play in his life. These are as follows:

- **Surveillance:** This is derived from a person's desire to understand his or her social, political and economic environment.

- **Social utility:** It involves determining how to act and operate in the world in the most effective and meaningful manner.
- **Fantasy-escape:** When worries are bogging an individual down, he is looking for some sort of entertainment. This need is suitably met by the media.

Ball-Rokeach and DeFleur argue that the manner in which a person depends on media for satisfying the preceding needs determines the importance it will have in his life, and the way it will affect him. For example, we watch or listen to the news so that we remain updated on the current happenings in the world. Similarly, when we want to release tension that we carry from work, we may prefer to watch a comedy show or a cartoon. Also, a retired old woman living in the countryside may be more dependent on the media than a young upcoming sales executive living in the city.

2.4.5 Cultivation Theory

The cultivation theory, developed by George Gerbner, is a scientific theory. Cultivation theory in its most basic form suggests that exposure to television, over time, subtly ‘cultivates’ the viewers’ perceptions of reality. This cultivation can have an impact even on the light viewers of TV, because the impact on heavy viewers has an impact on our entire culture. It looks at media as having a long-term passive effect on the audiences and a compound effect over an extended period. Gerbner, giving an example, says that there are so many images transmitted to the viewers that it looks like a bombardment of images. He talks about dominant symbols, images and messages of media that are unknowingly absorbed by the audience and they have a subtle effect on them. If the television audiences are shown glamorous places, big houses, nice cloths, various types of toys, chocolates, fast food, electric and electronic gadgets repeatedly then the viewers start believing that they too can expect such things in their life and they tend to become consumers. Hence, it is quite evident that mass media, specially the television has an enormous impact on the masses and it has the power to create consumers for the growing markets in Europe, US and elsewhere. Hence Gerbner describes media as moulders of the society.

George Gerbner developed the cultivation theory as a part of his three-stage research strategy, called Cultural Indicators. The concept of a ‘cultural indicator’ was given by Gerbner in order to be a more common idea of a social indicator. The first part of this strategy is known as the institutional process analysis. This investigates how the flow of media messages is produced and managed, how decisions are made, and how media organizations function. The second part of this strategy is known as message system analysis, which has been used to track the most stable and recurrent images in media content in terms of violence, race and ethnicity, gender, and occupation. It deals with several questions such as ‘What are the dominant patterns of images, messages, and facts, values and lessons, expressed in media messages?’ The final part of the research strategy is the

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cultivation analysis, where the answers to questions like what is the relationship between attention to these messages and audiences' conceptions of social reality are sought.

The cultivation theory can have a negative effect on a particular business's image. If the public is bombarded with negative materials about a company, then it is very possible that the public will no longer associate the company with its previous reputation or achievements or even its products. The public instead will focus on the negative materials attached to the company, and if they do still attach products to a company's image, it is entirely possible that the public will then attach that negative stigma to the products.

2.4.6 Agenda Setting Theory

Agenda basically means a list of matters to be taken up for discussion or debate. It also implies a list of programmes that are to be given importance. When forms of media decide the content that they want to furnish to the public, they are presenting or setting before us their agenda. Agenda Setting was an early theory given to us by Paul Lazarsfeld and Elihu Katz. These two scholars believed that media content sets the agenda for public discussions. They both believed that the media did not specifically tell us what to think about a particular subject; rather it introduced the subjects about which we should have an opinion. However, the term 'agenda setting' was coined by Maxwell McCombs and Donald Shaw in 1968.

McCombs has taken his research a step further by determining if the media decides which topics we discuss as a society. His original theory was just looking to prove that the media did select our topics. He has taken it a step further in recent years to determine if the media control what we think about and how we think about it. The media keeps us informed and gives us topics of interest without us realizing that they are giving us topics. For example, certain newspapers favour certain political powers, and try to present the political party that they support in a positive light. This is an example of trying to better the image of a particular political party.

The agenda setting theory comes up as a result of the shortcomings of 'limited effect' school of thought which talked about the selected exposure, attention and retention. Countering the point of view of this school, the agenda setting theory highlights the power of media though it also recognizes the people's freedom and right to choose the media and its content. The Figure 2.9 illustrates the agenda setting theory.

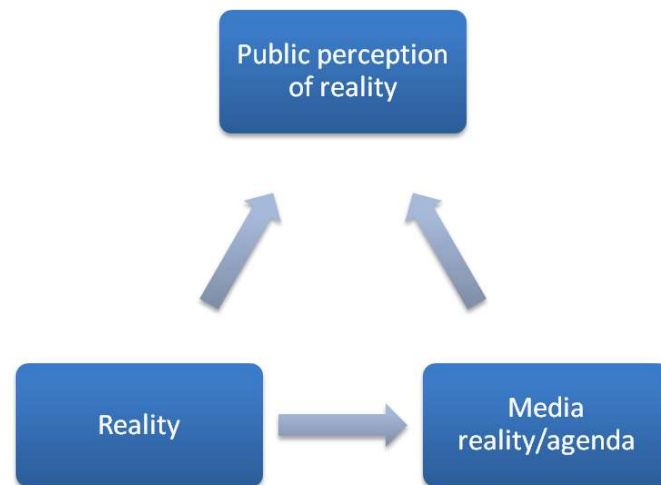


Fig. 2.9 Agenda Setting Theory

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2.4.7 The Theory of Culture Industry

The culture of a society is very important for its progress because culture defines and informs our beliefs, values, attitudes, behaviours, etc. It defines our identity and makes us capable of leading life in the society. In fact, the society would collapse if there was no culture because it is the culture to which we turn when we find human life difficult and full of struggles. Culture brings individuals together so that they form a common cultural identity. It is culture that keeps the social relationships intact.

The theory of culture industry developed by Frankfurt School critical theorists such as Theodor W. Adorno, Max Horkheimer and Herbert Marcuse is diametrically opposed to the aristocratic view. According to them, the culture industry that is driven by the forces of consumer capitalism is what dominates the masses. Marxism had a major influence on these thinkers and theorists, and so, it informs their ideas to a great extent. The concept of hegemony given by Gramsci does not find any resonance here. In this context, asserting that an oppressed social class should aim for hegemony in the society fails to be significant. Here, the machinery of the state becomes the dominating figure as it has ‘taken over’.

Popular culture studies found the much required momentum at this stage, i.e., the late seventies and the eighties, though there had been thinkers such as Umberto Eco and Roland Barthes earlier. Initially, studies on popular culture were based on leftist ideas and were clearly opposed to the ‘aristocratic’ view. But the pessimism of the Frankfurt School also received much censure from the contemporary popular culture theorists. Contemporary studies on mass culture assert that popular culture is largely a manifestation of the widespread needs of the public. They argue that consumers do not often fall prey to indoctrination and passive reception. These theorists do not see mass culture as a monolithic concept. Instead their opinion on culture is that it is a ‘complex formation of discourses

which indeed correspond to particular interests, and which indeed can be dominated by specific groups, but which also always are dialectically related to their producers and consumers’.

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2.4.8 Mass Society Theory

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.

2.4.9 Political–Economic Media Theory

Marxism is an economic and socio-political worldview and technique of socio-economic inquiry that concentrates upon the following:

- Materialist understanding of history
- A dialectical view of social change
- An analysis and evaluation of the growth of capitalism

Marxism has influenced socialist political movements worldwide. The Marxian analysis starts with an analysis of material situations, taking at its initial point the essential economic activities needed by human society to afford for its material needs. The form of economic organization, or mode of production, is understood to be the basis from which the majority of other social phenomena arise. These social relations shape the superstructure, of which the economic system is the base. As the forces of production, most particularly technology, progress, existing forms of social organization become incompetent and suppress additional growth.

These inefficiencies look as social contradictions in society in the shape of class struggle. Under the capitalist form of production, this struggle occurs between the minority who own the means of production, i.e., the bourgeoisie, and the vast majority of the population who make goods and services, i.e., the proletariat. Taking the idea that social change happens due to the struggle between various classes within society who are under contradiction against each other, the Marxist analysis leads to the conclusion that capitalism coerces the proletariat, the predictable result being a proletarian revolution.

A theory influenced by the Marxist thought is known as political–economical media theory which maintains that the economy is the base of the superstructure of a society and it is the economic ideology that decides the content of media along with the political policies of the state. It is obvious in such a paradigm that the media along with the political system and other institution is the part of the superstructure and has to be in line with the economic philosophy of the state.

As the political–economical media theory puts a lot of emphasis on the economic interests of the industrialists and other economically powerful people who normally also own media, the independence of media appears to be reduced, the media seems to be concentrating on large markets and the small and poor sections of the potential audience are neglected. In spite of the fact that this theory does not take the public media into account while describing the media in terms of rich economic class and the growing free market, it aptly describes the role of media, in general, owned by big industrial and business interests.

2.4.10 Development Communication Theory

The underlying fact behind the genesis of this theory was that there can be no development without communication. Under the four classical theories, capitalism was legitimized, but under the development communication theory, the media undertook the role of carrying out positive developmental programmes, accepting restrictions and instructions from the State. The media subordinated themselves to political, economic, social and cultural needs. Hence, the stress on ‘development communication’ and ‘development journalism’ was seen in most of the developing countries.

There was tacit support from various organizations of the United Nations to the programmes of development in the area of education, health, environment, and infrastructural development. Organizations like UNICEF, WHO, UNCHR, UNDP promoted the cause of development. The UNESCO not only set up a commission for the study of communication problems headed by Sean McBride, but it also started a programme for the development of communication known as IPDC. The Report of the Sean McBride Commission compiled in a book *Many voices, one world* has become the major reference book for the students of development journalism.

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NOTES

Check Your Progress

5. What is hypodermic needle theory?
6. How many dimensions and stages are there in Gerbner's model?
7. From where did the dependency theory originate?

2.5 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. The four types of mass communication are:
 - (a) Print Media
 - (b) Broadcast Media
 - (c) Transit Media
 - (d) Digital Media
2. 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.
3. One minus the relative entropy is the redundancy.
4. Harold Lasswell's model of communication can also be described as the psycho-sociological model of communication.
5. Hypodermic needle theory presumes that the receivers of the mass media messages are generally the passive receivers and they accept whatever is injected or shot at them.
6. Gerbner's model has two dimensions and three stages.
7. The dependency theory of communication has its origins in sociology.

2.6 SUMMARY

- Print media is called the traditional or conventional media. Newspapers, magazines, books, journals, etc. come under the category of print media. Any print publication which is meant for the large number of people is considered as print media.
- Broadcast media includes television and radio. It brought revolution in mass communication. The world of journalism got changed with the advent of radio and television.
- The form of transit media is utilized for advertising products or services as well as spread social information and awareness to the general public.

- Digital media provides the opportunity to connect with the world anytime, anywhere with the lightening speed. Social media is the part of digital media which has become an integral part of our life today.
- 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.
- 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.
- David Berlo's model is popularly known as SMCR model. It is the socio-cultural extension of the mathematical model of communication given by Shannon and Weaver.
- Newcomb's model underlines the significance of communication in an era of information where people believe in the power of knowledge and where the political parties, governments and the people depend heavily on news and information in order to provide or get good and effective governance.
- Charles E. 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.
- Gerbner's model has two dimensions and three stages. The perceptual or receptive and the communicative and means of control are the two dimensions and the vertical, horizontal and then vertical again are the three stages in this model.
- 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.
- Individual difference theory is sometimes called differential theory because researchers in this area study the ways in which individuals differ in their behaviour. This theory suggests that different personality variables result in different reactions to the same stimulus.
- The media dependency theory, also known as media system dependency theory, is in fact an extension of the use and gratification theory. DeFleur and Ball-Rokeach (1975) developed a theory that many scholars use to examine social phenomena in relation to the media.
- Mass society theory came up as a result of growing industrialization in the nineteenth century Europe.
- The theory influenced by the Marxist thought is known as political–economical media theory which maintains that the economy is the base of the superstructure of a society.

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NOTES

2.7 KEY WORDS

- **Encoding:** It is the process of converting a message, information, etc. into code.
- **Decoding:** It means to translate data or a message from a code into the original language or form, to extract meaning from spoken or written symbols.

2.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short-Answer Questions

1. What is the difference between Shannon and Weaver's model, SMCR model and Lasswell's model?
2. Give a brief description of Osgood's model of communication and explain its significance.
3. Write a short note on Theodore M. Newcomb's Model.

Long-Answer Questions

1. Explain the different types of mass communication.
2. How is the model of George Garbner different from the rest of the models? Discuss its unique characteristics with examples.
3. Discuss the basic features of some of the important theories of communication.

2.9 FURTHER READINGS

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UNIT 3 NATURE AND FUNCTION OF MASS COMMUNICATION

*Nature and Function of
Mass Communication*

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Structure

- 3.0 Introduction
- 3.1 Objectives
- 3.2 Nature of Mass Communication
 - 3.2.1 Function of Mass Communication
- 3.3 Answers to Check Your Progress Questions
- 3.4 Summary
- 3.5 Key Words
- 3.6 Self Assessment Questions and Exercises
- 3.7 Further Readings

3.0 INTRODUCTION

Mass communication has become an inseparable part of human life with the emergence of satellite communication. Mass communication history is very recent & its inputs are very significant for the nation's growth. The nature of mass communication is complex, proactive, realistic and promotional. In mass communication, the audience is fairly broad, heterogeneous and anonymous. The scale of the audience in mass communication makes it difficult for the mass communicator and participants to communicate face to face. The receivers in mass communication are often unknown to the source, in addition to being a diversified group. This unit mainly deals with the nature and functions of mass communication.

3.1 OBJECTIVES

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

- Understand the concept of mass communication
- Discuss the nature of mass communication
- Describe the functions of mass communication

3.2 NATURE OF MASS COMMUNICATION

Even though mass communication has been in existence since the early twentieth century, many of its chief characteristics have remained unchanged. A typical form

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of mass communication will have certain features that are general in nature. These are as follows:

- **Large-scale distribution and reception:** Large-scale distribution and reception of media is its most obvious feature; as the name indicates ‘mass’ media is meant to reach many people. These form the potential audiences, the relationship between them, the anonymous audience, the receiver and the sender, the professional communicator (journalist, TV presenter, radio jockey etc) or the organization (TV network, ad agency, PR agency, etc.)
- **Asymmetrical relationship:** An important feature of mass communication is that the relationship between the sender and the receiver is asymmetrical. The sender has more prestige and authority than the receiver.
- **Impersonal and standardized content:** The content or message of mass communication differs from that of other kinds of human communication in that it is impersonal and standardized. The operating principle that manufactures the message is the exchange value of that message in the media market since the message is treated as a commodity that will have a certain use value for its consumers, in this case the media consumer.

3.2.1 Function of Mass Communication

The functions of mass communication can be broadly divided into three headings: to inform, educate and entertain.

Inform

To inform the public is the most basic and primary function of mass communication. Mass communication ensures that there is a constant flow of information regarding events and developments occurring in the country and the world. This specifically refers to the role played by news channels, newspapers, magazines and internet sites devoted to news. By this, mass communication serves the function of surveillance. They inform us to beware of threats from cyclones, hurricanes, riots, impending wars or weather developments. However, this function can also prove to be dysfunctional for society. For example, it is useful to be informed of a developing storm. Nevertheless, sometimes it can cause panic and anxiety among people. Similarly, reports on riots in one area can lead to clashes in other areas. Hence mass communication has taken on the role of interpretation of events as a necessary corollary to its function of informing people. TV channels, newspapers, magazines, etc not only appreciate the importance of informing people about events, but also realize the significance of conveying the meaning of these events so that people get an added perspective of the event and are not over stimulated or over modified. Panel discussions, news editorials, analytical articles, documentaries and discussions on radios are all geared to perform this function.

Educate

Mass communication also fulfils the function of educating the masses. It educates people on news, events, changes and developments and especially on cultural values. The latter is particularly important since, although subtle, it helps people develop a sense of community and so performs a socializing function. Media represents our society and by reading or watching articles or programmes based on our society we learn to select values that are important to us and critically analyse and then discard those that are not.

Entertain

This is the most obvious function of mass communication. With the availability of media to a large number of people at affordable costs, media content is expected to meet the interests and tastes of all kinds of audiences. This, in other words has led to the democratization of media. Further, mass communication has enabled people to participate in the process of entertainment. TV programmes like *Indian Idol* and *Kaun Banega Crorepati* invite audience participation. While *Indian Idol* makes judges of those watching the show from the comfort of their living rooms, *Kaun Banega Crorepati* has questions which are dedicated to viewers. Further, people can also post their own videos, creative works, etc. on YouTube, Twitter and such sites on the Internet. All in all mass communication provides means by which people can distract themselves from the anxieties of their lives and relax.

Check Your Progress

1. What is the relationship between the receiver and the sender in mass communication?
2. What is the most basic and primary function of mass communication?

3.3 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. In mass communication, the relationship between the receiver and the sender is asymmetrical.
2. Informing the public is the most basic and primary function of mass communication.

3.4 SUMMARY

- Even though mass communication has been in existence since the early twentieth century, many of its chief characteristics have remained unchanged.

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NOTES

- A typical form of mass communication will have certain features that are general in nature.
- Large-scale distribution and reception of media is its most obvious feature; as the name indicates ‘mass’ media is meant to reach many people.
- The content or message of mass communication differs from that of other kinds of human communication in that it is impersonal and standardized.
- The function of mass communication is to basically inform, educate and entertain.
- To inform the public is the most basic and primary function of mass communication.
- Mass communication ensures that there is a constant flow of information regarding events and developments occurring in the country and the world. This specifically refers to the role played by news channels, newspapers, magazines and internet sites devoted to news.
- Mass communication also fulfills the function of educating the masses. It educates people on news, events, changes and developments and especially on cultural values.
- With the availability of media to a large number of people at affordable costs, media content is expected to meet the interests and tastes of all kinds of audiences.

3.5 KEY WORDS

- **Mass Communication:** It is the process by which a message is transmitted or transferred to a large group of people. This process is achieved through such forms of media as television, radio, newspapers and the Internet.
- **Mass Media:** It is media that is meant for a group of people. It consists of diverse media technologies which enable messages to reach a large audience through mass communication.

3.6 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short-Answer Questions

1. What do you mean by large-scale distribution and reception of media?
2. Why is the feature of impersonal and standardized content relevant in the context of mass communication?

Long-Answer Questions

1. Discuss how mass communication performs the function of informing people?
2. Describe the educating and entertaining functions of mass communication.

3.7 FURTHER READINGS

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*Nature and Function of
Mass Communication*

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UNIT 4 OVERVIEW OF MASS MEDIA

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Structure

- 4.0 Introduction
- 4.1 Objectives
- 4.2 Definition of Mass Media
- 4.3 Functions of Mass Media
 - 4.3.1 Symbolic Function of the Mass Media
- 4.4 Modes of Mass Media
 - 4.4.1 Print Media
 - 4.4.2 Radio
 - 4.4.3 Cinema
 - 4.4.4 Television
 - 4.4.5 New Media
- 4.5 Answers to Check Your Progress Questions
- 4.6 Summary
- 4.7 Key Words
- 4.8 Self Assessment Questions and Exercises
- 4.9 Further Readings

4.0 INTRODUCTION

Mass media refers to a broad range of media technologies that through mass communication, reach a wide audience. A number of channels are included in the technologies by which this correspondence takes place. Through media such as films, radio, recorded music, or television, broadcast media transmit information electronically. Both the Internet and mobile mass communication are used in digital media. Outdoor media transmits information using such media as AR ads; billboards; blimps; flying billboards; inside and outside of buses, commercial buildings, stores, sports stadiums, subway cars or trains; signs; or skywriting placards or kiosks. Through physical items, such as books, comics, magazines, newspapers, or pamphlets, print media transmits information. The organizations that manage these technologies are also known as the mass media, such as movie studios, publishing firms, and radio and television stations. This unit discusses definition and functions of mass media. It also focuses on the types of mass media.

4.1 OBJECTIVES

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

- Understand the meaning of mass media

- Discuss the functions of mass media
- Describe the various types of mass media

4.2 DEFINITION OF MASS MEDIA

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Both the terms ‘mass communication’ and ‘mass media’ were coined in the early twentieth century. And though often used synonymously, the two terms refer to very different forms and phenomenon of communication. Mass communication basically is the process by which a message is transmitted or transferred to a large group of people. This process is achieved through such forms of media as television, radio, newspapers and the Internet. A more common definition of the term is that which refers to mass communication as the academic study of the manner in which messages are relayed to a large group or groups of people instantaneously. Mass media, on the other hand, is media that is meant for a group of people. It consists of diverse media technologies which enable messages to reach a large audience through mass communication. Media technologies can be either electronic or print. Electronic media, also known as broadcast media, comprise radio, television, films, DVDs and CDs. Broadcast media relays information electronically. Print media comprises pamphlets, newspapers, leaflets, magazines, brochures, books, etc. It uses a physical object as means to relay information. The easy accessibility of the Internet and the outreach it affords has allowed it to achieve the status of mass media. The Internet allows the broadcast of information both cost-effectively and simultaneously to all parts of the world. Television, cinema, newspapers, radio, magazine and phonograms were the early forms of mass media. These developed rapidly and reached formats that can still be recognized; changes being mainly in scale and diversity. At the same time, key features of mass communication have remained constant: universal appeal, tremendous influence and impact, and rapid relay of information, entertainment and opinions to a large population.

Regardless of the changes that mass media has seen, its significance in contemporary society, economics, culture, politics and social life cannot be denied or doubted. Television channels magazines and newspapers dedicated to economics have proved immensely valuable; the in-depth analysis of markets and economies encourages lay man to engage in business and also provides them with specialized understanding of money. This has allowed the democratization of economics. Mass media is also the primary means of cultural articulation and representation. It also plays a vital role in forming cultural identities and images of social realities. Moreover, mass media provides a space in which political policies, facts, decisions can be discussed and debated. It also provides the interest groups and politicians the channels of influence and publicity. The relevance of mass media is also visible in social life. Everyday social life is infused by the contents of media: lifestyles are influenced, models of behaviour are presented and ideas for leisure time are offered. Because of these developments, it is no wonder that mass media and mass communication have become objects of public scrutiny and interest.

4.3 FUNCTIONS OF MASS MEDIA

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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. Let us go through the various functions of mass media in detail:

- **Information:** Mass media disseminate information or news about the happenings in any society. The dissemination of this information takes various forms in different societies. In the traditional societies, folk stories, music, drama, and group get-togethers for discussions emulated the contemporary mass media as information disseminators as well as platforms for interaction. Today that role has been taken over by the mass media—it is the source of all information regarding local and external matters.
- **Surveillance:** As the watchdog of the society, media keep a close watch on events and issues all around. Lasswell termed this the surveillance function. It facilitates our adjustment and adaptation with the world around us. Surveillance function also involves the media's efforts to disclose threats and opportunities, affecting the value position of the community. In performing this function, they warn us of unexpected dangers and help us take precautionary measures much in advance.
- **Education:** The mass media not only inform but also educate. They provide context to the issues being informed. By spreading information about current issues, new goods and services, mass media play a key role in forming, shaping and educating the audiences. Buying decisions, forming public opinion are aided by mass media. Mass media have also been used for formal educational programmes as well as public service campaigns. George Bernard Shaw described daily newspapers as 'poor man's university'. In 1975-76, the Satellite Instruction Television Experiment (SITE) demonstrated the potential of television as a medium of learning in the socially and economically backward areas in India. The mass media not only tell us what has happened, but also explain the impact as well as importance of the event and the issues reported. They clarify a complex situation by bringing together fragmented facts. They also help us to correlate our response to the imminent challenges and threats. Mass media also help us to reach at a consensus on important issues.
- **Entertainment:** Entertainment refers to communicative acts intended for amusement. Mass media have high entertainment value. A substantial part of mass media content is designed to amuse, excite and titillate to attract the

maximum number of consumers. Various mass media including print and electronic serve as entertaining and recreational platforms. Folk media kept traditional societies entertained. The evolution of new media technologies took the concept of entertainment of the general public to another level. Cinema has been a veteran entertainer, and today television which adorns most households the world over keep individuals, families and groups constantly entertained through their 24x7 format. The characteristics of the media audience have also changed. Where people once saw going out to a film or gig or music festival as a luxury and could indulge only when budgets permitted, consumers - with more money to spare today, see such activities as essential counterbalances to the stresses of their lives. Entertainment has a strong commercial aspect. It attracts a large audience which escalates the medium's potential for generating greater revenues through advertising and related activities.

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- **Socialization:** Socialization refers to the process by which an individual develops the skills and habits to participate and settle in his/her socio-cultural environment. Mass media are a strong social force and effective agents of socialization. According to the noted communication scholar and theorist, Denis Mc Quail, 'the media can teach norms and values by way of symbolic reward and punishment for different kinds of behaviour as represented in the media. An alternative view is that it is a learning process whereby we all learn how to behave in certain situations and the expectations which go with a given role or status in society. Thus the media are continually offering pictures of life and models of behaviour in advance of actual experience'. Mass media—newspapers, magazines, comic books, radio, video games, movies, and especially television—present a different form of socialization than any other.
- **Link between government and people:** There is a triangular relationship between the government, media and people. In fact, Theodore Newcomb's model of communication (1953) represents this relationship very clearly in the Figure 4.1. Newcomb describes 'communication as a way in which people orient to their environment and to each other. It is based on the concept of balance between one's attitudes and beliefs and those that are important to an individual. If the balance is disturbed, communication is used to restore it'. In Newcomb's model, mass media becomes the mode through which the government informs and explains its policies and programs to the public and in turn receives support for the same.

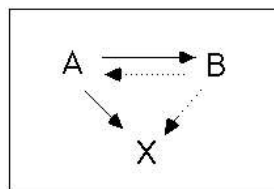


Fig. 4.1 Newcomb's ABX Model

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In this model, there are two communicators, A and B, and their 'orientation' towards an 'object of communication', X is shown. This object of communication could be an actual physical object (such as a sofa which the couple is planning to purchase or a decorative item), an event (such as a birthday or a music concert), an activity (such as playing cricket or watching a film on television), an attitude (such as a liking for horror movies or being against the dowry system), or a behaviour (such as selling off a family heirloom without a second thought or donating uniforms to the local little league baseball team). Any subject, behaviour, attitude, belief, event, or object which is the focus of communication for the two participants has the potential to be the 'object of communication'. Each one of the communicators, that is A and B, is co-oriented towards his communication partner simultaneously and toward the object of communication (that is, the extent of positivity or negativity about X).

- **Act as a community forum:** Media play a very mobilizing role and act as a community forum to initiate and affect changes. The mass media can stimulate a yearning for change. In his work, *Mass Media and National Develop* (1964), Wilbur Schramm wrote: 'Social change of great magnitude is required. To achieve it people must be informed, persuaded, educated...the required amount of information is so vast that only by making effective use of the great information multipliers, the mass media, can developing countries hope to provide information at the rates their time tables demand.'

In an address to the Press Council of India in 2006, the Former President of India, Dr A.P.J Abdul Kalam noted: 'The media has a pivotal role in educating the people to work for the well-being and prosperity of society and ultimately the nation. The media has to become a partner in the development of the nation.'

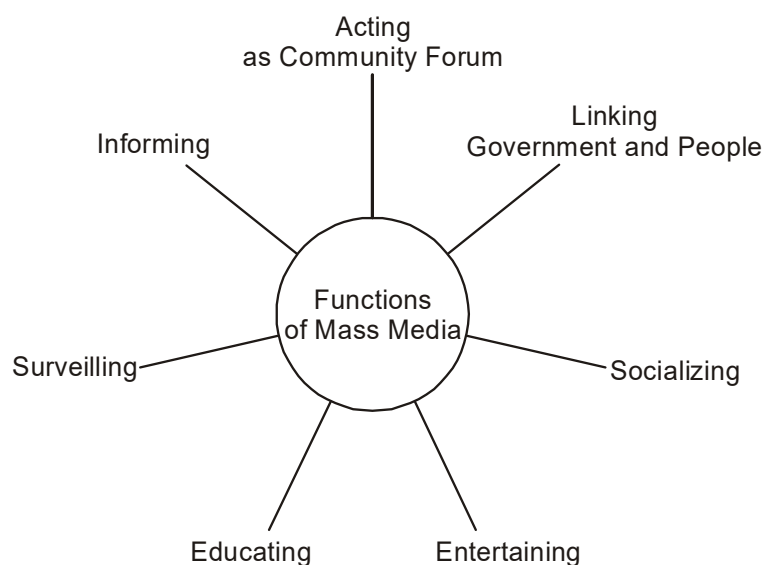


Fig. 4.2 Functions of Mass Media

4.3.1 Symbolic Function of the Mass Media

The media present ideologies and value messages. The media construct reality. But the media have their own forms, codes and conventions. Audiences negotiate meaning in media. In a nutshell, media mediate reality through the use of symbolism.

Let us take an example of the commercially successful and critically acclaimed Hindi movie *Rang De Basanti*. This film revolves around the youth. It is a story of five friends. In the beginning, while these five friends are not too happy about the state India is in, they are overall indifferent and happy in their world. A foreigner contacts them to essay few historic characters in her film. As they play the part of the key patriotic figures in India's struggle for independence, they realize and empathize with the fervor and sacrifices of these people to gain freedom from colonial subjugation. The juxtaposition of the film's narrative in the present against the life story of the freedom fighters represents stark symbolism. They are driven by this symbolic rebellion to drive a real rebellion which is triggered by a real loss. The scene where the friends own up the murder of the Defence Minister on All India Radio symbolically equates to the action of the late freedom fighter Bhagat Singh who dropped a bomb in the assembly chamber of the British Parliament. The film makes a strong symbolic statement for the audience. In fact, candle light protests which marked the narrative of this film became a primary means of protest in real India when soon after this film the Jessica Lal case verdict came out, and the key accused was acquitted. These public protests and media support for them reopened this case and the accused was brought to book.

Another example which can explain the symbolic function of the media is the way gender is represented in children's cartoon programmes. All these shows represent stereotypical male and female images. The male is presented as a muscular man, who is both physically and mentally strong. He seldom expresses his emotions and also is the protector of the family and sometimes the society. The female character is usually docile. She is physically attractive and is generally engaged in household chores. There are hardly any representations where she goes out to fend for the family.

Even non-fictional genres like news are not devoid of symbolism. News media's treatment of issues symbolizes the popular stance on them. For instance, while the Hindi and regional news media in India represent news more sensationally, the English news media show obvious elitist bias through their content and treatment. While media images have inherent connotations, the public's perception also ascribes new meanings to these symbols. In a nutshell, media also perform a role in subtly shaping perceptions and moulding public opinion by means of this symbolism.

Check Your Progress

1. What is the other name of electronic media?
2. How do print media relay information?
3. Who suggested the four basic functions of mass media?

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4.4 MODES OF MASS MEDIA

The main feature of mass communication is that people are heterogeneous and scattered all over the world. The role of mass media in mass communication is to disseminate information to all the people in the world at a single point of time. As we know, speech is the primary media of communication and all other media are merely extension of speech. However, it is important to understand the difference between media of communication and media of mass communication. Telephone, gramophone, photographs, postcards and letters are some of the main media of communication. They allow communication between individuals. They mostly involve one-to-one communication.

Mass communication is also defined as one-to-many type of communication. It requires certain type of media that allows one-to-many communication. Radio, cinema, print, television and the Internet are the technologies of media that make mass communication possible. Print has allowed the circulation of manuscripts at the mass level whereas radio has extended the scope of human speech. Cinema came to our rescue by giving us moving images that were identical to the reality around us. Television helped us in sending the live events and realities in real time. Internet in one sense is not like the mass media such as radio, television and cinema as these technologies are invented to send a message from the source to all the possible readers, listeners and viewers.

4.4.1 Print Media

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.

Printing has covered a long journey starting from wooden block printing that was in practice in China and Korea much before Johann Gutenberg designed movable types made of molten metal alloy and a printing press in the mid-fifteenth century. Lots of efforts were made by him to cast the right type of letters, developing the 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 19th 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. Presently it is a widely accepted system in printing.

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

4.4.2 Radio

The emergence of radio in Europe after a long stretch of their dependence on print changed the human behaviour to a large extent. It has been described as ‘tribal drum because the radio had socked the European people who had learned to divide the world in public and private spaces’. The need for rapid long-distance communication led to the invention of radio. Mid-nineteenth century was a period where long-distance communication technologies were coming one after other. The first was the election dot and dash telegraph in 1844 by F.B. Morse. The technology of telephone in 1876, wireless telegraph in 1896 and the concept of radio telephony got materialized in 1906. All this become possible as the science was already there. Michael Faraday was doing experiment on magnetic fields. Another scientist Maxwell predicted that electromagnetic energy could be sent at the speed of light. He proved the existence of radio waves in the decade of 1860 and a little later a German physicist Heinrich Rudolph Hertz found that the fast moving electric current could be projected into the space. It was Sir J.C. Bose, an Indian, who had invented radio in 1876, but he could not patent it due to lack of knowledge about patents. But Marconi successfully sent radio signals in 1895, and patented the radio in 1896. Thus, Marconi became the official inventor of radio.

4.4.3 Cinema

Apart from using language for communication, human beings have been using visual messages for communicating. The reason for this is our dependence on our eyes for receiving maximum amount of information as eyes are the most important sense organ. The growth of cinema could be traced back to the cave paintings. The painting as a medium of reproducing the reality in term of landscape and portrait has led to the invention of camera that further fuelled our imagination to think about inventing moving images.

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 19th century when scientists were working on optics. They invented many devices like thaumatrope of Dr. Filton in 1826, Phenakistoscope of the Belgium scientist Joseph Plateau, stroboscope of 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 on this principle E.J. Marey of Paris devised a photographic

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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 somewhere in 1877. Thomas Alva Edison experimented with moving pictures under the direction of W.K.L. Dixon in 1888. Thomas Alva Edison invented a device called kinetoscope in 1895. In 1896, Lumiere Brothers invented an improved version and named it as Cinematographe in 1896. 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 Lumieres' cine-camera was based on their contemporary Edison's bulky camera. Their first film depicted the arrival of a train. The first public show of films by Lumiere brothers was organized in France in 1895.

4.4.4 Television

Television has been the most spectacular invention of the 20th century. It has not only made it possible to view the events and happenings of the world instantly, but has also 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 the most accessed media and very powerful tool for forming opinions as well. 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.

In 1884, a German Scientist, Paul Nipkow, experimented with a rotating disk containing small holes and found that this device 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 the television. After Paul Nipkow's technology, it is J. L. Baird who invented television in 1926. The television industry grew further with the growth of cable television and with adoption of video cassette recorders. Cable television system was needed in those areas that were not getting the proper signals because of geographical as well as manmade conditions. Tall buildings, densely populated areas and valleys or hills blocked television signals. As a result, television transmitter could not receive them. Initially setting up of cable system was started on a low scale but when it was found that the picture quality is good, the cable operators jumped in for making profit.

The beginning of the 1970s was the period when Video Cassette Recorder (VCR) was adopted 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. The VCR was invented in America by Ampex Corporation. Charles Ginsberg designed this machine to record television programmes on a magnetic tape. Japan improved the technology by standardizing the systems and became the number one manufacturer and exporter of video cassette recorder. The VCRs became more popular for movie viewing. Movies were recorded on the VCRs and cassettes were sold in the markets or at book stalls. The tape technology of the VCRs gave rise to digital storage technology where any programme can be squeezed on a compact disk.

The Russians launched Sputnik, the world's first satellite on 4 October 1957. A few months later, the United States 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 with low price, as an alternative to cable.

Satellite system provides clear pictures and stereo sound on various channels. Conceptually, satellite system is a wireless system that delivers television programming directly to the 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 to 12 meters in diameter. 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 Television which was named 'Orbita' and was deployed in 1967.

All over the world, the satellite TV is growing rapidly in the recent years. The television is migrating from analog to digital where audio and video are transmitted by discrete signals. The use of digital signals is allowing other uses of radio spectrum. This has been made possible with the advent of broadband. The advanced broadband technology allows consumer 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,

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noise, and less clear or sometime wavy picture quality. But in 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.

4.4.5 New Media

The last two decades of the 20th century were a remarkable period from the point of view of media and communication technology. It was also a period of the emergence of globalization and expansion of markets. The advancement in the field of information technologies not only realised the dream of Marshal McLuhan of the global village by inventing the technology of the Internet, it 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.

Check Your Progress

4. Who designed the movable types made of molten metal alloy and a printing press?
5. Who was the official and unofficial inventor of radio?
6. What is the origin of the word cinema?
7. When was the first satellite launched?

4.5 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. The electronic media is also known as broadcast media.
2. The print media uses a physical object as means to relay information.
3. Harold Lasswell, a prolific communication scholar, suggested that the media perform four basic functions for society
4. Johann Gutenberg designed the movable types made of molten metal alloy and a printing press in the mid-fifteenth century.
5. It was Sir J.C. Bose, an Indian, who had invented radio in 1876, but he could not patent it due to lack of knowledge about patents. But Marconi successfully sent radio signals in 1895, and patented the radio in 1896. Thus, Marconi became the official inventor of radio.

6. The word ‘cinema’ is derived from Greek word, *kineto*, which means ‘movement’.

7. The Russians launched Sputnik, the world’s first satellite on 4th October 1957.

Overview of Mass Media

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4.6 SUMMARY

- Both the terms ‘mass communication’ and ‘mass media’ were coined in the early twentieth century. Though often used synonymously, the two terms refer to very different forms and phenomenon of communication.
- Mass media is media that is meant for a group of people. It consists of diverse media technologies which enable messages to reach a large audience through mass communication.
- Harold Lasswell suggested that the media perform four basic functions for society: surveying the environment to provide information; correlating response to this information; entertaining the media user; and transmitting the country’s cultural heritage to future generations.
- Mass media disseminate information or news about the happenings in any society. The dissemination of this information takes various forms in different societies.
- As the watchdog of the society, media keep a close watch on events and issues all around. Lasswell termed this the surveillance function.
- According to the noted communication scholar and theorist, Denis Mc Quail, ‘the media can teach norms and values by way of symbolic reward and punishment for different kinds of behaviour as represented in the media.
- In Newcomb’s model, mass media becomes the mode through which the government informs and explains its policies and programs to the public and in turn receives support for the same.
- Dr A.P.J Abdul Kalam had noted: ‘The media has a pivotal role in educating the people to work for the well-being and prosperity of society and ultimately the nation. The media has to become a partner in the development of the nation.’
- The media present ideologies and value messages. The media construct reality. But the media have their own forms, codes and conventions. Audiences negotiate meaning in media. In a nutshell, media mediate reality through the use of symbolism.
- Radio, cinema, print, television and the Internet are the technologies of media that make mass communication possible.
- 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.

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- The emergence of radio in Europe has been described as ‘tribal drum because the radio had socked the European people who had learned to divide the world in public and private spaces’.
- Apart from using language for communication, human beings have been using visual messages for communicating. The reason for this is our dependence on our eyes for receiving maximum amount of information as eyes are the most important sense organ.
- Television has been the most spectacular invention of the 20th century. It has not only made it possible to view the events and happenings of the world instantly, but has also brought the cinema in the form of soap operas and telefilms.

4.7 KEY WORDS

- **Broadcasting:** It is the transmission of television and radio signals over air from fixed terrestrial transmitters and with limited range.
- **Bandwidth:** It is the width (i.e., range of frequencies) of a channel or signal carried between a transmitter and a receiver.
- **Convergence:** It is the process of coming together or becoming more alike, usually applied to the convergence of media technologies as a result of digitalization (computerization).

4.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short-Answer Questions

1. Write a short note on the meaning of mass media.
2. How does mass media perform the symbolic function?
3. What are the important milestones in the evolution of the printing technology?

Long-Answer Questions

1. Explain the functions of mass media in detail.
2. Discuss the origin of radio and cinema in detail.
3. Describe the emergence and popularity of television as mass media.

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Overview of Mass Media

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BLOCK - II JOURNALISM

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UNIT 5 TYPES AND FEATURES OF JOURNALISM

Structure

- 5.0 Introduction
- 5.1 Objectives
- 5.2 Definition and Nature
 - 5.2.1 Origin and Nature of Journalism
- 5.3 Scope
- 5.4 Purpose of Journalism
- 5.5 Types of Journalism
 - 5.5.1 Mainstream Journalism
 - 5.5.2 Area-Specific Journalism
 - 5.5.3 Magazine Journalism
 - 5.5.4 Tabloid Journalism
 - 5.5.5 Investigative Journalism
 - 5.5.6 Advocacy Journalism
 - 5.5.7 Interpretative Journalism
- 5.6 Current Trends in Journalism
 - 5.6.1 Convergent Journalism
 - 5.6.2 Online Journalism
 - 5.6.3 Fashion Journalism
 - 5.6.4 Celebrity Journalism
 - 5.6.5 Sports Journalism
 - 5.6.6 Citizen Journalism
 - 5.6.7 Environmental Journalism
 - 5.6.8 Business and Finance Journalism
 - 5.6.9 Ambush Journalism
 - 5.6.10 Churnalism
 - 5.6.11 Gonzo Journalism
- 5.7 Features of Journalism
- 5.8 Answers to Check Your Progress Questions
- 5.9 Summary
- 5.10 Key Words
- 5.11 Self Assessment Questions and Exercises
- 5.12 Further Readings

5.0 INTRODUCTION

Journalism is a profession of disseminating news for information, education and entertainment. Mahatma Gandhi, for the same reason, described journalism as public service. However, with the growth and development of societies, it has

become a sort of industry with significant power to manipulate the public opinion in order to muster power for itself or to support the political powers that be. It has also become an industry that can generate enough employment as well as millions of rupees as profits. As journalism is an activity performed within a given society, it affects or gets affected by the political and social order. In this unit, we will discuss the concept of journalism. We will then focus on the types and features of journalism in detail.

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5.1 OBJECTIVES

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

- Understand the concept of journalism
- Discuss the types of journalism in detail
- Describe the features of journalism in detail

5.2 DEFINITION AND NATURE

Journalism is reporting of daily events. In modern times, journalism is seen as the profession of gathering news and information, processing it and finally disseminating it through a particular media. The news and information so gathered is required to be relevant to the society. It is for this reason that journalism, popularly known as the press, has been defined as an institution of mass communication essentially devoted to public service. It started as a small private trade and later become an industry, but it has now sufficiently grown and has acquired gigantic proportion of corporate business which in some places has also become a multinational corporation.

Journalism has been described in the *Encyclopaedia Britannica* in the following words:

Journalism includes the writing and editing of newspapers and periodicals. Although this is the basic definition of various tasks and processes intimately connected with the production of serial publication are commonly classified as journalistic. Thus, the gathering and transmission of news, business management of journals and advertising in all its phases are often thought of as coming within the field of journalism and the following the advent of radio and television, there was a trend toward including all communication dealing with current affairs in the term.

On the other hand, the New Webster's Dictionary gives a crispier meaning of journalism: '(Journalism is) the occupation of conducting a news medium, including publishing, editing, writing or broadcasting.' Denis McQuail states that journalism is 'paid writing (and the audiovisual equivalent) for public media with reference to actual and ongoing events of public relevance'. There are many more

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meanings and definition that can be found in various books, dictionaries and encyclopaedia, but it would be enough to understand that journalism is an activity that involves the gathering of news and information, and processing them by contextualising them for the society where they have to be disseminated and distributed. The dissemination is actually done by replicating the said news and information with the help of one medium or the other, i.e., print, radio, television, Internet, etc.

5.2.1 Origin and Nature of Journalism

Journalism is as old an activity as the primitive human societies. It has been a common human tendency to share new things with the fellow beings. In interpersonal communication we normally ask questions like ‘What is the news?’ which refer to another similar questions like ‘What is happening?’ These questions are not referring to the news as we understand it now. Some people in India say that the mythical characters like Narad Muni and Sanjay were the earliest reporters, but the fact is that these were the people who were involved in simple interpersonal communication.

The press or journalism has been seen as an important institution of society as the larger societies need to disseminate news and information for maintaining the status quo or changing the social order if the need be. The transition from feudal society to bourgeois democratic society could not have been possible without the printing press, which initially allowed the publication of books that became the instruments of advocacy of various ideologies. We may recall the great debate between the French thinkers Descartes and Pascal. The philosophical vision of Descartes served as the basis of bourgeois revolution in France. The printing press was later used for practicing journalism and was given the status of fourth estate of democracy as it had to strengthen the gains of democracy and to prevent the return of feudal system. However, when democracy became the established order of governance, the freedom of press was used by various types of interests to gain the control of the society.

During the 18th century, British newspapers started with names ‘diurnals’. In due course of time, it began to be pronounced as ‘journals’. The *Dutas* or the messengers also worked as journalists starting from the 6th Century BCE. In India, the *Dharma Mahamatras*, appointed by King Ashoka, also worked as journalists during the period. The history of printing is traced back to 868 AD when Chinese used the movable types for printing. However, Johann Guttenberg has the credit of developing movable metal type and the ink suitable for them in 1456. Twenty years later the first printing press of England was set up in Westminster. Printing press was introduced in India as late as 1556 and it took us more than two centuries to get the first newspaper rolling out. There are different versions regarding the earliest newspaper in the world. Some say that the first newspaper was started by an American, John Campbell in 1704. There are others who consider *Relation aller Fürnemmen und gedenckwürdigen Historien* as the first newspaper. This newspaper

in German language was published in Strasbourg from 1605 onwards. According to the *Encyclopaedia Britannica*, the first newspaper in the world is *Avisa Relation Oder Zeitung*, published in 1609 in Germany.

In modern times, journalism has become a central activity of any society. It is required to maintain the social, political and economical order; it is required by individuals in the society for all kind of information that are required in life to survive in the mass society. Journalism and media have acquired the status of industry and become a major source of employment at various levels. Journalism has evolved into many forms to keep pace with the changing interests of people and the newly found segmented audiences. It is also true that with every new innovation and invention in the area of media technologies, journalism has also changed itself to suit the new environment. It is for this reason that one can say that journalism as an activity will always remain relevant.

Check Your Progress

1. Define the profession of journalism?
2. In which language was the newspaper *Relation aller Fürnemmen und gedenckwürdigen Historien* published?

5.3 SCOPE

In the world today, a large number of people, also known as masses, are eager to know about what is happening around them. Journalism is a vital instrument to provide them with the information regarding the happenings around us. Journalism has over the years amassed a lot of importance as in not only informs the people, it also records the daily events of various areas of human activity and thereby provides their historical record.

In its earlier days journalism was so closely linked with the printed word that it became synonymous with press. Even today, we use the term press for people engaged in the business of journalism. The freedom of press, the press gallery or the press conferences are the terms difficult to erase from our memory in an age where radio, television and online media also indulges in journalism. The press and the occupation of journalism had a lot of scope those days as it had the duty to inform the people and at the same time being vigilant. Journalism in print media obviously had to do with the writers as a result the journalists were also called scribes.

In the present days the nature and scope of journalism has changed considerably as various types of media are being used. There are broadcaster working in radio and television. There are producers and technical people who contribute in production and dissemination of news and other current affair

NOTES

NOTES

programmes. Information technology and its deadly combination with communication technology popularly known as ICTs have given birth to various platform on which journalism is being done these days. Online or web journalism and journalism for mobile are new professions that are included in the list of the scope of journalism. There are so many activities that require specialised training and the dependence on mere writing skills is no longer the truth of journalism.

If the initial phase of journalism was only concerned with the news reporting and editing, then the modern journalism has also stepped into various new domains of journalism. Travel journalism, life style journalism, business journalism, science and technology journalism and many more have been added in recent decades. If there is an activity that will never become redundant in future, then it is journalism. There will always be the thirst for knowledge and information and journalism of various kinds would be there in the service of mankind. Journalism requires the presence of mind and passion to move around the world. Journalism also is interdisciplinary in nature and publishes various social, economic, political, cultural issues and events. It also deals with the current developments and historical changes of a society.

5.4 PURPOSE OF JOURNALISM

Journalism began as a natural activity of providing news and information in its initial days. During the turbulent days of the French Revolution, journalism became the torchbearer of revolutionary thinking and helped the bourgeoisie to accomplish their historic role. It was afterwards that the press was seen as the fourth estate of democracy. It became the fundamental duty of the press to protect the democratic principles of the state. In the later days of bourgeois democracy, the interests of various groups led to a new kind of journalism that was supposed to work for the business interest of its owners. There would be a lot of commonality in thinking and ideology of various newspapers but on certain issues and at certain times some newspapers would speak a language that would be threatening for the powers that be. It is here that the term ‘lobby’ came into being.

The journalism and media was supposed to be a service and in many cases like in India it acquired the role of pioneer for the mission of the freedom of the Indian people from the British rule. It is obvious that the purpose of journalism has changed with the emergence of new technologies as well as the social changes from a traditional feudal society to a modern and now the post-modern societies. We find a few purposes of journalism and mass media like public service, seeking truth, making itself a successful commercial venture, creating public opinion on the matters of national importance and persuading the masses during the election. Apart from these purposes, newspapers and other media are needed for transmitting commercial and business information in the form of advertisements, which is one of the biggest revenue earner for any news organization:

- **Informed citizenry:** The principal objective of journalism is to facilitate a well-informed citizenry for the socio-political structure. In his book *Democracy and the News* American sociologist Herbert J. Gans states that journalism itself 'can do little to reduce the political imbalance between citizens and the economic, political and other organizations'. The theory of democracy in journalism still relies on an assumption that
 - o An informed citizenry means an engaged citizenry,
 - o An engaged citizenry is more informed and more participatory, and
 - o The result is a more democratic society.
- **Public service:** Journalism actually started as an activity of public service. It serves the people by giving them necessary information regarding the political and social changes, law and order situations, weather, sports, finance, etc. In the very early days it was also publishing governmental orders and other information meant to reach the citizens. In various third world countries, where the liberation movements were at their peak, journalism found another purpose. It took an active part in supporting such struggle and hence it acquired the role of missionary. In India, journalism was considered as a mission rather than an occupation for many years.
- **Search of truth:** Right from its inception the profession of journalism has projected itself as the seeker of truth in the form of an activity of academic research. So journalism was pursued by intellectuals. Moreover, the journalists did not want to give up their zeal to know about the truth which they had learned during their education. However, the nature of truth sought by journalists is at times quite far from that a researcher would be seeking. There is a kind of pragmatic attitude attached to the process and activity of seeking truth in journalism.
- **Commercial venture:** Journalism was never considered as charity, there are costs involved in publishing and distribution of newspapers. Today, the costs of running the private radio and television and even magazines and newspapers are very high. Thus, whether we like it or not, journalism has come to be dominated as a commercial venture. It was also a question of survival of journalists for which the earning of money became a valid purpose.
- **Public opinion and persuasion:** Journalism is an effective means of transmitting messages to the people who require various kinds of information to meet different needs in their lives. Hence, newspapers have another good purpose of assessing the public opinion on the key national issues. Further, they also venture into making public opinion during the elections and other national matters. The capability of journalism to persuade is very handy for this purpose. There is a vast

NOTES

NOTES

literature available in libraries and elsewhere on the role of newspapers in forming public opinion and also persuading people to have a particular attitude towards things and situations. Most of the time, the persuasion is very subtle and there are hidden biases behind such persuasion. However, journalism is also capable of entering into propaganda mode where the act of persuasion becomes obvious to the public. It may not be journalism as such but it was the newspapers and other media that took to extensive advertising not only for sustenance but for profit making as well. Advertising is another activity where persuasion is at its peak. In recent times, unfortunately the greed for profits has also influenced the act of journalism as you may find newspapers stuffed with too much consumerist advertorials and paid news.

- **Promotion of different perspectives:** The profession of journalism promotes ideology and values with an objective to project a multiperspectival approach. Journalism informs citizens about:
 - The political diversity of the country,
 - The politically significant ideas and activities of their fellow citizens, and
 - What types of issues concern the citizens (which our elected representatives are also required to know)

For these objectives the journalists are required to be multiperspectival — to include all the essential viewpoints from people having different interests, values and incomes. Multiperspectivism refers to reporting all ideas which can resolve issues and help in solving problems, even if the ideas come from the side of ideologically tiny groups.

- **Independent monitor of power:** Journalism possesses an extraordinary ability to function as the watchdog over such individuals and institutions whose position and power has a great bearing on the majority of citizens. Journalists have the responsibility to protect this watchdog freedom by not tainting it in petty use or exploit it for commercial gains.
- **Provide reliable and accurate information:** It comprises various roles—helping define community, evolving common language and shared knowledge, finding a community's objectives, specifying heroes and villains, and push people out of complacency. It also comprises other functions, e.g., entertainment, working as watchdog and providing voice to the voiceless. Finally, we find that the basic purpose of journalism still remains the dissemination of information and news, though this activity has found many secondary purposes over a period due to the changing political-economical situation as well as the rapid growth of mass media technologies.

- **National development:** It works as an agent of change in developmental perspective. Further, it works as a liaising agent between the government and the people for achieving development.
- **Cultural integration:** The purpose of journalism is to import positive sub-cultural traits from the other cultures and urge the people to adapt it. Further, it also tries to discard the negative aspect of the internal culture.

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Check Your Progress

3. Who described journalism as public service?
4. Who wrote the book *Democracy and the News*?
5. What do you mean by multiperspectivism?

5.5 TYPES OF JOURNALISM

Journalism is practiced in many forms with many types of objectives in mind. The mainstream journalism generally deals with anything under the sun, whereas there are various other kinds of journalism that have a very specific area or audience in mind. The periodicity of the instrument of journalism matters. The journalism in a daily newspaper is different than that of a magazine. The use of media for disseminating news and information also affects the journalism. Newspaper journalism has an age-old tradition and works entirely differently in comparison to the journalism in radio, television and on the Internet.

5.5.1 Mainstream Journalism

The journalism practiced on a day-to-day basis in big media houses is called the mainstream journalism. The broad sheet daily newspapers or the tabloid format are the examples of mainstream print media. Further, the news bulletins in radio and television are also the examples of mainstream journalism. Whenever we talk of the press as an institution, we are normally referring to this main section of the press. The mainstream media also means the newspapers or magazines which regularly operate in the media market and earn regular income.

The mainstream media is also the big media as opposed to small-scale efforts of alternate media. The big media involves bigger investments and hence is regulated by many internal and external influences. The need to earn profits forces them to seek more and more advertising revenue and the space for news shrinks considerably. The owners of such media are also having other trade or industry and to protect the interest of their other business, they many a times influence the news reporting and editing. In spite of many such weaknesses, the mainstream media remains very significant and strong because of its reach among the masses.

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5.5.2 Area-Specific Journalism

The journalism has not only developed as a result of the changes in the social structure and the technology of mass media, it has also changed drastically due to the ever-growing body of information relating to various specialized activities of the modern human being. It has led to the emergence of specialized journalism dealing with areas like film, sports, lifestyle, literature, business, travel, fashion, automobiles, real estate, computers, mobiles, etc. Business and financial journalism has become so important in the societies that we find a variety of newspapers principally dealing with this theme. *The Economic Times* and the *Financial Express* or the *Business Mail* are the popular examples of such newspapers. Similarly, journalism of solely dealing with travel, fashion, mobiles, computers, cars and other technologies has emerged to satisfy the needs of people interested in them.

Another area of such journalism is looking after a particular segment of the readers, listeners and viewers that has nothing to do with the area-wise specialization, but has a powerful identity as a group in the society. Women and children are such groups and even the youth asserts its identity as a different group. In India, magazines like *Femina*, *Chanda Mama*, the *Competition Review* or *Junior Statesman* symbolized the journalism of such segmented target audiences. *Filmfare* is one of the magazines that feature film news and events. *Sports Illustrated* and *Cricket Samrat* are examples of sport magazines. Literary enthusiasts can easily get a copy of the *Civil Lines* or the *Enchanting Verses*.

5.5.3 Magazine Journalism

Magazine journalism is entirely different from the newspaper journalism because it has more shelf value and covers a longer period as compared to daily newspaper. A daily newspaper becomes part of the waste by evening and it reports events on a daily basis. Magazines have a possibility of looking at and reporting an event in its totality as it has lot of time to prepare and publish the story. The articles in magazines are longer than what appears in newspapers and even the news magazines try to analyse the story instead of narrating objectively the event in the briefest possible manner. The pictures play a different part in the layout of the magazine. Pictures are used in newspapers to enhance the content of news whereas in magazines the picture could be used merely for making the page more attractive. Generally, magazines are of two types, i.e. general and specialized. General includes normal magazines like *India Today*, *Frontline*, etc. Specialized magazines, on the other hand, refer to those magazines which cater to a particular issue only like literature, sports, culture, film, computers, travel and lifestyle.

The magazines have seen great changes after the innovation of colour printing. The colour photographs in glossy pages have made them more attractive and impressed and affected by this even the newspapers have moved to colour printing. Magazine journalism also has various types depending upon the periodicity and subject matter. A weekly news magazine has a different objective than the fortnightly

or monthly. Similarly, a magazine on fashion or films would be more picturesque than that of politics, economy, business and agriculture. Another major difference between the newspapers and magazines is the schedule of production. A newspaper has to be published every day and thus, involves hectic work on the part of journalists and other people connected with the production of the newspaper. Journalists in a weekly magazine have little more time and in a monthly magazine they have comparatively much more time.

5.5.4 Tabloid Journalism

It is difficult to tell when a newspaper moved away from the tabloid format to broadsheet, but after this shift the tabloid journalism changed drastically. In most of the countries, the lunch time or evening newspapers are in tabloid form. They are normally not delivered at homes because of their time of publishing. They are distributed on the crossroads, malls and smaller markets. In Western countries, the grocery shops are supplied with the copies of mid-day or evening tabloids. In India, publishers engage hawkers to sell the papers who have developed an art of attracting people towards their product. They sell these mid-day or evening newspapers at busy crossroads, markets and in city transport buses and trains. Unlike daily newspapers, the tabloid journalism thrives on sensationalism of one kind or the other. There were and still are certain tabloids that publish nude photographs on the last page, even if they may have very good reports inside them. The phenomenon of paparazzi or photographers running behind celebrity and their scandals is another kind of sensationalism that such journalism promotes.

In India, most of the small and medium newspapers are in tabloid format catering to different languages. These newspapers not only promote rural journalism, but also provide a helping hand for the development of the nation. Tabloid newspapers become more relevant after the emergence of radio and television as the daily newspapers are always behind them in disseminating news. They also have an advantage of allowing the reader to read them in congested buses, metros and other city transports because in comparison to newspapers they are easy to handle.

5.5.5 Investigative Journalism

The story of investigative journalism as a distinct form is not very old and can be traced back to the mid-twentieth century. It is surprising that we differentiate it from the rest of journalism because all journalism is supposed to be investigative. However, the differentiation is justified if we look at the everyday journalism, we find that it has become a routine and most of the news does not require any kind of investigation. Moreover, journalism lost much of its vigour after it started depending on press relations executives and the official press conferences of government and other institutions where the press releases were given to the reporters and they came very handy in making the reports.

NOTES

NOTES

The challenge of journalism then depended on the ability of a journalist to probe further on the stories, do cumbersome research and then come up with a story that would stir trouble for people in power. The story of Watergate scandal is the best instance of investigative journalism in the world. It was a United States political scandal of 1970s which resulted from the break-in to the Democratic National Committee headquarters at the Watergate office premises in Washington, D.C. Its effects finally resulted in the resignation of the United States President, Richard Nixon on 9 August 1974—the only instance of resignation by any U.S. President. Apart from this, it also resulted in the trial, indictment, conviction and incarceration of various officials in Nixon administration. The media coverage brought to light the link between the break-in and the re-election campaign committee. Particularly the investigative coverage by *Time*, *The New York Times* and *The Washington Post* firmly put the event in the public domain. Likewise, in India the much talked about and possibly the first investigative report was regarding the Bhagalpur blinding and Bofors scandal. The Bofors scandal is India's counterpart to the Watergate Scandal, and is one of the best examples of investigative journalism in India.

On 22 November 1980, the front page of the *Indian Express* displayed the picture of a blinded man under the heading 'Eyes punctured twice to ensure total blindness'. The article by Arun Sinha, the Patna Correspondent, drew attention to the atrocity. Two days later, the matter was raised in the Parliament. The weeklies took up the story and published more close-ups of the blinded prisoners, with gory details of eyeballs being pierced with cycle spokes and acid poured into them. The then Executive Editor of the *Indian Express*, Arun Shourie wrote two front-page articles criticizing the administrative, police and jail procedures which allowed such atrocities to take place. Later the story on Bofors guns scandal brought serious lacunae in the arms-purchasing procedure in India. The case came to light during Vishwanath Pratap Singh's tenure as the defense minister, and was revealed through investigative journalism by Chitra Subramaniam and N. Ram of the newspapers the *Indian Express* and *The Hindu*.

5.5.6 Advocacy Journalism

Advocacy journalism is one of the alternate forms of journalism. If the press or the mainstream journalism is called the fourth estate, then the alternate journalism in all its forms is called the fifth estate. Advocacy journalism is in a way just opposite of the mainstream journalism as the main objective of such journalism is to create awareness about a certain issue. A part of advocacy journalism also finds its place in the mainstream in the form of opinion writing. In a way, all journalism practices by or for various nongovernmental organizations can be seen as advocacy journalism. There are NGOs working on the issue of gender, empowerment, labour issues, health and hygiene, bonded labour, child labour, violence against women and children, etc. These indulge in advocacy at both the levels, i.e., mainstream press and house publications.

There are journalists who after working with the mainstream journalism feel that they are not able to give their best or are not able to get proper coverage for the issues of their commitment. They also start newspapers, magazines or wall newspapers with a very low budget. Some of them do get significant readership too. Many of such newspapers and magazines are supported by various corporate houses and government organization in the name of social responsibility.

5.5.7 Interpretative Journalism

The role of journalist is not only to disseminate information about a particular event or incident; he/she can also make an interpretation of the same. As the mainstream media possesses credibility among the people, it interprets the event and explains to the society what is good and what is bad. It is an important role for Indian journalists as they are regarded as the opinion leaders.

Check Your Progress

6. What is mainstream journalism?
7. Which scandal is the best instance of investigative journalism in India?

5.6 CURRENT TRENDS IN JOURNALISM

Journalism has changed a lot over the decades. It was a simple process of gathering, processing and disseminating the information. Today, the competitive markets have posed many responsibilities and the nature and work of journalists have changed. On the one hand, we find big conglomerates pumping huge amount of money in different media technologies and on the other hand there are people with relatively smaller capital investing on media. The technology and the economics of management of media has forced the companies to employ journalist with multiple skills.

5.6.1 Convergent Journalism

Convergent journalism is the name given to multitasking in journalism where a journalist is expected to not only produce a report for the newspaper, but also required to give it orally for radio and/or television as well as for mobile news services. A journalist needs to be trained in many skills like writing for newspapers, radio, television, online and mobile news service. For example, the Times of India (Bennett, Coleman & Co.) runs Times of India (newspaper), Times Now (TV channel), Indiatimes.com (website portal) and Radio Mirchi (private FM channel). Gone are the days when the journalism institutes were training journalist in the specialized area for a specific media only.

The convergent journalism is the end result of the convergence of media and communication technology. The most popular forms of convergent journalism are to be found in media houses owning more than one type of media. Today, almost all newspapers are having their hard copy editions and the online editions.

NOTES

NOTES

They have also taken interest in the mobile news service as it gives them a better market reach. Even the radio and television houses have their online services where they not only provide the audio-visual content, but they also give textual reports. Looking at the economy of media management they prefer multitasking journalists instead of having specialists in a particular media, though the demand for specialization in various kinds of journalism like economic journalism, sports journalism, defence journalism, etc. has also increased over the years.

5.6.2 Online Journalism

We are living in an age where speed matters. The print journalism in spite of being analytical used to appear stale in comparison to the breaking news scenario of television a few years back. Today, even the television news looks slower than the SMS messaging or the various news services incorporated by the mobile service providers.

The revolution of information technology has changed the world dramatically in the past two decades. From slow word processing computers, the IT has moved towards faster processors, increased bus speed and bandwidth to allow the audio and video to be played in real time. The communication technology has also moved away from the slow and narrow copper lines to optical cable capable of carrying various signals at the same time. The widening of pathways has become possible due to the conversion of signals from analogue to digital. The information superhighway works on broadband connectivity of ever-increasing bites.

It has brought the online journalism at the forefront. Newspapers have responded well to the new culture of paperless world and have started moving in a direction that is not only convenient but economical. Many newspapers have already started their online editions that could be accessed on the Internet by paying a certain amount as subscription. In order to keep the conventional layout of the newspaper that has become a matter of habit for many of us, they also have the replica of the hard copy on the Internet. This combination of web journalism and mobile news services is the most recent trend in the profession of journalism.

5.6.3 Fashion Journalism

Fashion journalism comprises the reports and articles on the fashion world. The journalists in this field are also called as fashion editors or fashion writers. The key duty is to cover the most up-to-date trends and happenings in the fashion business. It also comprises developing lifestyle articles. These fashion articles are generally found in the supplements in newspapers and specialized magazines. Presently there are many television channels which cater to fashion only. It provides abundant opportunities for journalists having a passion to cover such topics.

5.6.4 Celebrity Journalism

As suggested by the name, the journalist in this field deals with the news and events connected to celebrities from the various domains of life. It includes celebrities

NOTES

from the fields like sports, dance, music, art, politics, etc. This kind of journalism is concerned about the news related to the celebrities' professional and personal lives. Interestingly, reporting gossip is also one of the aspects of celebrity journalism. However, journalists are usually accused of misrepresenting and misconstruing news or quotes in a manipulative or intentional manner. This kind of journalism is especially popular with magazines, newspapers and television.

5.6.5 Sports Journalism

Though sports belong to entertainment category, sports journalism is one of the most important aspects of journalism. For reporting sports events, the journalist should have proper knowledge of the game including points, rules and regulations etc. In sports journalism, the journalists spend hours reporting on a specific sports event. A journalist is required to report the precise facts and statistics about that event. In sports journalism, interviews with celebrity sports stars are one of the interesting features. Even though the lovers of sports watch the live coverage through various media channels, still there are scores of people who still prefer reading or watching comprehensive details of the event.

5.6.6 Citizen Journalism

The citizen journalism is just not just the domain of professional journalists. All citizens possess the right to function as journalists and report news to the media. With the emergence of the mobile communication, the importance of citizen journalism quadrupled. Anybody can take a picture of an event and can send it to any media organisation through MMS and get it telecasted. The conscious individuals from the society collect and report news to the media. They voluntarily participate to further the cause of the media. Many a times they highlight critical issues that might have been missed or overlooked by the mainstream media.

5.6.7 Environmental Journalism

The environmental cause is getting stronger as we come across the effects of our blind race on the path of development with the use of environmentally unsustainable schemes. We have the journalists who have a preference for covering the issues concerned with the environment and its conservation and protection. Environmental journalists bring into focus various issues like greenhouse gas emission, melting polar ice, deforestation, extinction of various flora and fauna, etc.

5.6.8 Business and Finance Journalism

In this kind of journalism, the reporter or journalist covers detailed reports about the latest in the world of business, e.g., product launches, stock market conditions, loans, the economic conditions, etc. We have many shows solely dedicated to the business news on television. Further, in newspapers as well one can find a specific section on these subjects.

NOTES

5.6.9 Ambush Journalism

Ambush journalism connotes the aggressive tactics taken up by the journalists to abruptly confront and question the individuals who would otherwise not speak to the media. Particularly the television journalists have taken the practice on a large scale. For instance, news shows such as The O'Reilly Factor and 60 Minutes and by Geraldo Rivera and other local television reporters conduct investigations on various socially critical issues. Some media people have sharply criticized the practice as being very unethical and sensational in nature. However, others have defended it on the grounds that it is the only means to get an opportunity to avail comments from those who are generally beyond the reach of the media. The sting operation performed by an Indian newschannel, India TV, on the involvement of umpires in match-fixing is an example of ambush journalism.

5.6.10 Churnalism

In churnalism, form of journalism the press releases, wire stories and other kinds of pre-packaged material are utilized to generate articles for the newspapers and other news media. It is done to meet the increasing pressures of cost and time without performing further checking or research. The degree of churnalism form of journalism has increased to the point that various stories that are found in the press are not original anymore. The decline of original journalism is related to a corresponding increase in public relations.

5.6.11 Gonzo Journalism

Gonzo journalism is a form of journalism that is popularized by the American writer Hunter S. Thompson. Among other stories and books he authored *Fear and Loathing in Las Vegas*, *Fear and Loathing on the Campaign Trail '72* and *The Kentucky Derby is Decadent and Depraved*. This kind of journalism is specialized on account of its rough language, punchy style and apparent disregard for the conventional journalistic writing customs and forms. More significantly, the conventional objectivity of the journalist is discarded by immersing into the story itself, just like in New Journalism. Further, the reportage is taken from a participatory and first-hand perspective, even sometimes using an author surrogate like Thompson's Raoul Duke. Gonzo journalism tries to represent a multi-disciplinary viewpoint on a specific story by drawing from sports, popular culture, and philosophical, political and literary sources. This kind of journalism has been categorized as eclectic or untraditional in nature. It is the defining feature of the popular magazines like the *Rolling Stone*. It possesses a great deal in common with new journalism and on-line journalism.

5.7 FEATURES OF JOURNALISM

Journalism is a way of mass communication that keeps people informed about the changing events, issues and other happenings around the world. The basic purpose

of the journalism is to provide useful information to the citizens so that they can make best possible decisions about their lives, their communities, their societies and their government. Though the mode of providing information changes with the time but the basic nature and characteristics of journalism doesn't change and remains same. Here are some basic features of journalism:

- **Reliability:** Trust is the most basic part of journalism. A journalist or media institution must possess trust of public. The viewer or audience should believe in news which is coming to them. To create this reliability in public it is necessary for journalists to show integrity in his character. It is a journalist's duty to report accurate and reliable information to the public. He should be well aware of all the ethics and values of journalism. Only when he possess an ethical core within he can present a reliable news story to the public.
- **Courage:** Courage is the essential characteristics for journalism. A good journalist should be courageous and bold enough to face any tough situation. In search of truth he may face many challenges. This includes travelling to the drastic and dangerous places to get the necessary details. Asking tough questions from powerful people that may make them uncomfortable is the part of the job of journalism. So, being fearless and bold is the necessity for this field.
- **Communication skills:** Strong communication skills are a must for a journalist. These skills are used on a regular basis to interview sources and to write in-depth stories and reports. A journalist must also possess skills in technical writing and source attribution, along with a high proficiency in the grammar of concerned languages. Especially for electronic media and digital media he must have a ability to be at ease in front of the camera.
- **Tech-Savvy:** Technology and social media have become a huge part of journalism and reporting today; therefore, it is important that a journalist's possess technology skills. Journalists are expected to use social media as a tool to report in real time and to provide transparent coverage of an ongoing event. Journalists also need to know how to search the internet so that they can properly fact check and access any public records that are necessary for reporting a story. Social media also helps journalist connect with potential sources that could help build a story; therefore, knowing the ins and outs of each social media platform is necessary.
- **Analytical mind:** A good journalist should also have an analytical mind that allows them to base stories on fact instead of emotion. Critical thinking skills and sound judgment are crucial when it comes to reporting. Even when there are strict deadlines, a journalist should hone these skills to report stories accurately and to verify that all information they have found is true.

Journalists are essentially the watchdog of the society. Journalism is considered the fourth estate in our country. Our constitution guarantees the freedom of speech for us and journalism uses this power most effectively to give voice to every common man.

NOTES

NOTES

Check Your Progress

8. What is the name given to multitasking in journalism?
9. Who popularized Gonzo journalism?
10. Mention the five characteristics of journalism.

5.8 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. Journalism is a profession of disseminating news for information, education and entertainment.
2. The newspaper, *Relation aller Furnemmen und gedenckwürdigen Historien* was published in 1605 in the German language.
3. Mahatma Gandhi described journalism as a public service.
4. The book, *Democracy and the News*, was written by the American sociologist, Herbert J. Gans.
5. Multiperspectivism refers to reporting all ideas which can resolve issues and help in solving problems, even if the ideas come from the side of ideologically tiny groups.
6. The journalism practiced on a day-to-day basis in big media houses is called mainstream journalism.
7. The Bofors scandal is the best instance of investigative journalism in India.
8. Convergent journalism is the name given to multitasking in journalism.
9. Gonzo journalism is a form of journalism that is popularized by the American writer, Hunter S. Thompson.
10. The five characteristics of journalism are: reliability, courage, communication skills, tech-savvy and analytical mind.

5.9 SUMMARY

- Journalism is the profession of gathering news and information, processing it and finally disseminating it through a particular media. The news and information so gathered is required to be relevant to the society.
- The press or journalism has been seen as an important institution of society as the larger societies need to disseminate news and information for maintaining the status quo or changing the social order if the need be.

- The transition from feudal society to bourgeois democratic society could not have been possible without the printing press, which initially allowed the publication of books that became the instruments of advocacy of various ideologies.
- In the present days the nature and scope of journalism has changed considerably as various types of media are being used.
- The journalism and media was supposed to be a service and in many cases like in India it acquired the role of avant-garde for the mission of the freedom of the Indian people from the British rule.
- It is obvious that the purpose of journalism has changed with the emergence of new technologies as well as the social changes from a traditional feudal society to a modern and now the post-modern societies.
- Journalism is practiced in many forms with many types of objectives in mind. The mainstream journalism generally deals with anything under the sun, whereas there are various other kinds of journalism that have a very specific area or audience in mind.
- Magazine journalism is entirely different from the newspaper journalism because it has more shelf value and covers a longer period as compared to daily newspaper.
- Advocacy journalism is one of the alternate forms of journalism. If the press or the mainstream journalism is called the fourth estate, then the alternate journalism in all its forms is called the fifth estate.
- Convergent journalism is the name given to multitasking in journalism where a journalist is expected to not only produce a report for the newspaper, but also required to give it orally for radio and/or television as well as for mobile news services.
- One of the recent trends in journalism is known as supplement journalism and it is called so because the newspapers in India have now started publishing various supplements that they provide with the main newspapers.
- Fashion journalism comprises the reports and articles on the fashion world. The journalists in this field are also called as fashion editors or fashion writers. The key duty is to cover the most up-to-date trends and happenings in the fashion business.
- Journalism is a way of mass communication that keeps people informed about the changing events, issues and other happenings around the world.

NOTES

5.10 KEY WORDS

- **Public Service:** It is the function of journalism where the press is the provider of information regarding various areas, events and issues.

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- **Disinformation:** It refers to the false or inaccurate information that is spread deliberately and may include the distribution of forged documents, manuscripts and photographs, or spreading malicious rumours and fabricated intelligence.
- **Churnalism:** It is the form of journalism in which the press releases, wire stories and other kinds of pre-packaged material are utilized to generate articles for the newspapers and other news media.

5.11 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short-Answer Questions

1. Briefly explain the scope of modern journalism.
2. What is the difference between mainstream journalism and area-specific journalism?
3. Write a short note on the characteristics of journalism.

Long-Answer Questions

1. Describe the various purposes of journalism.
2. Describe the basic features of supplement journalism and online journalism.
3. Discuss how convergent journalism has come to almost define most of the current trends in journalism.

5.12 FURTHER READINGS

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UNIT 6 JOURNALISM AND JOURNALIST

NOTES

Structure

- 6.0 Introduction
- 6.1 Objectives
- 6.2 Functions of Journalism
- 6.3 Principles and Ethics of Journalism
 - 6.3.1 Canons of Journalism
 - 6.3.2 Ethical Standards
 - 6.3.3 Press Councils and Ethics of Journalism
- 6.4 Functions of Journalists
 - 6.4.1 Journalists as Communicators
 - 6.4.2 Responsibilities of Journalists
 - 6.4.3 Qualities of a Journalist
- 6.5 Answers to Check Your Progress Questions
- 6.6 Summary
- 6.7 Key Words
- 6.8 Self Assessment Questions and Exercises
- 6.9 Further Readings

6.0 INTRODUCTION

Journalism is a profession that is essentially meant for public service. Mahatma Gandhi for the same reason described journalism as a kind of service. However, with the growth and development of societies, it has become a sort of industry with significant power to manipulate the public opinion to muster power for itself or to support the political powers that be. It has also become an industry that can generate enough employment as well as millions of rupees as profit. Every field of human activity is governed by certain rules and regulations; journalism is no different. In order to allow the kind of freedom required by this profession, societies all around the world have established certain canons for the profession that serve as a commonly accepted set of rules and regulations. This unit will discuss the functions and principles of journalism. It will also focus on the functions of journalists.

6.1 OBJECTIVES

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

- Understand the functions of journalism
- Discuss the principles and ethics of journalism
- Describe the functions of journalists

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6.2 FUNCTIONS OF JOURNALISM

Apart from disseminating news and information in society in public interest, journalism is also seen as a bridge between the government and the people, in the sense that it communicates the policy and programmes of the government to the people. At the same time, it conveys the grievances and perception of public about issues of the society to the powers that be.

As the ownership of the institutions of journalism is in the hand of people with a certain amount of capital to invest in this industry, there is always a possibility of using it for the benefit of the interests of certain individuals. In modern societies we find linkages between the economically stronger groups and the political parties. Hence, journalism also functions as a means of influencing the political system by various kinds of interest groups. The recent exposure of the corruption in the distribution of 2G spectrums in our country has clearly shown the nexus between the top political leadership, managers of big corporate houses and the journalists trying to work for the benefit of different big players in the area of telecommunication. The investigations and publication of the tapes of discussions of Nira Radia with some prominent journalists of the Indian media have exposed this nexus which presents an unfortunate picture of journalism playing a role of lobbying for vested economic interests.

The political system uses journalism for dissemination of news and information for its own perpetuation. Besides, the role of press is one of maintaining the status quo as every morning the newspaper by and large make us feel that things are all right in the world in general and in the country in particular. Even on the days where we get one or more shocking news, we are by and large assured that rest is all right. This could be called the assurances function of the press. The example given above also shows that the political system uses the media and the lobbyists to negotiate with each other for the formation of government as well as for reducing the conflicts that could lead to the destabilization of the political power.

Journalism as the fourth pillar of democracy has been granted the freedom of speech and expression in almost all constitutions world over. Journalism has to function as the watchdog of democracy by constantly being vigilant towards the functioning of the other three pillars, i.e., legislature, executive and judiciary. All governments in democratic systems try to use journalism for the propagation of their views. In some countries the government owns various media to do so, but the presence of free press in democracies has always kept these governments on their toes by constantly investigating and exposing their misdeeds or anti-people policies.

The press or journalism also has a duty and function of being vigilant to the political, economical and social processes. The watchdog function of press is one among the oldest main beliefs in journalism which maintains that the media is supposed to serve as a controller of government. Hence press was also called the

watchdog. The concept of the 'watchdog' function of the press was propounded by the social theorist James Mill (1773–1836). He supported the freedom of press since it 'made known the conduct of the individuals who have chosen to wield the powers of government'. In his 17th century pronouncement, Edmund Burke in England stated that the press had acquired the role of the Third Estate in Parliament, i.e., the press was playing the role of a watchdog over government. However, the concept was directly promulgated in the 18th century *Cato's Letters*, a series of letters in England. It advocated a free press and was comprehensively reprinted in the colonies. It spread the American idea of the press being the Fourth Estate, i.e., a watchdog of the government.

Check Your Progress

1. What are the first four pillars of a liberal democracy?
2. Who propounded the concept of the 'watchdog' function of the press?

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6.3 PRINCIPLES AND ETHICS OF JOURNALISM

As a profession, journalism has many facets. A journalist could be working in a newspaper, but it is just one kind of journalism. Today journalists work for radio, television and the Internet as well. However, conventionally the terms like journalist and journalism are associated with newspaper or press. Though the term 'media' is being increasingly used to incorporate other media, we still use certain terms like press conference, correspondent, etc., that relate to the print media. Over the years, journalism has seen many ups and down, journalists have been involved in various types of reporting some of which have been vehemently criticized by the people. In fact, after the press was given freedom in many democracies, it was found that in order to shield the business interests of their owner the press is being used to mould public opinion in some very unethical ways.

It has become imperative in all societies for the journalists to decide for themselves good practices and the norms for behaviour known as ethics. We would first of all deal with the desired standards for journalism practice and then discuss the ethics of journalism in a wider sense where we will discuss not only the behaviour but also certain practices which infringe with the laws of the land. As the freedom of press needs to be guarded, journalists and newspapers are required to be careful in dealing with certain kind of news which leads to defamation or libel.

6.3.1 Canons of Journalism

Generally there are causes of dissatisfaction and complaints against journalists. People feel that they are biased, they are not truthful or they take sides. The matter of fact is that journalists work under many kinds of pressures and the very nature of news writing is such that in spite of the good intentions of the journalists it

NOTES

becomes difficult to satisfy everyone. Journalist associations and many other bodies such as press councils have evolved certain guidelines for the journalists. Over the years, there have been various codes of ethics agreed and endorsed by the journalists and editors. Although these are not as 'official' as an oath, nevertheless they are generally accepted at the practical level.

The American Society of Newspaper Editors was founded in 1922. It made definite parameters meant to specify the functioning of journalists. These were known as the 'Canons of Journalism'. The list given below summarizes these canons:

- Responsibility (of newspaper and journalist)
- Freedom of the Press ('a vital right of mankind')
- Independence (fidelity to the public interest)
- Sincerity, Truthfulness, Accuracy (good faith with reader)
- Impartiality (news reports free from opinion or bias)
- Fair Play, Decency (recognition of private rights, prompt correction of errors)

It is interesting to note that these canons of journalism were also described by Casper Yost in his book, *Principles of Journalism*, in 1924 and they still hold good though now we have added a few more things to it, as the practice of journalism has shown us the newer dimensions of the canons. The canons of journalism have turned out to be similar to the code of medical ethics by which every doctor has to abide as he takes oath of it while passing out. In this section we would discuss various aspects of good practices in journalism. We would start our exploration with the canons as described by Yost (1924):

- **Responsibility:** The right of a newspaper to attract and hold readers is restricted by nothing but considerations of public welfare. The use a newspaper makes of the share of public attention it gains serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his power for any selfish or otherwise unworthy purpose is faithless to high trust.
- **Freedom of Press:** Freedom of the press is to be guarded as a vital right of mankind. It is the unquestionable right to discuss whatever is not explicitly forbidden by law, including the wisdom of any restrictive statute.
- **Independence:** Freedom from all obligations except that of fidelity to the public interest is vital. Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism. The so-called news communications from private source should not be published without public notice of their source or else substantiation of their claims to value as news, both in form and substance. Partisanship in editorial comment which knowingly departs from the

truth does violence to the best spirit of journalism; in the news columns it is subversive of a fundamental principle of the profession.

- **Sincerity, Truthfulness and Accuracy:** Good faith with the reader is the foundation of all journalism worthy of the same. By every consideration of good faith a newspaper is constrained to be truthful. It is not to be excused for lack of thoroughness or accuracy within its control or failure to obtain command of these essential qualities. Headlines should be fully warranted by the content of the articles which they surmount.
- **Impartiality:** Sound practice makes clear distinction between news reports and expression of opinion. News reports should be free from opinion or bias of any kind. This rule does not apply to the so-called special articles unmistakably devoted to advocacy or characterized by a signature authorizing the writer's own conclusions and interpretations.
- **Fair Play:** A newspaper should not publish unofficial charges affecting reputation or moral character without opportunity given to the accused to be heard; right practice demands the giving of such opportunity in all cases of serious accusation outside judicial proceedings. A newspaper should not invade private rights or feelings without sure warrant of public right as distinguished from public curiosity. It is the privilege, as it is the duty, of a newspaper to make prompt and complete correction of its own serious mistake of facts or opinion, whatever their origin.
- **Decency:** A newspaper cannot escape conviction of insincerity if while professing high moral purpose it supplies incentives to base conduct, such as are to be found in details of crime and vice, publication of which is not demonstrably for the general good. Lacking authority to enforce its canons, the journalism here represented can but express the hope that deliberate pandering to vicious instincts will encounter effective public disapproval or yield to influence of a preponderant professional condemnation.

6.3.2 Ethical Standards

Similarly, the International Federation of Journalists (IFJ) has also prepared a code of conduct for journalists. Indian journalist organizations like All India Newspaper Employees Federation, Indian Journalists' Union and National Union of Journalists are the members of this organization. The International Federation of Journalists, according to its website, is the world's largest organization of journalists. First established in 1926, it was re-launched in 1946 and again, in its present form, in 1952. Today the Federation represents around six lakhs members in more than 100 countries. The IFJ Code of Conduct, first adopted in 1954, provides a code of ethics adopted by all national representative journalists' organizations in Europe. Therefore, the IFJ Code of Conduct provides the basis

NOTES

for a common understanding on ethical issues through voluntary adoption of journalists and publishers. In this area IFJ sees no active role for national governments.

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Declaration of principles on the conduct of journalists

This international declaration is proclaimed as a standard of professional conduct for journalists engaged in gathering, transmitting, disseminating and commenting on news and information in describing events:

- Respect for truth and for the right of the public to truth is the first duty of the journalist.
- In pursuance of this duty, the journalist shall at all times defend the principles of freedom in the honest collection and publication of news, and of the right of fair comment and criticism.
- The journalist shall report only in accordance with facts of which he/she knows the origin. The journalist shall not suppress essential information or falsify documents.
- The journalist shall use only fair methods to obtain news, photographs and documents.
- The journalist shall do the utmost to rectify any published information which is found to be harmfully inaccurate.
- The journalist shall observe professional secrecy regarding the source of information obtained in confidence.
- The journalist shall be aware of the danger of discrimination being furthered by the media, and shall do the utmost to avoid facilitating such discrimination based on, among other things, race, sex, sexual orientation, language, religion, political or other opinions, and national or social origins.
- The journalist shall regard as grave professional offences the following:
 - o Plagiarism;
 - o Malicious misrepresentation;
 - o Calumny, slander, libel, and unfounded accusations;
 - o Acceptance of a bribe in any form in consideration of either publication or suppression.
- Journalists worthy of the name shall deem it their duty to observe faithfully the principles stated above. Within the general law of each country the journalist shall recognise in professional matters the jurisdiction of colleagues only, to the exclusion of every kind of interference by governments or others.

6.3.3 Press Councils and Ethics of Journalism

In many countries including India, there are autonomous or independent institutions that look after the grievances of public regarding the work of newspapers and

other periodicals. In Britain there was Press Council in the earlier days, but as it was felt that it is not very representative and effective so a new body called the Press Complaints Commission (PCC) was formed. In India there is an autonomous body chaired by a retired justice of the Supreme Court of India, which is called the Press Council of India. Similarly, in many other countries there are Press Councils that look into the grievances of public regarding the functioning of newspapers and the conduct of journalists. The process of nominations in these organizations may differ, but the journalists and media organizations are adequately represented in them along with representatives from almost all walks of life.

After the expansion of privately owned television networks in India, there have been many complaints from various groups of people regarding the news coverage and entertainment programmes. In the absence of any regulatory body for the television and the new media, public is forced to go to courts for getting their grievances redressed. In recent years, the Government of India has tried to make such a regulatory body, but it has been opposed tooth and nail by the media organizations and journalists. Some news and entertainment channels have made an independent organization called News Broadcasters' Association and have come up with certain codes of conduct. However, the issues have not been properly addressed till date.

In this subsection we will look at the code of conduct as suggested by the Press Complaints Commission (PCC) and the Press Council of India (PCI) as they are much more comprehensive than those of the journalist associations mentioned above. The Press Complaints Commission, situated in London, is charged with enforcing the following Code of Practice, which was framed by the newspaper and periodical industry and was ratified by the PCC in September 2009.

The editors' code

All members of the press have a duty to maintain the highest professional standards. The Code, which includes this preamble and the public interest exceptions below, sets the benchmark for those ethical standards, protecting both the rights of the individual and the public's right to know. It is the cornerstone of the system of self-regulation to which the industry has made a binding commitment. It is essential that an agreed code be honoured not only to the letter but in the full spirit. It should not be interpreted so narrowly as to compromise its commitment to respect the rights of the individual, nor so broadly that it constitutes an unnecessary interference with freedom of expression or prevents publication in the public interest.

It is the responsibility of editors and publishers to apply the Code to editorial material in both printed and online versions of publications. They should take care to ensure it is observed rigorously by all editorial staff and external contributors, including non-journalists, in printed and online versions of publications. It is said that the editors should co-operate swiftly with the PCC in the resolution of complaints. Any publication judged to have breached the Code must print the adjudication in full and with due prominence, including headline reference to the PCC.

NOTES

NOTES

- **Accuracy:**
 - o The Press must take care not to publish inaccurate, misleading or distorted information, including pictures.
 - o A significant inaccuracy, misleading statement or distortion once recognised must be corrected, promptly and with due prominence, and - where appropriate - an apology published.
 - o The Press, whilst free to be partisan must distinguish clearly between comment, conjecture and fact.
 - o A publication must report fairly and accurately the outcome of an action for defamation to which it has been a party, unless an agreed settlement states otherwise, or an agreed statement is published.
- **Opportunity to reply:** A fair opportunity for reply to inaccuracies must be given when reasonably called for.
- **Privacy:**
 - o Everyone is entitled to respect for his or her private and family life, home, health and correspondence, including digital communications.
 - o Editors will be expected to justify intrusions into any individual's private life without consent. Account will be taken of the complainant's own public disclosures of information.
 - o It is unacceptable to photograph individuals in private places without their consent.
- **Harassment:**
 - o Journalists must not engage in intimidation, harassment or persistent pursuit.
 - o They must not persist in questioning, telephoning, pursuing or photographing individuals once asked to desist; nor remain on their property when asked to leave and must not follow them. If requested, they must identify themselves and whom they represent.
 - o Editors must ensure these principles are observed by those working for them and take care not to use non-compliant material from other sources.
- **Intrusion into grief or shock:**
 - o In cases involving personal grief or shock, enquiries and approaches must be made with sympathy and discretion and publication handled sensitively. This should not restrict the right to report legal proceedings, such as inquests.
 - o When reporting suicide, care should be taken to avoid excessive detail about the method used.

- Children:
 - Young people should be free to complete their time at school without unnecessary intrusion.
 - A child under 16 must not be interviewed or photographed on issues involving their own or another child's welfare unless a custodial parent or similarly responsible adult consents.
 - Pupils must not be approached or photographed at school without the permission of the school authorities.
 - Minors must not be paid for material involving children's welfare, nor parents or guardians for material about their children or wards, unless it is clearly in the child's interest.
 - Editors must not use the fame, notoriety or position of a parent or guardian as sole justification for publishing details of a child's private life.
- Children in sex cases:
 - The press must not, even if legally free to do so, identify children under 16 who are victims or witnesses in cases involving sex offences.
 - In any press report of a case involving a sexual offence against a child-
 - The child must not be identified.
 - The adult may be identified.
 - The word "incest" must not be used where a child victim might be identified.
 - Care must be taken that nothing in the report implies the relationship between the accused and the child.
- Hospitals:
 - Journalists must identify themselves and obtain permission from a responsible executive before entering non-public areas of hospitals or similar institutions to pursue enquiries.
 - The restrictions on intruding into privacy are particularly relevant to enquiries about individuals in hospitals or similar institutions.
- Reporting of crime:
 - Relatives or friends of persons convicted or accused of crime should not generally be identified without their consent, unless they are genuinely relevant to the story.
 - Particular regard should be paid to the potentially vulnerable position of children who witness, or are victims of, crime. This should not restrict the right to report legal proceedings.

NOTES

NOTES

- Clandestine devices and subterfuge:
 - The press must not seek to obtain or publish material acquired by using hidden cameras or clandestine listening devices; or by intercepting private or mobile telephone calls, messages or emails; or by the unauthorized removal of documents or photographs; or by accessing digitally-held private information without consent.
 - Engaging in misrepresentation or subterfuge, including by agents or intermediaries, can generally be justified only in the public interest and then only when the material cannot be obtained by other means.
- Victims of sexual assault: The press must not identify victims of sexual assault or publish material likely to contribute to such identification unless there is adequate justification and they are legally free to do so.
- Discrimination:
 - The press must avoid prejudicial or pejorative reference to an individual's race, colour, religion, gender, sexual orientation or to any physical or mental illness or disability.
 - Details of an individual's race, colour, religion, sexual orientation, physical or mental illness or disability must be avoided unless genuinely relevant to the story.
- Financial journalism:
 - Even where the law does not prohibit it, journalists must not use for their own profit financial information they receive in advance of its general publication, nor should they pass such information to others.
 - They must not write about shares or securities in whose performance they know that they or their close families have a significant financial interest without disclosing the interest to the editor or financial editor.
 - They must not buy or sell, either directly or through nominees or agents, shares or securities about which they have written recently or about which they intend to write in the near future.
- Confidential sources: Journalists have a moral obligation to protect confidential sources of information.
- Witness payments in criminal trials:
 - No payment or offer of payment to a witness - or any person who may reasonably be expected to be called as a witness - should be made in any case once proceedings are active as defined by the Contempt of Court Act 1981. This prohibition lasts until the suspect has been freed unconditionally by police without charge or bail or the proceeding are otherwise discontinued; or has entered a guilty plea to the court; or, in the event of a not guilty plea, the court has announced its verdict.

- o Where proceedings are not yet active but are likely and foreseeable, editors must not make or offer payment to any person who may reasonably be expected to be called as a witness, unless the information concerned ought demonstrably to be published in the public interest and there is an over-riding need to make or promise payment for this to be done; and all reasonable steps have been taken to ensure no financial dealings influence the evidence those witnesses give. In no circumstances should such payment be conditional on the outcome of a trial.
- o Any payment or offer of payment made to a person later cited to give evidence in proceedings must be disclosed to the prosecution and defense. The witness must be advised of this requirement.
- Payment to criminals:
 - o Payment or offers of payment for stories, pictures or information, which seek to exploit a particular crime or to glorify or glamorise crime in general, must not be made directly or via agents to convicted or confessed criminals or to their associates – who may include family, friends and colleagues.
 - o Editors invoking the public interest to justify payment or offers would need to demonstrate that there was good reason to believe the public interest would be served. If, despite payment, no public interest emerged, then the material should not be published.

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Check Your Progress

3. When was the American Society of Newspaper Editors founded?
4. Who formulated the canons of journalism?
5. When was the International Federation of Journalists established?
6. When was the IFJ Code of Conduct first adopted?

6.4 FUNCTIONS OF JOURNALISTS

Before you study the role of a journalist in detail, it is important to understand what journalists do. The profession of journalists is known as journalism. It is an activity. In order to define journalism, you need to identify some journalists and see what do they have in common? In the Indian context, the following persons exemplify journalism:

- **Barkha Dutt:** She was the managing editor of NDTV and her claim to fame was the coverage of the Kargil war between India and Pakistan in 2006. She left NDTV in 2017 to start her own media venture.

NOTES

- **Rajdeep Sardesai:** He is a journalist, political commentator and news presenter. He was the editor in chief of IBN 18 network. This network included channels such as CNN IBN, IBN7 and IBN Lokmat. He is currently a news anchor on *India Today*.

All these journalists remind us that journalism is not limited by sex, race or the type of medium for which they work.

6.4.1 Journalists as Communicators

Journalists are participants in the process of human communication. In order to communicate, at least two parties play a role in the process—one who transmits the stimuli and another who responds. These are often referred to as senders and receivers, or simply as writers and readers, speakers and listeners. Journalists do an enormous amount of reading and listening. They work as receivers of communication and as observers, which helps them to gather the knowledge that they formulate in messages. Thus, journalists are responsible for the content that has been transmitted or conveyed to others. The signs that journalists use to convey their messages are most often verbal or written. But other people such as poets, novelists, playwrights are communicators too. How do they differ from journalists?

Journalists send out messages that are true or factual. Therefore, you can say that the messages do not purport to be false, erroneous, made up, invented, imagined or fictional. Journalists are responsible for messages about things that they claim have really happened, are really happening or likely to happen. Historically, newspapers are the media that is most frequently associated with journalism followed by television and radio. Journalists are not the only non-fiction communicators. Philosophers, economists, sociologists and many others devise messages that are intended to be true. Among them the group that seems most akin to journalists is historians. Journalism is in fact referred to as contemporary or current history. But is there any difference between them? Is it true that historians write about the past whereas journalists write about the present; not at all.

Both are concerned with the communication of knowledge. Historians acquire knowledge for the sake of sheer pleasure of knowing. This is known as theoretical knowledge. The other is acquired to procure some kind of good for the people. It is knowledge that is put to use. This is called practical knowledge. Journalists are interested in this kind of knowledge. Therefore, the first kind of knowledge might be viewed as useful, but it is useful for increasing the understanding and not for determining future actions. Journalists on the other hand are ultimately concerned with helping people decide what would be a good thing to do or what should you avoid doing.

But others communicate useful knowledge too. Like parents profiting from their experience advice their children on how to make their first car purchase. While journalists are mass communicators, lawyers are not. There is another term that is closely associated with journalists and is sometimes used as a synonym. The 'fraternity of newsmen' is sometimes substituted for 'society of professional

journalists'. Indeed in the mind of persons, news writers seem to occupy the centre most place in the house of journalism.

In the 1920s, an American writer, reporter and political commentator Walter Lippmann understood that the role of journalism role at that time was to act as a mediator between the public and policy making elites. Thus, the journalist became the middleman. When the elites spoke, journalists listened and recorded the information, distilled it and passed it on to the public for their consumption. His reasoning behind this was that the public was not in a position to deconstruct the growing and complex flurry of information present in modern society, and so an intermediary was needed to filter news for the masses.

In other words, none of us can experience everything first hand and it is difficult for us to look at things from different points of view than our own. Thus, we must rely on other sources, such as the media to help aid us in our understanding, and then be able to decipher the truth out of what the media tells us. The journalist therefore fulfils the role of deciphering the world around us and giving us an insight into complex issues. Many times, a journalist also serves to be the link between the decision makers and the masses by conveying the popular sentiment of the people. He plays the powerful function of opinion formation among the masses. In a nutshell, journalists assume the following roles:

- Watchdogs
- Investigators
- Moderators
- Entertainers
- Analysts
- Informers
- Editors
- Commentators
- Advertisers

In many ways journalists are community activists, agenda-setters and voices for the voiceless. They are also given the following names:

- Public servants
- Keepers of public record
- Protectors of democracy
- Promoters of public dialogue

6.4.2 Responsibilities of Journalists

Information as we know is power. Hence, those who wield information, also wield power. The business of gathering and disseminating information automatically makes the journalists powerful. This implies that some ethical practices are necessary so

NOTES

NOTES

that there is a commitment to a proper and an impartial use of power by journalists and media practitioners. As you all know, journalists and reporters hold the responsibility of informing the public and keeping a watchful eye on the public employees. They serve as a sort of system of checks and balances. They gather the facts and check to make sure that they are all accurate. If they find something wrong, they can dig deeper to get the whole story. In their articles they can relay what they have found to the public. The public, having now been informed, can choose whether or not to take action.

While presenting any news, a journalist should be very careful and aware of his responsibilities towards the society. He must deliver such news as it serves a common purpose and fulfils major interests of the people. Following are the three main responsibilities of a journalist:

- **Social responsibility:** The media reflects the social images or pictures of our society. These images are powerful influencing factors in the society and shape the perspective and decision making of the policy makers. These also reflect the issues that are important to the common man. Thus, what a journalist reports should be fair, balanced, truthful, inspiring and it should meet the needs of the common man. This role is of particular importance in developing countries where it becomes the journalist's duty to highlight social issues and contribute in national development. Although every journalist has to work in the overall ambit of the editorial policy that his/her news organization subscribes to, he/she should strive to reflect a truthful picture of the social reality.
- **Responsibility towards the organization:** A journalist has a responsibility to follow the editorial policy of the newspaper organization that he is working for. Considering that the media in India has a dichotomous role of reflecting social reality and also making money, a journalist needs to participate in both the functions. This might at times conflict with the journalist's own principles, but a balanced view needs to be taken in such cases. Since, every news organizations has its own stylization of the presentation of news content or a style guide, the journalist needs to make himself familiar with it.
- **Responsibility towards sources:** It is crucial for a journalist to not only protect but also respect his sources. If the source wishes to be anonymous then the journalist should respect his confidence. In fact, sources should be sacrosanct for the journalist who must protect them at all costs. It is quiet important for a journalist to establish his/her credibility with the sources, a breach of which can mar the reputation of the journalist for good. Sources share sensitive information with journalists only when they can trust the journalist to handle it maturely and if need be, keep the sources anonymous. Journalists try the legal backing to

keep the sources anonymous even when demanded by police or prosecutors, but in serious cases, they might land up in jail or be issued a contempt notice.

In order to maintain responsible journalism many ethicists have suggested that journalists should have some kind of control or a kind of institutionalized concept of responsibility that should be injected in the practice of journalism. This could be in form of governmental laws or professional sanctions, namely, an ethical code for journalists.

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6.4.3 Qualities of a Journalist

Some of the qualities of a journalist are as follows:

- **Ethics and integrity:** A solid ethical core characterizes a good journalist. Fairness, objectivity and honesty matter when reporting on the news. Professional journalists detest fake news based on rumour, innuendo and unverifiable anonymous tips.
- **Courage and boldness:** It is the duty of journalists to ‘speak truth to power’. They do this by pushing themselves to dig deeper into issues and asking tough questions to the powerful. They put their own feelings on an issue aside while unearthing the truth on events and stories taking. Courage is critical to investigating what is happening at the scene.
- **Expert communication skills:** Along with impeccable character, a journalist should be skilled communicators to interview sources and write in-depth stories.
- **Knowledge of technology:** As part of their job, journalists follow and use social media suitably to provide immediate and transparent coverage of happening events. They know how to use the internet to research stories and access public records when engaging in investigative journalism.
- **Investigative skills:** A good journalist has an analytical objective mind that can base his or her stories on evidence and facts, and not emotion. They are also astute observers and instinctive in sense. Critical thinking skills are also important when weighing contradictory accounts of an incident and assessing the credibility of sources. Even when faced with looming deadlines, a good journalist takes time to get a balanced accounting of the news event.

Check Your Progress

7. Who is Barkha Dutt?
8. What other names are given to journalists?

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6.5 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. The first four pillars of a liberal democracy are legislature, executive, judiciary, and Journalism.
2. The concept of the 'watchdog' function of the press was propounded by the social theorist, James Mill.
3. The American Society of Newspaper Editors was founded in the year 1922.
4. The canons of journalism were formulated by the American Society of Newspaper Editors.
5. The International Federation of Journalists was established in the year 1926.
6. The IFJ Code of Conduct was first adopted in 1954.
7. Barkha Dutt was the managing editor of NDTV and her claim to fame was the coverage of the Kargil war between India and Pakistan in 2006. She left NDTV in 2017 to start her own media venture.
8. The journalists are also given the following names:
 - (a) Public servants
 - (b) Keepers of public record
 - (c) Protectors of democracy
 - (d) Promoters of public dialogue

6.6 SUMMARY

- Mahatma Gandhi described journalism as a kind of social service. However, with the growth and development of societies, it has become a sort of industry with significant power to manipulate the public opinion to muster power for itself or to support the political powers that be.
- Apart from disseminating news and information in society in public interest, journalism is also seen as a bridge between the government and the people, in the sense that it communicates the policy and programmes of the government to the people.
- The political system uses journalism for dissemination of news and information for its own perpetuation. Besides, the role of press is one of maintaining the status quo as every morning the newspaper by and large make us feel that things are all right in the world in general and in the country in particular.
- Journalism as the fourth pillar of democracy has been granted the freedom of speech and expression in almost all constitutions world over.

- Journalism has to function as the watchdog of democracy by constantly being vigilant towards the functioning of the other three pillars, i.e., legislature, executive and judiciary.
- The American Society of Newspaper Editors was founded in 1922. It made definite parameters meant to specify the functioning of journalists. These were known as the 'Canons of Journalism'.
- The International Federation of Journalists (IFJ) has prepared a code of conduct for journalists. Indian journalist organizations like All India Newspaper Employees Federation, Indian Journalists' Union and National Union of Journalists are the members of this organization.
- In many countries including India, there are autonomous or independent institutions that look after the grievances of public regarding the work of newspapers and other periodicals.
- In Britain there was Press Council in the earlier days, but as it was felt that it is not very representative and effective so a new body called the Press Complaints Commission (PCC) was formed.
- Journalists are participants in the process of human communication. In order to communicate, at least two parties play a role in the process—one who transmits the stimuli and another who responds.
- Journalists send out messages that are true or factual. Therefore, you can say that the messages do not purport to be false, erroneous, made up, invented, imagined or fictional.
- The business of gathering and disseminating information automatically makes the journalists powerful. This implies that some ethical practices are necessary so that there is a commitment to a proper and an impartial use of power by journalists and media practitioners.

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6.7 KEY WORDS

- **Public service:** It is the function of journalism where the press provides information regarding various areas, events and issues.
- **Press:** It is the section of the mass media industry that focuses on presenting current news to the public.

6.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short-Answer Questions

1. Briefly explain the basic functions of journalism.

2. List the basic constituents of ethical standards set up by the International Federation of Journalists (IFJ).
3. What are the qualities of journalists?

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Long-Answer Questions

1. What do you understand by the 'canons of journalism'? Describe the different parameters set up by the American Society of Newspaper Editors.
2. Describe the significant instructions contained in the editors' code suggested by the Press Complaints Commission (PCC) and the Press Council of India (PCI).
3. Discuss the responsibilities of journalists in detail.

6.9 FURTHER READINGS

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UNIT 7 INTRODUCTION TO NEWSPAPERS

NOTES

Structure

- 7.0 Introduction
- 7.1 Objectives
- 7.2 Definition and Types of News
 - 7.2.1 Types of News
- 7.3 Value, Elements and Functions of News
 - 7.3.1 Elements of News
 - 7.3.2 Functions of News
- 7.4 Departments and Functions
 - 7.4.1 Various Departments of an Organization
- 7.5 Answers to Check Your Progress Questions
- 7.6 Summary
- 7.7 Key Words
- 7.8 Self Assessment Questions and Exercises
- 7.9 Further Readings

7.0 INTRODUCTION

A newspaper is a periodic publication that provides written material on current affairs and is mostly typed with a white or grey background in black ink. Newspapers can cover a broad range of areas such as politics, business, sports and art, and also include materials such as columns of opinion, weather forecasts, local service reviews, obituaries, birth announcements, crosswords, editorial cartoons, comic strips, and columns of advice. Most newspapers are corporations, and with a combination of subscription income, newsstand sales, and advertisement revenue, they fund their expenses. This unit discusses the definition and types of news. It will also focus on the various departments of newspapers and their functions.

7.1 OBJECTIVES

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

- Understand the definition and types of news
- Discuss the types of news
- Describe the various departments of newspapers and their functions

7.2 DEFINITION AND TYPES OF NEWS

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Different scholars have given their own interpretations about the meaning of news. According to John Bogart of *New York Sun*, 'when a dog bites a man, it is not news but if a man bites a dog, it becomes news'. He pointed out that unusual events fall under the purview of the news. Similarly, William Hearst has defined news as '...what somebody somewhere is trying to suppress. Everything else is advertising'. Walter William, who has been credited with founding the first school of journalism, defined news as, '...news in its broader sense, is that, which is of interest to the readers – the public'. According to another scholar G. Johnson, news is what interests a newsman.

The well-known publisher of *New York world* Joseph Pulitzer, whose name is now synonymous with a prestigious journalism award, defines news as 'original, distinctive, dramatic, romantic, thrilling, unique, curious, quaint, humorous, odd and apt to be talked about'. The *Funk & Wagnall's Dictionary* defines news as: 'Information of a recent event, development, etc., especially as reported in a newspaper, on the radio, etc...any new or unfamiliar information.'

News is the timely report of events, facts and opinions, and interests a significant number of people. It is a new piece of information about a significant and recent event that affects the readers/audience and is of interest to them. The definition of a news item is dependent on the following:

- The size of the community (audience).
- The periodicity of the publication (daily, weekly, fortnightly, monthly, etc).
- The social character and economic strata of the community.
- The emphasis on the community (e.g., the elections to the *panchayat* in a village do not become the headline of a provincial or national newspaper).

Turner Catledge, former managing editor of *New York Times* said that news was '...anything you can find out today that you didn't know before'.

In brief, the main characteristics of news are as follows:

- It is perishable, i.e., the moment it is known to the readers, it perishes. Once known, the news loses its value and becomes a part of history.
- It is of interest to a considerably large number of people.
- It possesses an unusual nature.
- It is something that is new to the people at large.
- It is provided by a reporter; it does not exist without a reporter.

However, here one should keep it in mind that the general idea of news differs with people and situations. In a common perspective, some of the defining elements of news may vary, but their essential components are same throughout the world.

One must try to find out what exactly is the meaning of news? After reading the definitions and opinions of various scholars on the issue, it is better to ponder over the nature of news? Most of us watch television news bulletins, listen to radio news bulletins or leaf through newspapers a number of times. Why do we do this? One may say, 'to get information'. But why do we need to get information in the first place? One may feel that something is amiss. Without knowledge and information about contemporary happenings, an individual will not be able to connect with the society at economic, social and political levels. Further, one does not generally read Monday's newspaper on Friday. One may refer to an old newspaper to recheck certain information but this is rarely done on a daily basis.

To begin with, any unusual happening falls under the category of news. News is what you do not know. People turn to mass media like radio, newspaper and television to get informed about the latest happenings around the world. Without this information, one may not be able to relate and keep pace with the society. News is basically the report of facts. It is anything out of the ordinary. News is what a newsman makes it. An essential feature of news is that it is 'new'. There are no rigid rules to define news. It is unpredictable. In case of political news, prediction depends more or less on educated guesswork. Remember, the best way to learn about news and reporting is to develop an ability to analyse a news story.

A news story in a modern society reflects on various aspects of everyday life. For example, the prices of onion have skyrocketed. Why are media organizations giving so much prominence to this news? Why is it making headlines? Why is it consuming important time slots in different news channels? This is because onion is an essential commodity in kitchens throughout the country. It is also an important component in the menu of poor people. In our country a considerable percentage of population consumes raw onion as a substitute of expensive vegetables. Here, poor people cut it or crush it, put a little salt and pepper on it and eat it with bread. Given this background, skyrocketing of onion prices makes important news. It was on the issue of onion prices that a political party like Congress had dethroned Bharatiya Janata Party in 1999.

7.2.1 Types of News

There are two main categories in which the news is mainly divided: hard news and soft news.

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Hard news

It is mostly event-centered. It is the narration of an event. Hard news items are centered on 'what, when and why'. Consider the following news item taken from the front page of *Indian Express*, Delhi, Saturday, 20 November 2010.

Terror Probe: CBI arrests Aseemanand in Haridwar

Jaipur, Nov. 19. In a breakthrough for investigation agencies probing terror incidents involving right wing Hindu outfits, the CBI today arrested Swami Aseemanand from an ashram in Haridwar in Uttarakhand.

Officials said Aseemanand had been in Haridwar for weeks, using forged identification papers. He is considered one of the main conspirators in the Malegaon, Mecca Masjid and Ajmer Dargah blasts cases. The Rajasthan ATS maintains it was Aseemanand's plan to target Muslim places of worship across the country. The Uttarakhand police confirmed Aseemanand's arrest in Haridwar. 'A team from the CBI was here and they have arrested Swami Aseemanand from an ashram in Haridwar. We believe they have taken him to New Delhi', a senior officer told *The Indian Express*. Rajasthan ATS Chief, Kapil Garg said a team would soon be sent to question Aseemanand in connection with the Ajmer Dargah blast case. 'He is a vital link in this investigation. We hope to question him. We have also been on his trail since the first arrest in this case in April', Garg said. He pointed out that the ATS chargesheet mentions Aseemanand as the main conspirator and ideologue behind the 2007 Ajmer Dargah blast.

Sources said Aseemanand went underground soon after the Rajasthan ATS made the first breakthrough in the case with the arrest of Devendra Gupta on April 29 in Ajmer. During the course of his interrogation, Gupta mentioned that it was Aseemanand and Sunil Joshi who had brought him into their fold and convinced him to carry out attacks in Ajmer and Mecca Masjid, the sources said. Aseemanand remained in the Dangs in Gujarat where he was based for a few weeks after Gupta's arrest. A team from the Rajasthan ATS had been tracking Aseemanand ever since. According to the ATS, he was spotted in Gujarat a few times but then fled to South India. 'Aseemanand had sympathisers who probably sheltered him for a while. We believe he kept moving to keep his location secure. We also believe he went to certain areas in the North-East before settling down in Haridwar', a senior official said.

According to senior ATS officials, the plot to target Muslim places of worship was intended to 'avenge' attacks against places like the Akshardham temple and Raghunath Mandir. 'We believe it was Aseemanand's plan to start the series of attacks across the country. He was not only responsible for choosing targets and making plans, but was vital in supplying logistics and financial aid to those who would execute the operation', an official said. It is alleged that Aseemanand also harboured Sunil Joshi—prime suspect in the Ajmer blast case, he died later—and other accused in his ashram in the Dangs.

No doubt, a daily newspaper focuses more on hard news. It is its main thrust area. The principal task of the dailies is to provide information to readers. A mere account of events however does not satisfy readers. They would like to enter beneath the upper layer of news.

Soft news

Soft news is beyond what has happened. It analyses and interprets in order to arrive at logical conclusions. This is becoming a very important segment of modern newspapers. The following is a sample of a news item that has been quoted from *Times of India*, Delhi, Friday, 26 November 2010:

From Jan 20, switch mobile operator but keep number Times News Network

New Delhi: Exasperated with your present mobile service provider but unwilling to switch because that would mean changing your number? Soon, you'll be free to change operators at will, for a nominal transaction fee of ₹ 19. On Thursday, telecom minister Kapil Sibal launched mobile number portability (MNP) in Haryana. Nationwide implementation is expected to be completed by January 20. Of course, the implementation of MNP has missed many deadlines. In March 2006, TRAI had recommended that MNP be implemented by April 1, 2007. In December 2009, the government set a deadline of March 31, 2010 for its implementation, which was extended to June 30, 2010 and later to October 31, 2010.

From Friday, mobile phone customers in Haryana can port their numbers provided at least 90 days have elapsed after subscription to the service of the current provider. For change of service provider or porting, a subscriber has to send an SMS (PORT followed by the mobile number) from the number s/he wishes to be ported, to number 1900 whereby a Unique Porting Code (UPC) will be received on SMS from the current service provider. The subscriber will need to apply in the prescribed application form to the chosen new service provider quoting the UPC. The new service provider will then take action to get the required processes completed to enable the subscriber to get connected to his network. Porting has to be completed within seven working days. Before making the porting request, subscribers will have to make sure their last bill has been paid failing which the change request will be rejected. In case of pre-paid subscribers, any balance amount left will not be carried forward when the number is transferred.

Check Your Progress

1. What are the factors on which news is dependent?
2. Define the term 'news'.
3. What is soft news?

7.3 VALUE, ELEMENTS AND FUNCTIONS OF NEWS

The following are the factors that determine, affect and influence the news value of any news story:

- **Timeliness:** This is an important factor that decides the news value. If the news is not timely, it has little or no value. There is a fierce competition among newspapers to publish important events as quickly as possible. Strict

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watch is kept on news events till the eleventh hour, i.e., the deadline when the final pages go to print. In case something really important happens, other stories are pushed to the back pages or dropped and the important story is flashed on the front page. This is done keeping in view the reader's desire for information on the latest happenings. If there is any delay in the coverage of news, the reader might lose interest in the news or the news element itself might diminish.

- **Proximity:** Human beings are inclined to know about the news events as soon as possible. Things that happen at faraway places like other countries are of relatively lesser interest to people. Something happening in the locality draws more interest than something occurring in the other town or for that matter, in another country. For example, a crime incident in the city evokes more interest than something that happens in a neighbouring country.
- **Eminence:** If the focus of the news is someone of prominence like the President or the Prime Minister, the interest of the reader automatically shifts to him as compared to people of little or no eminence at all. For example, many ordinary people die in road accidents and hardly anyone bothers. Even the passerby thinks twice before stopping, particularly in metropolises. Moreover, the utterances of eminent people also make news; their speeches decide the leads of newspapers.
- **Size:** Different angles to a story decide its size. This happens particularly in crime-oriented stories. The more the angles to a story, the more will be the interest of readers in it. So at times, size also determines the news values of stories.
- **News policy of the news organization:** The spectrum of coverage that a news organization decides in accordance with the readership it wants to cater news to is also an important determinant of the news value. For example, *Indian Express* enjoys a special readership because of its, what some people say, 'anti-establishment stance'.
- **Human interest:** People are always interested in knowing what is happening to other people. Something that deviates from ordinary course of life is always interesting. The uncertainty of human nature and oddity of circumstances normally contributes to such stories. For example, in 2006 a boy named Prince fell into a deep bore-well pit and this prompted the media to go after the story. Human interest is much in demand as far as news value is concerned.
- **Novelty or oddity:** Anything that is new or odd in a way adds to the value of the news. For example, in 2006 Pravin Mahajan, brother of then prominent BJP leader, shot his elder brother in his flat. It was something absolutely unusual with no other parallel in Indian politics. So it made banner headlines throughout the country.

- **Conflict:** Like creative stories, conflict plays an important role in determining news value. Conflict of any kind is news, whether it is the family squabble of Ambani brothers, agitation of Gujjars in Rajasthan to be included in the list of scheduled castes, Telangana movement in Andhra Pradesh or the scourge of Naxalites in many states of India.
- **Weather and sports:** Both categories of weather and sports carry considerable news value. Monsoon arrival, cyclones, soaring (or plummeting) of mercury, icy chilly winds or dust storms make front page news material. Many newspapers dedicate entire page or a couple of pages to sports.
- **Follow-up:** News items carry a lot of interest for the general public when the issues are followed up and updated. Follow-up of news events keeps the interest of readers alive. Every good news story has follow-ups as it does not end at the first reference only.

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7.3.1 Elements of News

There are certain parameters on which any news has to be tested. News has certain fundamental qualities, which are as follows:

- **Accuracy:** Accuracy is basic to any news item. It will not be an exaggeration to say that it is the backbone of any news story or news item. When a reporter fails in accuracy, s/he loses credibility. Before writing the news, it is absolutely must for a reporter to crosscheck the facts and information. S/he has to check facts, figures and names to make sure that the meaning is not changed and the statements are not quoted out of context.
- **Balance:** A news item, report or story has to be balanced and this is as important as being accurate. While writing about a controversy, both sides of the story should be given. A story may appear to be 'imbalanced' and thus biased, if it has too much of government views, or tends to give too much of foreign news which has little relevance to readers.
- **Objectivity:** The reporter's opinions should not creep into the story. Only facts and other people's opinions should be reported. The reporter should be a disinterested observer, reporting events without taking sides.
- **Clarity:** The opening sentence should be short and in active voice to the maximum extent possible. The ideal length of each paragraph may be 3–4 lines containing one-to-three small sentences to facilitate easy comprehension.
- **Impact:** Whenever a reporter does a news report, s/he should consider the impact the story will make. Will it induce some changes for the better? S/he will have to develop a 'nose for news', particularly news that will leave an impact.

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7.3.2 Functions of News

The following are the functions of news:

- **Informing the audience:** It is the primary duty of news to inform its audience about the things happening around the world. News should cover topics like business, education, politics, weather forecast, foreign affairs, etc.
- **Educating the audience:** As discussed above, the primary duty of news is to inform people about the world. Similarly, news is also used to educate the audience. News helps us to educate ourselves on the topics that will affect us and others.
- **Guiding the audience:** News is a great source of influence on people. Once the audience is informed and educated on some certain issues, news helps them, guiding about the right or wrong things.
- **Interpreting facts and news:** People have the tendency to believe in things that are in written form as it is believed that anything in written form has more authenticity. Every reporter must keep in mind to collect their information from different sources before conveying it to the audience. Before informing it to the audience, a reporter must go through all the facts required in the story and interpret them accordingly. The facts must be interpreted carefully to influence an audience rightly and persuade them in the right direction. A good news means every fact and figure must be looked after keenly and presented in the news appropriately.
- **Forming opinions:** Once the news is published in a newspaper or broadcasted on television, then it acts as the mediator of forming opinions. News helps people to build their opinion on the information given by the news.
- **Spreading awareness:** News helps in spreading awareness regarding what is going on around the world on serious topics like politics, health, business and other people-oriented matters.

Check Your Progress

4. Mention any two factors that determine, affect and influence the news value.
5. State any three parameters on which any news has to be tested.

7.4 DEPARTMENTS AND FUNCTIONS

Media houses are in the business of spinning news. They employ a large workforce of both skilled and unskilled workers to run their operations. In the present times,

newspaper houses not only face competition from their peer publications, but also from alternate channels like TV and radio stations. It is needless to say that they need considerable amount of dough to function and operate smoothly, and make some profit in the long run.

An important fact that needs to be remembered in the production of newspapers is that the cost of a newspaper, which includes the inputs of newsprint, printing and content development, is almost ten times more than its printed price. This cost has to be subsidized through intensive marketing of the space. It means, only higher circulation will attract advertisers to a newspaper. Further to this, a newspaper also needs to balance the essence, beliefs and the philosophy of its target audiences, i.e., the readers, both present and future. This is essential to ensure the smooth running of the media house. This is so because only if a newspaper adds up to catering to its readers can it manage to make up to 10–15 per cent of its production costs. So, in order to understand the organizational structure of a newspaper better, it is imperative for a media scholar to understand that a good organizational structure needs to be built around this core requirement of a newspaper house.

While designing a newspaper organization, three points need to be categorically considered. These are enumerated as follows:

- **Focus on echoing the characteristics of the marketplace:** In simple words, a newspaper needs to effectively cater to the requirements of its readers and advertisers. This means that the focus of the top brass, the mindset of all its employees, the type of news covered, its writing and presentation styles, should be in accordance with the readers' needs and aspirations.
- **Synchronization of the newsroom and the marketing functions:** To do so, a conscious and strategic decision has to be taken by the management. In order to protect the prerogative of the editorial staff in the marketing scheme of things, it is quintessential, for say, the chief of the news bureau to be present in all sales planning meetings. Basically, the hierarchy that flows from top to bottom has to be strategically designed to ensure smooth flow of information, decisions and execution.
- **Concentration on optimum utilization of available resources:** Lastly, one needs to optimally use what one has, to the best of one's ability. Thus, people, time and money resources need to be put to good use. Business-like decisions need to be taken across all levels and all departments, whether it is advertising, circulation, sales or editorial.

While designing the organizational structure of a newspaper, several aspects also hold significance, because the nature of their structure, design and size would depend on these factors. Organizational structure of a newspaper can be grouped in the following ways:

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- **Frequency of newspaper publication:** The organizational structure of a newspaper depends on whether a publication is a daily, fortnightly or monthly. While publications with occasional frequencies may have simpler organizational hierarchies and smaller workforce, morning dailies and eveningers have larger number of people, thus, adding to the complexities of their job roles and more multifaceted and defined organizational structure.
- **Market size:** The organizational structure for a publication having regional or local presence would naturally be different from its national or global counterpart, adding to the complexity of the design and flow of authority. Based on their market size, publications can be categorized as follows:
 - o **National:** The publication covers the whole nation and not just a particular region or state, like *The Times of India*, *Hindustan Times*, *The Indian Express* or *The Hindu*.
 - o **Large:** The metropolitan dailies are papers that have their presence in a large city, like the *Mumbai Mirror*, *Telegraph*, etc.
 - o **Medium:** These are newspapers with circulation figures of about 1,00,000–5,00,000. These may be regional in nature, like *Nayi Duniya* or *Free Press*.
 - o **Small:** Some small local newspapers can be put under this category.

7.4.1 Various Departments of an Organization

While much is appreciated about the noble profession of journalism, and every budding writer with any bit of fire in the belly and a zeal for writing, wants to advent on this voyage of attaining popularity and recognition through it; much needs to be understood by a media scholar about the trials and triumphs of the life of a journalist, especially in the Indian context. There is much ado about the fun and spirit of being a journalist, but despite their growing importance and complexities of roles, there are numerous challenges they face in their profession.

Open profession

Journalism is among the few open professions, where one can never really keep skilled inadequacies under wraps. Their continuous exposure has forced journalists—irrespective of the medium they serve—to continue their quest for high professional standards. The quality of writings and the growing market challenges have forced media professionals to be alert and on their toes all the time, for no journalistic endeavour attempted can survive in the market without the stamp of quality.

Technology and competition

With the growth in technology and competition, this ever changing world of the journo has become ever more challenging and stiff. Their trials have worsened as

they ceaselessly races against time and deadlines to meet their goals chugging away the word-mills to the best of their ability and skills. With a greater need for holding on to circulation figures and satiating the taste buds of the ever flickering reader, they are expected to dole out innovations and quality content day in and day out.

Technology has provided level-playing ground to even small players in this field against their formidable rivals. Even a local daily today can be accessed anywhere in the world through the internet. The big newspapers of metropolises too have launched multi-editions catering even small towns, giving cut-throat competition to local publications or television channels. Before the entry of the present hi-tech era, some of the well-known national dailies also used to represent specific regions. The *Times of India* was known as a 'Mumbai daily', a leader in the western India, *Hindustan Times* was considered to be a north-Indian daily published from Delhi. Similarly, *The Hindu* initially published only from Madras (now Chennai) was considered to be a media giant of the South India. *The Hindu* was first Indian daily to introduce the concept of multi-edition daily through facsimile editions. It was much before the advent of the computer and Internet era. Equipped with the state-of-the art technologies, the dailies have their editions even in those areas, where the regional giants had their pre-eminence. For example, the Bangalore and Chennai and Kolkata editions of the *Times of India* have challenged the regional giants such as the *Deccan Herald*, the *Hindu* and the *Telegraph* in their own respective dens. In Bangalore, the *Times of India* has captured the market by becoming the highest circulated English daily. Like TRP's in a television channel, the circulation of a daily attracts advertisements. *The Times of India* has succeeded in corning much bigger share of the advertising revenue than any other media house in the country, because it has achieved number one position in the metropolises like Mumbai, Delhi and Ahmedabad.

Focus on marketing

The focus on marketing has its own implications. The present day tradition of editorial systems in the newspapers is inherited from the British-owned newspapers. During the past three decades, the Indian newspapers have diluted the proven British systems in the editorial management. Earlier newspaper journalists were important people widely respected and acknowledged for their strong content writing skills and fiery and fearless articles. That was the time when newspapers did not back on monetary sponsorships from advertisers or political parties. However, with the fierce competition among the newspaper and periodicals, the ideal role of journalists has been considerably reduced. The journalists are no more insulated from the day to day interference of management. The editors have lost their pre-eminent role as the leader of the team. Their position has now been reduced just like a departmental head manning the circulation department. Mostly, they function under the overall supervision of the marketing or advertisement department.

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In a number of publications, the editor functions like a manager of a section such as the advertisement, circulation or printing departments in newspaper offices. The advertisement department has become the back-bone of the newspaper office. In *The Times of India*, the journalists do not decide the content of the newspaper; they have to follow the priorities of the marketing department in selecting news. Even if an important person is to be interviewed, the marketing department decides whether this interview would be beneficial to the newspaper in terms of generating revenue. There are instances, when an interview with a senior official of the government, public sector undertaking or a private sector company is immediately followed with a request for a full page advertisement.

Various departments of a newspaper organization

Though newspapers provide a valuable public service, they are, first and foremost, business enterprises. A newspaper has to routinely cover several institutions and locations. Thus, its organizational structure is complex. Newspaper organizations involve many departments, each of which performs its own tasks with certain staff taking on multiple jobs. In a newspaper organization, functions are divided amongst employees in a logical manner. The important departments in a newspaper organization and their main functions are listed as follows:

- **Editorial department:** Headed by the editor, this department is where the following activities take place:
 - o News is collected
 - o News and features are selected
 - o News and features are edited
 - o News is interpreted

The overall responsibility of the working of this department rests with the editor of the newspaper. However, he or she needs the assistance of the chief correspondent (and many types of correspondents who collect and supply news), resident editors, managing editors, deputy editors, assistant editors, news editors, feature writers and reviewers.

- **Marketing and advertising department:** The primary revenue source for a newspaper is of course advertisement. Therefore, one of the most important activities in a newspaper organization is that of collecting and publishing advertisements. The Advertising department comprising of different sections is responsible for this function. There are different sections looking after local advertisements, classified advertisements, general/national advertisements, legal advertisements and copy preparation. Marketing managers come up with promotional methods that would result in higher sales. Additionally, the media is motivated to sell news that gets higher TRPs or which its marketing departments have assessed as popular. Market researches on media habits and audience behaviour help writers to

understand the need of a particular kind of writing. They also help them to strategize their writings.

- **Circulation department:** A newspaper cannot survive without circulation. Therefore, the circulation department becomes the most important department of a newspaper organization. This department is responsible for newspaper sales, newspaper delivery, and subscription collection.
- **Printing department:** This department is responsible for printing the newspaper. It looks after everything related to printing including the installation and maintenance of machines, layout of the press, composition, processing, loading and scheduling.
- **Administrative department:** This department is responsible for the general administrative work related to personnel, recruitment, training, promotion, work allotment, leave record maintenance, liaison with government departments, general facilities and all kinds of assistance to other departments. If there is no separate legal department, even tasks related to legal issues are handled by the administrative department.
- **Accounting department:** Quite evidently, this department looks after all the accounting work like maintaining books of accounts, preparing balance sheet and other financial statements, payment, receipt, preparation of budget, financial planning, cost control, etc.
- **Stores department:** It is responsible for storing the newsprint, which is the raw material required to print a newspaper. In addition, it also stores all other material required.
- **Other departments:** The larger newspapers also maintain separate departments to handle issues related to the personnel, legal, public relations and data processing. The personnel department handles manpower planning, recruitment, training, promotion, compensation, employee welfare, appraisals, personnel research, retirement, and HR policy formulations. The public relations department plays the important role of promoting the newspaper in the face of stiff competition. Most big dailies today also have a data processing department comprising a data processing manager, computer supervisors, computer operators, key punch supervisor, programmers, systems analysts and control clerks.

Introduction of contract jobs

The job profile of a journalist has undergone a sea-change in the past two decades. There are no more permanent employees, but journalists are being hired on the contract. It has enabled the newspaper owners to their claim to enjoy unfettered press-freedom without any resistance from the journalists, it also suites the government, powerful political leaders, corporate, because it is much easier to tackle a newspaper owner than a large number of journalists. It has made most of the Indian journalists docile in comparison to their predecessors. The institution of

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the editors in the media houses too has been compromised in such a way that the owners prefer their own name or the names of their next of kin to be published as the editors. There are many owner-editors who do not write themselves, but employ scribes to write on their behalf to justify their position as editors. In spite of these unprofessional trends in the Indian media, the professional roles of journalists remain crucial in the media. The editing is the key factor to determine the quality of any media product.

Check Your Progress

6. State an important fact that needs to be remembered in the production of newspapers.
7. What are the three points that need to be categorically considered while designing a newspaper organization?
8. Mention any two important departments in a newspaper organization.
9. What is one of the most important activities in a newspaper organization?

7.5 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. The factors on which news is dependent are as follows:
 - (a) The size of the readers
 - (b) The socio-economic character and background of the readers
 - (c) The frequency of the publishing newspaper
 - (d) The focus of attention or emphasis of the readers
2. News is the timely report of events, facts and opinions, and interests a significant number of people.
3. Soft news goes beyond what has happened. It analyses, interprets and draws logical conclusions.
4. The two factors that determine, affect and influence the news value are as follows:
 - (a) Timeliness
 - (b) Proximity
5. The three parameters on which any news has to be tested are as follows:
 - (a) Accuracy
 - (b) Balance
 - (c) Objectivity

6. An important fact that needs to be remembered in the production of newspapers is that the cost of a newspaper, which includes the inputs of newsprint, printing and content development, is almost ten times more than its printed price. This cost has to be subsidized through intensive marketing of the space.
7. While designing a newspaper organization, three points need to be categorically considered. These are enumerated as follows:
 - (a) Focus on echoing the characteristics of the marketplace
 - (b) Synchronization of the newsroom and the marketing functions
 - (c) Concentration on optimum utilization of available resources
8. Editorial department and marketing and advertising department are the two important departments in a newspaper organization.
9. One of the most important activities in a newspaper organization is that of collecting and publishing advertisements.

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7.6 SUMMARY

- News is the timely report of events, facts and opinions, and interests a significant number of people.
- News is a new piece of information about a significant and recent event that affects the readers/audience and is of interest to them.
- There are two main categories in which the news is mainly divided: hard news and soft news.
- Hard news is mostly event-centered. It is the narration of an event. Hard news items are centered on 'what, when and why'.
- Soft news is beyond what has happened. It analyses and interprets in order to arrive at logical conclusions.
- News value is determined by public interest. It differs from person to person and society to society.
- News value is the significance and importance of a news item. It determines how much prominence the news story should be given by the media organization.
- Accuracy is basic to any news item. It will not be an exaggeration to say that it is the backbone of any news story or news item. When a reporter fails in accuracy, s/he loses credibility.
- Media houses are in the business of spinning news. They employ a large workforce of both skilled and unskilled workers to run their operations.
- An important fact that needs to be remembered in the production of newspapers is that the cost of a newspaper, which includes the inputs of

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newsprint, printing and content development, is almost ten times more than its printed price.

- The organizational structure of a newspaper depends on whether a publication is a daily, fortnightly or monthly.
- The organizational structure for a publication having regional or local presence would naturally be different from its national or global counterpart, adding to the complexity of the design and flow of authority.
- The focus on marketing has its own implications. The present day tradition of editorial systems in the newspapers is inherited from the British-owned newspapers.
- The primary revenue source for a newspaper is of course advertisement. Therefore, one of the most important activities in a newspaper organization is that of collecting and publishing advertisements.
- A newspaper cannot survive without circulation. Therefore, the circulation department becomes the most important department of a newspaper organization.
- The personnel department handles manpower planning, recruitment, training, promotion, compensation, employee welfare, appraisals, personnel research, retirement and HR policy formulations.
- The job profile of a journalist has undergone a sea-change in the past two decades. There are no more permanent employees, but journalists are being hired on the contract.

7.7 KEY WORDS

- **Publication:** It is the preparation and issuing of a book, journal, or piece of music for public sale.
- **Resident Editor:** Resident editor means a person who performs the functions of an editor of a newspaper at a centre other than the one from which the newspaper was originally published.
- **Deputy Editor:** The deputy editor is the second-in-command at a newspaper, magazine or website, who takes over the editor's role in the editor's absence.

7.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short-Answer Questions

1. What are the main characteristics of news?

2. What are the certain fundamental qualities of news?
3. What points needs to be considered while designing a newspaper organization?

Long-Answer Questions

1. Discuss the difference between soft news and hard news.
2. Explain the factors that determine, affect and influence the news value of any news story.
3. Describe the various departments of a newspaper organization.

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7.9 FURTHER READINGS

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NOTES

UNIT 8 OVERVIEW OF NEWS AGENCIES

Structure

- 8.0 Introduction
- 8.1 Objectives
- 8.2 Features of News Agencies
 - 8.2.1 Understanding the News Agencies
 - 8.2.2 Difference from Newspapers
 - 8.2.3 Ownership Pattern
 - 8.2.4 Earning Structure
 - 8.2.5 Organizational Structure
 - 8.2.6 Functioning of News Agencies
- 8.3 Answers to Check Your Progress Questions
- 8.4 Summary
- 8.5 Key Words
- 8.6 Self Assessment Questions and Exercises
- 8.7 Further Readings

8.0 INTRODUCTION

You must have heard the name of PTI, UNI, ANI, AP, Reuter, etc. while going through the newspapers. You may find these names in the beginning of any news. Have you ever thought what do they mean? Why some news begins with the name of reporters or newspaper itself and why some news starts with these names? These are the names of News Agencies. Some of these are international news agencies and some of these are national news agencies. News agencies form a major part of media. Whether we talk about print media or electronic media, news agencies play a vital role in their functioning. News agencies have become the major source of news for both print media as well as electronic media. Interestingly, news agencies are considered as the most reliable source of news too. Many times electronic news channels flashes the breaking news on their screen by quoting the name of PTI, etc. as the source of the news. In this unit, we will discuss every aspect of news agencies. We will also focus on the history and growth of news agencies. We will try to understand why news agencies are considered indispensable for the media these days.

8.1 OBJECTIVES

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

- Understand the functioning of news agencies
- Discuss the different features of news agencies
- Describe the importance of news agencies for newspapers and news channels

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8.2 FEATURES OF NEWS AGENCIES

In this section, we will study about what the news agency is? How they are different from newspapers? What is their organizational and financial structure? We will also try to understand the functioning of news agencies.

8.2.1 Understanding the News Agencies

A news agency is an organization that is quite similar to reporting bureaus of media organizations, where reporters collect or gather news from different walks of life. The only difference is that news agencies do not publish its own newspapers, magazines or telecast its own news channels. They cover the news and send to the different media organizations. For getting the services of news agency, media organizations have to subscribe to it and pay some fee. Thus, a news agency is only dedicated to the gathering or collecting of news. Some news agencies provide international services too. In addition to general news agencies, several specialized services have also developed.

8.2.2 Difference from Newspapers

As we have already discussed that news agencies are completely different from newspapers or news channels. Newspapers or news channels have complete setup for news publishing or news broadcasting. They invest heavily in there infrastructure for smooth functioning of complete news operations. Ultimately, they publish a newspaper or telecast a channel. Instead of that news agencies are dedicated service of providing news only, to the different media organizations. They work quite similar to the news bureaus of media organizations. News agencies concerned to the sending news to the media organizations only. After that is up to media organizations how they use their news.

It's the sole discretion of media organizations whether they select any news from the agency or not. Most of the time they choose their own reporter's news item instead of news from agency. The advantage of news agency is that as they work dedicatedly for news gathering instead of the whole news operations, they provide news from remote locations as well, where media organizations usually

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don't have their reporters. The news agency invests only for news gathering operation and they have large numbers of reporters or stringers to get news from distant places and different walks of life.

8.2.3 Ownership Pattern

Who owns the News Agencies? This is a common question which must be coming into your mind. As PTI and UNI types of news agencies are quite old and so much reliable that many people think that government owns these agencies. But it's far from the truth. So, how these agencies manage their expenditure? Well, different agencies have different ownership patterns. Some are run by trusts, while some have private ownership. For instance, both the main agencies of India—PTI (Press Trust of India) and UNI (United News of India) are run by trusts. These are registered under the Registration of Societies of Act. They are owned by groups of newspapers who have bought shares to run them. These newspapers have established Boards of Directors headed by a Chairman. They make the policies of the agency to run its operations. On the other hand, other famous news agencies like ANI (Asian News International), which is South Asia's leading multimedia news agency with over 100 bureaus in India, is a professionally managed corporate media entity.

8.2.4 Earning Structure

The main source of earning for news agencies is through its subscription. News agencies also incur installation charges when first time any media organizations subscribe their services. Due to their importance and presence in news gathering operations every media organization must take their subscription. Large organizations usually subscribe all the main agencies. Many times breaking news comes through the news agencies only. Rate of subscription is determined by specific criteria like circulation of a newspaper or reach of news channel, and it remains the same, irrespective of whether the newspaper or news channels uses the news items sent out by the agency or not. As we discussed earlier, government does not own the agencies but government's different ministries and departments including All India Radio and Doordarshan are the subscriber of news agencies. In fact, the Government is the largest subscriber.

8.2.5 Organizational Structure

Most of the time news agencies organizational structure is more or less similar to any media house's organizational structure. The only difference is in broadcasting or publishing team, as news agencies don't broadcast or publish anything. As for example in PTI or UNI, the board of directors decides the major policies. But to look after day to day functioning of news gathering a General Manager is assigned for the responsibility. He is usually assisted by Deputy General Manager. The editorial desk works under the leadership of Managing Editor who is responsible for all the news content. The desk is usually divided into output and input which have different heads those report to the editor. The reporting team works under

the bureau chief. Reporters are assigned for different beats. All state capitals have their bureau offices having some reporters who cover the different news. For distant places there are usually stringers who are not on the payroll of the agency but they are paid on per news basis. For other operations, there are technical team, accounts team, human resource team having their own hierarchy.

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8.2.6 Functioning of News Agencies

The functioning of news agencies is also more or less similar to the reporting and desk team of any media organizations:

- The reporting team is responsible for news gathering. News agencies have many reporters and stringers who cover all the news.
- As news agencies are dedicated to news gathering work only, they have reporters or stringers even on the distant places where usually other media organizations don't have any reporters.
- Even in current scenario of media, where fake news has become a common thing, news agencies have maintained their reliability.
- Reporting team always keep themselves in alert mode and try to break the news. There are many instances when agencies got credit to break some historical incidents. Like people still remember that PTI was the first to break the news of former Prime Minister, Rajiv Gandhi's assassination. Similarly, UNI was the first to report that Mr Premadasa of Sri Lanka had been killed in the blast in the island country.
- Reporters and stringers send their news to the Desk where their news were rechecked, corrected or sometimes even rewritten by the Desk team.
- After that, news is released to all the subscriber of the agencies. It's a continuous process which keeps on going 24*7.

Check Your Progress

1. What is the basic difference between news agencies and media organizations?
2. What is the full form of PTI, UNI and ANI?
3. Who is the owner of PTI and UNI?

8.3 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. The basic difference between news agencies and media organizations is that news agencies do not publish its own newspapers, magazines or telecast its own news channels.

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2. The full form of:
 - (a) **PTI:** Press Trust of India
 - (b) **UNI:** United News of India
 - (c) **ANI:** Asian News International
3. Both the main agencies of India—PTI and UNI are trusts. These are registered under the Registration of Societies of Act. They are owned by groups of newspapers who have bought shares to run them.

8.4 SUMMARY

- Whether we talk about Print Media or Electronic Media, news agencies play a vital role in the functioning of print media or electronic media.
- News agencies have become the major source of news for both print media as well as electronic media. Interestingly, news agencies are considered as the most reliable source of news too.
- The news agency is an organization that covers the news and sends it to the different media organizations. For getting the services of news agency media organizations have to subscribe it and pay its fee for that to the news agency.
- Thus a news agency services are dedicated to gather or collect news only.
- Newspapers or news channels have complete setup for news publishing or news broadcasting. They invest heavily in there infrastructure for smooth functioning of news operations. Ultimately they publish a newspaper or telecast a channel.
- Instead of that news agencies are dedicated service of providing news only to the different media organizations. They work quite similar to the news bureaus of media organizations.
- Different news agencies have different ownership patterns. Some are run by trusts. On the other hand some have private ownership.
- Both the main agencies of India – PTI (Press Trust of India) and UNI (United News of India) are trusts. These are registered under the Registration of Societies of Act. They are owned by groups of newspapers who have bought shares to run them.
- ANI (Asian News International) which is South Asia's leading multimedia news agency with over 100 bureaus in India is a professionally managed corporate media entity.
- The main source of earning for news agencies is through its subscription. News agencies also incur installation charges when first time any media organizations subscribe their services.

- Government does not own the agencies but government's different ministries and departments including All India Radio and Doordarshan are the subscriber of news agencies. In fact, the Government is the largest subscriber.
- News agencies organizational structure is more or less similar to any media house's organizational structure. The only difference is in broadcasting or publishing team, as news agencies don't broadcast or publish anything.
- There is General Manager with his team to look after all the operations and Editor to look after News Content with his team. The agencies have many reporters and stringers for news gathering.
- For other operations, there are technical team, accounts team, human resource team having their own hierarchy.
- The functioning of News agencies is also more or less similar to the reporting and desk team of any media organizations.
- The reporting team is responsible for news gathering. News agencies have many reporters and stringers who cover all the news.
- Even in current scenario of media where Fake News has become a common thing, news agencies have maintained their reliability.
- Reporters and stringers send their news to the Desk where their news were rechecked, corrected or sometimes even rewritten and edited by the Desk team.
- After that, news is released to all the subscriber of the agencies. It's a continuous process which keeps on going 24*7.

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8.5 KEY WORDS

- **PTI:** Press Trust of India (PTI) is India's premier news agency, having a reach as vast as the Indian Railways. It employs more than 400 journalists and 500 stringers to cover almost every district and small town in India.
- **UNI:** United News of India (UNI) is a multilingual news agency in India. It was founded in December 1959 as an English news agency.

8.6 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short-Answer Questions

1. How are news agencies different from newspapers or news channels?
2. Briefly explain the ownership pattern of news agencies.

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Long-Answer Questions

1. Comment on the organizational structure of news agencies.
2. Explain the functioning of news agencies.

8.7 FURTHER READINGS

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BLOCK - III

MASS MEDIA

Broadcasting Journalism

UNIT 9 BROADCASTING JOURNALISM

NOTES

Structure

- 9.0 Introduction
- 9.1 Objectives
- 9.2 Television and its Evolution
 - 9.2.1 History of Television
- 9.3 Television Genres
 - 9.3.1 News Related Programme
 - 9.3.2 Entertainment Related Programme
 - 9.3.3 Religious Programme
 - 9.3.4 Emerging Trends
- 9.4 Television and its Programmes
- 9.5 Answers to Check Your Progress Questions
- 9.6 Summary
- 9.7 Key Words
- 9.8 Self Assessment Questions and Exercises
- 9.9 Further Readings

9.0 INTRODUCTION

Television has brought the events and happenings of the world to people's drawing rooms. Not only this, it has also brought with it cinemas, soap operas, telefilms, and so on. Any movie that runs in a cinema hall today is shown on television within a period of five to six months. Therefore, television has become the most powerful and much accessed medium of ideas, information and culture. In developed countries like the United States, it is television that keeps the politicians in power as the contestants have to launch special election campaigns for television. The trend has begun in developing countries like India as well, although it is only in its initial stages. This unit discusses the television and its evolution, along with its various genres. It will also focus on the television and its programmes.

9.1 OBJECTIVES

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

- Understand the of television broadcasting evolution
- Discuss the various genres of television
- Describe television and its programmes

Self-Instructional
Material

9.2 TELEVISION AND ITS EVOLUTION

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Television has had a deep and powerful impact on society. It has altered lifestyles and changed values of people and in the process has considerably influenced our culture. When compared to the printing industry, which took hundreds of years to influence culture, television's impact has been almost instantaneous. This is simply because watching TV does not require much mental effort as compared to reading printed material which needs concentration as well as a mental faculty of comprehension. For instance, an illiterate person cannot read a newspaper or a magazine but can definitely watch programme on television and thus get influenced by it.

As a technology, television has made a huge difference to the manner of conveying ideas to people. This has been proved time and again by the innovations made in the field of TV advertising with the help of rapidly developing multimedia techniques during the last two decades. According to Joseph Levitt: 'Having earned a niche for itself in ways that are inimitable and unprecedented, TV has worked its way to becoming an indispensable member of hundreds of millions of families across the world. To say that it merely educates, informs and entertains is an understatement.' It has been more than 70 years since John Baird invented the television. In that time, the subtleties of how TVs works and influences people have made it one of the most important inventions in the twentieth century. From a supposed harmless square shaped box, the television has transformed into a medium that has altered, and continues to alter, the way human beings think and act.

In India, since television is increasingly becoming extremely influential, almost being a source of mass enlightenment, it is crucial to examine its influences in various areas. Doing such an examination is critical for providing guidelines for future programme on development on television. Television has also helped in producing a huge array of analysts whether they are critics, commentators and reviewers; no other medium, whether print, movies or the radio can compete. Some of these analysts have strongly argued that television has made a positive impact on Indian society. This is of course contested hotly by the members of the traditional media who have consistently underestimated television's culture changing effects, mainly because they overlook certain characteristics that are so obvious that one takes them for granted. The most important feature of television is its ability to mingle ideas with powerful drama right into the intimate environment of countless homes.

The television medium has radically altered how people receive information and perceive their surroundings. This is because television relies on second hand or contrived experiences rather than direct experiences. There has also been numerous researches conducted that show how messages, images and ideas on television help mould the entire social system. In India, television has played the

role of helping us appreciate the diversity and socio-cultural ethos of different regions in India; in fact there have been studies done that prove this. The television medium has also helped break social barriers and inculcate a scientific temperament among the Indian people.

The free flow of information is key for social change to occur. Information helps increase awareness and understanding of issues; it also helps unite people by creating common understanding about issues among them. Today's information explosion has opened the floodgates of knowledge and curiosity. A majority of our people are cut off from modernity as they live in remote villages. Till date, they led a life submerged in age old conservatism. However, slowly they are also being able to access information thanks to television. In a developed country like the United States, television has helped the homogenization of a heterogeneous society. Historically, it played an important role in providing a common denominator to a multi-lingual, multi-racial American society, which led to certain uniformity in societal reaction to situations or events, in developing common response in personal and social communication and in better appreciation of people with diverse beliefs and life styles.

9.2.1 History of Television

In 1920, experiments began in the field of television broadcasting. The United States and some European countries took the lead in these exercises. Initially, a mechanical scanning disc was used in these experiments whose speed of scanning a picture was very slow. The next three years saw the invention of the iconoscope which basically was an electric television tube. The invention of the picture tube or kinescope, electronic camera and TV home receivers took another seven years. In 1930, two respective TV stations were set up – the National Broadcasting Station (NBC) in New York and the British Broadcasting Corporation (BBC) in London. Germany and France too did not lag behind in setting up television stations.

The 1936 Olympics in Berlin was televised on German television in a big way as the event was a part of a big propaganda show for the Third Reich. However, despite the fact that the Nazis used German television as an instrument of their political propaganda, further developments in television came to an abrupt halt during the Second World War. The beginning of the 1950s saw television becoming a part of life in many developed countries. For example, in 1948, in the US, around five lakh receiving sets had been counted in 23 cities covered by 41 TV stations. The figure swelled to 533 TV stations covering 5.50 crore receivers by 1958.

In the United States, it took four more years for the age of satellite communication to dawn. The launch of the satellite *Early Bird* turned out to be a milestone in the field of satellite communication. Moreover, in 1965, Intelsat, and in 1971, Intersputnik, came into existence. The progress of television has been phenomenal since that time.

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Fig. 9.1 The Baird 'Televisor': The First Commercial Television Set to Receive the 30-line Pictures (1929-1935)

Today, there is no country in the world that does not have its earth stations linked to satellites for transmission and reception. In fact, the modern world has been transformed by these communications satellites into a 'global village'. In the words of Canadian media sociologist Marshal McLuhan, 'electronic technology is reshaping and restructuring patterns of social interdependence and every aspect of our personal life. Extraordinary information explosion have dramatically shrunk time and distance and have converted our world into a global village'.

Inventions led to more sophisticated transmission technique in the decades that followed, employing optical fibre cable and computer technology. Japan successfully designed a computer controlled network that enabled two-way video exchange to and from households. The video cassette, the Video Cassette Recorder (VCR), Closed Circuit TV (CCTV), Internet Protocol Television (IPTV), Direct to Home (DTH), High Definition Television (HDTV), and so on, have completely altered the path of televisions development in new and unexpected ways. The number of accessible channels and media platforms has shot up because of DTH, HDTV and IPTV. The quality of picture and sound transmission has also been enhanced. Websites now have streaming video on the Internet and one can access them even on mobile phones and tablet PCs. Households have been converted into mini-theatres and gaming arcades with the help of flat-screen TV sets with Liquid Crystal Display (LCD) and plasma screens of varying sizes. But this fast growth is far from being uniform. Many developing countries in Africa and Asia do not have their own domestic satellites, transmission centres and number of receiving sets. Several efforts have been initiated by world organisations like the UNDP, the UNESCO and the United Nations to narrow this gap in technology hardware between the developed and developing countries.

Television in India

Broadcasting Journalism

Television in India began when the Delhi Television Centre came into existence on September 15, 1959. In the beginning this centre used to beam 20 minutes programme twice a week. To make the experiment successful, 180 'teleclubs' were formed where TV sets provided by UNESCO were put up. In 1961, a survey conducted by UNESCO concluded that 'some impact' was made by teleclubs' programme. In addition to social education programme – the very basis of setting up the TV centre in the capital, the centre introduced information and entertainment programme from August 1965. A TV production studio was also set up with the help of the Federal Republic of Germany. With the addition of news, information and entertainment programme, the service was extended to three hours by 1970; aside from this, two weekly programme of 20 minutes duration each for 'teleclubs' were already running. Another programme called 'KrishiDarshan' for farmers in 80 villages was also added. Meanwhile, the range of transmitter was extended to 60 k.m. and the farmers of Haryana and Uttar Pradesh could easily pick it up.

India during that year imported 22,000 TV sets but by mid-seventies the number of television sets being manufactured in India soon crossed the 100,000 mark. In view of Indira Gandhi government's popularity and demands from the advertising industry, television manufacturers and consumers in Indian cities, it was decided to expand the medium nationwide. The number of TV sets in Delhi and neighbouring states amounted to 200,000 sets. Such was the encouragement that the Bombay Centre was opened in 1972 and a year later, TV centres became functional in Srinagar, Amritsar and Pune though only as relay centres. A couple of years later Kolkata (then Calcutta), Chennai (then Madras) and Lucknow centres became operational. January 1, 1976, marked the beginning of 'commercials' being telecast at all these centres.

Another milestone was achieved the same year when television was separated from All India Radio. The ministry of I & B recognised television as an independent media unit and named it 'Doordarshan'. This decision taken by the ministry raised hope for improvement in the quality of the content and duration of the programme. The very next year saw terrestrial transmitters being set up in Jaipur, Hyderabad, Raipur, Gulbarga, Sambhalpur and Muzaffarpur. This extended television coverage to a population of more than 10 crores. It was during this year that political parties shared equal radio and TV time with the ruling party for their election campaigns – a unique and unparalleled decision in the history of Indian broadcasting.

Satellite Instructional Television Experiment (SITE)

Launched as an experimental satellite communications project in 1975, the Satellite Instructional Television Experiment (SITE) was aimed at providing informational television programme to rural India. NASA and the Indian Space Research

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Organization (ISRO) jointly designed the project. The experiment had a two pronged strategy - first to educate the poor on various issues via satellite broadcasting, and secondly to help India gain technical experience in the field of satellite communications. The experiment covered 2400 villages in six states of Orissa, Bihar, Rajasthan, Madhya Pradesh, Andhra Pradesh and Karnataka. The experiment ran for one year from 1 August 1975 to 31 July 1976. While All India Radio produced the television programme, NASA stationed the ATS-6 satellite above India for the duration of the project broadcast. Various international agencies such as the UNDP, UNESCO, UNICEF, ITU and Aerospace were major players in supporting the project while General Electric, Hughes Aircraft, The Massachusetts Institute of Technology, and so on, were the minor players. The experiment was successful because it played a major role in helping India develop its own satellite programme known as INSAT. It also made clear that India could use advanced technology to fulfil the socio-economic needs of the country. SITE was followed by similar experiments in various countries, which showed the important role that satellite TV could play in providing education.

The INSAT series of domestic communication satellites and microwave cable networks provided India the infrastructure for a national satellite hook-up. With India's hosting the Asian Games in 1982, the rapid expansion of television networks got a further boost. During the middle of 1980s, New Delhi and Mumbai (then Bombay) witnessed the introduction of a second channel which rapidly went to other metros as well. It was called DD-1. After the Asian Games were over, the television industry in India saw the entry of film directors and producers. Progressive directors like Govind Nihalani, Saeed Mirza, Shyam Benegal and Basu Chatterjee, who specialised in directing low budget films, found a good expression for themselves in television. Nihalani came out with *Tamas*, a serial on India's partition, Saeed Mirza produced a socio-political show called *Nukkad*, while Basu Chatterjee's *Rajani* made a mark on the small screen. Benegal, however, failed to attract viewers to his Sunday morning production known as *Bharat ekkhoj* which was inspired by Jawaharlal Nehru's book *Discovery of India*.

In the late 1980s, what took Indian television by storm was the entry of bigwigs of commercial cinema into the television industry. Noted filmmaker, Ramanand Sagar made *Ramayana* while another colleague B.R. Chopra produced *Mahabharata*. Both of them were Sunday morning serials, and when they were telecast, it was said that there used to be a curfew like atmosphere in most of India. After their success, soon political satires like *Kakkaji Kahin* and episodes of *Malgudi Days* followed suit.

Rapid strides in telecast technology

Telecast technology has undergone a sea change through all these decades. Initially, the technology employed was terrestrial television where the range of the transmitter used to be limited, say only about 50 kilometers. Thus, the signals reached Delhi

and some of its neighbouring states like Uttar Pradesh, Haryana and Rajasthan only. Delhi and its local studio used to telecast programme to Mumbai and other places and viewers of these cities had no option but to remain content with whatever they got. What was a revolutionary change was the arrival of cable TV in the early 1990s.

Satellite based TV transmission in India took almost one and a half decades to come into existence. Although it turned out to be successful during its trial period as part of SITE, it took off only in the early nineties when STAR (Satellite Television Asia Region) TV arrived from Hong Kong. With this development, national and international channels and programme in different Indian languages became accessible to Indian viewers throughout the country. But STAR alone was not the solution to the problems of Indian television. For almost 50 per cent of TV households in the country, satellite transmission was simply unaffordable. Therefore, it was imperative that satellite transmission became connected to terrestrial cable. When this occurred, the monopoly that Doordarshan used to exercise automatically ended. As did the monopoly of Hindi and English TV programme. Southern channels like Asianet, Eenadu TV (ETV) and Sun TV and others paved the way for the growth of television in South India and began to get higher ratings and advertising revenues as compared to English and Hindi channels.

In 2003, Doordarshan launched the Direct-to-Home (DTH) deliver mode. In this mode, it became mandatory to have a set-top box (STB) to receive signals direct from communication satellites. This move set the viewer's free from the clutches of cable operators, although it was an additional investment and many thought it was expensive as well. It also inspired channels like Zee TV and Star TV to have their own DTH service – Dish TV and Tata Sky respectively. Today, a majority of viewers in the major cities subscribe to either of the two services.

Check Your Progress

1. What is key for social change to occur?
2. Which TV stations were set up in 1930 in London?
3. When did the television in India begin?
4. What was the aim of the Satellite Instructional Television Experiment?

9.3 TELEVISION GENRES

The content of television programme varies. Broadly speaking, it can be classified into three types: (a) News related programme (b) entertainment related programme and (c) Religious programme. We shall discuss these genres one by one.

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9.3.1 News Related Programme

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Television news forms the most important content unit for the students of journalism and mass communication. However, as recent experiences with television news has shown, it can also be the most superficial medium as far as news is concerned as compared to print media, or, for that matter, radio. For any news, television has to show pictures (visuals in TV parlance) and running up visuals takes time. This does not allow for a thorough investigation or even adequate background information. Besides, presentation of interesting or significant news is absolutely out of question for television because a camera has its own limitations and cannot be omnipresent. Therefore, no matter how detailed a story on television, it remains superficial compared to stories on other mediums.

Some of the things that can be covered by a TV camera are sports, inaugurations, parades, signing of treaties and memoranda of understandings (MOU), arrivals and departures of VIPs and ceremonial events like swearing-in ceremonies and coronations. Even if these events are telecast live, there is no hard news content in them. Besides, their contribution to daily dose of news is very small in terms of percentage. In TV parlance, any event that is covered is called a 'package' and a daily newscast comprises of some of these packages put together by a news reader.

News bulletins and current affairs

The popular news programme on the over eighty channels of Indian Television comprise of news bulletins and panel discussions on public affairs. Like most of the programme on the national network, these are either in English or Hindi. These programme make use of charts, diagrams, maps, film clips, slides and other visual material.

Crime based programme

Also known as 'crime specials', crime based programme have now become inseparable with the dawning of 24 hours news channels. Since crime 'sells', there is hardly any channel these days which does not have its own flagship crime show. In most of these programmes, a real life crime story is reconstructed and dramatised and presented along with eyewitness accounts, music and a breathless and dramatic narrative. Rape, murder, theft, burglary and forgery make excellent crime stories and get a lot of television attention. *Sansani*, *Red Alert*, *Crime city*, *Dial 100*, *Jurm* and *Wardaat* are some of the crime based programme on news channels.

Talk shows

Talk shows can be interviews, discussions and panel discussions. There may also be participation of the audience in these shows. Interviews can be of various types. For example, in shows like Karan Thapar's *The Devil's Advocate* and Shekhar Gupta's *Walk the Talk*, interviews are personality interviews where the

focus is on probing well-known personalities. On the other hand, programme like *In Conversation* and *Vibrations* deal with literary figures. *We the People* and *The Big Fight* are content interviews in which the message is of prime importance rather than personalities. Then there are group interviews like press conference in which a group of newsmen shoot questions at those who are holding the press conference.



Fig. 9.2 TV Grab of NDTV's Walk the Talk

9.3.2 Entertainment Related Programme

Some of the entertainment related programmes are discussed in this section.

Soap operas

A soap opera is also known as a TV serial. Serials are a narrative form in television that presents daily/weekly episodes, with a multiple set of recurring characters and simultaneous story lines. It is called a serial because each episode specifically links to the next. This genre of TV programme came into existence in the mid-1980s. Prior to this, Hindi feature films and film based programme dominated Indian television almost for a decade.

Hum Log was India's first indigenous soap opera. 156 episodes of the show were telecast twice a week from July 7, 1984 to December 17, 1985. *Hum Log* depicted the ups and the downs in the life of a North Indian lower middle class joint family with parallel stories which tackled the problems of smuggling, political corruption and underworld activities. The show became quite popular as the Indian lower middle class identified itself with protagonists in the show. Its popularity prompted the production of many indigenous serials in quick succession. Shows like *Khandaan* and *Buniyaad* and *Ye Jo Hai Zindagi* and many others were televised and became successive hits. By the end of 1987, forty serials had been produced with two being screened every evening.

With the advent of cable and satellite channels during the beginning of 1990s, the number of soap operas went up on Indian television. With Ekta Kapoor's TV production venture Balaji Telefilms, a new trend in the soap genre was introduced; these serials later came to be known as K-serials. The pioneer of the K-serials

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was *Kyunki Saas Bhi Kabhi Bahu Thi*. It turned out to be longest running soap on Indian television. It had over a thousand episodes that ran for 7.5 years. Other soaps like *Kahani Ghar Ghar ki* and *Kasauti Zindagi Ki* followed suit. In fact, Balaji Telefilms became a soap factory and Ekta Kapoor became to be known as a soap queen.

Buoyed by the success of K-serials, a number of soaps of different production houses also began to be telecast. Soaps like *Balika Vadhu* are still popular with the masses. Along with TV soaps, the number of television series also saw a huge jump in the 1990s. Unlike TV serials, a television series is a narrative form that presents weekly episodes, usually self contained, with a defined set of recurring characters. It is not necessary that an episode of a TV series will specifically link with the next episode. Such popular TV series in the 1990s include *Dekh Bhai Dekh*, *Byomkesh Bakshi*, *Zee Horror Show*, *CID*, and so on.

A third type of entertainment programme that is popular is sitcoms. Sitcoms are programmes about the stories and lives of a certain set of characters which are narrated in a comedy/satirical form to make an audience laugh. Sitcoms began to appear on Doordarshan in the 1980s. It became standard fare for television channels to have sitcoms in the 1990s with many becoming popular. Some popular sitcoms in the 1990s include *Zabaan Sambhal ke* (1993), *Shrimaan Shrimati* (1995), *Office Office* (2001), *Sarabhai vs Sarabhai* and so on. The influx of foreign TV channels in India in the 1990s saw some foreign sitcoms becoming popular as well, especially in major cities like Delhi, Mumbai, Kolkata, etc. Some popular foreign sitcoms in India in the 1990s and 2000s were *Friends*, *Big Bang Theory*, *How I Met Your Mother*, and so on.

Children's programme

Programme specially made for children at certain special times are called children's programme. A children's show could either be on educational items, 'live' stories and plays, puppet-shows, or cartoons. Some quiz shows are also included in children's programming. There are also some television channels like POGO, Hungama, Disney and Cartoon Network (CN) that are targeted at children.

Reality TV

In the late 1990s, there was a short span where television was dominated by religious programme with the advent of private TV channels. However, in the beginning of the 21st century, what dominated the small screen were game shows, quiz and reality shows. During the period, Star TV's *Kaun Banega Crorepati*, which was a copy of an American show called *Who wants to be a Millionaire*, became quite popular. Sony's search of an Indian Idol dominated the competition during 2004 and 2005. *Roadies* and *Splitsvilla*—two shows on MTV—caught the fancy of the young crowd but what really stole the show was the T20 matches of the BCCI's Indian Premier League (IPL) in mid-2008. All the matches were telecast live at prime time on SET-Max.

Travel, food and lifestyle

Broadcasting Journalism

A recent addition to the genres of entertainment programmes that is in vogue are travel, food and lifestyle channels. They are aimed at an audience of young middle to upper class people with disposable incomes to spend. Food shows focus on cuisines of different regions in India and the world while travel shows focus on the places around the world one can visit. Lifestyle shows aim to familiarize audiences with unique ways of living focusing on a whole range of topics including healthy living, adventure sports, luxury and fashion, and so on. In India, there has been a boom in terms of travel, food and lifestyle programming. Most entertainment channels have shows on travel and food. In addition, there are a few channels completely dedicated to providing travel, food and lifestyle content including TLC India, NDTV Good Times, Zee Trendz, Fox Life, and so on.

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9.3.3 Religious Programme

Also known as spiritual programme, religious programme is a popular genre in India. Many spiritual 'gurus' use religious teachings to spread their teachings and reach the faithful. A number of religious channels have, in recent years, attracted millions of faithful people. Some of the religious channels in India include *Ashirwad*, *Aastha*, *God*, *Jagran*, *Jesus calls*, *Sanskar*, *Power Vision*, *TCTV (Tamil Christian TV)*, *Velugu TV* Newtork and *QTV*. These channels contain programme on religious discourses, bhajans, Gurbani, Ayurved, Yoga, Astrological forecasts, vastu and religious/mythological movies.

9.3.4 Emerging Trends

Today, almost every newspaper publisher in India owns at least one television channel. For instance, India's largest chain of newspapers The Bennett Coleman & Company Limited, also known as the Times of India group has a news channel *Times Now* and a lifestyle channel called *Zoom*. The publishers of India Today Living Media group own three channels—*Headlines Today*, *AajTak* and *Delhi AajTak*.

Other major players in the news media include the Star network and the Zee network, both of which run news, business news and entertainment channels. Eenadu, Sun, Sahara and Asianet are the other Indian language networks that include news channels and sports channels in their hands. In total, there are over eighty news channels in India including the public service Doordarshan. All of them are commercial in nature as their primary source of revenue is advertising. Only a few of them are pay or subscription channels. It has been observed that slowly the TV industry is going the newspaper way in terms of a similar revenue model. Local newspapers or local editions of national or regional newspapers have proved to be successful across the country in winning over advertisers and readers, according to a study of localisation of Hindi newspapers.

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It was probably the boom in the local retail market that prompted several TV channels to launch city-centric channels in Delhi, Mumbai, Chennai and Kolkata. AajTak and Sahara Samay NCR started the trend in New Delhi; NDTV's Metro station and INX followed suit. Sahara Samay has six city-specific channels, one each in Uttar Pradesh, Madhya Pradesh, Chhattisgarh, Bihar/Jharkhand and Mumbai. NDTV and other networks have also announced the launch of city-specific general entertainment channels in other Indian cities.

Check Your Progress

5. What kind of content forms the most important content unit for the students of journalism and mass communication?
6. What was India's first indigenous soap opera?
7. What kind of shows dominated the small screen in India in the beginning of the 21st century?

9.4 TELEVISION AND ITS PROGRAMMES

The most common kinds of formats are associated with game shows, many of which are remade in multiple markets with local contestants. Reality shows like *the Big Boss*, *Kaun Banega Crorepati*, *Indian Idol* and *Nach Baliye* have attained nationwide success. Specific models in the genre of sitcoms are often sold as formats, enabling broadcasters to tune them to the tastes of their own audience. For example, *The Office*, a BBC sitcom was adapted as *Office Office* in India, *The Office* in US, *Le Bureau* in France, *Stromberg* in Germany, *La Job* in Quebec and *La Ofis*.

TV formats are considered to be a form of intellectual property (IP), and are purchased and sold on a regular basis by TV producers, distribution companies and broadcasters. However, TV formats are usually not backed by copyright law. Therefore, copycat formats are sometimes created, which aim at replicating an original format's success without paying its rights-holder. Format developers try to prevent this by various means, including using trademarks or preventing the distribution of other programmes. Establishing a 'Proof of Review' and exposure to companies reviewing new TV formats is a crucial aspect of protection by the industry. The Format Recognition and Protection Association (FRAPA) aims to protect rights to formats and lobbies for legal protection. The commonly used formats are as follows:

- **Actuality:** In this type of format, the audience sees and hears people being discussed. The programme may be introduced by a host, but from then on, rather than interviewing people, the programme cuts directly to the people involved; for example, a story on child labourers working

in various shops and roadside hotels. Television news falls into this category.

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- **Animation:** Here a series of still drawings or individual shots are combined to give the illusion of movement. 25 separate pictures can make one picture showing full animation per second. Making animation is time consuming and expensive as each frame of the film has to be shot separately. An example of an animation show is *The Simpsons*.
- **News programme:** It is a regularly scheduled television programme basically on current events. The news is typically a series of individual stories that are presented by one or more anchors. The programme can be live or recorded.
- **News documentary:** When news is shown in a documentary style with facts and figures making the news story more authentic it is known as a news documentary. News documentaries are longer than normal news stories.
- **Demonstration:** Demonstration of recipes in cookery shows, or gadgets in a technology show often form a part of television programmes. These programmes can either be shot in studio or can be filmed on field demonstrations.
- **Graphics:** Graphics means pictures. The camera moves across the series of painted pictures, which are created on a particular topic. They are divided into several sections or 'episodes' to make the message explanatory. These pictures are drawn horizontally with soft edges to fit the TV screen so that the picture fades out to the edges of the paper, rather than stopping abruptly.
- **Drama:** Drama has been very effective in involving the viewers in television programme since they try to realistically represent life. A drama is a play which represents a true-to-life story in a dramatized form with actors playing the part of the story's characters. The story develops through what the characters do and say. Dramas on television have provided a cheaper substitute for theatre plays which are beyond the reach of the middle class household. Many TV soap operas are examples of this format. Soap operas have proven to be very popular with housewives and often run for many years.
- **Interview:** An interview is a face-to-face conversation between a host and the interviewee or an invitee. Interviews can be conducted of renowned politicians, outstanding personalities, writers and artists, and so on. These types of shows are one of the most difficult programmes to do well. Sometimes interviews are made interesting by shots, showing the interviewee engaged in whatever is being discussed. The recent interview of Rahul Gandhi by Arnab Goswami on *Times Now* is an

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example of this format. Interviews can be conducted in various settings, the seated interview being among the most popular. Despite being in a permanent studio or someone's living room, the interviewer, guest(s) and cameras are arranged in a way such that it looks and feels most appropriate for achieving the objectives of the interview. A number of common floor plans exist as options. Factors such as space and number of cameras will often be limitations. The following are the guidelines that include options for most settings in an interview:

- o **Single Guest, Single Camera:** In this case, the interviewer and guest occupy the same frame and appear equally prominent. This is useful in knowing who will be doing most of the talking, or whether the talk-time is proportionately divided between the interviewer and guest. The setting is more or less casual, especially suited to interviews that are less formal in nature. However, this has a variant. Assuming the same situation and moving the camera to one side gives a different experience. Thus, the guest becomes much more prominent and assumes primary focus. The interviewer faces the camera at the beginning and end of the interview, but not in course of the interview. This leaves the interviewer with profile framing so 1-shots will be reserved for the guest. From time to time, the camera can zoom out to a 2-shot, and then back in to the guest. When the interview is edited, the guest will mostly occupy the frame of the interview. When the interview ends, the camera is shifted to the other side and back-cut questions are shot.
- o **Single Guest, Multi-Cameras:** If a second camera is added facing the interviewer, it provides a second shot and also allows each camera to reframe its shot while the other camera is in use. This enables you to cut among a range of shots without continuously zooming in and out. A third camera in the middle adds the safety and flexibility of a permanent 2-shot.
- o **Two Guests, Two Cameras:** This arrangement covers two guests in an informal way. It is very effective when the guests are connected somehow (e.g. family members or work colleagues), or share similar views in relation to the subject. One camera covering both guests enables them to be covered with a 2-shot for considerable time but you would probably want to incorporate more compact shots. The camera operator has to move carefully between the guests to cover the speaker. This problem is dealt with the optional extra camera as one camera covers each guest.
- o **Two Guests, Multi-Cameras:** This arrangement is preferred if the guests are antagonistic towards each other, or do not want to sit close to each other. If the guests are seated at opposite ends of a table, a

more confrontational situation is created. This is suitable in the case of guests who hold opposed views on the subject concerned.

- **Panel show:** These programmes have a group of experts and a moderator who introduces the experts, explains the theme, anchors the discussion and concludes. Mostly this format is used for discussion of current events or affairs where the audience is interested in learning various opinions on an issue. The examples are too common these days as every news channel hosts these shows.
- **Docu-Drama:** It is a type of programme that uses a literary and narrative technique to flesh out the bare facts of an event in history to tell a story to the audience.
- **Puppet shows:** Puppet shows are used especially for children's programmes because they add novelty. They are cheaper as well as they require short periods for rehearsal and much less payment to those who play puppet as compared to actors of a play. Many times, puppet is used in the role of the comparer. These days, puppet shows are used for political satires as well, in which puppets represent characters of politicians and indulges in discussions.
- **Series:** It is a type of programme that presents weekly episodes, usually self contained, with a defined set of recurring characters.
- **Sitcoms:** Sitcoms or situational comedies are fictional programmes containing a fix set of characters whose stories are told in a comedic or satirical form to make the audience laugh.
- **Studio discussion:** Studio discussions involve speakers who join in to talk about a specific subject or issue that is usually serious in nature. The subjects discussed may include academicians, politicians, economists, sociologists and so on. For instance, many experts participate in discussions around the budget during the budget session of the parliament or respective assemblies. These days it has become a trend that on any current topic, five to six people from different ideological backgrounds or political parties are invited to the studios of television channels and an anchor conducts the show.
- **Studio chat shows with audience participation:** Talk shows are television programmes in which a host—and sometimes a sidekick—interacts with entertainers, newsmakers, and others regarding a particular subject. Some incorporate additional segments, like cooking demonstrations or sketches, but others focus on a discussion between the host and the guest. A wide variety of talk shows on television cover a wide range of topics. This type of programme, sometimes known as a chat show, was one of the earliest formats created for television. In India, they have existed from the early eighties when Doordarshan ruled

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the roost in television shows. Ever since private television channels have come to dominate the market, the chat show format has metamorphosed into a dominant format. *Koffee with Karan*, *Chat room* and *Face the Review* are a few examples. These shows have a good rating. Modern television formats range from controversial tabloid shows to the established late night comedy shows. An organized pattern of a talk show is usually a blend of musical performances, audience interaction, and short celebrity interviews. Local television stations also produce their own versions, since they do not require elaborate sets or difficult camera movements.

- **Studio quiz programme with audience participation:** In the social sciences, research on audience participation in the media has concentrated mainly on television talk-shows. These genres have proved attractive to conversation analysts because they provide researchers with a corpus of unscripted, 'naturally occurring' talk. Callers to television shows typically begin their contribution by constructing a local identity that legitimizes their contribution. However, at present, there are many genres of broadcasting in which members of the public make a significant contribution. Quiz shows and other game shows featuring public participants have been among the most popular television shows in the last three decades. More recently, the extensive genre of 'lifestyle' programming has helped ordinary and 'expert' public participants come together in various activities based in the domestic sphere from fashion and shopping to interior decorating and gardening. In these types of audience participation media, public contribution is legitimized through clearly defined roles in the programme (as a contestant, for instance). The examples are *Kaun Banega Crorepati* and *Tol mol ke bol*.
- **TV documentary:** Documentaries feature any subject of interest and give detailed information on real situations, people, and news. Examples include documentary on puppetry, environment, political situations, regional handicrafts, achievements of Indian railways, a government and so on. The documentaries create interest, enlightenment, or entertainment. A television documentary takes the form of a direct presentation of the substance of a problem or an experience or a situation. A documentary is one of the most effective sources of original programming in the TV schedule. There is no doubt that documentaries are television's most successful achievement to realize the goal of *Educate and Inform* and public service channels are the ones that are completely responsible for broadcasting the majority of documentaries. Documentaries are commissioned by tiny elite of commissioning editors who act as patrons to larger elite of 'passionate' independent producers. British film maker John Grierson adopted the use of the term 'documentary' for the first time, in 1926, for describing a different and innovative type of short

film. Grierson's films had no resemblance with the newsreels of the time, nor the tedious public information films. The closest approximation he came across was the French 'Documentaire' which were 'travelogues.' Cinema Documentary/Non-Fiction films were very common in the early days of film (The first public exhibitions of films by the Lumiere brothers were such films) but cinema soon shifted from short 'one & two reelers' to become dominated by the 'three reeler' feature film. In the 1950s and 1960s, French political film makers used the new light weight cameras and sound equipment to pursue artistic and social 'truth'. The use of hand held cameras, natural lighting and sound, unrehearsed and unscripted action and real locations influenced documentary as well as drama. In production of a documentary a strategy of presentation is chalked out under which, the 'Topic' is selected, decisions are made with regard to the depiction or treatment of the subject, material is selected, 'typicality' is established, research is conducted, and contacts are established.

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- **Corporate video production:** Corporate videos are very costly to make. The reason for this is that every related constituent like time, workforce and equipment have all become expensive. It is fortunate that quite a few production houses have all the experience to efficiently manage a production process, without the added extras and at the same time, keeping the creativity and quality intact. A careful procedure is followed to handle the production effectively maintaining the budget. In the first pre-production meeting, a production schedule is chalked out and the video content is listed down to ensure that the future stages are easy. At this initial meeting, the team gets together with the producer and scriptwriter to ensure an easy flow of things. A quality result involves creativity of the crew and the talent of the performers as well as careful planning and approval at each stage of the process. Right at the beginning, it is the producer's responsibility to provide a comprehensive timetable of the activities involved in the production process. By the end of this meeting the entire team agrees upon:
 - o A detailed schedule for the production, including deadlines for approval of the script and storyboard, pre-production meetings, shoot dates, dates for viewing the rough cut and fine cut, completion and final delivery rollout.
 - o The content areas for the script as bullet points, plus where, when and how the scriptwriter will find information within your organization - who he/she can talk to, what can be seen, etc. The script being the most significant part of production needs to be approved. It is the engine that drives your video.
- **Ad films:** An ad film is a short capsule made to deliver a particular message to the audience to persuade them to buy a particular product.

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These films spanning a few seconds inserted between the different segments of a TV programme are aimed at influencing the audience and, therefore, demand much creativity on the part of the producers and scriptwriters. In this age of competition, they are not easy to make. Here are a few examples:

- o Tata Sky has come out with the longest ad to be aired on Indian television. Titled 'Prison Break' the commercial is about a group of foreign convicts in an Indian jail who devise a daring escape during a cricket match between Indian and Pakistan, assuming the guards and the jailer will be too busy watching TV. After several minutes of plotting a free running, they are apprehended by the jailer who has had them his sights all along, since he had opted to record the match.
- o Idea 3G–Population is yet another ad film with duration of 1:30 minutes. It is about how people getting busy playing games and accessing streaming content via 3G will keep their carnal desires at bay under control and thus reduce India's population.

Check Your Progress

8. What are the aims of the Format Recognition and Protection Association?
9. What are panel shows?
10. Define an ad film.

9.5 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. The free flow of information is a key for social change to occur.
2. In 1930, two respective TV stations were set up—the National Broadcasting Station (NBC) in New York and the British Broadcasting Corporation (BBC) in London.
3. Television in India began when the Delhi Television Center came into existence on September 15, 1959.
4. Launched as an experimental satellite communications project in 1975, the Satellite Instructional Television Experiment or SITE was aimed at providing informational television programmes to rural India.
5. Television news forms the most important content unit for the students of journalism and mass communication.
6. *Hum Log* was India's first indigenous soap opera.

7. In the beginning of the 21st century, what dominated the small screen in India were game shows, quiz and reality shows.
8. The Format Recognition and Protection Association aims to protect rights to formats and lobbies for legal protection.
9. Panel shows have a group of experts and a moderator, who introduces the experts, explains the theme, anchors the discussion and concludes.
10. An ad film is a short capsule made to deliver a particular message to the audience to persuade them to buy a particular product.

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9.6 SUMMARY

- As a technology, Television has made a huge difference to the manner of conveying ideas to people. This has been proved time and again by the innovations made in the field of TV advertising with the help of rapidly developing multimedia techniques during the last two decades.
- The most important feature of television is its ability to mingle ideas with powerful drama right into the intimate environment of millions of homes.
- In 1920, experiments began in the field of television broadcasting. The United States and some European countries took the lead in these exercises.
- The launch of the satellite *Early Bird* turned out to be a milestone in the field of satellite communication. Moreover, in 1965, Intelsat, and in 1971, Intersputnik, came into existence.
- The video cassette, the Video Cassette Recorder (VCR), Closed Circuit TV (CCTV), Internet Protocol Television (IPTV), Direct to Home (DTH), High Definition Television (HDTV), and so on, have completely altered the path of television's development in new and unexpected ways.
- Television in India began when the Delhi Television Center came into existence on September 15, 1959.
- The INSAT series of domestic communication satellites and microwave cable networks provided India the infrastructure for a national satellite hookup.
- The content of television programme varies. Broadly speaking, it can be classified into three types: (a) News related programme (b) entertainment related programme and (c) Religious programme.
- *Hum Log* was India's first indigenous soap opera. 156 episodes of the show were telecast twice a week from July 7, 1984 to December 17, 1985.
- TV formats are considered to be a form of intellectual property (IP), and are purchased and sold on a regular basis by TV producers, distribution companies and broadcasters. However, TV formats are usually not backed by copyright law.

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- Establishing a 'Proof of Review' and exposure to companies reviewing new TV formats is a crucial aspect of protection by the industry.
- The Format Recognition and Protection Association (FRAPA) aims to protect rights to formats and lobbies for legal protection.

9.7 KEY WORDS

- **Homogenization:** It is the act of making something homogeneous or uniform in composition.
- **Genre:** It is a class or category of artistic endeavor having a particular form, content, technique, or the like.
- **Terrestrial Television:** Terrestrial television is a type of television broadcasting which does not involve either satellite transmission or cables. Instead, transmission is done with radio waves, and antennas or television antenna aerials are used for reception.
- **Intellectual property:** It refers to the intangible property that is the result of creativity, such as patents, copyrights, etc.
- **Graphics:** It refers to the products of the graphic arts, especially commercial design or illustration.

9.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short-Answer Questions

1. How has television impacted the lives of people in India? Can you find some examples in real life?
2. Write a short note on SITE and reality television.
3. What do you understand by studio discussions and studio chat shows?

Long-Answer Questions

1. Describe the different genres of television.
2. Telecast technology has undergone a sea change through all these decades. Discuss.
3. Explain how can a TV interview be effective? How can it be done with the help of camera positions?

9.9 FURTHER READINGS

Broadcasting Journalism

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UNIT 10 RADIO AND FILMS

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Structure

- 10.0 Introduction
- 10.1 Objectives
- 10.2 Radio and its History
 - 10.2.1 Emergence of Radio in India
- 10.3 Radio and its Programmes
 - 10.3.1 Spoken Word Programmes
 - 10.3.2 Outside Broadcast Production of News, Sporting and Mega Events
- 10.4 Films
 - 10.4.1 Characteristics of Films
- 10.5 Answers to Check Your Progress Questions
- 10.6 Summary
- 10.7 Key Words
- 10.8 Self Assessment Questions and Exercises
- 10.9 Further Readings

10.0 INTRODUCTION

Radio has been the means of providing information and entertainment for a long. Most of us have heard of Binaaca Geetmala which was the first film programme to be beamed on radio in India. Radio caters to all categories of people—children, youth and the adults. With the advancement of technology, private players have entered the field of radio in India. In this unit, you will learn about the origin and emergence of radio in the world in general and in India in particular. We will also focus on the diversification of radio programmes as well as films.

10.1 OBJECTIVES

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

- Understand the origin of the radio
- Discuss various radio programmes
- Describe the emergence and features of films

10.2 RADIO AND ITS HISTORY

It was wireless telegraphy that originated from a combination of a number of discoveries of electro-magnetic waves, the wireless telegraph and the triode amplifier valve by scientists and technicians from different countries. A Danish scientist Hans Christian Oersted in 1819 discovered that electric current created

magnetic effect. Later, Alessandro Volta recorded the production of electricity by chemical means in 1829. After six decades, James Clark Maxwell, came out with his theory of electromagnetism. This theory proved the existence of radio waves. Later a German Physicist Heinrich Hertz concluded that like light waves, electric current can be projected into space as radio waves. In 1888, Hertz published a paper which provided the basis for modern radio transmission.

An Italian scientist Guglielmo Marconi fanatically worked on Hertz research. Using Hertz's theory, he succeeded in setting his radio waves in motion by generating a spark that leaped across a gap. He filled up a glass tube with metal fillings and put them in touch with radio waves. The metal fillings cohered. Then he loosened them up and by tapping the tube on the table, he again repeated his experiment. This is how wireless communication was born. Prior to this, transmission of Morse code (telegraph) required the laying of string wires from one point to another.

John Fleming in 1904 invented vacuum tube which enabled the transmission of voice. Later Reginald Fessenden and Lee Dee Forest contributed to its further development. It was Fessenden's theory that radio wave can be sent as a continuous wave on which voice can be super-imposed. Earlier they used to be sent in bursts that accommodated the dots and dashes of the Morse code. Dee Forest improvised on Fleming's vacuum tube into audition tube that contained three electrodes instead of two that belonged to Fleming. The audition tube was capable of amplifying sound to a bigger extent and it became a crucial development towards transmission of the voice. Developments were later added to these inventions in due course of time and finally it took the shape of radio broadcasting. The sole use of wireless telegraphy was to ship and ship to shore communication. It took ten years for it to develop into broadcasting. The world war was the sole reason for industrialization of wireless telegraphy.

10.2.1 Emergence of Radio in India

The pioneers of broadcasting in India were the amateur radio clubs in Calcutta (now Kolkata), Madras (now Chennai), Bombay (now Mumbai) and Lahore after several experimental broadcasts were conducted in Bombay and other cities. The Radio Club of Calcutta was the first amateur radio club to start functioning in November 1923. Madras Presidency Radio Club came close on its heels in May 1924 and began broadcasting in July. The clubs came together because of financial crunch to form Indian Broadcasting Company Ltd. (IBC) in 1927. This was a private company on the lines of European Broadcasting. The IBC built two weak little stations at Calcutta and Bombay. Within three years, the company had as many as 7000 listeners. However, due to lack of revenue it lost a great deal of money and decided to go into liquidation. There was no support from the government. At the last moment BBC started an Empire programme on the short wave. There was a sudden rush from Europeans to buy radio sets to be able to listen to this programme and 8000 sets were purchased in bulk after imposing a 15 per cent import duty on them. The government-run broadcasting was set up

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and was named as Indian State Broadcasting Service (ISBS). Lionel Fielden was made its first controller. It was his idea to rename this service as All India Radio (AIR).

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AIR after independence

When British Raj ended in 1947, All India Radio had a small network of six stations. There were 2.5 lakh receiving sets which meant one set for every 12500 persons in the country. This would hardly characterize the organization as a mass communication system; and among the available mass media radio was the only channel that had the potentiality to be quickly developed into an effective and truly national service. That was particularly the case, since the reach of the printed word was limited as only about 30 per cent of the population was literate and 80 per cent lived in villages. So out of necessity, the quick development of the radio became the policy of the planners and the government under the successive five year plans.

AIR came to be known as Akashvani in 1957. Since then it has emerged as the biggest media organization of the central government, with its programmes received by over 3 crore radio receiver sets in India. As a fast and instantaneous communication medium, it has an in built advantage of overcoming the country's formidable literacy, linguistic, cultural and physical barriers. It could also involve different types of people and integrate various kinds of cultural, musical, dance and folk art forms that are found in India. During the British period this was not possible because the alien government had little respect for national aspirations as also for an indigenous form of entertainment. After independence this attitudinal obstacle ended.

Luckily, AIR had experienced personal and 'its innovative zeal was unbounded.' For example, in 1948 AIR Bombay arranged to interview the Hollywood Greer Garson through an intercontinental link arranged by the Post and Telegraph department. In fact, that spirit had infused largely the software policy of AIR. Accordingly, the main thrust of its programmes was on putting out need – based innovative programmes. In addition, that was the requirement of the time after the communal bloodbath of partition, the urgency of emotional integration after the reorganization of states and initiation of the process of integrated planning. The programme advisory committees set up at various stations and guidelines evolved in August 1980 too have sought to inject a high spirit of professionalism in broadcasting programmes and to make them more receptive to constructive criticism. To this end, listeners' letters, regular feedback service, and analysis of listeners' reactions by audience research units to the programmes broadcast have also made significant contribution.

The manifestation of the spirit of innovativeness was evident when AIR covered sports events during Asiad 1982. In fact, it proved to be a landmark coverage. AIR broadcasted the various events to listeners all over the country. It

also furnished facilities for dubbing and relaying the events to foreign broadcasting organizations. A team of nearly 550 people consisting of programmers, engineers and technicians were placed on duty in different stadia to catch the events in sound and convey them to listeners. All the technical infrastructure required for this historic event was provided internally.

Diversified programmes of AIR

Over the years, All India Radio has expanded its range of programming. Today its home service programmes are transmitted for 3.91 lakh hours every year, excluding 1.76 lakh hours of Vividh Bharati programmes. Further, All India Radio also presents programmes in seventeen different foreign languages and eight Indian languages for over 56 hours daily on its external service to listeners aboard so as to present India's point of view on important issues.

Radio is considered to be the music box for the common man. Previously, music, particularly, Indian classical music was considered to be the reserve of the rich. Due to the radio, different kinds of Indian music, whether they are classical, folk, film based, tribal, devotional, and so on can be enjoyed by anyone who owns a radio. Studies show that radio stations spend about 40 per cent of their total broadcasting time to programmes related to music. Thus, it can be said that All India Radio is facilitating the protection of the Indian musical heritage by acquainting the younger generation with the Indian classical music tradition.

AIR is seeking to scout new talents continually through regular music auditions as well as annual music competitions. Young and promising artists of higher grades are regularly featured in public concerts as well as in zonal hook up programmes. Classical music programmes comprise a weekly national programme of music which presents to the nation music by leading practitioners of both Hindustani and Karnataka schools of music. As a promotional measure, a festival of music, known as radio sangeet sammelan is also organized every year. The recordings of these concerts are broadcast on AIR's network in the country. One of the significant achievements of AIR's national programmes in music as also of radio sangeet sammelan is integration through the interaction of the two major styles of Indian music. Eminent artists as well as the more promising younger talents in both styles are presented in these programmes which are beamed on the national network.

Since 1973, it also broadcasts a national programme of regional music, which brings to the listeners the rich tradition of folk and the light music of various regions. Besides, AIR stations put out sizeable chunks of folk and light music in their programmes. In 1952, it started the orchestral programme called 'vadyavrinda' consisting of both Hindustani and Karnataka instrumentalists. The Delhi unit has done remarkable experiments in orchestration of Indian music and has wide repertoire of a variety of compositions based on traditional ragas and fold tunes. The madras unit comprised mainly Karnataka musicians. AIR is also paying equal attention to the development of folk light and choral music.

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Even today, discerning people like to listen to radio news bulletins for they attempt to give comprehensive and speedy coverage of news and views in addition to commentaries and discussions on current affairs. Besides focusing on major trends in political, economic, social, cultural and scientific fields they give adequate attention to rural development, parliamentary proceedings and sports activities. News is broadcast daily through 254 bulletins. Of these, 68 bulletins in 19 languages are beamed from the home service from Delhi, 123 original bulletins in 60 languages and dialects and 63 bulletins of external services in 24 languages. Specialized news, sports news, state and development news, slow speed bulletins in English, Hindi and Urdu, a weekly bulletin of human interest stories constitute other important bulletins of AIR covered by its own correspondents. In days when parliament is in session, daily commentaries in English and Hindi review the day's proceedings in the two Houses. Since 1977, a weekly coverage has also been introduced. A similar coverage of state legislatures is broadcast for state capitals in the languages concerned.

The external services broadcasts are designed to project a true and objective image of the country to listeners abroad. They explain the country's point of view on matters of national and international importance. They also seek to acquaint listeners with the ideas and achievements of India as an open society, as also its secular ideals. These broadcasts are equally significant to service as a link with people of Indian origin living or settled abroad. AIR beams programmes for special audiences and occasions. Specific programmes are relayed for the armed forces, women and children, youth, students, industrial workers, rural and tribal people. 14 stations broadcast daily programmes for the armed forces. Almost 55 stations present programmes twice a week in original languages for women. The objective of these programmes is to provide entertainment and impart necessary information on household topics. Programmes on family welfare, a very important sector of human progress are planned and produced by 36 family welfare units at various stations of the broadcasting network. These programmes are integrated with the general programmes as well as those meant for the special audiences like rural, folk, women, youth and industrial workers.

The early sixties saw a vast growth in rural broadcasting. Auxiliary transmitting centres were installed to extend the coverage of the existing station. Farm and home units were created at several stations. By 1965, every station of AIR started broadcasting special programmes especially for rural listeners for about 30 to 75 minutes on a daily basis. Besides, a daily programme on hard core agriculture and weather reports are broadcast for 45 to 55 minutes from 64 farm and home units, located in different AIR stations. These programmes aimed at providing educational and informational support to the intensive agricultural and rural development programmes. They also seek to disseminate new agricultural technology to farmers in their local languages or dialects, besides covering other subjects like rural cooperation, animal husbandry, poultry, fisheries and cottage industries. 31 stations present specially conceived and cooperatively developed programmes called the

‘farm school of AIR’ where instruction and guidance on farming is provided to listeners. In this programme, lessons on subjects like rice and wheat cultivation use of fertilizers, dairy, poultry, fisheries and nutrition are given. The evaluation of these programmes has indicated that the audience finds them extremely useful. It is interesting to learn from the record projects of agricultural universities that AIR’s rural programmes are not only useful to the villagers but also command credibility and acceptability. The imprint of AIR is best known by the terms—radio seeds and radio fertilizers.

In order to provide a forum for the self-expression of the youth between the age of 15 to 30 years, AIR broadcasts a programme for youth called ‘yuvavani’ from 74 stations. This service provides an opening for the talents of this age group to present their viewpoints by participating in a wide range of programmes, talks, discussions, interviews, plays, features and music. Under these programmes a youth news bulletin is also broadcast by the youths.

AIR is an extensive arm of India’s cultural activities. Its programmes include at least two plays a week. Besides, original plays, radio adaptations of outstanding stage plays, novels and short stories are also broadcast. Since 1956 outstanding plays from Indian languages are being transmitted in the national programme of plays. The national programme of features which commenced in 1956 focuses attention on matters of national importance or interest in political, economic, social or cultural spheres. In fact, many people with a literary bent of mind lay great emphasis on AIR’s literary and cultural programmes and draw mental exhilaration from them.

AIR is becoming a good aid in school education. Most AIR stations broadcast programmes based on the school curriculum to reach students in interior areas. Radio support to university correspondence degree courses is also provided by several stations. Sports events in India and abroad are covered by reviews, running commentaries and voice dispatches. In metropolitan centres a daily sports service is put for 95 minutes covering all important sports events. In addition, two news bulletins, one in English and other in Hindi, of five minutes duration, and weekly sports newsreels are also broadcast. There are special occasions which attract special programmes on the national hook up of AIR. These include the Republic day, Independence Day, anniversaries, visits of foreign dignitaries or the visits of Indian dignitaries abroad.

Radio is a popular entertainer as well. Vividh Bharati, a popular broadcast for this purpose is transmitted from 31 centres including two short wave transmitters at Mumbai and Chennai. The total duration of Vividh Bharati is 12 hours and 45 minutes on week days and 12 hours and 15 minutes on Sundays and holidays. The programmes which are generally acclaimed are music, humorous skits, short plays and features. AIR introduced broadcasting of commercials on November 1, 1967. That is a part of marketing service, through it brings revenue as well. Today the service is provided by 28 centres. Advertisements are accepted in any language as tape recorder spots of 7, 15, 30 and 60 seconds duration.

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Radio as a mass media tool and the concept 'radio for all' will be roughly measured in terms of the number of radio receiving or transistor sets in the country. Since independence these sets have increased manifold to an aggregate of around 3 crores. The number may increase with the lifting of licence fee this year. In terms of diffusion rate it means nearly 4.4 sets for 100 persons. Still a figure below the minimum UNESCO norm of 5 sets for 100 people or one set for each family. In the Indian context, however, the redeeming situation is that one set can be used to serve a larger number of people beyond the household. In addition, there are about 1.6 lakh community sets which operate in rural areas. Although the transistor revolution which has swept every part of the country has reduced the importance of community sets, some recent studies have underlined the need of continuing to have community receiver sets at least in selected areas. In the sixties, when the community listening scheme was in full swing and assessed, it was revealed that the discussions in community listening and deliberations were excellent or good and that participants learnt a 'great deal' or quite a lot.' also In addition, these forums developed rapidly into decision-making bodies capable of speeding up common pursuits of the village.

The government's interest in radio and its concern about its growth were reflected in the allocations to broadcasting in its successive five year plans. As a result AIR grew in size and status. Today this national service comprises 86 stations including two Vividh Bharati commercial centres, one at Chandigarh and other at Kanpur. In addition, the network includes two auxiliary study centres at Bhubaneswar and Shantiniketan.

AIR's programmes are beamed from 162 transmitters of which 126 are medium dash wave. Broadly speaking we may say that AIR now serves about 90 per cent of population and about four-fifths of the total area of the country. More than any other media, its sweep includes far flung areas like Leh and Laddakh, Tawang in Arunachal Pradesh and the distant islands like the Andaman and Nicobar and the Lakshadweep. One may hope that it is not in the distant future that AIR may reach its full moon day by claiming to cover all the areas of the country and its entire population.

Simultaneously, AIR has also staged a leap forward in its software and research development aspect. Today it does face occasional fireworks or adverse comments of critics. It also has an intrinsic weakness of not enjoying high credibility because of its being a government controlled medium. Yet, AIR is considered by media authorities and researchers to have proved its worth and utility both as an informational channel and a development and cultural activist. Still more, it has provided healthy entertainment through its various light and humorous programmes. Extension research and other field surveys have already given great credit to radio both as a credible promoter of suitable climate for development and progress and also for having advanced farm educational and cultural renaissance. Its contribution in the form of transmitting useful and timely information, motivation and suggestions for rural development is conceded. Its sponsors claim that radio is helping to

create a climate of opinion in which social change can take place and people could be involved in the process. One can safely presume that along with TV, documentaries and farms journals, AIR will provide an adequate communication umbrella to integrated rural broadcast, feedback interviews, ‘meet the activists and innovators’ and critic series, impact studies and others. Thus, AIR has an activating role in furthering India’s culture, education, music and other practising arts. The increasing number of Walkman transistors and the growing popularity of listeners’ letters are obvious indications.

Check Your Progress

1. Who discovered that electric current created magnetic effect?
2. Which invention of John Fleming enabled the transmission of voice?
3. What was the first amateur radio club?
4. When did AIR come to be known as Akashvani?
5. What is ‘vadyavrinda’?

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10.3 RADIO AND ITS PROGRAMMES

Different radio programme formats can well be understood by comparing them with different formats of news in print media in general and a newspaper in particular. You must have noticed when you go through a newspaper that a series of news items are presented in such a way that they catch your attention. The news items range from the serious ‘hard’ news, the ‘soft’ news, news from neighbouring and distant countries abroad or regional news and then news features and entertainment news are all placed in a way which suits the mood and nature of the news item. All of these news items have a distinct presentation style. Some have graphs; some come with display of figures and with some photos. Similarly, a radio station also broadcasts different types of programmes known as formats. These may include news bulletins, discussion shows, phone-in music request shows, radio features, and so on.

When we decide on the format of a programme, it is very important that we are aware about our target audience. We cannot make a programme on urban problems for rural population and vice versa. Hence, it is important to know the following characteristics of our audience before we prepare a programme:

- People
 - o The total population
 - o The sex ratio
 - o Levels of literacy and illiteracy
 - o Religious denomination

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- o Primary employment of the region
- o Poverty and Income levels
- Languages spoken
- Number of schools and colleges
- Number of children in school
- Health facilities available in the area
- Power supply
- Television and Radio Stations Available
- Road and transport facilities

A producer of a radio programme should be aware of all these facts of a region before he or she decides on the time slot and the language to be used for a particular programme. Therefore it can be said that formats of radio programmes are primarily dependent upon the choices and the needs of the audience. Certain factors need to be taken into account in all radio formats. In any area or region, different communities live together. They have different socio-cultural and religious beliefs and life styles. In India especially, radio plays a significant role in the lives of the people. Irrespective of there being plenty of rich people and highly developed cities, majority of our people are poor and a large number of them cannot read or write. So radio serves as the medium that can inform, educate and entertain them.

Radio formats can be classified into two broad groups:

- Spoken word programmes which include news bulletins, talks, discussions, interviews, educational programmes for schools and colleges, specific audience programmes aimed at women, children, rural and urban listeners, drama, radio features and documentaries.
- Music programmes which include disc jockey programmes, musical performances of all types and variety programmes.

So, in this way, radio programmes can be of various types. You must have heard of some programmes on the radio. You must also know the names of some of the radio stations operating in your area. When you tune into a radio station, you would be familiar with the timings of programmes you want to listen to being mentioned. These are known as *announcements*. Announcements are traditionally made by people who are known as *announcers*. These days, radio jockey (RJ) is a very popular term used for announcers because commercial radio channels prefer to call them by this name. A radio format has some basic elements. It can be divided into three parts:

- Spoken word or human voice
- Music
- Sound effects

10.3.1 Spoken Word Programmes

Let us go through some of the spoken word programmes.

- **News bulletins:** All India Radio or Aakashvani broadcasts news bulletins every hour of the day in English and other regional languages. The duration of major bulletins is 15 minutes. Summaries of news stories are presented in these bulletins in order of importance and interest value. In these bulletins national and international happenings are given prominence while regional and local news are accommodated if time permits. Human interest stories and sports complete the major bulletins. The language, structure and presentation of these bulletins is formal.
- **Newsreels:** This format is usually of 15 minutes duration and spot reports, comments, interviews and extracts from speeches are presented in it. It is much more expensive and complex format than the news bulletin and needs more efforts like well-written link narrations and skilled editing.
- **Documentaries/Radio features:** Documentaries or radio features are usually factual, informational in character and sometimes educational in intent. Techniques of talks and drama are used in these with a view to tell the story of events, past, present or those likely to happen in future. The biography of a great leader, or merely the interpretation of the world around us or people and culture unfamiliar to us or even social, political, economic or cultural problems—all these can be covered under this format. In fact, any subject of interest is open for a feature writer. What can induce life in a documentary/feature is the use of a narrator along with the voices of real people or actors interspersed with background effects and music.
- **Radio plays:** Radio drama is a story told through sound alone. Dialogues, voices of people, background or mood effect, musical effect, atmospheric effects and the like constitute this sound. Radio drama is no different than a stage drama except that you cannot see the actors. You can only hear them. Like a stage drama, radio drama also thrives on conflict, uses characters and has a beginning, middle and an end. In a radio drama, sounds suggest movement and progress – generally to a crisis or climax. The voices of the characters have to be distinguished from each other, or the producer may risk the confusion of the listeners. In a radio drama, at the most three to four characters are advisable otherwise the listeners may get confused.
- **Radio talks:** This format resembles a chat with a friend who is addressing the listener alone in an informal manner. The words in a radio talk are kept simple and familiar, yet descriptive and powerful with short sentences of independent clauses. Radio talks have no definite structure and are interesting and informative.
- **Radio interview:** Like other media including the newspaper, magazine, radio or television, radio interview is an effective technique of drawing

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information. Journalism is basically about asking right questions and getting the required answers. This technique is used extensively and in various ways in radio particularly because radio is all-audio medium. Interviews may be of different duration, content and purpose. First of all, there are full-fledged interview programmes, the duration of which may range from 10 minutes to 50 minutes or even 60 minutes depending upon the topic and the person being interviewed. Most of such interviews are centred on a controversial issue or celebrities. Secondly, interviews are used in various radio programmes like documentaries. These interviews are brief, question specific and few. The purpose is to get a very brief and accurate answer. Thirdly, there are many interviews or interview-based programmes in the field of news and current affair. Nowadays, phone-in programmes have become quite popular wherein live interviews are conducted with either listeners or an expert. With more refined technology, these interviews have been made more interactive encouraging the listeners to take part in a discussion or share their views on a common forum. In another type of interview-based programmes, ordinary people or people with knowledge are just asked one or two questions on some current topic to gather public opinion. For instance, when the general budget or the railway budget is presented in the Parliament, people representing radio approach the general public about their opinion. They remain anonymous. Such interviews are called 'vox pop' which is a Latin phrase meaning 'voice of people'. You have to be very inquisitive, well-informed and dedicated to be a radio interviewer with sound general awareness and communication skills.

- **Radio discussions:** Discussions can be effective in resolving issues and making people aware of the various dimensions of an issue. Any discussion involves more than two or three people and then ideas can be derived to arrive at some inference. In radio, this technique allows people to have various points of view on matters of public concern. Radio discussions are produced in relation to controversial social or economic issues. So when experts meet and discuss such issues, people get an idea of different points of view. Usually, radio discussions are of a longer duration on radio as compared to TV, around 15 to 50 minutes. A well informed journalist or a senior radio announcer who is well versed with the topic acts as the moderator of the discussions and two or three experts in that particular field are invited to take part and discuss that issue for approximately 50 minutes. The moderator conducts the discussion, introduces the topic and the participants and ensures that sufficient time is given to every participant to express his/her opinions.
- **Phone-in programmes:** Phone-in programmes are another format of radio programming. In such interactive programmes, the caller calls up the anchor and talk about whatever topic is the subject of the discussion. In such programmes, it is important to advertise in advance so that callers have

advance notice of when to call. In the beginning, the format was used primarily in call-in music request shows. Nowadays, the range of the format has expanded, and includes programmes on health, programmes discussing government policies, rural broadcasts, and so on.

- **Music programmes:** In radio, music programmes are far more popular than spoken word programmes. Music is enjoyed because of its rhythm, melodies and harmonies and for the relaxation that it provides. Unity and form are a must in music programmes. What is advisable from experts here is that disc jockey (DJ) programmes of 'pop' or 'disco' or, for that matter, those of groovy music should not be mixed with classical or light classical music. The genres of music programmes should be strictly kept separated.

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10.3.2 Outside Broadcast Production of News, Sporting and Mega Events

Outside Broadcast (OB) stands for a programme produced outside the station and studio. A Van housing the equipment for broadcast is called the Outside Broadcast Van (OBV). This kind of broadcast is related to covering and recording an event right from the place where it is happening. Every production activity and even some of the post production activities occur outside a conventional studio. Earlier OB production was limited to sporting and mega events, but these days it is also used in news programmes. The press conferences of VIPs or people in news are covered through these vans and are telecast live.

It is of utmost importance that before the OB van goes from the station to the location, it is ensured by the producer of the programme that the van is fully equipped and functional. It should reach the required location well before the event starts. The van is usually stationed at a suitable place from where there is convenient access to the field staff as well as the main station. If goes to the location and finds a suitable place for the van so that an effective coverage of the event can be ensured. This is also referred to as field plan just like chalking out the floor plan in studio production. There are various kinds of outside recordings. Some of them are the following:

- (ENG) Electronic News Gathering
- (DNG) Digital News Gathering
- (EEP) Electronic Field Production
- (RFP) Remote Field Production

Any of these can be used to record schedule or unscheduled events for use in the broadcast station. However, each of them is used in different ways to accomplish a common objective. For instance, in ENG, a camcorder is used to cover events and that recording can be used for news production in the station. The DNG makes use of satellite up-link facility to relay field news events to the satellite. From the satellite, the field news event are downloaded and used by the

NOTES

radio station. On the other hand, remote field production consists of all the equipment that a production may require and thus acts as a complete studio in the field.

A radio signal begins in the studio and ends in the radio set of listeners. The material that is recorded beforehand are played in the continuity studio. The audio can be recorded on tapes, CDs, or on the hard drive of computers. The signals are then sent to the lines room. From there they are routed to the transmission hall. From the transmission hall, the signals are transmitted using microwaves through space. In the case of reporting on sports and other mega events, commentators are linked to the station from outside. This is dependent on the number of available telephone lines. The proximity of the commentary site to the station is also a determining factor. The linkage can be established in the following ways as well:

- **By cable:** The cable linkage method is used for cases when an event is occurring within the grounds of the station but outside the studio. This is a direct link from the studio to scene or from the scene to the studio.
- **By Microwave Link-Sat:** In this method, signals are transmitted from the event using the satellite uplink. The use of the method is also dependent on how close the event is from the station. If it is far away, it is possible that a microwave would not be able to cover the long distance. However, if the event is within the coverage area of the radio station, the microwaves will be able to transmit no matter how long the distance.
- **By telephone lines:** In this method, the broadcast equipment is connected to a telephone line that directly transmits to the studio. Even if the area has no telephone coverage, microwave equipment can be employed from the location to the carrier room of NITEL which could direct the signals through its trunk to the broadcast station.

Most outside broadcasts on radio also contain either sports or ceremonial commentaries. Both types of commentaries function exclusively depending on the availability of resources and time involved. These are essentially of four types:

- **Delayed broadcast:** Refers to a situation when an event is recorded from the beginning to the end and is transmitted at a later date. Usually this is done in a situation when the scene of the event cannot be broadcasted live.
- **Closed circuit:** This is employed during a sport situation where the duration of the event is not known, for example a tennis match. The entire event is covered and edited to fit into a broadcast at a later date.
- **Live broadcast:** In such situations, the entire event is carried live just as the event is taking place. Commentaries are recorded from the spot. This is done for cricket and football matches.
- **Relayed outside broadcast:** In such situations, the radio station relays a broadcast from a sister station for its listeners.

Time frame is a vital factor in spite of the OB technique. There are some programmes on radio stations that last for a longer period than others. For example, events like India's Independence Day or Republic Day celebration may be three to four hours long while a sports event like a badminton game lasts no more than an hour or an hour and a half. The commentary position is determined on the arrival of the crew at the venue of the event. However, in standard stadia, standard cubicles are already in place. Here the commentators advise engineers on the number of cables or microphones to be used and how they should be placed. Thereafter, the team checks possible escape routes in the case of uncalled for incidents that are situation specific. The announcer usually introduces the commentators who equip themselves with portable and small radio sets to monitor their output on air. This is very significant and enables them to rectify anomalies in the commentary if any. The commentators work in shifts to avoid being overstressed. They generally sign off when the event ends. Outside Broadcasting requires efficient planning with efficient personnel to handle the assignment because it involves efficient use of person and equipment. The people as well as the equipment ought to be in good condition, and the people ought to be experts in handling the production equipment in order to achieve the desired result. At the scene of the event, cables should be arranged in such a way that disturbance and damage can be pre-empted and prevented.

Check Your Progress

6. What is significant during the process of format selection for radio programme?
7. Define documentaries.

10.4 FILMS

The moment you hear the word film or cinema, it takes you to another world; a world, which is full of dreams and fantasies. A world, where you see everything larger than life. This is how we see our cinema. The cinema, which is popularly considered as Masala Film or commercial cinema. But cinema or films are not confined to these commercial formulas only. The spectrum of cinema is much greater. Cinema is a form of art through which we can make a long lasting impact on viewers' mind. Films are a form of art. An art that has no boundaries. We can also say that it's a form of illusion too. It makes the absence presence. What you think in the past and what you created in the past becomes present whenever you see the film. So it's an elusive art. Cinema comprises different compositions within itself. Several concepts that must combine to form the cinema, as for example, perception, representation, signification, adaptation, evaluation, identification, figuration and interpretation. All these together complete this form of art called

NOTES

NOTES

cinema. We will discuss some major concepts from these to understand the cinema in a better manner:

- **Perception:** Perception is the basic part of cinema. You perceive something before making it a reality. To understand it better let's take an example. Suppose you visit a place and gets enchanted by its beauty. Now even if you leave the place, you can describe it easily as it is in your mind now. You may close your eyes and explain each and every detail of that mesmerising beautiful place. You can do the same for some imaginary things like when you read something, you can describe it afterwards. It might be some imaginary thought but you can make it real in your mind. In cinema, according to the Gestalt theory, perception implies the process of incorporating cultural and social codes into visual life to create a semblance between some incidents or parts of individual life and the cinematic portrayal of human life. Thus, we tend to see cinema as an integral part of our everyday life and what is perceived every day in life.
- **Representation:** Representation is another mode of cinematic art. To understand it better we first have to understand the difference between physical reality and psychological reality. Physical reality is something that exists in real. Suppose there is flower in front of you. This is physical reality because flower in its real form exists here. But if someone ask you what is a flower? You may have different answer according to your choice and preferences. This is psychological reality. The flower of your imagination might be completely different from the flower which is placed in front of you. Like there might be Lotus in front of you and you might think of Rose as a flower. So, physical reality might be completely different from psychological reality. As you can see, the 'psychological reality' of a perceived object can vary from person to person. Thus, we all differ in our mental representations and choices. According to film theorist Christian Metz, this concept works in cinematic perception also.
- **Adaptation:** Adaptation is the integral part of cinema. Adjusting yourself to your immediate environment is adaptation. Adaptation is the process which we apply in our daily life. You go the restaurant for dinner and order your favourite food. Then you come to know that your favourite dish is not available at that time. In this situation you order something else for your dinner. This is adaptation to new situation. In cinematic world too, the similar process happens. When we take a story or plot we make lots of adaptation to make it fit in the cinematic language. According to the film theorist, Jean Mitry, when a story from a different language is modified or adapted as the plot of a film, the treatment of it becomes a necessary aspect of film-making, and this can vary according to the language and culture in which the film is being made.
- **Identification:** Identification is the concept that converted a simple idea into cinematic art. It is necessary for the makers of the film that they identify

their plots with the language of cinema. According to Hugo Münsterburg, identification is the story of the subconscious mind that could be represented in a cinematic form of art only when intelligence of mind and genuineness of motivation combines together. Therefore, to understand any given film as art, it is very important that the producers communicate properly to the audience what they have in mind.

- **Interpretation:** Interpretation is the concept that we use in understanding and analysing something. In communication interpretation is the most important part because it gives the real meaning to what you communicate. The idea which the sender wants to communicate is depend on how the receiver hears it interpret it. If the receiver interprets it correctly then only communication establishes. It applies in cinema too. Interpretation is integral for understanding and analysing cinema as it focuses on the contexts of meaning and whatever is pertinent in such meaning-making. It basically studies the otherness that may not be immediately visible when you watch a film. Film makers communicate many things through the way of cinematic art. For example, camera angles give depths into many scenes thus are able to enhance the emotions of viewers.

10.4.1 Characteristics of Films

Film or cinema is an art. An art, which comes into reality through mechanical medium. There are so many mechanical devices used in film making that makes it a highly technical job. Cameras, lenses, trolleys, mixers, sound tracks, projectors – there are numerous equipment used in film making. But these mechanical devices are nothing unless technical people don't understand the art of cinema. Film making turns these technicians into artists. We can say that film making becomes reality only when all these technicians turned artists come together with actors and other creative artists in their full potential.

Film is a continuous strip of exposed celluloid. Celluloid is composed of several reels. Reels have several shots. Shots have several frames. Frames have only images which are static and do not move. So, film is only a sequence of static images, recorded by the camera. These images move and come to life through projectors, running one after the other at the end of each reel. Actually there is no real movement of images when the projectors project them on the cinema screen. It is only an illusion of movement of images. Here are some important characteristics of films:

- **Mass medium:** Films are medium of mass communication. Millions of people watch movies in different platforms. Today cinema halls or theatres are not the only way to see a movie. Through satellite channels and OTT platforms its reach has increases manifolds. Films could be watched and understood by illiterate people also. It's in true sense a medium for masses.

NOTES

NOTES

- **Preserved medium:** Films can be preserved for long time. Technology facilitates this process of preserving our cinema. So we can watch it again and again. Films are said to be mirror of society. So when we watch a old movie we get to know the cultural and social aspects of old era. In this way, it could be useful for research also.
- **Collaborative medium:** Film making is a team work. Many people collaborate in the process of film making. Technician, actors, creative artists all come together to make a film. Even to reach to the public the whole bunch of people are needed – from distributor to the cinema hall operator. No other medium depends so much on so many people.
- **Art medium:** When cinema was started, it was considered only as a medium for entertainment. But with the time, cinema has shown that it is not lesser than any other art medium. In fact, today, cinema is considered the seventh art like the earlier arts of painting, sculpture, architecture, drama, poetry, and music. There are many great movies those come into the category of classics.
- **Role of government:** Government try to promote healthy cinema but with this it puts some rules and regulations also on cinema. In most of the country, a censor board has been established which monitors all the film and gives certificate for release to the films. Government also levy taxes on films. But a demand of removing harsh taxes and a less control of censor board on cinema has strengthened its voice in few decades.

Check Your Progress

8. Mention five concepts of cinema.
9. What is physical reality?
10. Why are films considered as mass medium?

10.5 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. A Danish scientist, Hans Christian Oersted, in 1819 discovered that electric current created magnetic effect.
2. John Fleming, in 1904, invented vacuum tube which enabled the transmission of voice.
3. The Radio Club of Calcutta was the first amateur radio club to start functioning in November 1923.
4. AIR came to be known as Akashvani in 1957.

5. In 1952, AIR started the orchestral programme called 'vadyavrinda' consisting of both Hindustani and Karnataka instrumentalists.
6. When we decide on the format of a radio programme, it is very important that we are aware about our target audience.
7. Documentaries or radio features are usually factual, informational in character and sometimes educational in intent.
8. Five concepts of cinema are perception, representation, adaptation, identification and interpretation.
9. Physical reality is something that exists in real.
10. Films are considered as mass medium as millions of people watch movies on different platforms. Today cinema halls or theatres are not the only way to see a movie. Through satellite channels and OTT platforms its reach has increases manifolds. Films could be watched and understood by illiterate people also. It's in true sense a medium for masses.

NOTES

10.6 SUMMARY

- A Danish scientist Hans Christian Oersted in 1819 discovered that electric current created magnetic effect.
- John Fleming in 1904 invented vacuum tube which enabled the transmission of voice. Later Reginald Fessenden and Lee Dee Forest contributed to its further development.
- The Radio Club of Calcutta was the first amateur radio club to start functioning in November 1923.
- The government-run broadcasting was set up and was named as Indian State Broadcasting Service (ISBS).
- When British raj ended in 1947, All India Radio had a small network of six stations.
- Since 1973, AIR also broadcasts a national programme of regional music, which brings to the listeners the rich tradition of folk and the light music of various regions.
- Even today, discerning people like to listen to radio news bulletins for they attempt to give comprehensive and speedy coverage of news and views in addition to commentaries and discussions on current affairs.
- In terms of radio production, 'programme' basically means the various meaningful sounds produced by human beings or recorded sounds used to fill the airtime to be audible.
- Different radio programme formats can well be understood by comparing them with different formats of news in print media in general and a newspaper in particular.

NOTES

- Announcements are traditionally made by people who are known as announcers.
- All India Radio or Aakashvani broadcasts news bulletins every hour of the day in English and other regional languages.
- Discussions can be effective in resolving issues and making people aware of the various dimensions of an issue.
- Outside Broadcast (OB) stands for a programme produced outside the station and studio.
- Outside Broadcasting requires efficient planning with efficient personnel to handle the assignment because it involves efficient use of person and equipment.
- The moment you hear the word film or cinema, it takes you to another world; a world, which is full of dreams and fantasies.
- Film or cinema is an art. An art, which comes into reality through mechanical medium. There are so many mechanical devices used in film making that makes it a highly technical job.
- Cinema comprises several concepts that must combine to form the cinema, as for example, perception, representation, signification, adaptation, evaluation, identification, figuration and interpretation.
- In cinema, perception implies the process of incorporating cultural and social codes into visual life to create a semblance between some incidents or parts of individual life and the cinematic portrayal of human life.
- Representation is another mode of cinematic art. Our physical reality might be completely different from psychological reality.
- Adaptation is the integral part of cinema. Adjusting yourself to your immediate environment is adaptation.
- Identification is the story of the subconscious mind that could be represented in a cinematic form of art only when intelligence of mind and genuineness of motivation combines together.
- Interpretation is integral for understanding and analysing cinema. Filmmakers communicate many things through the way of cinematic art. For example, camera angles give depths into many scenes thus are able to enhance the emotions of viewers.
- Film is only a sequence of static images, recorded by the camera. These images move and come to life through projectors, running one after the other at the end of each reel. Actually there is no real movement of images. It is only an illusion of movement of images.
- Some important characteristics of films are mass medium, collaborative medium, preserved medium, art medium and role of government.

10.7 KEY WORDS

- **Wireless Communication:** It is the transfer of information over a distance without the use of electrical conductors or wires.
- **Electromagnetism:** It is the interaction between electrical fields or currents with magnetic fields.
- **Radio Jockey (RJ):** This is a very popular term used for announcers as commercial radio channels prefer to call them by this name.
- **Phone-in Programmes:** It is also known as interactive programming where the listener and the presenter talk to each other.
- **OTT Platforms:** OTT stands for 'Over the Top' and refers to any streaming service that delivers content over the internet. The service is delivered 'over the top' of another platform.
- **Censor Board:** The Central Board of Film Certification (CBFC) is a statutory film-certification body in the Ministry of Information and Broadcasting of the Government of India. It is tasked with regulating the public exhibition of films under the provisions of the Cinematograph Act 1952.

NOTES

10.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short-Answer Questions

1. Briefly describe the history of the evolution of radio.
2. Write a short note on the emergence of radio in India.
3. What do you understand by the format of a radio programme? Why is it necessary?
4. Write a short note on the different types of outside broadcasts.

Long-Answer Questions

1. Describe the expansion of All India Radio in India after 1947.
2. Explain the different kinds of programmes that are broadcast on radio.
3. Describe the different spoken word programmes.
4. Discuss some major concepts in the world of cinema.

10.9 FURTHER READINGS

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NOTES

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UNIT 11 MASS MEDIA: USES AND MISUSES IN MODERN SOCIETY

Mass Media: Uses and Misuses in Modern Society

NOTES

Structure

- 11.0 Introduction
- 11.1 Objectives
- 11.2 Advantages and Limitations of Mass Media
- 11.3 Uses and Misuses in Modern Society
- 11.4 Answers to Check Your Progress Questions
- 11.5 Summary
- 11.6 Key Words
- 11.7 Self Assessment Questions and Exercises
- 11.8 Further Readings

11.0 INTRODUCTION

Mass media facilitate dissemination of information and communication to a vast number of people. There is a strong heterogeneity of media audiences. And more often than not, the media content caters to different groups rather than to a homogenous set of audience. Media performs 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, mass media is also expected to play an additional role—to mobilize public support for national development. Media also performs a role in subtly shaping perceptions and moulding public opinion by means of this symbolism. The use of media effectively helps citizens to engage meaningfully with the media in an active and a critical manner. In this unit, we will discuss the uses and misuses of mass media in modern society.

11.1 OBJECTIVES

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

- Understand the role of mass media
- Discuss the usage of mass media
- Describe the uses and misuses of mass media in modern society

11.2 ADVANTAGES AND LIMITATIONS OF MASS MEDIA

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Let us first discuss the advantages of mass media:

- Mass media helps educate people. Through television and radio programs, individuals get to learn about health matters, environmental conservation, and much more.
- Through mass media, people are able to receive the latest news in a very short time. Distance is not a barrier for news. People get news daily through the media and this keeps them updated on global events.
- People get to bring out their hidden talents through mass media. Through media, individuals can showcase their talents such as comedy, acting and singing.
- Media also helps increase the knowledge of children. They can learn from quiz programs, animal programs and so on.
- Radio is a convenient mass media tool through which people receive a synopsis of the news. News can also be accessed through hand held devices like mobile phones.
- Mass media is a great way to promote mass consumer products. This can in turn increase sales of the product.
- It serves as a good source of entertainment. People get entertained through music and television programs.
- Television allows electronic duplication of information. This reduces the production cost making mass education possible.
- Media leads to diffusion of different cultures. Media showcases different cultural practices.
- It helps people around the world to understand each other and embrace their differences.

The limitations of mass media are:

- One major limitation is that mass media leads to individualism. People spend too much time on the Internet and watching television. As a result, socialization with friends, family and neighbours is affected.
- Some media contents are not suitable for children. Limiting children's access to such content can be difficult.
- Newspaper is geographically selective.
- Increase in advertisements in television and radio is making them less attractive.
- Internet as a form of media opens up possibilities of imposters, fraud and hacking.

- Media can be addictive, e.g. some television programs and internet. This can lead to decrease in people's productivity.
- Health problems. Prolonged watching of television can lead to eyesight problems and radio listening using earphones exposes one to possible hearing defects.
- It glamorize drugs and alcohol. Some programs make the use of these things appear cool'.
- It can lead to personal injury. Some people decide to follow the stunts that are showcased in the media. This can lead to injuries.
- Another limitation of mass media is that it can lead to ruin of reputation. It is possible for one to create an anonymous account. Such accounts can be used to for malicious reasons such as spreading rumours. This can lead to ruin of reputation of an individual or a company.

NOTES

11.3 USES AND MISUSES IN MODERN SOCIETY

The most important use of mass media is creating public opinion. Millions of people use different mass media. Mass media denotes a section of the media specifically designed to reach a large audience. This widespread reach is the real power of mass media. The basic purpose of mass media is to communicate. This communication is in the form of different sort of information depending on the place and situation. Newspaper, Magazines, Radio, TV, Internet– there are so many of media which are constantly communicating with you. So, ultimately all the information that you get from mass media works as the base to create your view point and through it you make decision. In addition to this mass media can be used for various purposes:

- **Advocacy:** Media advocacy is the strategic use of mass media to make the public opinion for advancement of community policies or business goals. This can include advertising, marketing, propaganda, public relations, and political communication.
- **Entertainment:** In today's scenario our major chunk of entertainment role comes through Mass Media. Whether it is TV, Radio, Cinema or newer version of mass media digital platforms, we all are heavily dependent on mass media for our daily dose of entertainment.
- **Journalism:** Though many times journalism becomes synonymous with mass media but journalism is just a section of mass communication. The use of journalism is that much important that it is considered as fourth estate in democracy. Journalism is the discipline of collecting, analyzing, verifying and presenting information regarding current events, trends, issues and people. Journalism is also called watchdog of society.

NOTES

The uses of mass media are manifold but here we discussed only few of them. Modern media is basically based on the digital technology. Like every coin has two faces, mass media has advantages as well as disadvantages. Some misuses of mass media are as follows -

- **Information Overload:** In the era of internet, there is no filtration or gatekeeping available on information. The result comes into the form of information overload. The internet is flooded with information and sometimes it becomes really difficult to filter out the relevant information
- **Unreliability:** Unreliability of information has emerged as the biggest problem in internet. Fake news has become the common thing in new media. People are spreading their own propaganda through media. There a bunch of information which is biased or full of factual errors.
- **Indecent content:** Internet is full of obnoxious and vulgar content. This is most common misuse of mass media in modern society. There is no censorship on the content available on internet. The consequences results into vulgarity and offensive content. This scenario is not good for our culture.

Check Your Progress

1. What is the advantage of electronic duplication of information allowed by TV?
2. Mention some misuses of mass media.
3. What is media advocacy?

11.4 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. The advantage of electronic duplication of information allowed by TV is that it reduces the production cost, making mass education possible.
2. The misuses of mass media are information overload, unreliability, and indecent content.
3. Media advocacy is the strategic use of mass media to make the public opinion for advancement of community policies or business goals. This can include advertising, marketing, propaganda, public relations, and political communication.

11.5 SUMMARY

- Mass media helps educate people. Through television and radio programs, individuals get to learn about health matters, environmental conservation, and much more.
- One major limitation is that mass media leads to individualism. People spend too much time on the Internet and watching television. As a result, socialization with friends, family and neighbours is affected.
- The most important use of mass media is creating public opinion. Millions of people use different mass media. Mass media denotes a section of the media specifically designed to reach a large audience. This widespread reach is the real power of mass media.
- Media advocacy is the strategic use of mass media to make the public opinion for advancement of community policies or business goals. This can include advertising, marketing, propaganda, public relations, and political communication.
- Whether it is TV, Radio, Cinema or newer version of mass media digital platforms, we all are heavily dependent on mass media for our daily dose of entertainment.
- Journalism is an important use of mass media. You can't imagine a modern society without the effective role of journalism.
- There is information overload in internet. The internet is flooded with information and sometimes it becomes really difficult to filter out the relevant information.
- Fake news has become the common thing in new media. People are spreading their own propaganda through media. There a bunch of information which is biased or full of factual errors.
- Internet is full of obnoxious and vulgar content. This is most common misuse of mass media in modern society.

NOTES

11.6 KEY WORDS

- **Fake News:** The term fake news alludes to reports, images, and videos that are shared to purposefully spread misinformation, i.e., information that is factually incorrect. These news items may appear authentic at first and attempt to attract attention, shock, or shape opinions.
- **Individualism:** It is the quality of being different from other people and doing things in your own way.

NOTES

11.7 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short-Answer Questions

1. State any seven limitations of mass media.
2. How is mass media used for entertainment?

Long-Answer Questions

1. Explain the advantages of mass media.
2. Discuss the uses and misuses of mass media.

11.8 FURTHER READINGS

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UNIT 12 MASS MEDIA: GOVERNMENT CONTROL AND REGULATORY MEASURES

*Mass Media: Government
Control and Regulatory
Measures*

NOTES

Structure

- 12.0 Introduction
- 12.1 Objectives
- 12.2 Government Control and Regulatory Measures
 - 12.2.1 1800s: The Beginning of Press Regulation
 - 12.2.2 The 1900s: British Period
 - 12.2.3 Post-Independence Press Regulation
- 12.3 Press Council of India
 - 12.3.1 Role of PCI in Maintaining Ethical Journalistic Standards
 - 12.3.2 Powers of the Press Council
 - 12.3.3 Working of the PCI
 - 12.3.4 Protection of Confidential Sources of Information
 - 12.3.5 Press and Registration Appellate Board
 - 12.3.6 Guidelines and Policy Framing
- 12.4 Reasonable Restrictions on Media
 - 12.4.1 Accountability of Media
- 12.5 Answers to Check Your Progress Questions
- 12.6 Summary
- 12.7 Key Words
- 12.8 Self Assessment Questions and Exercises
- 12.9 Further Readings

12.0 INTRODUCTION

Freedom of media is an integral part of the freedom of expression which is necessary for the success of a democratic set up. In fact, the media is regarded as the fourth pillar of democracy. The Indian Constitution has granted this freedom by way of Fundamental Rights. The media has the obligatory responsibility to respect the rights of individual and also to work within the framework of legal principles and statutes. These principles or statutes have been framed by way of minimum standards and do not intend to detract from higher standards of protection to the freedom of expression. This unit discusses the government control and regulatory measures for mass media.

NOTES

12.1 OBJECTIVES

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

- Understand the importance of government control and regulatory measures for mass media
- Discuss the history of press laws from colonial to present times
- Describe the formation of Press Council in India

12.2 GOVERNMENT CONTROL AND REGULATORY MEASURES

The history of press laws in India began during the days of East India Company rule. The first ever Indian newspaper was the *Bengal Gazette* which was founded in Kolkata in 1779. The *Bengal Gazette* was described by its publisher James Augustus Hicky as being a ‘weekly political and commercial paper open to all parties but influenced by none’. After the *Bengal Gazette*, newspapers soon spread to other cities under the control of the East India Company. Bombay was the last of the towns held by the East India Company to have its own paper. In 1789, 10 years after the *Bengal Gazette*, the *Bombay Herald* was published. It was followed by the *Courier* a year later. The *Courier* has great historical significance as it was the first ever newspaper to cater in part to an Indian public as it published advertisements in Gujarati as well. The *Courier* is significant because all of the newspapers at this time were owned by Europeans living in India and thus, they essentially catered to and reflected the opinions of European colonials in India. Indian-owned newspapers were to arrive much later.

In Madras and Bombay, the East India Company’s relationship with newspapers was one of understanding; the latter looked after the interests of the company by following a course of submissiveness. However, newspapers in Bengal continued to be subversive, and were viewed by the East India Company with suspicion. This was in large part due to the legacy laid down by Hicky. The content of the early newspapers was mainly gossip with headlines frequently being the latest scandals to hit the European social circles. Thus, the East India Company did not impose any legal restrictions on the press as such. The only weapon that was used against editors of these early newspapers was pre-censorship and threats of libel and deportation.

12.2.1 1800s: The Beginning of Press Regulation

The first ever governor-general who put down guidelines for the press in India was Richard Colley Wellesley. In 1799, Wellesley issued regulations that required newspapers to print the names of the printer, publisher, proprietor and editor of newspapers, and to submit all material published therein for pre-censorship by the

Secretary to the Government of India. Pre-censorship was abolished in 1823 after an ordinance called the 'Adam Regulation' named after the governor general John Adam. Despite abolishing pre-censorship, the ordinance made the restrictions on the press more stringent. According to the ordinance, every newspaper, journal, pamphlet or printed matter in any language had to obtain a license from the governor-general in council signed by the chief secretary before publication. The governor-general was also given the power to cancel the license after issuing notice. The second part of the ordinance, known as the 'Regulation of Printing Establishments, 1823', prohibited the publication or circulation of any newspaper or book or printed matter without a license. It also empowered the government to collect a fine of Rs 400 from defaulters and even cease the press if it wanted. These stringent licensing laws were replaced after a few years by Sir Charles Metcalfe, another acting governor-general. In 1835, Metcalfe, who was an admirer of the press, replaced licensing regulations by the 'Registration of the Press Act'. Metcalfe also abolished the Bengal Press Regulation of 1823 and the Bombay Press Regulations of 1825 and 1827.

As a direct result of the First War of Independence in 1857, the governor general Lord Canning reintroduced the press restrictions of the Adam Regulations of 1825 through the Press Act of 1857. The purpose of the act was to 'regulate the establishment of printing presses and to restrain in certain cases the circulation of printing books and papers'. The act empowered the British administration to issue and revoke licenses at its discretion. The government was also given the power to disallow the publication or circulation of any newspaper, book or printed matter in any part or throughout its territories. According to the Press Act, no newspaper or periodical or pamphlet printed in a licensed press could 'contain any observations or statements impugning the motives or designs of the British Government either in England or India or in any way tending to bring the said government into hatred and contempt, to excite disaffection or unlawful resistance to its orders or to weaken its lawful authority or the lawful authority of its civil or military servants.' The Act also stated that 'no such newspaper, pamphlet or book shall contain observations having a tendency to weaken the friendship towards the British Government of native princes, chiefs or states in dependence or alliance with it'. In 1860, the landmark Indian Penal Code (IPC) was formulated. The IPC laid down the penalty for offences of defamation and obscenity. In 1878, under Viceroy Lord Lytton, the most contentious act against the press in British India known as the Vernacular Press Act was passed. The act was specifically targeted towards Indian language newspapers and its purpose was, in the words of the act, to 'better control of publications in oriental languages'. The act empowered the British colonial administration to issue search warrants and to enter the premises of any Indian language newspaper even without orders from any court.

The act also stated that no publisher against whom action had been taken could resort to a court of law. The reason given by the British to target Indian

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language newspapers was because they ‘circulated among people who were likely to believe anything they read whereas those who could read English papers were capable of judging the contents themselves’. After heavy criticism in India, and even in Britain, the act was repealed by Lord Ripon in 1881.

12.2.2 The 1900s: British Period

In 1908, the first major regulation related to the press in India in the twentieth century was the Newspapers (Incitement of Offences) Act. The act gave powers to a magistrate to seize a Press after he was satisfied that a newspaper had printed material that incited people to commit murder or any other act of violence. This act was followed by a more comprehensive act known as the Indian Press Act, 1910. This act was passed to legislate offences of incitement to violence as well as sedition. The Act empowered magistrates to require deposits ranging from ‘500 to ‘2000 from new printing press and publishers of newspapers. This was in addition to security deposits that they already had to pay. The act also broadened the scope of what was considered objectionable. The act considered objectionable any content against princes, executive officers and public servants. By 1919, over 350 publications, including leading newspapers like the *Amrit Bazar Patrika*, the *Bombay Chronicle*, the *Hindu* had fallen victim to the act. In 1922, after the recommendations of a committee appointed under the Chairmanship of Sir Tej Bahadur Sapru, both the Newspapers (Incitement of Offences) Act, 1908 and the Indian Press Act, 1910 were repealed.

In 1931, after Mahatma Gandhi launched the Civil Disobedience Movement, the British government promptly passed the Press (Emergency) Powers Act, 1931. Although it was meant to be only temporary in nature, the act became permanent in 1935. The act whose purpose was to ‘better control the press’ empowered the colonial administration to punish words, signs or visible representations, which incited or encouraged the commission of any offence or murder or any cognizable offence. These cognizable offence included violence or directly or indirectly expressing approval or admiration of any such offence. According to the Act, any person, real or fictitious, who had committed or alleged or represented to have committed the offence, would be punished.

12.2.3 Post-Independence Press Regulation

While the Constituent Assembly was debating the constitution of independent India, the first government of independent India appointed a Press Laws Enquiry Committee to ‘review the Press Laws of India with a view to examine if they are in accordance with the fundamental rights formulated by the Constituent Assembly of India’. This committee recommended the repealing of the Press (Emergency) Powers Act, 1931 and the incorporation of some of its provisions in the general statutes laying down the law of crimes. Acting on the advice of the committee, the government replaced the Act of 1931 by the Press (Objectionable Matter) Act, 1951. The purpose of the Press (Objectionable Matter) Act, 1951 was ‘to provide

against the printing and publication of incitement to crime and other objectionable matter'. The act also provided for a judicial inquiry by a Sessions Judge before security could be demanded from a printing press or forfeited to the government. Despite some safeguards, the very idea of a separate law to restrict publication was criticized by many journalists and publishers. It was felt that in independent India, such laws were not acceptable. After heavy criticism, the government repealed the act in 1957.

Another important act in the 1950s related to the press was the Newspaper (Price and Page) Act, 1956. The objective of the act was to prevent unfair competition among newspapers through price-cutting. In exercise of the power conferred by this Act, the government also issued the 'Daily Newspapers (Price and Page) Order, 1960'. Through these, the right of a newspaper to publish any number of pages was made to depend upon the price charged to the readers, so that a newspaper could not increase the volume of its publication without raising its price to that extent. According to the government, the Newspaper (Price and Page) Act 1956 and the Daily Newspapers (Price and Page) Order, 1960 was necessary to protect smaller newspapers from unfair competition of the bigger newspapers having larger financial resources and also to prevent the concentration of ownership in the hands of the few commercial groups. Both these contentions were turned down by the Supreme Court of India.

In 1965, the Press Council Act was passed by Parliament, following which the Press Council of India was established. The reasons behind establishing the Press Council was to preserve the freedom of the Press and to maintain and improve the standards of newspapers in India.

Check Your Progress

1. What was the first ever Indian newspaper?
2. Who was the first ever governor-general to put down guidelines for the press in India?
3. What was the objective of the Newspaper (Price and Page) Act, 1956?

12.3 PRESS COUNCIL OF INDIA

The Press Council of India was first constituted on 4 July 1966 as an autonomous, statutory, quasi-judicial body, with Shri Justice J.R. Mudholkar, then a Judge of the Supreme Court, as the chairman. The Press Council Act, 1965, listed the following functions of the Council in furtherance of its objects:

- To help newspapers maintain their independence
- To build up a code of conduct for newspapers and journalists in accordance with high professional standards

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NOTES

- To ensure on the part of newspapers and journalists the maintenance of high standards of public taste and foster a due sense of both the rights and responsibilities of citizenship
- To encourage the growth of a sense of responsibility and public service among all those engaged in the profession of journalism
- To keep under review any development likely to restrict the supply and dissemination of news of public interest and importance
- To keep under review such cases of assistance as received by any newspaper or news agency in India from foreign sources, as are referred to it by the Central Government

Provided that nothing in this clause shall preclude the Central Government from dealing with any case of assistance received by a newspaper or news agency in India from foreign sources in any other manner it thinks fit:

- To promote the establishment of such common service for the supply and dissemination of news to newspapers as may, from time to time, appear to it to be desirable
- To provide facilities for the proper education and training of persons in the profession of journalism
- To promote a proper functional relationship among all classes of persons engaged in the production or publication of newspapers
- To study developments which may tend towards monopoly or concentration of ownership of newspapers, including a study of the ownership or financial structure of newspapers, and if necessary, to suggest remedies therefore
- To promote technical or other research
- To do such other acts as may be incidental or conducive to the discharge of the above functions

The Act of 1965 provided that the Council shall consist of a Chairman and twenty-five other members. Of the twenty-five members, three were to represent the two houses of Parliament; thirteen were to be from the working journalists, of which not less than six were to be editors who did not own or carry on the business of management of newspapers; and the rest were to be the persons having special knowledge or practical experience in respect of education and science, law, literature and culture. By an amendment of the Act in 1970, the membership of the Council was raised by one to provide a seat for persons managing the news agencies. The Chairman under the Act on 1965 was to be nominated by the Chief Justice of India. Of the three Members of Parliament, two representing Lok Sabha were to be nominated by the Speaker of the Lok Sabha; and one representing Rajya Sabha, was to be nominated by the Chairman of the Rajya Sabha. The remaining

twenty-two members were to be selected by a selection committee comprising the Chief Justice of India, Chairman of the Press Council and a nominee of the President of India. The Chairman and the members were to hold office for a period of three years, while providing that no member could hold office for a period exceeding six years in the aggregate.

As has been referred to earlier, the composition of the nominating committee was changed by an amendment of the said Act in 1970, according to which the chairman and the members from the Press were to be nominated by a nominating committee consisting of the Chairman of the Rajya Sabha, the Chief Justice of India and the Speaker of the Lok Sabha. The nominating committee was empowered to review any nomination on a representation made to it by any notified association, or by any person aggrieved by it or otherwise. The amended Act also prohibited the re-nomination of a retiring member for more than one term. Where any association failed to submit a panel of names when invited to do so, the nominating committee could ask for panels from other associations, or persons of the category concerned, or nominate members after consultation with such other such individuals or interests concerned as it thought fit.

Under the original Act, the chairman was nominated by the Chief Justice of India. But, after this amendment, the nomination of the chairman was also left to the nominating committee. The new Act provides for selection of the chairman by a committee consisting of the Chairman of the Rajya Sabha, the Speaker of Lok Sabha and a person elected by the members of the Council from among themselves. The twenty representatives of the Press are nominated by the associations of aforesaid categories of the newspapers and news agencies notified for the purpose by the Council in the each category. One member each is nominated by the University Grants Commission, the Bar Council of India and the Sahitya Academy. Of the five Members of Parliament, three are nominated by the Speaker of the Lok Sabha and two by the Chairman of the Rajya Sabha. The term of the chairman and the members of the Council is three years. A retiring member is eligible for re-nomination for not more than one term.

An extremely healthy feature of the Indian Press Council is the scheme and procedure of the nomination of its chairman and other members, following a long search based on the experience of several years of functioning of the Council. Despite being a statutory body, the government and its authorities have been completely kept out of the nomination process except for publishing the notification in the official gazette of the names of the members nominated. Nor has it been left to any individual to decide, however eminent or highly placed he may be. A totally non-subjective procedure which leaves no scope for the interference or influence by government or any other agency was evolved with remarkable ingenuity. The scheme is in force since the enactment of the Press Council Act of 1978 under which the revived Press Council was set up in 1979.

NOTES

NOTES

12.3.1 Role of PCI in Maintaining Ethical Journalistic Standards

The objects of the present Press Council are substantially the same as were laid down under the Act of 1965. But the functions have undergone some change in that the three of the functions listed in the earlier Act were not included in the 1978 Act, as they were considered to be burdensome for the Council to perform. These relate to the following:

- Promoting the establishment of such common services for the supply and dissemination of news to newspapers as may, from time to time, appear to it to be desirable
- Providing facilities for proper education and training of persons in the profession of journalism
- Promoting technical or other research

In addition, the Act of 1978 lists two new functions of the Council:

- To undertake studies of foreign newspapers, including those brought out by any embassy or any other representative in India of a foreign state, their circulation and impact
- To undertake such studies as may be entrusted to the Council and to express its opinion in regard to any matter referred to it by the Central Government

12.3.2 Powers of the Press Council

The powers of the Press Council are provided in Section 14 and 15 of the Act as under:

Section 14(1)

Where, on receipt of a complaint made to it or otherwise, the Council has reason to believe that a newspaper or news agency has offended against the standards of journalistic ethics or public taste or that an editor or a working journalist has committed any professional misconduct, the Council may, after giving the newspaper, or news agency, the editor or journalist concerned an opportunity of being heard, hold an inquiry in such manner as may be provided by the regulations made under this Act and, if it is satisfied that it is necessary to do, it may, for reasons to be recorded in writing, warn, admonish or censure the newspaper, the news agency, the editor or the journalist, as the case may be:

Provided that the Council may not take cognizance of a complaint if in the opinion of the Chairman, there is no sufficient ground for holding an inquiry. If the Council is of the opinion that it is necessary or expedient in public interest so to do, it may require any newspaper to publish therein in such manner as the Council thinks fit, any particulars relating to any inquiry under this section against a newspaper or news agency, an editor or a journalist working therein, including the name of such newspaper, news agency, editor or journalist.

Section 14(2)

Nothing in sub-section (1) shall be deemed to empower the Council to hold an inquiry into any matter in respect of which any proceeding is pending in a court of law.

The decision of the Council under sub-section (1), or sub-section (2), as the case may be, shall be final and shall not be questioned in any court of law.

Section 15(1)

For the purpose of performing its functions or holding any inquiry under this Act, the Council shall have the same powers throughout India as are vested in a civil court while trying a suit under the Code of Civil Procedure, 1908, in respect of the following matters, namely:

- Summoning and enforcing the attendance of persons and examining them on oath
- Requiring the discovery and inspection of documents
- Receiving evidence on affidavits
- Requisitioning any public record or copies thereof from any court or office
- Issuing commissions for the examination of witnesses or documents; any other matter, which may be prescribed

Section 15(2)

Nothing in sub-section (1) shall be deemed to compel any newspaper, news agency, editor or journalist to disclose the source of any news or information published by that newspaper or received or reported by that news agency, editor or journalist.

Section 15(3)

Every inquiry held by the Council shall be deemed to be a judicial proceeding within the meaning of sections 193 and 228 of the Indian Penal Code. The Council may, if it considers necessary for the purpose of carrying out its objects or for the performance of any of its functions under this Act, make such observations, as it may think fit, in any of its decisions or reports, respecting the conduct of any authority, including Government.

12.3.3 Working of the PCI

The Council discharges its functions primarily through the medium of its inquiry committees, adjudicating on complaint cases received by it against the Press for violation of the norms of journalism, or by the Press for interference with its freedom by the authorities. There is a set procedure for lodging a complaint with the Council. A complainant is required essentially to write to the editor of the respondent

NOTES

NOTES

newspaper, drawing his attention to what the complainant considers as a breach of journalistic ethics or an offence against public taste. Apart from furnishing to the Council a cutting of the matter complained against, it is incumbent on the complainant to make and subscribe to a declaration that to the best of his knowledge and belief, he has placed all the relevant facts before the Council and that no proceedings are pending in any court of law in respect of any matter alleged in the complaint. He shall also inform the Council forthwith if during the pendency of the inquiry before the Council, any matter alleged in the complaint becomes the subject matter of any proceedings in a court of law. The reason for this declaration is that in view of Section 14(3) of the Act, the Council cannot deal with any matter which is subjudice.

Any person can complain against a newspaper to the Press Council for a breach of the recognized ethics of journalistic propriety and taste. The complainant need not necessarily be the person aggrieved or directly involved. The alleged breach may be in the publication or non-publication of a news-item or statement, or other material, like cartoons, pictures, photographs, strips or advertisement which are published in a newspaper. Cases can also be initiated by any member of the public against any professional misconduct by an editor, working journalist, staff of a newspaper or engaged in freelance work. While the Council accepts complaints by email they need to be followed up by signed complaints. There is a specific time period in which complaint shall be lodged in case of dailies, news agencies and weeklies: it should be done within 2 months.

In all other cases, the time frame is within 4 months. It is necessary that a relevant publication of an earlier date may be referred to in the complaint. If the chairman finds that there are no sufficient grounds for inquiry, he may dismiss the complaint and report it to the Council; otherwise, the editor of the newspaper or the journalist concerned is asked to cite reasons as to why action should not be taken against him. On receipt of the written statement and other relevant material from the editor or the journalist, the Secretariat of the Council places the matter before the inquiry committee. The inquiry committee screens and examines the complaint in detail. If necessary, it also calls for further particulars or documents from the parties. The parties are given opportunity to adduce evidence before the inquiry committee by appearing personally or through their authorized representative, including legal practitioners. On the basis of the facts on record and affidavits or the oral evidence adduced before it, the committee formulates its findings and recommendations, and forwards them to the Council, which may or may not accept them. Where the Council is satisfied that a newspaper or news agency has offended against the standards of journalistic ethics or public taste, or that an editor or working journalist has committed professional misconduct, the Council may warn, admonish or censure the newspaper, the news agency, the editor or journalist, or disapprove the conduct thereof, as the case may be. In the

complaints lodged by the Press against the authorities, the Council is empowered to make such observations as it may think fit in respect of the conduct of any authority, including the government. The decisions of the Council are final, and cannot be questioned in any court of law. It can, thus, be seen that the Council wields a lot of moral authority although it has no legally enforceable punitive powers.

The inquiry regulations framed by the Council empower the Chairman to take suo moto action, and issue notices to any party in respect of any matter falling within the scope of the Press Council Act. The procedure for holding a suo moto inquiry is substantially the same as in the case of a normal inquiry, except that for any normal inquiry a complaint is required to be lodged with the Council by a complainant. The Council, in 1980, had proposed amendment of the Act for empowering the Council to recommend to the authorities concerned, the denial of certain facilities and concessions in the form of accreditation, advertisements, allocation of newsprint or concessional rates of postage for a certain period in the case of a newspaper which was censured thrice by the Council. The acceptance of the Council's recommendations on the part of the authorities was sought to be made obligatory.

The Council was further of the view that, as in the case of newspapers, the power vested in it under Section 15(4) of the Press Council Act, 1978—to make such observations as it may think fit, in any of its decisions or reports, respecting the conduct of any authority including the government—should expressly include the power to warn, admonish or censure such authorities. Further, the observations of the Council in this behalf should be placed on the table of both the Houses of Parliament and/or of the legislature of the state concerned. In the year 1987, the Council reconsidered the matter and after detailed deliberations, decided to withdraw its proposal for penal powers, because it was of the reconsidered opinion that in the prevalent conditions, these powers could tend to be misused by the authorities to curb the freedom of the Press. Since then, time and again, suggestions/ references have been made to the Council that it should have penal powers to punish the delinquent newspapers/journalists. In response, the Council has consistently taken the view that the moral sanctions provided to it under the existing scheme of the Act are adequate. The suggestion was repeated by the Union Minister for Information and Broadcasting in his inaugural address to the International Conference of Press Councils held in New Delhi in October, 1992, but the Council unanimously rejected it with the following reasoning:

Were the Council to be endowed with the power to impose sanctions/ penalties, it would be equitable that the power to impose sanctions applies also when complaints are made by the Press against the Government and its authorities. A power to impose meaningful sanctions raises a number of issues, including, (a) the onus of proof; (b) the standard of proof; (c) the right to and cost of legal representation; and (d) whether review and/or appeal would be

NOTES

NOTES

available. The effect of any or all of these issues may militate against the basic premise, that the Press Council provide a democratic and efficient and inexpensive facility for hearing of the complaints, and that the consequent inevitability would, in effect, become courts, exercising judicial power and well known problems of access, cost, formality and delay would equally apply, thus defeating the basic purpose of the Press Council.

Along with these functions, a newspaper, a journalist or any institution or individual can complain against the Central or State Government or any organization or person for interference with the free functioning of the press or the encroachment on the freedom of the press. Such complaints should contain full particulars of the alleged infringement whereupon the Council will follow the procedure of inquiry given above.

12.3.4 Protection of Confidential Sources of Information

In the contempt of court proceedings, the Press usually makes the plea that it should not be forced to disclose confidential source. 'Such a plea for justification has been permitted on a limited basis. The right of the Press to hold on to its sources of information has been balanced against other aspects of public interest. By way of tail piece, it has also been added that the Press often demands the right to break confidence more than they plead the right to hold on to their own confidential sources. It is only fair that each claim should be balanced against other claims without conceding total primacy to the Press in respect of its investigative and truth verification functions'.

The Law Commission of India, in 1983, asked the views of the Press Council through a set of questions about the revelation of source of information by a journalist—information that he has taken in confidence. On the pretext of the reply, the Law Commission of India submitted its ninety third Report to the government on 10 August 1983, and recommended the inclusion of Section 132A in the 'Indian Evidence Act, 1872.' Section 132A says, 'No court shall require a person to disclose the source of information contained in a publication for which he is responsible, where such information has been obtained by him on the express agreement or implied understanding that the source will be kept confidential.' Also included in this Section is that:

- (a) 'Publication' means any speech, writing, broadcast or other communication in whatever form, which is addressed to the public at large or any section of the public
- (b) 'Source' means the person from whom, or the means through which the information was obtained

Even after the recommendation of the Law Commission, the Government of India has not shown the will to act accordingly. Similar is the case with the other recommendations of the commission or the Press Council.

12.3.5 Press and Registration Appellate Board

Section 27 of the Press Council Act, 1978, entrusts the Council with the functions of the Press and Registration Appellate Board, constituted under sub-section (1) of Section 8C of the Press and Registration of Books Act, 1867, to hear appeals against unlawful cancellation of declarations of newspapers or non-authentication thereof by the District Magistrate. The Board consists of the chairman and another member to be nominated by the Press Council of India from amongst its members. The Board has rendered a number of important judgments, since it was first constituted in 1979.

12.3.6 Guidelines and Policy Framing

The Council has issued guidelines and recommended policy framework on various matters concerning the Press and the people. In addition, the Chairmen of the Council have been guiding the Press through statements whenever a serious situation arose in which the Press was expected to work with restraint and circumspection. They also reacted sharply through such statements whenever organized major offensives were made against the Press. In 1969, the Council issued a ten-point guidelines laying down norms and standards in reporting and commenting on matters which bear on communal relations. Without being exhaustive, the guidelines listed and explained what would be offending against journalistic propriety and ethics, and should, therefore, be avoided. Again, in the wake of the happenings in Ayodhya in 1990, the Council while reiterating the 1969 guidelines issued other twelve-point guidelines in the light of the new experience. The Council said that the principles outlined in it should be inculcated at every level of the media from training stage upwards, and made a standard of external accountability. These principles laid down certain dos and don'ts for both the Press and the state. The Council has over the years formulated policy framework in respect of such subjects as rules of accreditation, newsprint, advertisements, selection of journalists for accompanying the President, the Prime Minister, etc. on their foreign tours.

NOTES

12.4 REASONABLE RESTRICTIONS ON MEDIA

By enforcing Article 19(2) of the Constitution, the State can enforce reasonable restrictions on the exercise of the right to freedom of speech and expression based on eight grounds. These are:

- **Defamation:** Refers to statements which injures a man's reputation.
- **Contempt of court:** Restriction may be instituted on the freedom of speech and expression if it surpasses the reasonable limit and amounts to contempt of court.

NOTES

- **Decency or morality:** Sections 292 to 294 of the Indian Penal Code provide for situations where freedom of speech and expression is limited in the interests of dignity or morality.
- **Security of the state:** Under Article 19(2), fair limitations on the freedom of speech and expression can be placed in the context of State's security.
- **Friendly relations with other states:** The intention behind the provision is to prevent unrestricted malicious publicity against a foreign friendly state that can disrupt India's good ties with that state.
- **Incitement to an offence:** Added through the 1951 Constitution (First Amendment) Act. Freedom of speech and expression cannot provide citizens with a privilege to incite people in committing offence.
- **Sedition:** Sedition supports all those activities, whether through words or writing, determined to disrupt the State's tranquility and drive misguided individuals to subvert the government.
- **Public order:** Introduced by the Constitution Act (first amendment). That which perturbs public peace or tranquility perturbs public order. 'In the interest of public order' involves not only utterances meant explicitly but also those which appear to contribute to disorder.

In addition to the above limitations, the rights to freedom under Article 19 of the Indian constitution are revoked during the time of National Emergency proclaimed by the President of India. Furthermore, during the time of action of the National Emergency, the President is authorized to suspend citizens' right to move to the Supreme Court to implement their personal freedom.

12.4.1 Accountability of Media

It is obvious that media can play vital role in shaping the society through its widespread reach and impact on people. It holds a dominant position in society that makes it responsible and answerable to the society. It is expected from media to follow moral customs and ethics in its functioning. The gathering of information by media is done on behalf of its citizens and the public and while doing so, it has the utmost duty to be attentive against misleading and distorted information. Therefore, media practitioners should be principled and responsible in news broadcasting

Check Your Progress

4. When was the Press Council of India first constituted?
5. Who nominated the Chairman of the Press Council of India under the original Act of 1965?

12.5 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

Mass Media: Government
Control and Regulatory
Measures

1. The first ever Indian newspaper was the Bengal Gazette which was founded in Kolkata in 1779.
2. The first ever governor-general to put down guidelines for the press in India was Richard Colley Wellesley.
3. The objective of the Newspaper (Price and Page) Act, 1956 was to prevent unfair competition among newspapers through price-cutting.
4. The Press Council of India was first constituted on 4th July 1966.
5. Under the Original Act of 1965, the Chairman of the Press Council of India was nominated by the Chief Justice of India.

NOTES

12.6 SUMMARY

- The history of press laws in India started during the days of the East India Company. The first ever Indian newspaper was the *Bengal Gazette* which was founded in Kolkata in 1779.
- In 1789, 10 years after the *Bengal Gazette*, the *Bombay Herald* was published. It was followed by the *Courier* a year later.
- The *Courier* has great historical significance as it was the first ever paper to cater in part to an Indian public as it published advertisements in Gujarati.
- In 1799, Wellesley issued regulations that required newspapers to print the names of the printer, publisher, proprietor and editor of newspapers, and to submit all material published therein for pre-censorship by the Secretary to the Government of India.
- Pre-censorship was abolished in 1823 after an ordinance called the ‘Adam Regulation’ named after the governor general John Adam. Despite abolishing pre-censorship, the ordinance made the restrictions on the press more stringent.
- According to the ‘Adam Regulation’, every newspaper, journal, pamphlet or printed matter in any language had to obtain a license from the governor-general in council signed by the Chief Secretary before publication.
- As a result of the First War of Independence in 1857, the governor-general Lord Canning reintroduced the press restrictions of the Adam Regulations of 1825 through the Press Act of 1857.

NOTES

- The purpose of the Press Act of 1857 was to ‘regulate the establishment of printing presses and to restrain in certain cases the circulation of printing books and papers’.
- In 1878, under the viceroy Lord Lytton the most contentious act against the press known as the Vernacular Press Act was passed. The act was specifically targeted towards Indian language newspapers and its purpose was to ‘better control of publications in oriental languages’.
- In 1908, the first major regulation related to the press in India in the twentieth century was the Newspapers (Incitement of Offences) Act. The act gave powers to a magistrate to seize a Press after he was satisfied that a newspaper had printed material that incited people to commit murder or any other act of violence.
- In 1931, after Mahatma Gandhi launched the Civil Disobedience Movement, the British government promptly passed the Press (Emergency) Powers Act, 1931.
- In 1965, the Press Council Act was passed by Parliament, following which the Press Council of India was established. The reasons behind establishing the Press Council was to preserve the freedom of the Press and to maintain and improve the standards of newspapers in India.
- The Press Council of India is the regulatory body for controlling the conduct of print media and also the conduct of the journalists.
- The Press Council of India was first constituted on 4 July 1966 as an autonomous, statutory, quasi-judicial body, with Shri Justice J.R. Mudholkar, then a Judge of the Supreme Court, as Chairman.
- The Press Council of India has been entrusted with the task of holding and uplifting the standard of the print media in the country along with the maintenance of the ethics among the journalists. For this, the PCI formulates the guidelines for the press and the journalists.
- The importance of the Press Council of India can be estimated by the fact that the retired judge of the Supreme Court of India is entrusted with the Chairmanship of the PCI.
- PCI must take cognizance of the complaint filed by an aggrieved person against the press or the journalists.
- The Press Council discharges its functions primarily through the medium of its Inquiry Committees, adjudicating on complaint cases received by it against the Press for violation of the norms of journalism or by the Press for interference with its freedom by the authorities.

- The Council has over the years formulated policy framework in respect of such subjects as rules of accreditation, newsprint, advertisements, selection of journalists for accompanying the President, the Prime Minister, etc. on their foreign tours.

*Mass Media: Government
Control and Regulatory
Measures*

NOTES

12.7 KEY WORDS

- **Deportation:** It is the act of expelling a person from their native land.
- **Libel:** It is a false publication, as in writing, print, signs, or pictures that damages a person's reputation.
- **Affidavit:** It is a written declaration made under oath before a notary public or other authorized officer.
- **Suo moto:** Literally meaning 'on its own motion', this is an Latin legal term, approximately equivalent to the English term *Sua Sponte*. It is used, for example, where a government agency acts on its own cognizance.

12.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short-Answer Questions

1. Write a short note on press regulations passed by the Indian government post independence.
2. How did the Press Council come into existence? What were its chief objectives?
3. What are the powers entrusted to the Press Council of India?

Long-Answer Questions

1. Discuss the press regulations passed by the East India Company in the early 1800s.
2. Critically analyze the role of the PCI in maintaining the standards of journalism keeping in view the decline in the ethics of the journalists.
3. Describe the working of the PCI in detail.

12.9 FURTHER READINGS

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BLOCK - IV
MASS COMMUNICATION

*Training in Mass
Communication*

**UNIT 13 TRAINING IN MASS
COMMUNICATION**

NOTES

Structure

- 13.0 Introduction
- 13.1 Objectives
- 13.2 Better Understanding of Mass Communication
 - 13.2.1 Difference between Mass Communication and Journalism
 - 13.2.2 Benefits of Learning Mass Communication
- 13.3 Training in Mass Communication
- 13.4 Need for Mass Communication
- 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

13.0 INTRODUCTION

Mass communication is the way to dispersing information and spreading awareness in the society. In this sense, this is one of the most significant fields in this era. We all know that we are going through a dynamic phase of time. We call it information revolution. Information plays a vital role in changing and shaping the society. Mass communication has become an important part of our lives and we cannot do without it now. With the sheer proliferation of media into each of our lives through components like newspapers, televisions, and the internet, the profession and field of mass communication are gaining popularity like never before. In this unit, we will discuss the training required in mass communication, along with the need of mass communication.

13.1 OBJECTIVES

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

- Describe the skills needed to become a good communicator
- Explain the difference between mass communication and journalism
- Discuss the need and importance of mass communication

13.2 BETTER UNDERSTANDING OF MASS COMMUNICATION

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We have already studied that Mass communication is the process of producing and distributing information, ideas, opinions, values and entertainment from a single, but invariably complex, organization or source, through print or electronic channels, to large numbers of people. Mass communication channels or media include newspapers, magazines, books, radio, television, film, sound recordings and the Internet. Over the past few decades mass communication has gained in more importance and influence. It is an essential building block in the construction of human culture and civilization. Mass communication has evolved from the old simple ways of communication to today's complex ways of transmitting the information to the masses.

13.2.1 Difference between Mass Communication and Journalism

Many times we consider mass communication and journalism as same. But the fact is journalism is just a segment of mass communication. It has no doubt that journalism stands a very important position in society but mass communication is much broader in terms of spreading information and knowledge to the people. The term Mass Communication is not limited to Journalism only. It spreads its branches to various other media fields. News gathering and presenting the news which includes anchoring is comes under journalism. But other fields like Advertising, Public Relations (PR), Corporate Communication, Event management, Film Production, Production of Entertainment programs for Television etc come under the mass communication. These are not the part of journalism. These are different segments of mass communication. So when you go for studying mass communication, you will get to all know these various media fields.

13.2.2 Benefits of Learning Mass Communication

Mass communication has emerged as a new career avenue in modern era. For those who have creativity in mind, mass communication could be good arena to step in. Its various media fields give you a great opportunity:

- **Job of new era:** Mass communication is the field of new era. This is the era of information. So, those who are in the business of providing information to the masses, have no dearth of job. This sector provide lucrative job with good amount of money.
- **Creative satisfaction:** There are many for those creative satisfactions are of prime importance in life. This field gives ample satisfaction for your creativity.

- **Glamour:** Most of the jobs associated with Mass Communication are considered glamorous in the society. But be aware, it needs lots of hard work to stay for long in this field.
- **Social prestige:** Jobs related to mass communication are well known to the society. You will have no need to explain that what sort of job you are doing. These jobs are considered prestigious.
- **Social networking:** These jobs provide you many acquaintances. You may develop a very good social networking through your job. Some of them may become your lifelong friends too.
- **Adventure:** Mass communication jobs are not boring. They are full of adventure. Nothing is mundane in this field. Something new is happening all the time.
- **Travelling:** If travelling is your first love then this field is certainly for you. You may get lots of travelling chances in this field. You may explore new places in your job.
- **Enhanced personality:** Mass communication fields bring out a better version of you from within yourself. You learn how to present yourself in this field. At the end, you will certainly find a newer version of yourself.
- **Confidence:** When your personality is improved it enhances your confidence. Confidence is something that you need in every aspect of your day to day life. With a high confidence you emerge as a winner in your life.
- **Practical exposure:** Mass communication field is not confined to books only. It gives you lots of practical exposure too.

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13.3 TRAINING IN MASS COMMUNICATION

As mass communication has emerged as a new career avenue in last few decades, it is necessary to get professional training in learning different aspect of mass communication:

- **Social responsibility:** Mass Communication is a social field. Basically you provide information in various formats. You must be aware that you are interacting with the society. It's a work of great social responsibility. If you are well trained, you can understand your responsibility and perform your work more efficiently.
- **Problem-solving and decision-making:** Training in mass communication will teach you to be resourceful and creative in solving problems. It will also help with your decision making, by learning how to effectively take the right decisions while under pressure. In a field like journalism where there is constant pressure to deliver news as fast as possible, those skills come in very handy.

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- **Good communication skills:** If you want to be an effective communicator you must learn how to communicate your feelings and expression in an impressive manner. Good oral and written skills are important if you want to excel in this arena. This isn't come easy. It takes lots of practice and training.
- **To handle technical aspect:** The mass communication is no more a simple field now. With advent of newer and newer technologies, it has become imperative to learn new technical skills. Digital journalism, Editing, production there are several fields that are highly technical. Training is necessary to execute your work here.
- **Sharpen your creativity:** Though creativity is god-gifted, it also needs training to sharpen your creativity. Training gives you confidence to use your skills in a effective and impressive manner.

Check Your Progress

1. Mention any two benefits of learning mass communication.
2. Mention two reasons why training is necessary in mass communication?
3. Does creativity need training?

13.4 NEED FOR MASS COMMUNICATION

Mass communication is needed because:

- **Inform people:** The basic need of mass communication is to provide information to people. Information on mass communication may be related to education, weather, sports, products and services, public holidays, festivals, recreation, and entertainment.
- **Build public opinion:** Mass media attempts to create public opinion by providing their audiences with a realistic picture of the world, activities of the leaders, governmental policies, etc. Mass media also tries to build public opinion through special articles, editorials, and commentaries.
- **Persuade:** Mass communication aims at persuading people to bring a change in their beliefs, opinions, attitudes, and thinking on several issues like smoking, voting, religious convictions, donation, dowry culture, etc. Moreover, business enterprises design various advertisements to persuade potential customers.
- **Circulate government policies:** Another goal of mass communication is to announce and circulate government programs and policies. Mass media can bring such policies to the public notice very quickly.

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- **Disseminate health and education programs:** The government takes various health and educational programmes like vaccination, sanitation, birth control, open education, mass education, etc. These health and education programs are disseminated and implemented through mass media like radio, television, films, newspapers, etc.
- **Provide pleasure and entertainment:** The mass media are wonderful sources of pleasure and amusement. Almost all mass media have an entertainment component. Television and radio arrange various programs for pleasure and amusement of mass people. Newspapers and magazines publish articles on literary and cultural events, sports, stories, etc. that also provide entertainment to the readers.
- **Establish social contact and linkage:** Mass communication also tries to establish and maintain social contact and linkage among various races, tribes, or communities. Mass media create social contact and linkage by giving messages of shared knowledge and experience.
- **Help in facing disaster and calamity:** Mass communication also aims at creating public awareness to face natural and man-made disasters like floods, earthquakes, war, riots, etc. with due courage and energy. Through mass media, necessary instructions, strategies, & programs are circulated so that people can take proactive preparation.
- **Highlight diplomatic role:** In this global world, every country wants to highlight its diplomatic role in global peacekeeping and development activities. Such a diplomatic role can conveniently be disseminated and highlighted through mass media.
- **Promote political ideologies:** Political parties rely on mass media to promote their ideologies, plans, programs, and manifestos. With the help of mass media, they try to create public opinion in their favour.

Check Your Progress

4. Mention two reasons due to which we need mass communication.
5. What is the basic purpose of mass communication?

13.5 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. The two benefits of learning mass communication are:
 - (a) Creative satisfaction
 - (b) Enhanced personality

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2. Training is necessary in mass communication so as to:
 - (a) To handle technical aspects
 - (b) For good communication skills
3. Yes, training is necessary to sharpen the creativity.
4. The reasons due to which we need mass communication are:
 - a. Building public opinion
 - b. To Persuade
5. The basic purpose of mass communication is to inform people.

13.6 SUMMARY

- We are going through a dynamic phase of time. We call it information revolution. Information plays a vital role in changing and shaping the society.
- Mass communication is the process of producing and distributing information, ideas, opinions, values and entertainment from a single, but invariably complex, organization or source, through print or electronic channels, to large numbers of people.
- Mass communication took a long journey to reach this digital era—the age of convergence. To understand mass communication in depth we must learn these different phases of transition.
- The most significant thing to notice is that each age of communication compounds, rather than replaces the previous age because human communication practices are cumulative.
- Many times we consider mass communication and journalism as same. But the fact is journalism is just a segment of mass communication.
- News gathering and presenting the news which includes anchoring is comes under journalism. But other fields like Advertising, Public Relations (PR), Corporate Communication, Event management, Film Production, Production of Entertainment programs for Television, etc. come under the mass communication.
- Mass communication has emerged as a new career avenue in modern era. For those who have creativity in mind, mass communication could be good arena to step in.
- It is necessary to get professional training in learning different aspect of mass communication.
- To inform people is the basic objective of mass communication.

13.7 KEY WORDS

- **Media Convergence:** It is the blending of multiple media forms into one platform for purposes of delivering a dynamic experience.
- **Corporate Communication:** It is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating favourable point of view among stakeholders on which the company depends.

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13.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short-Answer Questions

1. How does mass communication persuade?
2. Why is training important in mass communication?

Long-Answer Questions

1. Explain the difference between mass communication and journalism.
2. Discuss the need and importance of mass communication.

13.9 FURTHER READINGS

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UNIT 14 FUTURE OF MASS COMMUNICATION

Structure

- 14.0 Introduction
- 14.1 Objectives
- 14.2 Changing Face of Mass Communication
- 14.3 Evolution of Mass Communication
- 14.4 Emerging Trends of Mass Communication
- 14.5 Answers to Check Your Progress Questions
- 14.6 Summary
- 14.7 Key Words
- 14.8 Self Assessment Questions and Exercises
- 14.9 Further Readings

14.0 INTRODUCTION

Our lives have changed drastically in last few decades. Those days are gone when media used to impact the society in very lesser manner. In today's world, the impact of media has enhanced manifolds. Every aspect of our life has been now influenced by media. The media has pervaded every nook and corner of today's life. The change which we are seeing in the arena of mass communication is not new. This change is a continuous process. We have seen many changes in the past. The changing technology has now taken us to the digital era. The journey is still going on. We are waiting for the future. We are expecting a lot from the future. In this unit, we will learn how mass communication is changing its shape and how it will look like in the future. We will try to find out how we can cope up with these changes.

14.1 OBJECTIVES

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

- Describe the evolution of mass communication
- Explain emerging trends of mass communication
- Discuss the future of media industry

14.2 CHANGING FACE OF MASS COMMUNICATION

The saying goes on that change is the only constant thing. Mass communication is the perfect example of it. The face of different media of mass communication is now quite different in comparison to old era. Not only the technology but the content too has been changing rapidly. Gone are the days when we used to wait for news or our dose of entertainment. Now new generation want everything on demand. Whether it is information or entertainment, they want everything according to their own convenience. And it is available to them.

Mass communication has travelled a long journey to reach this destination. From signs to speech, from oral to written form, from print to electronic media and now the digital world with the magic of internet – the face of mass communication has always been changing. We are now in digital era. New generation has been raised on the internet. Social media is the tool they use to connect with others. They are well versed with new technology and spend so much time on different social media platforms that sometimes they are even called anti-social or tech-addicted. This generation is very competitive. They are ready to test their mental fortitude. They are also accustomed to immediate result or feedback. But Most of the time they even get frustrated if they have to wait too long. New generation prefers to work independently. Their privacy is very important for them. But they also celebrate their openness and diversity. They are ready to break the norms. They don't focus much on someone's colour, religion or sexual orientation. For them, diversity is simply the norm. Compared to teenagers of other generations, they are ranked as the most informed. They are open to any new idea or concept. This generation has a strong ability to adapt to changes. This makes them one of the most creative bunches. This generation will be the youngest workforce in new decade. With this, new generation is estimated to soon become the largest consumer population. Needless to say, this generation matters. So if any medium wants to exist in the era of new generation, it needs to start establishing relationships with them now and make sure to meet this generation's digital expectations. Our mass communication media are doing the same. They are adopting themselves to new changes.

We had already witnessed the growth of television. Somewhere print materials took a back seat with the growth of television. But now the way of watching television has been changing too. From terrestrial transmission to cable TV and then satellite TV, we have witnessed all changes. Now the newer version is video streaming. The market of video steaming is growing day by day. According to an international survey the OTT (Over The Top) services is expected to grow from USD 81.6 billion in 2019 to USD 156.9 billion by 2024. Major growth factors for the market include growth in broadband, increase in fixed data connection and enhanced usages of smart devices. The inception of OTT video streaming platforms such as Netflix,

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Hotstar and Amazon Prime coupled with the growing internet penetration is responsible for the rise of Smartphone and tablet usage leading to the growth of digital video consumption. The growth story of OTT platforms is not different in India. In fact, India has emerged as one of the major market in the world. Most of the major OTT platforms are operating in India and increasing their subscription growth rapidly. In 2018, OTT market in India was worth USD 303 million which grew to USD 461 million in 2019. It is expected to reach USD 5 billion by 2023. This data clearly indicate that the future of television is streaming.

14.3 EVOLUTION OF MASS COMMUNICATION

Communication is the essential element to form a society. It is the basic fabric of any civilized society. As the society grows larger in numbers, this communication converts into mass communication. Mass communication is essential for nourishing and transmitting culture in the society. It is Imperative for sharing knowledge. It is the best way of our entertainment. It is must for envisioning our future. It motivates us to perform actions to live in a better way in the society. But mass communication took a long journey to reach this digital era – the age of convergence. To envisage the future of mass communication, we must understand these different phases of transition. The most significant thing to notice is that each age of communication compounds, rather than replaces the previous age because human communication practices are cumulative.

- **The age of signs and signals:** This is the earliest phase of communication. The early formation of human togetherness was not possible without communicating with each other. At primitive stage of human species emerged the standardization of gestures, sounds, and other signals that were used to indicate “danger, the presence of food and coordinated hunting. Many of these signs and signals are still in the human communication repertoire. It was the age of non-verbal communication.
- **The age of speech:** In the process of evolution of human species the development of human physiology occurred. With the development of our vocal apparatus speech got intrigued with human life. With the time language came into existence and every community developed a common language for them. With the help of language humans now could express their expressions, instructions etc. in a way that was not possible only with signs and signals. With invent of language, humans could now deal with their environment more effectively. They were now able to store and exchange messages of greater length and complexity. Migration contributed to the spread of language.
- **The age of writing:** After the signs and languages, it was the age of writing. Writing was moving from pictographic representation to phonetic systems. It was representing complex ideas by using simple letters to imply specific sounds. The Age of Writing emerged about 5,000 years ago in various

regions of the world. Associated with the development of writing were also advances in writing media – a progressive shift from static stone to lighter and more portable media. The ability to read and write still confers power and social status in human society. The role of the scribe in the storage and distribution of knowledge is recognized and valued in human society.

- **The age of print media:** Development of writing gave development of writing media. With advent of newer technologies, like printing, we developed media that could reach to the much larger number of people. Printing was considered as one of the most important inventions in mass communication. Books, magazines, newspapers, etc. are completely changed the way mass communication behaved before.
- **The age of electronic media:** As we moved ahead with time, we developed new technologies and we reached to the age of Electronic Media. Now with Radio, TV, etc. the reach of media increased manifolds with much higher speed.
- **The digital age:** We are now in the era of digital world. Internet dominates our world. It has changed the shape of communication. Digital communication is the fastest way to communicate in new time. If both the sender and the receiver have the internet connection, they can communicate anytime, anywhere. Information has never travelled with this speed before.

As we mentioned earlier, we can't see these phases separately. These were just the different steps of development. All are linked with each other and all are relevant in modern era too. The future development will also be in the synchronization of past events.

14.4 EMERGING TRENDS OF MASS COMMUNICATION

Mass communication will witness a considerable change in near future. The face of traditional mass communication media may be changed completely. If we want to keep pace with these changes, we must have to develop a deep understanding of these transformations. Changes require greater sense of responsibilities and leadership.

Emerging trends

Let us discuss some of the emerging trends.

- **New ways of distribution:** The rise of social media, democratic internet access, and the proliferation of smartphones and tablets has changed the demands and expectations of media consumers. The result is an astounding variety of new digital products and services. The video on demand (VoD) market is expected to grow globally. With streaming being an engaging way of delivering the content, more industries are now leveraging live streaming to reach out to their audiences.

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- **Intelligent media:** People need more interactivity in new era. It would be like developed virtual reality. The new era TV will recognize you and it will have a profile of your likes, dislikes and preferences. Artificial Intelligence and machine learning help streaming services recommend shows that consumers actually want to watch. Artificial Intelligence (AI) brings with it a promise of genuine human to machine interaction. When machines become intelligent, they can understand request, connect data points and draw conclusions. Like in Netflix, 80 percent of consumers watch comes from their personalized recommendation. In the era of personalized TV, content provided by streaming services must be attractive and meaningful. That's why, we say that content will be the king in new era.
- **Advertising:** It's no mystery that there is some brilliant mechanism behind a user logging in to a service to find just the right content. Interspersed within these recommendations are cleverly placed ads. Pre-rolls, in-stream, and post-roll ads have already proven their effectiveness in increasing the monetization for distributors. Server-side video ad technologies like Dynamic Ad Insertion are capable of inserting video ads into live streaming and video on demand. The deep insights available through a modern video ad server enable advertisers to serve customized ads to different consumers during the same stream.
- **Consumer engagement via new medium:** In the age of diminishing attention span, the widespread use of ad blockers, and a multitude of content channels, media companies need to get creative to engage with their user base. For a consumer to engage with an ad, it must be relevant to them and presented in a novel, creative format.

Check Your Progress

1. Which was considered the earlier phase of communication?
2. What is the full form of OTT?
3. Mention the name of two OTT platforms.

14.5 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

1. The Age of Signs and Signals is considered the earlier phase of communication.
2. The full form of OTT is On the Top media services.
3. Netflix and Hotstar are two of the OTT platforms.

14.6 SUMMARY

- In today's world, the impact of media has enhanced manifolds. Every aspect of our life has been now influenced by media.
- Mass communication has travelled a long journey to reach this destination. From signs to speech, from oral to written form, from print to electronic media and now the digital world with the magic of internet—the face of mass communication has always been changing.
- The way of watching television has been changing. From terrestrial transmission to cable TV and then satellite TV, we have witnessed all changes. Now the newer version is video streaming. The market of video steaming is growing day by day.
- Mass communication took a long journey to reach this digital era – the age of convergence.
- To envisage the future of mass communication, we must understand these different phases of transition.
- The most significant thing to notice is that each age of communication compounds, rather than replaces the previous age because human communication practices are cumulative.
- Different phases of evolution of mass communication are: The Age of Signs and Signals, The Age of Speech, The Age of Writing, The Age of Print Media, The Age of Electronic Media, The Digital Age.
- Emerging Trends of Mass Communication are: New way of distribution, Artificial Intelligent, Advertising, Consumer engagement via new medium.

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14.7 KEY WORDS

- **Artificial Intelligence:** Artificial intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think like humans and mimic their actions.
- **Video on Demand:** Video on demand (VoD) is a system that allows users to select and watch video content of their choice on their TVs or computers.

14.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short-Answer Questions

1. Briefly explain the changing face of mass communication.
2. Write a short note on growing popularity of OTT platforms.

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Long-Answer Questions

1. Describe the evolution of mass communication in detail.
2. Explain the emerging trends in mass communication

14.9 FURTHER READINGS

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