
SYLLABI-BOOK MAPPING TABLE

Fundamentals of Journalism and Mass Communication

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Unit 1 Definition of Journalism: Nature, Scope, Functions, Role of Press in Democracy, Principles of Journalism, Kinds of Journalism.	Unit 1: Journalism: Nature, Scope and Functions (Pages: 3-32)
Unit 2 Press in India: A Brief Review of the Evolution of Indian Press-Origin, Growth and Development of Journalism in Tamilnadu. Major Newspapers of Tamilnadu and Recent Trends.	Unit 2: Methods of Effective Writing (Pages: 33-64)
Unit 3 Communication: Definition, Nature, Scope, Purpose, Process of Communication, Functions of Communication, Uses of Communication and Kinds of Communication.	Unit 3: Communication: An Introduction (Pages: 65-87)
Unit 4 Basic Models of Communication: Linear, Non-linear models. Theories of Communication-Hypodermic Needle Theory, Two-step and Multi-step Theory and Uses and Gratification Theory.	Unit 4: Theories of Communication (Pages: 89-120)
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INTRODUCTION

This book, *Fundamentals of Journalism and Mass Communication*, offers a comprehensive view of the basics of Journalism. Starting from the definition, scope and functions of journalism, the book goes about explaining the origins and history of press in India, models of communication and the latest trends in mass media.

Unit 1 helps you to understand the definition, nature and scope of journalism. It will also explore the scope of press in a democracy, the principles and forms of journalism.

Unit 2 focusses on the origins and evolution of press in India. You will then learn the development of press and about the major mass media in Tamil Nadu.

Unit 3 teaches you about the definition, nature and scope of mass communication. You will also learn about the process, functions and uses of mass communication.

Unit 4 throws light on the basic models and theories of communication.

Unit 5 exposes you to the media for mass communication including the latest media like the Internet, computers and mobiles.

In this book, each unit is supplemented with Summary, Key Terms, Answers to 'Check Your Progress', Questions and Exercises and Further Reading sections to aid the student in preparation.

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UNIT 1 JOURNALISM: NATURE, SCOPE AND FUNCTIONS

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1.0 INTRODUCTION

In this unit, you will learn the definition of journalism, its nature, scope and functions. You will also learn the role of press in democracy, basic principles of journalism and different kinds of journalism.

Journalism is a profession that is, in principle, meant for public service. Mahatma Gandhi, for the same reason, has described journalism as a service. However, with the growth and development of political parties and trade rivalries

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between business houses, journalism 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 selectively. It has also become an industry that can generate employment to millions and create profits in hundreds of crores. This unit on journalism deals with various aspects of journalism along with its brief history. The purpose of this unit is to make you aware of the nature and scope of journalism. As journalism is an activity performed within a given society, it affects or is affected by the political and social orders. Hence, in this unit the role of journalism in various political systems will also be discussed. Though journalism is a term that is used in a global sense, there are many kinds of journalism and many types of media. Various kinds of journalism and various delivery mechanisms like print, radio, television and Internet would also be explored in this unit to give a wider perspective to this term.

1.1 UNIT OBJECTIVES

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

- Define and discuss journalism and its role in society
- Explain the role of journalism in democracy and other political systems
- Understand the principles on which the profession of journalism works
- Describe various kinds of journalism and understand the difference between them
- Discuss the use of various mass media in journalism

1.2 WHAT IS JOURNALISM?

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 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 became an industry, but it has now grown enough and has acquired gigantic proportion of corporate business which in some places has also become a multinational business.

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

Journalism includes the writing and editing of newspapers and periodicals. 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 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.

Many other definitions could 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, processing them by contextualizing 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.

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1.2.1 Origin and Nature of Journalism

Journalism is as old as the primitive human societies. It has been a common human tendency to share new things with fellow beings. In interpersonal communication, we normally ask questions like 'What is news?' and 'What is happening?' etc. These questions are not referring to the news as we understand it now. Some people in India say that 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 activity of journalism as we know it today, came to existence only after the emergence of societies where printed word was used for mass 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 the 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 sections to gain the control of the society.

The history of printing is traced back to AD 868 when the Chinese used the movable type of printing. However, Johann Guttenberg has the credit of developing movable metal types and the ink suitable for them in AD 1456. Twenty years later the first printing press of England was set up in Westminster. Printing press was introduced in India as early as AD 1556 and it took us more than two centuries to get the first newspaper rolling out. Some say that the first newspaper was started by an American, John Campbell in 1704. Many others consider *Relation aller Furnemmen und gedenckwürdigen Historien* as the first newspaper. This

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newspaper printed in German language was published in Strasbourg from 1605 onwards. A detailed description of the history of press is given in unit 2.

In modern times, journalism, as a central activity of the society, is required to maintain the social, political and economical order; it is required to provide information required in society. Journalism and media have acquired the status of industry and have 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 suite the newer environment. It is for this reason that one can say that journalism as an activity would always remain relevant.

1.2.2 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 and at the same time conveys the grievances and perception of public about issues of the society to the authorities.

As the ownership of the institutions of journalism is in the hands 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 spectrum 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 big players in the area of telecommunication. The investigations and publication of the tapes of Nira Radia in conversation with some prominent journalists of Indian media recently have exposed this nexus which gives a picture of journalism having a function of lobbying for economic interests.

The political system uses journalism for the dissemination of news and information for its own interests. Besides, the role of press is one of maintaining the status quo as every morning the newspapers 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 assured that rest is all right. This too is an important function of the press. The example 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 conflicts that could lead to destabilization of political power.

Journalism as the fourth pillar of democracy has been granted the freedom in almost all constitutions as the freedom of speech and expression because it is journalism that 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 propagation of their views and in some countries the governments own 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 the duty and function to be vigilant to the political, economical and social processes. The watchdog function of press maintains that the media is supposed to serve to monitor the government. Hence, press was also called the watchdog. The social theorist James Mill (1773–1836) was the first to propound the concept of the ‘watchdog’ function of the press. He advocated press freedom because it ‘made known the conduct of the individuals who have chosen to wield the powers of government.’

Though the role of press in being a watchdog over government was advocated by Edmund Burke in his seventeenth century pronouncement in England that the press had become a Third Estate in Parliament, it was not until the eighteenth century that Cato’s Letters, a series of letters written in England that advocated a free press, were widely reprinted in the colonies and began the American idea of the press being a fourth estate, a watchdog of government.

1.2.3 Scope of Journalism

In the world today, a large number of people 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 it 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. Freedom of press, press gallery or press conferences are terms difficult to erase from our memory in an age where radio, television and online media also indulge 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, at the same time being vigilant. Journalism in print media obviously involved writers as a result the journalists were also called scribes.

In the present day, the nature and scope of journalism has changed considerably as various types of media are functioning. There are broadcasters working in radio and television. There are producers and technical people who contribute in production and dissemination of news and other current affair 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 mobiles are new professions that are included in the list of the

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scope of journalism. There are so many activities that require specialized 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 news reporting and editing, then 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 will be available in the service of mankind.

Journalism requires the presence of mind and passion to move around the world. Journalism is also 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.

CHECK YOUR PROGRESS

1. What is the meaning of the term journalism?
2. Journalism not only disseminates the news in a society, it also helps in maintaining the _____ in the society.
3. What are the main functions of journalism?
4. Which of the following is not the function of journalism?
(a) Propaganda (b) Public service
(c) Disinformation (d) Information

1.3 PRESS AND DEMOCRACY

Traditional media was the principal means of communication in ancient times and it continued to remain so even in the expanded feudal system. It was only after the emergence of printing press in Europe in 1456, the term press was used as a means of communication. The first newspapers were either the replica of government's orders or were the vehicles of advertisements that also carried some news to attract people.

It was only after the establishment of bourgeois democracy that the power of press as a vehicle of maintenance of bourgeois democracy was felt and it was duly given the status of the fourth estate of the democratic system. The role of legislative, executive and judiciary was that of maintaining a balance among each other, while the press was to keep a vigilant eye on all of them.

It later grew into a more biased and partisan press as the democracies became stable and different pressure groups emerged of which many started using this institution for their own benefit. Major business and industrial houses started

investing large capital in this profession because it was considered as a powerful means of manipulating public opinion.

Modern day democracies have an inherent relationship with media not only for the purpose of wooing people in favour of one or the other political party, it also helps various pressure groups to communicate with each other, negotiate settlements and make way for helping governments to arrive at policies through an informed debate conducted by media.

The interdependence has acquired such significance that one cannot imagine a democracy without journalism and mass media without a vibrant democracy.

1.3.1 Evolution of Democracy

The word democracy is derived from two Greek words namely 'demos' and 'kratos'. 'Demos' means the people whereas 'kratos' means the rule. Hence, democracy means the rule by the people. Though the earliest form of democracy was seen in Athens around 500 BC, some say that the earliest evidence of democracy is found in Mesopotamia as early as 4000–2000 BC. The democracy of Athens had given the right to govern merely 15 per cent citizens out of the total population. Only men could take part in decision-making and the women and girls were kept away from it. In this democracy of Athens, there were around 25 per cent people who lived as slaves. These slaves were not considered as citizens but were protected by law.

In modern times, the beginning of democracy could be traced back to the signing of Magna Carta in 1215 when the written laws were given a higher status than the rights of the King. Some of the powers of the king were also transferred to nobles. Later in 1295, King Edward I decided to have an elected parliament which included the clergy, aristocracy and representatives of boroughs and counties.

It was much later in the seventeenth and eighteenth centuries, also known as the Age of Enlightenment, that the beginning of modern bourgeois democracy was seen all around Europe. A vast majority of European states were monarchies during that time and political power was in the hands of the monarch or the aristocracy. European monarchs until nineteenth century believed that they were ordained by God to rule and questioning their actions was tantamount to blasphemy. This view was first challenged by a small section of enlightened intellectuals, who believed that reason and principles of liberty and equality should guide human affairs than archaic dogmas. According to them all humans are born equal and the concept of vesting political authority in the hands of God's chosen people (monarchs) is irrational. They argued that governments are meant to serve the people, not vice versa. Both the governed and those who govern should be equal in the eyes of law.

These ideas of liberty and equality in the last quarter of the eighteenth century inspired the French and American revolutions. The winds of freedom and liberty set by the French revolution might be short-lived, but the American and French

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revolutions inspired the growth of democracies across Europe. These democracies came to be called liberal bourgeois democracies since their supporters were known as liberals.

When the first democracies rose in Europe often preceded by violent movements, the liberals were viewed as dangerous elements who threatened the peace and stability. Liberalism and democracy were strongly opposed by the monarchs who claimed themselves to be defenders of natural orders and traditional values. Their claims seemed to be true for a while when Napoleon Bonaparte himself became the emperor of the young French Republic, went ahead and conquered most of Europe to set a French empire. However, liberal ideals inspired by French revolution spread among the general European population. During nineteenth century, most European traditional monarchies were forced to the state of defence and withdrawal. Reforms and revolutions set most of Europe on the path of liberal democracy. By 1900, liberalism from the state of a fringe opinion has grown to become an irresistible political movement.

However, the political analysts differentiate liberalism and democracy. Liberalism promoted by enlightenment; liberals were often viewed as individualistic in nature and liberalism was viewed as a movement to limit the powers of state whereas democracy was viewed as the power of masses. Hence, liberal democracy is treated as a compromise between liberal individualism on the one end and democratic collectivism at the other end.

After the emergence of a socialist state in the Soviet Union and the growing popularity of socialist ideas, the bourgeois democracies all around the world were given new lease of life by the new economic philosophy of social welfare and were renamed as social welfare states. Today we find many kinds of democracies guided by different types of constitutions. Some countries have worked out two-party democracies and some like India have taken the path of multi-party democracies. The ideal democracy may remain a dream to be realized, but Abraham Lincoln, the sixteenth President of the United States, has aptly defined democracy as the governance of society of the people, by the people and for the people. He said in a lecture delivered at a cemetery on the site of the Battle of Gettysburg'

...we take increased devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain; that this nation, under God, shall have a new birth of freedom—and that government of the people, by the people, for the people, shall not perish from the earth.

1.3.2 Evolution of Press

The printing press immediately after its invention printed the *Bible*, and later was used to publish books that became the basis of various debates and growth of knowledge. It was many years later that periodicals were published. Though the first ever example of such a periodical was the monthly *Notizie scritte* of government

of Venice in 1556. These were handwritten newsletters that conveyed political, military and economic news to Italian cities till seventeenth century.

As has been stated, *Relation aller Furnemmen und gedenckwürdigen Historien* is considered to be the first newspaper. In 1618, the Dutch *Courante* published from Amsterdam was the first to appear in the folio size. The first newspaper of France was *La Gazette* (originally called *Gazette de France*) published in 1631. In Portugal, it was *A Gazeta* (1645) and in Spain it was *Gaceta de Madrid* (1661). The *Daily Courant* was the first English daily to be published during 1702–1730, though some other sources describe *London Gazette* of 1666 as the first true newspaper in English.

The actual growth of the press or the newspapers started after the Industrial Revolution on one hand and the emergence of democracies in Europe, America and Canada on the other. The press grew in leaps and bounds with the rapid technological growth in the developed world, where the printing technology saw a quick shift from letter typesetting and peddle press to revolutionary desktop publishing in less than a century. Print media journalism is still going strong in spite of the popularity of television and the Internet. In fact, all media from print to radio, television and online are included in the term press, as it represents journalism.

The growth of journalism and media has reposed new responsibilities and expectations on this profession. It has been by and large fulfilling its role in creating awareness among citizens by providing them necessary news and information.

1.3.3 Press as the Fourth Estate

In the mid-nineteenth century, the press assumed the status of fourth estate, with most parliaments and other government houses setting aside area specifically for the press.

Edmund Burke, first coined the term Fourth estate in 1787 in a parliamentary debate in the House of Commons, United Kingdom. Earlier writers applied this term while referring to lawyers.

In fact, the press apart from sitting in the lobbies of parliament was seen as a collaborator of the liberal democrats as they wanted it to be vigilant against those who would be eyeing for reversal of the system and they wanted it to be advocating the gains of the democratic system. In a later stage, the newspapers shifted their partisanship from the ideals of democracy to the interests of certain politicians or economic elite serving as their public relation agent. The notion of press as a watchdog also emerged from the same idea of considering press as a part of the democratic system, where it was supposed to play the role of the balancing and corrective agency for the other three states, i.e., the legislature, the executive and the judiciary.

In the United States, when the freedom of press was being misused for various political and economical interests and biases, a press commission was set up that later promoted the idea of social responsibility of press. Social responsibility

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was enshrined in the declaration of press as the fourth estate. Dealing with the same notion, M. Gentzkow, E.L. Glaeser and C. Goldin (2004) in their research paper *The Rise of the Fourth Estate: How Newspapers Became Informative and Why it Mattered* writing about the American newspapers say that there was a partisan press in the late nineteenth and early twentieth century which due to the compulsion of growing competition became more informative thereafter. According to them,

...throughout much of the nineteenth century US newspapers were often public relations tools funded by politicians, and newspaper independence was a rarity. The newspaper industry underwent fundamental changes between 1870 and 1920 as the press became more informative and less partisan.

In the present times, we find in India that all the four major components of democracy called *chauthamba* (four pillars) by Ram Manohar Lohia are at logger heads. All are aspiring for special privileges in the name of the constitution. We have seen increasing instances of judicial activism and we have also seen excessive use of the privileged freedom of expression by the press to stall governments to regulate the content on one hand and conduct media trials on matters pertaining to crime. In fact, a balanced approach from all these components of democracy alone can take us closer to the ideals of a democratic society.

The role of press as the fourth estate can only be achieved by exercising the freedom that the press enjoys. In the following section of the unit we will discuss the origin and the concept of freedom of press.

1.3.4 Freedom of Press

The concept of freedom of speech emerged gradually during the European Enlightenment. It can be found in early human rights documents. It was in England that a Bill of Rights of 1689 granted 'freedom of speech in parliament'. Subsequently, the Declaration of the Rights of Man and of the Citizen was adopted during the French Revolution in 1789 that specifically affirmed freedom of speech as an inalienable right. The Declaration provides freedom of expression in Article 11, which states that:

The free communication of ideas and opinions is one of the most precious of the rights of man. Every citizen may, accordingly, speak, write and print with freedom, but shall be responsible for such abuses of this freedom as shall be defined by law.

It was the Glorious Revolution of 1688 in England which established the parliamentary sovereignty over the Crown and the right of revolution. This was a critical moment in history which changed the path of human societies towards collective governance from the old oppressive feudal system. This led to new ideas and visions of societies and the Western Liberal theory was one such attempt. John Locke was one of the major contributors to this liberal theory. He opined in

his *Two Treatises of Government* that the people acquired some of their rights in trusteeship with the sovereign (government) and it is the responsibility of the government to protect those rights.

Until 1694, there was a strict licensing system in Britain according to which publications were allowed only with a licence obtained from the government. Earlier in 1644, during the civil war time, John Milton wrote his pamphlet *Areopagitica*. In this work, Milton argued against this form of censorship by the government. Although, this work attracted little attention when it was first published, it is treated as a significant milestone as one of the most eloquent defences of press freedom.

John Stuart Mill (1806–1873) who was a staunch advocate of press freedom, contributed significantly for the modern social and political theory. He justified the liberty of the individual against the unlimited state controls. In his book *On Liberty*, Mill defended the general principles of liberty. Among his varied argumentations for individual freedom is this interesting argument where he says,

If all mankind minus one, were of one opinion, and one and the only one person were of the contrary opinion, mankind would be no more justified in silencing that one person, than he, if he had the power, would be justified in silencing mankind.

On Liberty was also a radical work of the time because it supported moral and economic freedom of individuals from the state.

Mill divided human liberty into its components or manifestations:

- The freedom to think and feel as one does. This includes the freedom of opinion and includes the freedom to publish opinions known as the freedom of speech
- The freedom to pursue tastes and pursuits, even if they are deemed 'immoral,' and only so long as they do not cause harm
- The 'freedom to unite' or meet with others, often known as the freedom of assembly.

The constitutions of Belgium in as early as 1831 had incorporated the freedom of speech in its Article 19. In Britain, it was in 1689 that the Bill of Rights was passed by the parliament that guaranteed the freedom of speech in parliament though Magna Carta, an English charter originally issued in the year 1215, and passed into law in 1225 is considered to be the first ever constitutional provision of freedom of speech.

In America, the freedom of speech and press was assured by the first amendment to the bill of rights. The First Amendment was adopted on December 15, 1791. The Amendment states:

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

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After World War II, the United Nations adopted the Universal Declaration of Human Rights which stated in its Article 19 that the fundamental right of freedom of expression encompasses the freedom 'to seek, receive and impart information and ideas through any media and regardless of frontiers,' Consequently, almost every member country has included this article in its constitution.

It is interesting to note that the World Press Freedom Day is celebrated across the globe every year on May 3 recalling Article 19 of the Universal Declaration of Human Rights, which was adopted by the United Nations in 1948.

The Indian Constitution provides for 'the right to freedom of speech and expression' (Article 19(1) a). However, this right is subject to restrictions under sub-clause (2), whereby this freedom can be restricted for reasons of 'sovereignty and integrity of India, the security of the State, friendly relations with foreign States, public order, preserving decency, preserving morality, in relation to contempt, court, defamation, or incitement to an offense'. However, the word 'press' is not mentioned in this article, Laws such as the Official Secrets Act and Prevention of Terrorist Activities Act (PoTA) have been used to limit press freedom. Under PoTA, a person could be detained for up to 6 months for being in contact with a terrorist or terrorist group. PoTA was repealed in 2006, but the Official Secrets Act 1923 continues.

1.3.5 Critics of the Role of Media in Democratic Societies

Not everybody today feels that the media in present times is free and fair. It is also true that the media today has grown so much that it can no longer be perceived as the crusader of truth on all occasions, due to various pressures and allurements.

Critics of the role of media in liberal democracies like Noam Chomsky allege that concentration of media ownership leads to major distortions of democratic processes. They argue that the corporate media limits the availability of contesting views and effectively propagandizes a narrow spectrum of elite opinion. This is a natural consequence, they state, of the close ties between the powerful corporations and the media and is not due to any conscious conspiracy.

It is observed by such critics that the systemic bias shapes the content of media outlets to correspond with corporate interests. Although freedom of speech is secured and protected by the state, only those that adhere to that limited spectrum of opinion are granted significant and consistent access to the major media outlets.

Media commentators also point out that influential early champions of the media industry held fundamentally anti-democratic views, opposing the general population's involvement in creating policy. Walter Lippmann, for example, sought to 'put the public in its place' so that those in power would be 'free of the trampling and roar of a bewildered herd,' while Edward Bernays sought to 'regiment the public mind every bit as much as an army regiments their bodies.' They also say that even though law ensures the right to free speech, the ability to spread information to large numbers of people is limited to only those who can afford it.

CHECK YOUR PROGRESS

5. How do press and media help democracy?
6. Why is the press called the fourth estate?

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1.4 PRINCIPLES OF JOURNALISM

As a vocation, journalism has many facets. A journalist could be working in a newspaper, but he is only a particular kind of journalist. Today journalists work for radio, television and the Internet. However, 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 print media.

Over the years, journalism has seen many ups and downs, journalists have been involved in various types of reporting some of which have been vehemently criticized by 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 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, which deal not only with the behaviour but also with certain practices that violate 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 kinds of news which lead to defamation or libel.

1.4.1 Canons of Journalism

There are always dissatisfactions and complaints against journalism. People feel that journalists 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 journalists it becomes difficult to satisfy everyone. Journalist associations and many other bodies such as press councils have evolved certain guidelines for journalists. Though not as 'official', through the years there have been codes of ethics drawn up and endorsed by editors and journalists associations.

The American Society of Newspaper Editors founded in 1922 made certain parameters in which journalists were asked to function. They were called 'Canons of Journalism'. These canons were listed as follows:

1. Responsibility (of newspaper and journalist)
2. Freedom of the Press (a vital right of mankind)
3. Independence (fidelity to the public interest)

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4. Sincerity, truthfulness, accuracy (good faith with reader)
5. Impartiality (news reports free from opinion or bias)
6. 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 practices of journalism has shown us the newer dimensions of the canons. In the following passages of 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. So-called news communications from private sources 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 is contrary to the best spirit of journalism; in the news columns it is subverting the 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 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 ensuring 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 is accused 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. Deliberate pandering to vicious instincts will encounter effective public disapproval and professional condemnation.

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1.4.2 Ethical Standards of Journalism

Similarly, the International Federation of Journalists (IFJ) has also prepared a code of conduct for journalists. Organisations like All India Newspaper Employees Federation, Indian Journalists' Union and National Union of Journalists are 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 relaunched in 1946 and again, in its present form, in 1952. Today the Federation represents around 600,000 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 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.

1.4.2.1 IFJ 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.

- (i) Respect for truth and for the right of the public to truth is the first duty of the journalist.
- (ii) 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.
- (iii) 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.
- (iv) The journalist shall use only fair methods to obtain news, photographs and documents.
- (v) The journalist shall do the utmost to rectify any published information which is found to be harmfully inaccurate.
- (vi) The journalist shall observe professional secrecy regarding the source of information obtained in confidence.

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- (vii) 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.
- (viii) The journalist shall regard as grave professional offences the following:
 - a. Plagiarism;
 - b. Malicious misrepresentation;
 - c. Calumny, slander, libel and unfounded accusations;
 - d. Acceptance of a bribe in any form in consideration of either publication or suppression.
- (ix) 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 recognize in professional matters the jurisdiction of colleagues only, to the exclusion of every kind of interference by governments or others.

1.4.3 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, the Press Council was established in the earlier days, but as it was felt that it is not very representative and effective, a new body called the Press Complaints Commission (PCC) was formed. In India, there is an autonomous body chaired by a retired justice of Supreme Court of India, which is called 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 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 news coverage and entertainment programmes. In recent years, the Government of India has tried to make such a regulatory body, but it has been opposed tooth and nail by media organizations and journalists. Some news and entertainment channels have made an independent organization called News Broadcasters' Association and has come up with certain codes of conduct. However, the issues have not been properly addressed till date.

In the following passages, 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 journalists associations mentioned here.

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.

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1.4.3.1 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's 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 the 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 the printed and online versions of publications. They should take care to ensure that 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.

1. Accuracy

- (i) The Press must take care not to publish inaccurate, misleading or distorted information, including pictures.
- (ii) A significant inaccuracy, misleading statement or distortion once recognized must be corrected, promptly and with due prominence, and—where appropriate—an apology published.
- (iii) The Press, whilst free to be partisan, must distinguish clearly between comment, conjecture and fact.
- (iv) 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.

2. Opportunity to reply: A fair opportunity to reply to inaccuracies must be given when reasonably called for.

3. *Privacy¹

- (i) Everyone is entitled to have respect for his or her private and family life, home, health and correspondence, including digital communications.
- (ii) 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.

¹ Private places are public or private property where there is a reasonable expectation of privacy.

* Refers to public interest. Check the explanation for this * mark in subsection 1.4.3.2 after Point 16.

- (iii) It is unacceptable to photograph individuals in private places without their consent.

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4. *Harassment

- (i) Journalists must not engage in intimidation, harassment or persistent pursuit.
- (ii) 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.
- (iii) Editors must ensure these principles are observed by those working for them and take care not to use non-compliant material from other sources.

5. Intrusion into grief or shock

- (i) 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.
- * (ii) When reporting suicide, care should be taken to avoid excessive detail about the method used.

6. *Children

- (i) Young people should be free to complete their time at school without unnecessary intrusion.
- (ii) 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.
- (iii) Pupils must not be approached or photographed at school without the permission of the school authorities.
- (iv) 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.
- (v) 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.

7. *Children in sex cases

- (i) 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.
- (ii) In any press report of a case involving a sexual offence against a child
 - a. The child must not be identified.
 - b. The adult may be identified.
 - c. The word 'incest' must not be used where a child victim might be identified.
 - d. Care must be taken that nothing in the report implies the relationship between the accused and the child.

8. *Hospitals

- (i) Journalists must identify themselves and obtain permission from a responsible executive before entering non-public areas of hospitals or similar institutions to pursue enquiries.
- (ii) The restrictions on intruding into privacy are particularly relevant to enquiries about individuals in hospitals or similar institutions.

9. *Reporting of crime

- (i) 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.
- (ii) 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.

10. *Clandestine devices and subterfuge

- (i) 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.
- (ii) 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.

11. 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.

12. Discrimination

- (i) 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.
- (ii) 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.

13. Financial journalism

- (i) 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.
- (ii) 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.

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- (iii) 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.

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14. Confidential sources: Journalists have a moral obligation to protect confidential sources of information.

15. Witness payments in criminal trials

- (i) 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 proceedings are otherwise discontinued; or have entered a guilty plea to the court; or, in the event of a not guilty plea, the court has announced its verdict.
- * (ii) 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 overriding 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.
- * (iii) 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.

16. *Payment to criminals

- (i) Payment or offers of payment for stories, pictures or information, which seek to exploit a particular crime or to glorify or glamorize 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.
- (ii) 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.

(For explanation of the * marked matter, see subsection 1.4.3.2)

1.4.3.2 The public interest

There may be exceptions to the clauses marked * where they can be demonstrated to be in the public interest.

1. The public interest includes, but is not confined to:
 - (i) Detecting or exposing crime or serious impropriety.
 - (ii) Protecting public health and safety.

- (iii) Preventing the public from being misled by an action or statement of an individual or organization.
2. There is a public interest in freedom of expression itself.
3. Whenever the public interest is invoked, the PCC will require editors to demonstrate fully that they reasonably believed that publication, or journalistic activity undertaken with a view to publication, would be in the public interest.
4. The PCC will consider the extent to which material is already in the public domain, or will become so.
5. In cases involving children under 16, editors must demonstrate an exceptional public interest to over-ride the normally paramount interest of the child.

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1.5 KINDS OF JOURNALISM

Journalism is practiced in many forms with many types of objectives in mind. There is what is known as main stream journalism that 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 from 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 with the journalism in radio, television and Internet.

1.5.1 Mainstream Journalism

The journalism practiced on day-to-day basis in big media houses is called mainstream journalism. The broadsheet daily newspaper or tabloid format is an example of mainstream print media, and 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 main stream media is also big as opposed to small-scale efforts of alternative 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 cater to other trade or industry and to protect the interest of their other business, they many a times influence news reporting and editing. In spite of many such weaknesses, main stream media remains very significant and strong because of its reach among masses.

The various aspects of reporting and editing in mainstream journalism are dealt within the subsequent books of this series. Hence, we would only look into various kinds of journalism that are a bit different from mainstream journalism.

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1.5.2 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 specialised activities of human being. This has led to the emergence of specialised journalism dealing with areas like business, travel, fashion, automobiles, real estate, computers, mobiles, etc.

Business and financial journalism has become so important in societies that we find a variety of newspapers principally dealing with this theme. *The Economic Times* and *The Financial Express* or *The Business Mail* could be 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*, the *Competition Review* or *Junior Statesman* are targeting these audiences.

1.5.3 Magazine Journalism

Magazine journalism is entirely different from newspaper journalism as it has more shelf value and covers a longer period as compared to daily newspapers. A daily newspaper becomes part of the waste by evening and it reports events on 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 those which appear 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 pictures could be used merely for making the page more attractive.

Magazines have seen a great change after the innovation of colour printing. Colour photographs in glossy pages have made them more attractive and impressive, and inspired by this even newspapers have adopted colour printing. Magazine journalism is classified depending upon the periodicity and subject matter. A weekly news magazine has a different objective than the fortnightly or monthly magazine. Similarly, a magazine on fashion or films would be more picturesque than that one on politics, economy, business and agriculture.

Another major difference between 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 more time and in a fortnightly or monthly magazine they have comparatively much more time.

1.5.4 Tabloid Journalism

It is difficult to tell when a newspaper moved away from the tabloid format to broadsheet, but after this shift tabloid journalism changed drastically. In most countries, the midday 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 copies of midday 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 midday or evening newspapers in busy crossroads, markets and in city transport buses and trains. Unlike daily newspapers, 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 celebrities and their scandals is another kind of sensationalism that such journalism promotes.

Tabloid newspapers have become more relevant after the emergence of radio and television as 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, as in comparison to newspapers they are easy to handle.

1.5.5 Investigative Journalism

The story of investigative journalism as a kind is not very old and can be traced back to the mid-twentieth century. Though all forms of journalism are supposed to be investigative, the differentiation between investigative and other forms of journalism is justified if we look at general everyday journalism, we find that 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 press releases were given to reporters and they came very handy in making reports.

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 most talked about example of investigative journalism is the Watergate scandal. The Watergate scandal was a political scandal that took place in the United States in the 1970s, resulting from the break-in to the Democratic National Committee headquarters at the Watergate office complex in Washington, D.C. Exposure of the scandal ultimately led to the resignation of the US President, Richard Nixon, on 9 August 1974; the first and the only US President who ever resigned. It also resulted in the indictment, trial, conviction and incarceration of several Nixon administration officials. The connection

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between the break-in and the re-election campaign committee was highlighted by media coverage. In particular, investigative coverage by *Time*, *The New York Times*, and especially *The Washington Post*, fuelled focus on the event.

Similarly, in India the most talked and perhaps the first investigative report was on the Bhagalpur blinding.

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 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 came the story on the Bofors Guns Scandal. The case came to light during Vishwanath Pratap Singh's tenure as defence minister, and was revealed through investigative journalism by Chitra Subramaniam and N. Ram of the *Indian Express* and *The Hindu*.

1.5.6 Advocacy Journalism

Advocacy journalism is one of the alternative forms of journalism. If the press or main stream journalism is called fourth estate, then alternative journalism in all its forms is called the fifth estate. Advocacy journalism is in a way just opposite of main stream 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 by way of getting published in opinion writing. In a way, all journalism practices by or for various nongovernmental organizations can be seen as advocacy journalism. NGOs working on the issue of gender, empowerment, labour issues, health and hygiene, bonded labour, child labour, violence against women and children, etc., indulge in advocacy at both the levels, i.e., mainstream press and house publications.

There are journalists who after working with 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 such newspapers and magazines are supported by various corporate houses and government organizations in the name of social responsibility.

1.6 CURRENT TRENDS

Journalism has changed a lot over the centuries. Earlier it was a simple process of gathering, processing and disseminating information. Today, competitive markets

have laid many responsibilities and the nature and work of journalists have changed. On one hand, we find big conglomerates pumping huge amounts of money into different media technologies and on the other hand, there are people with relatively smaller amounts in media. The technology and the economics of management of media have forced the companies to employ journalists with multiple skills.

1.6.1 Convergent Journalism

Convergent journalism is the name given to multi-tasking in journalism where a journalist is expected to not only produce a report for the newspaper, he is also required to give it orally for radio and/or television and at the same time give a brief one for mobile news services. A journalist needs to be trained in many skills like writing for newspapers, radio, television, online and mobile news service. Gone are the days when the journalism institutes were training journalists in specialised area for a specific media.

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. 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 multi tasking journalists instead of having specialist in a particular media, though the demand for specialisation in various kinds of journalism like economic journalism, sports journalism, defence journalism, etc. has also increased over the years.

1.6.2 Supplement Journalism

One recent trend in journalism is known as supplement journalism, which involves creating appropriate content for the newspaper supplements that are provided with the main newspapers. It is considered as value addition to the main product. We all know that the newspaper is a product that creates or should create an interest in every member of the society. Hence, they come up with supplements meant for women, children, school and university going youth and the old and seniors. They also bring out supplements related to different walks of life and profession. The supplements on real estate, fashion, education, health, shopping and matrimonials are specific and subject oriented. Newspapers also come up with pullouts at times as sponsored supplement for which the government or some institution or corporate house makes the payment. Such supplements are normally based on the information that the concerned body thinks to disseminate at a large scale. It is mostly the publicity material like the speech of the CEO of an organisation along with the agenda of their annual meeting or the achievements of a government publicised on the occasion of completion of a particular period or the information

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regarding social issues like diseases, government schemes, social problems like bonded labour or dowry, etc.

The result of supplement journalism is that newspapers which were normally of 12–16 pages now have 24–36 pages of reading material in them. A big advantage of supplements in newspaper is that the whole family is able to read the newspaper at the same time, each reading the topic that interests him.

1.6.3 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 news breaking style of television, a few years back. Today, even the television news looks slower than SMS messaging or the various news services incorporated by mobile service providers.

The information technology revolution 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 bus width to allow audio and video to be played at 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 more efficiently. The widening of pathways has become possible due to the conversion of signals from analogue to digital. The Information Super Highway works on broadband connectivity of ever increasing bites.

This has brought online journalism to 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 Net 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 Net. This combination of Web journalism and mobile news services is the most recent trend of journalism.

1.7 SUMMARY

- 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 history of printing is traced back to AD 868 when the Chinese used the movable type of printing. However, Johann Guttenberg has the credit of developing movable metal types and the ink suitable for them in AD 1456.
- The political system uses journalism for the dissemination of news and information for its own interests.

- The press or journalism also has the duty and function to be vigilant to the political, economical and social processes. The watchdog function of press maintains that the media is supposed to serve to monitor the government.
- It was only after the establishment of bourgeois democracy that the power of press as a vehicle of maintenance of bourgeois democracy was felt and it was duly given the status of the fourth estate of the democratic system.
- Edmund Burke, first coined the term Fourth estate in 1787 in a parliamentary debate in the House of Commons, United Kingdom. Earlier writers applied this term while referring to lawyers.
- Over the years, journalism has seen many ups and downs, journalists have been involved in various types of reporting some of which have been vehemently criticized by people.
- All members of the press have a duty to maintain the highest professional standards.
- It is the responsibility of editors and publishers to apply the code to editorial material in both the printed and online versions of publications.
- The journalism practiced on day-to-day basis in big media houses is called mainstream journalism.
- Business and financial journalism has become so important in societies that we find a variety of newspapers principally dealing with this theme.
- Magazine journalism is entirely different from newspaper journalism as it has more shelf value and covers a longer period as compared to daily newspapers.
- Tabloid newspapers have become more relevant after the emergence of radio and television as daily newspapers are always behind them in disseminating news.
- Though all forms of journalism are supposed to be investigative, the differentiation between investigative and other forms of journalism is justified if we look at general everyday journalism, we find that most of the news does not require any kind of investigation.
- Advocacy journalism is in a way just opposite of the main stream journalism as the main objective of such journalism is to create awareness about a certain issue.
- Convergent journalism is the name given to multi-tasking in journalism where a journalist is expected to not only produce a report for the newspaper, he is also required to give it orally for radio and/or television and at the same time give a brief one for mobile news services.
- One recent trend in journalism is known as supplement journalism, which involves creating appropriate content for the newspaper supplements that are provided with the main newspapers.

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1.8 KEY TERMS

- **News:** The communication of information on current events which is presented by print, broadcast, Internet or word of mouth to a third party or mass audience
- **Propaganda:** A form of communication aimed at controlling public opinion by using selected facts, ideas or allegations or deliberate spreading of ideas or information, true or untrue, with the purpose of manipulating public opinion to gain support for one's cause or to discourage support for another
- **Disinformation:** False or inaccurate information that is spread deliberately synonymous with and sometimes called black propaganda
- **Press:** The section of the mass media industry that focusses on presenting current news to the public
- **Objectivity:** Judgment based on observable phenomena and uninfluenced by emotions or personal prejudices
- **Bias:** A tendency in a news report to deviate from an accurate, neutral, balanced and impartial representation of the 'reality' of events and social world according to stated criteria
- **Accuracy:** The quality of correctness as to the fact, precision, and detail in the information resources and in the delivery of news or information services
- **Broadsheet:** 600 mm by 380 mm (23.5 by 15 inches), generally associated with more intellectual newspapers
- **Tabloid:** Half the size of broadsheets at 380 mm by 300 mm (15"×11.75"), and often perceived as sensationalist in contrast to broadsheets
- **First Amendment:** An amendment to the Constitution of the United States guaranteeing the right of free expression that includes freedoms of assembly, the press, religion and speech
- **Paparazzi:** An Italian term used to refer to photojournalists who specialize in candid photography of celebrities, politicians and other prominent people
- **Supplements:** An additional section of a newspaper devoted to a specific subject; a publication that has a role secondary to that of another preceding or concurrent publication
- **Convergence:** Use of different media for the delivery of news and current affairs programmes

1.9 ANSWERS TO 'CHECK YOUR PROGRESS'

1. Journalism is the collection, writing, editing, and presenting of news or news articles for widespread distribution, typically in periodical print publications and broadcast news media, for the purpose of informing the audience. It is also considered as a profession of public service.

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2. Status quo or equilibrium.
3. Some of the main functions of journalism include disseminating news and information to the public, entertaining the public; acting as watch and fourth estate against government; educating the public about politics and other things; etc.
4. (c) disinformation
5. Media helps democracy by giving correct information to the people and then it helps to convey the public opinion to the governments. Media exposes the governments if they are straying from the path of democracy and public responsibility. Media has the power to expose corrupt practices of the government and could act as a means to take the politicians to the courts. This way media plays key role in democracy.
6. Press acts as a watchdog playing the role of the balancing and corrective agency for the other three states, i.e., the legislature, the executive and the judiciary. Hence the press is called the fourth estate.

1.10 QUESTIONS AND EXERCISES

Short-Answer Questions

1. What is freedom of press?
2. Why accuracy and truthfulness are required in news reporting?
3. Why are the ethical norms necessary for journalists?
4. What are the mechanisms of looking into the grievances against Newspaper or journalists?
5. What is the role of Press Councils and how do they deal with the complaints?
6. What is the watchdog function of journalism? Write in detail with examples.
7. What is the role and relevance of Press Councils?
8. What are the Canons of journalism?
9. What do the critics of freedom of press say about the freedom of press?

Long-Answer Questions

1. Write a short note on origin and growth of journalism. Discuss its utility for the society.
2. Write short notes on the origin and growth of Democracy in the world.
3. What is the future of journalism? Explain.
4. How would you explain the evolution of democracy?
5. Describe the origin of newspapers in Europe.
6. A free and vibrant press is necessary for a democracy. Comment critically.

7. Write an essay on the Cannons of journalism and their relevance today.
8. Discuss the principles, norms and basics and media editor is supposed to know to play a constructive role?

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1.11 FURTHER READING

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UNIT 2 METHODS OF EFFECTIVE WRITING

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- 2.1 Unit Objectives
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2.0 INTRODUCTION

In this unit, you understand the origins and evolution press in India. You will then learn the development of press and about the major mass media in Tamil Nadu.

The press has been playing a significant role in the growth and development of modern India. After its emergence in India, journalism contributed to our freedom struggle to the extent that many people think that it was a profession with a mission which, after attaining freedom, has become a missionless profession.

The most important feature of Indian press is its spread and growth in the context of our plural society. The Indian language journalism is the most vibrant and has been growing rapidly, day in and day out. Even during the pre-independence era, the press played a key role in our struggle for independence. Many illustrious leaders like Mahatma Gandhi, Bal Gangadhar Tilak, Jawaharlal Nehru and Rangaswami Aiyangar were also the editors of newspapers. Many intellectuals, writers and poets like Subramania Bharati, Subramania Aiyer, Bhartendu

Harishchandra, Ganesh Shankar Vidyarthi and many others were also associated with journalism during those days.

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In this unit, we will discuss the origin and growth of press and its impact on Indian society. We will also show the significance of Indian language press specially that in Tamil in Tamil Nadu. We would see to what extent the press and other media have penetrated in Tamil Nadu after independence.

2.1 UNIT OBJECTIVES

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

- Know the origin and development of printing press
- Understand the use of printing press for journalism
- Learn about the growth and development of Indian language journalism
- Describe the emergence and growth of journalism in Tamil Nadu
- Explain the spread of other media in Tamil in India and elsewhere

2.2 EVOLUTION OF PRESS IN INDIA

The evolution of press and its emergence in India cannot be traced properly without understanding the origin of printing press. There is no doubt about the fact that it was the Guttenberg revolution that led to the subsequent growth of press and journalism. In this unit, a brief history of the growth and development of printing and newspapers is given before tracing the rise of press in India. India has the unique advantage of having a diverse press in the sense there are newspapers and periodicals in many major languages of the country. Hence, the history and growth of Indian language journalism has been given an important place in this section.

2.2.1 Origin of Press

Primitive attempts at printing can be traced back to Mesopotamian era around 3000 BC. However, first recorded printed books are known to be Chinese classics, where the print patterns were cut in stone and copies were made by rubbing ink over these patterns. Using seals made of wood for printing on paper or cloth were common around fifth century in China. The earliest complete book *Diamond Sutra*, a Buddhist scripture, was block-printed in AD 868 in China. This technique of printing using wooden blocks was further enhanced in Korea by using metal.

First known moveable type system was created in China by Pi Sheng. He used clay for such moveable types. Metal movable type was first invented in Korea during the Goryeo Dynasty (around

1230). This led to the printing of the *Jikji* in 1377, the earliest known printed book using metal types. *Jikji* is the selected teachings of Buddhist sages.

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

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

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

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

News before the era of printing

In ancient Egypt as early as 2500 BC paper was used for writing whereas in Greece by 150 BC parchment used to be the writing material. In those days, scribes in palaces and courts used to write various events, announcements, proclamations and happenings for the royalty as well as for general public. In the first century BC in ancient Rome during Julius Caesar's reign, hand written and carved metal and stone sheets carrying government announcements were posted in public places and outside the Senate chamber. Perhaps this was the very first hand written government announcement bulletin of its own kind that was called as 'Acta Diurna' or 'The Day's Action'.

Another example of early bulletins is that of China where during Tang dynasty an official gazette of bulletin carrying reports from inspectors of various provinces along with official announcements, was circulated among the court officials. This was called *Ti-pao* or palace report.

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Emergence of newspapers

The trend of circulating information from top to bottom, that is from government to public, continued even in post-Gutenberg Europe. There are evidences of several forms of newspapers in various stages. In the first stage, there was a single newsheet with an account of single news event and it was called 'relation'. Second form was '*Coranto*', covering a series of events either from one country or from various countries. The third form '*Diurnal*' used to carry in it a series of related events. And the last, the fourth form, was '*Mercury*' in the form of a bound book of news, more precisely a summary of important news occurred during a period of 6 months or more.

Nieuve Tidingen is said to be the first newspaper in Antwerp in 1605. This paper was published by Abraham Verhoeven and was developed out of a commercial bulletin that circulated in Holland and Italy.

Another account of first newspaper in German language is that of *Relation aller furnemmen und gedenckurdigen historien* that was published in 1605 by Johann Carolus in Strasbourg. The available issue of one of the papers is of 24 September 1621 and the publisher's name is given as Bourne. Bourne, Thomas Archer and Nathaniel Butter are considered to be pioneers in the history of English Language journalism. Seventeenth century witnessed the publication of many newspapers in many countries. The first newspaper in France *La gazette* was published in 1631, in Portugal, the first newspaper was *A Gazeta* published in 1645 from Lisbon, and *Gaceta de Madrid* was the first newspaper in Spanish that was published in 1661.

It is interesting to know why these early newspapers had a common word gazette or gazetta in their nomenclature. In fact, in Italy the price for a newspaper was a small coin called gazetta. Hence, this word got a new meaning and was used for newspapers. These first newspapers were usually single page weeklies. Another name for some newspapers in early seventeenth century was '*courantos*' meaning current of news.

The first newspaper of colonial America *Public Occurrences Both Foreign and Domestic* was published in 1690 in Boston. It was a four-page monthly. Benjamin Harris, an Englishman, was the force behind this. In his paper, he criticized Englishmen for torturing French captives. Not only this, he had also posted allegations stating the King of France as being immoral, hence within four days after its publication, the order for its closure were released by the government. After fourteen years, John Campbell published *Boston Newsletter* on 24 April 1704 that lasted for a long time.

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Later, two colonial papers were published from Boston and Philadelphia almost at the same time. On 21 December 1719, *Gazette* was launched from Boston that became the face of nationalism during the American Revolution due to its anti-British policy. The next day on 22 December 1719, *Weekly Mercury* was published by Andrew Bredford. Franklin Brothers came up with *New England Courant* on 7 August 1721. These and many other newspapers like *Maryland Gazette* (1727), *Pennsylvania Gazette*, *New York Gazette* (1725) provided strength and vigour to the revolution. The period between 1830 and 1835 was a critical period in the arena of American journalism. Papers like *Morning Post* (1831), *Transcript* (1830) from Boston, *New York Tribune* (1841) and *New York Times* (1851) laid a solid foundation and directed journalism towards a mature path. American journalism not only promoted the business in the field but also developed itself in the area of art and aesthetics. Various institutions like American Newspaper Publishers Association (1887) and American Society of Newspaper Editors (1922) were established. To raise the standard of journalism, the Pulitzer Award was initiated. Various other newspapers of this period include *The Boston Globe* (1872), *Washington Post* (1877) and *The Christian Science Monitor* (1908).

The eighteenth century is said to be the most important period in the field of journalism in England. Swift, Fielding, Samuel Johnson, Edison and many more names are still known for literature as well as journalism. The famous newspaper *Spectator* was initiated in 1711. *London Daily Advisor* was published in 1726. In 1785, *London Daily Universal Register* was established and after 3 years its name was changed to *Times*. Some other papers like *Morning Chronicle* (1769), *Morning Post* (1772), *Daily News* (1846), *Daily Telegraph* (1855), and *Daily Standard* (1857) are worth mentioning.

Russia was a bit slow in this race. The first newspaper in Russian was published in 1703.

2.2.2 Rise of Press in India

In every era, people had their own systems of disseminating information. As in West there used to be newssheets named *Acta Diurna* carrying important announcements and news from palaces and courts for the public, India also had its information transmission methods. But there are no evidences found from that period except that of the Mauryan Empire during third century BC when various political messages and social morals by emperor Ashok were communicated to the people through inscriptions and rock edicts. Evidences of newssheet are found from medieval India during Akbar's period. There was a proper system of collecting the news from the provinces and nearby regions. The one who brought the news was known as *khobar-navis* (news collector). Those involved in writing or scribing the news were known as *waquia-navees* or event writers. And the newssheet that used to be in the form of a scrolled letter was known as *Roznamcha* or daily account of events. The evidences of issues of handwritten dailies during the Mughal

period were presented in the Royal Asiatic Society of London as Ramratan Bhatnagar mentions in the book *The Rise and Growth of Hindi Journalism*.

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The technology of printing was brought into India by Portuguese missionaries. The Portuguese installed the very first printing press in Goa in 1550. Their purpose was to publish and then circulate evangelical literature for spreading Christianity in India. In 1684, East India Company set up a printing press in Bombay, in 1772 in Madras and in 1779 in Calcutta. But these were not meant to publish news. A British officer, William Boltz, attempted for the first time in Calcutta in 1776 to publish a newspaper. Some records mention this date as 1768. But in return, he was ordered to leave Bengal and finally India by colonial officers. The next twelve years no one dared to think of publishing newspapers. It was only on 29 January 1780 in Calcutta when James Augustus Hickey published the first newspaper of colonial India in English. The paper was named as *Bengal Gazette* or *Calcutta General Advertiser* and it was claimed to be impartial. It proclaimed itself under the masthead, as 'a weekly political and commercial paper open to all parties but influenced by none.' Hickey straight forwardly criticized government officials and attacked the then Governor General Warren Hastings. For his outspoken criticism of malpractices and corruption, he was put behind the bars and his press was seized in 1782. This two-paged weekly of size 12"×8" with three columns on both sides of the paper, became an 'ideal' for future journalism. It used to carry the news of the tussle between company and Indian princes, accounts of parties, marriages and balls organized by the Europeans residing in Calcutta. There was a column named 'a poet's corner' where Hickey presented his critical views and this weekly also carried notices and advertisements related to the articles for sales.

The second newspaper of colonial India was *India Gazette* under the ownership of Peter Reed. This weekly started its publication in November 1780 in Calcutta. It mostly carried news of business and trade activities along with major political news relating to the East India Company. *India Gazette* never went against the wishes of the then government. Hence, it was rewarded with government advertisements and free postal services. The following years saw a series of new publications either owned by British or having their patronage.

Francis Gladwin published *Calcutta Gazette* in March 1784. This weekly mainly carried official advertisements and notices. On 6 April 1785, a monthly magazine named *Oriental Magazine of Calcutta* was published. Stefen Cassan and Thomas John jointly published a weekly called the *Bengal General* in Calcutta. In October 1785, the *Madras Courier* was published under the editorship of Richard Jonstone from Madras. This was the first paper to be published from Madras.

In the same year, famous historian William Jones published the *Asiatic Miscellany*. This journal got its name changed from *Asiatic Miscellany* to *Asiatic Miscellany and Bengal Register* in 1787. The publication of *Calcutta Chronicle* started in 1786 from Calcutta. Bombay, now called Mumbai, saw its first weekly paper *Bombay Herald* in 1789. Next year, one more weekly *Bombay Courier*

also appeared from there. Another official newspaper published from Bombay in 1791 was *Bombay Gazette*.

It is interesting to note that these newspapers, published in English language, were run by those British people who profited from the bitter experiences of James Hickey and avoided any kind of tussle or encounter with the authorities. As Calcutta was the centre of major political and business activities, it had a large number of learned people and intelligentsia; and hence most of the newspapers in the early days were published from here. It could be said without hesitation that journalism in India emerged from this city.

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2.2.3 Growth of Journalism in India

Amongst the Indian language newspapers *Samachar Darpan* was the first to be published in Bengalese language followed by a Bengali monthly magazine *Dig-Darshan*. Both were published by missionaries in Calcutta in 1818. The objective of these newspapers was to spread Christianity among Indians. The founders of these newspapers were Dr J. Marshman and William Carey. The missionaries undertook educational and humanitarian work but primarily with a different intention. In 1813 a pamphlet was brought out by Marshman and Carey on Advantages of Christianity in promoting the establishment and prospects of the British Empire in India.¹ In this pamphlet, they wrote

It is my opinion that to the very end of time, though the imbecility of their character which Christianity itself will never remove, they will be dependent for some other nation. Every converted Hindu or Mohommedan is necessarily the cordial friend of the British, on the grounds of his own interest and security, for on the continuance of their empire in India his very existence depends.¹

The Indians were a closed society during that period. Only a few were well-educated and most of them aped Western culture. A large number of people were ignorant to the worldly knowledge and so were comfortable in their respective shells of orthodoxies. The down-trodden were backward in all senses and were looked down with hatred by higher castes. Untouchability, *sati pratha*, superstitions, child marriage and many other social evils were prevailing. In such a scenario conversions were a sigh of relief and self-respect for many people of lower castes.

Raja Ram Mohan Roy stood against the attacks on Hinduism. His mission was to discourage the activities of missionaries and to eradicate the social evils of the Hindu society. He came up with three journals. The first was *Sambad Kaumudi*, a weekly in Bengali in which he strongly protested against the custom of *sati*. This journal was published in 1821 under the editorship of Bhawani Charan Bannerji. The second one was *Brahminical Magazine* and the third *Mirat-ul-Akhbar* a weekly in Persian. *Mirat-ul-Akhbar* was devoted to international affairs. It was closed down in 1823 in protest against the press regulations of 1823. Through his journalism he appealed to the people to discard the rigidities of caste on one hand

¹ G.N.S. Raghvan: *The Press in India*.

and to equip themselves with modern knowledge on the other. He is considered as the father of Indian press who was a reformer and thinker at the same time.

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There are three newspapers that were considered by various scholars as the first Hindi newspaper. According to some scholars *Banaras Akbhar* of Raja Shiva Prasad *Sitare Hind* was the first Hindi newspaper where as some others consider *Digdarshan* published by the missionary of Serampore in 1818 as the first newspaper in Hindi. *Banaras Akhbar* was published from Varanasi (U.P.) in 1845. The language of this newspaper was Urdu and Persian, though it was scripted in Devnagari. After many discussions and researches, it was considered as the first newspaper from a Hindi speaking state. *Digdarshan* was first published in Bengali by the missionaries of Calcutta School Book Society and later they thought of publishing in English and Hindi as well because of its educational and entertainment content. It was mainly an educational monthly with an aim to educate Indian students and adult learners. Thus, *Digdarshan* was set classified under the category of Hindi newspapers.

Most of the scholars have certified *Uddant Martand* as the first newspaper in Hindi. The journey of Hindi journalism began on 30 May 1826 from Calcutta with the first issue of *Uddant Martand* under the editorship of Pandit Jugal Kishore Shukla. The meaning of *Uddant* is news and that of *Martand* is sun. Likewise, this newspaper spread its thoughts amongst the people and prepared a battle ground for the revolution of independence struggle.

Jugal Kishore Shukla was an excellent editor and had mastery of many languages including English, Bengali, Urdu and Persian. His newspaper carried a variety of information like description of travels; business and legal news; information related to arrival and departures of ships; public notices; appointments, retirements and resignations in offices; and a lot more.

In 1848, *Malva Akhbar* was published from Indore. This was the first newspaper in three languages, i.e., Marathi, Urdu and Hindi. The editor of this newspaper was Pandit Prem Narayan who was the inspector of education of Indore English Madarsa. The format of this newspaper was a little peculiar—the left side of the page was in Hindi and the right side used to be in Urdu. Since there was a large number of Marathi speaking people living in Indore, the newspaper also carried a number of stories in Marathi. The price of the newspaper was 4 annas.

The first daily newspaper in Hindi-Bengali named *Samachar Sudha Varsha* was published from Calcutta in 1854. The editor of his newspaper was Shyam Sunder Sen. This was a bilingual daily. Its first two pages were published in Hindi and the rest two in Bangla. Along with the information related to business, trade, ships and cargo this newspaper carried the comments, views and thoughts of intellectuals on social reforms. From time to time it used to warn and remind the then government of its duties towards the people of India. The newspaper suffered a lot because of its fearlessness and progressive ideas.

Though Kangri, Himachali and Dogri languages are spoken in Himachal Pradesh, it was indeed a surprise when Sheikh Abdullah published *Simla Akhbar* in Hindi and local languages in 1848 from Shimla. The layout was excellent and the language was quite interesting and chirpy. The objective of the newspaper was to attract provincial kings and people of hill areas. It is also interesting to note that only fifty copies were published, out of which the Hindus used to buy twenty two, English men eight and the rest were distributed free of cost. The income from the newspaper was 30 rupees whereas the expenditure was 40 rupees. Postal expenses were huge and circulation was poor. That was enough to explain why this newspaper closed down in 1849. But next year again it started publishing once in two months.

Dainik Batori, the first Assamese newspaper celebrated its golden jubilee recently on 11 August 2010. It was published from the Thengal Bhavan, at a distance 8 kms from Jorhat, in 1935. Nilomani Phukan was the editor and it was published from the residence Thengal Bhavan of a rich tea planter Shiva Prasad Barua. The size of the newspaper was 45x30 cm and a banana tree and garland of flowers were painted as the symbol of this newspaper. The newspaper played an important role in building mass opinion about the affairs of Assam.

A Marathi-English fortnightly magazine *Darpan* was published in 1832 from Maharashtra by Bal Shastri Jambhekar. The objective of the newspaper was to inform people about the happening on social, political and cultural areas and suggesting ways for the progress of the society.

The credit of initiating Gujarati journalism goes to the Parsi community. The first Gujarati newspaper was *Mumbaina Samachar* that was started in 1822. There were only 150 customers of this weekly which was pretty good for those times. Fardoonji Marjban, the initiator of *Mumbaina Samachar*, kept himself away from all sorts of communal controversies and thoughts. He welcomed the articles from all sections of the society.

Year 1843, saw the first Kannada newspaper *Mangalooru Samachar*. Hermann Mongling, a missionary, was the founder of this newspaper and it was published from Mangalore.

Deepika, the first Malayalam daily, was published in 1888 by a Catholic priest Nidhirikkal Manikkathanas. Some people say that *Vignayan Nikshepan* was the first newspaper in Malayalam as it was published in 1840 from Kottayam. J. Natrajan in his book *The History of Indian Journalism* mentions that in 1876, a weekly newspaper named *Satyanadam* was published from the capital Ernakulum. The editor of this newspaper was Father Luis. Till 1884, the concept of political journalism was not present in the journalism of Kerala.

Before the Sepoys Mutiny of 1857, an atmosphere of self-respect, self-confidence and education was created among the people of India by Indian language journalism. The newspapers advocated new ideas and strongly condemned evil practices prevailing in that era. More attention was paid to social reforms. Starting with Bengali and Hindi journalism, soon the impact was seen in the whole country

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when various newspapers, magazine started getting published in various states in their respective languages. It can be said that this was the period of renaissance in India.

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2.2.4 Spread of Presses in Indian Languages

There was a rapid growth of journalism in many states not only in English and Hindi, but in the respective languages of each state. Maharashtra stood ahead of all states. The main emphasis was on social reforms and patriotism. A social reformer Mahadev Govind Ranade started *Indu Prakash*, a bilingual paper in English-Marathi in 1862. Another social reformer Gopal Ganesh Agarkar along with Vishnu Krishna Chiplonkar and Bal Gangadhar Tilak established a Marathi newspaper named *Kesari* in 1880. *Kesari* was known for its aggressive tone and appeal for national awakening. There was another paper *Mahratta* in English to their credit. In fact, *Mahratta* in English was a soft version of aggressive *Kesari*.

Tilak always stood for the freedom of speech. He established *Kesari* and *Mahratta* as two powerful weapons. On the one hand, if *Kesari* prompted the aggressive notes about revolution and self-government, *Mahratta* on the other explained them in sober voice. Tilak was a radical as far as nationalism was concerned but at the same time he was a conservative in social matters. Agarkar on this ground left *Kesari* and started his own bilingual publication *Sudharak*. Gopal Krishna Gokhale was a main contributor to this journal.

Bal Shastri Jambhekar after successfully publishing *Mumbai Darpan* encouraged his friend Vittal Kunte alias Bhau Mahajan to publish a weekly in Marathi called *Prabhakar* in 1841. Under the editorship of Krishnaji Triambak Ranade, *Gyan Prakash* was published from Pune in 1849. The nature of this daily was serious and thought provoking. V. Gokhale published *Vartaman Deepika*, a weekly from Mumbai. As the editor Krishna Shastri Chiplonkar published *Vichar Lahari*, a fortnightly to protest against the activities of missionaries. Bhau Mahajan came forward with a weekly *Dhoomketu*, as a weapon to promote Western education.

The development of Hindi journalism could not have taken place without Marathi journalism. Marathi in fact set standards in polishing the Hindi in which we speak today. Not only this, Marathi journalism seasoned the press with professional approach and attitude.

Towards the end of nineteenth century there were very few papers in Assam that missionaries were running. Published from Jorhat for a short period of time, the daily *Batori* may be considered as an exception as before the publication of *Dainik Assamiya* and *Assam Tribune* there were no dailies publishing in English or Assamese. *Times of Assam*, an English paper from Dibrugarh, the oldest weekly paper *Assamiya* from Guwahati, *Shramik* from Dibrugarh and *Dainik Janmbhumi* from Jorhat are a few to mention.

Gujarati press developed from 1850 onwards. Some of these survived for 15–20 years whereas a few are still running. To raise the Parsis' issues and to

advocate the reforms in Parsi community, Dadabhai Naoroji published *Rast Goftar* with monetary aid from Khurshedji Kama. Mulji edited this paper for only for 9 months initially and then from 1861–63. The next editor Kervasharu Karaji did not accept Nauroji's ideology and always criticized the policies of the Indian National Congress. Finally this paper went hand-in-hand with the British Government.

Dadabhai Kavasji Dadhiwala started a full-fledged business paper *Akhbar-e-Saudagar* in 1852. After 14 years, its name was changed to *Native Merchants*. *Samachar Darpan* and *Chabuk* got merged with *Akhbar-e-Saudagar* in 1868 and 1872 respectively. Later its name was changed to *Hindustan*.

There was no newspaper published before 1857 in Southern Maratha Pradesh or today's Karnataka for various reasons. The first paper was published by Christian missionaries, but Kannad journalism started quite late.

Press in Punjab most probably came into existence during 1850–60. A press was established in Ludhiana by British missionaries after 1809 during the reign of Maharaja Ranjit Singh. First, the Gurumukhi grammar in 1838 and English-Punjabi dictionary in 1854 were published from this press. The types in Gurumukhi were casted and the first Punjabi paper was published. Under the editorship of Munshi Hari Narayan *Shri Darbar Saheb* was published in 1867 from Amritsar. Hindi loving Firaya Lal was its proprietor. By 1880 newspapers started concentrating on Punjabi language and grammar. Bhai Gurumukh Singh, a leader, spread the principles of Sabha through *Gurumukhi Akhbar* (1880) and *Khalsa Akhbar* (1885). He published two more papers *Khalsa Gazette* and *Sukhkarak*. *Sudhar Patrika*, *Singh Sabha Gazette*, *Amar Kund*, *Khalsa Naujawan Bahadur* and many more papers had only reform and religion as their aim.

The first Oriya magazine *Junaruna* was published in 1849. The editor was Charles Lacey who was associated with Oriya Missionary Press. Another publication under the editorship of William Lacey was *Prabhat Chandrika*.

The *Amrit Bazaar Patrika* is the oldest Indian-owned daily. Initially it was a weekly in Bengali. The aim for publishing it was to fight the cause of peasants exploited by indigo planters. This *patrika* was started from a village of Amrit Bazaar in Jessor district now situated in Bangladesh. In 1871, it moved to Calcutta and was published in English as well.

India's english press

Amongst the English language papers *The Hindu*, *Bombay Times* and *The Tribune* were extremely popular for their thought provoking articles. *The Hindu* was established by six young men in Madras in 1878. G. Subramania Aiyar and M. Veeraraghavachariar very aggressively criticized the bureaucracy through their views and opinions.

Bombay Times merged with two other papers namely *Standard* and *Bombay Telegraph Courier* in 1861 and the result was the emergence of the *Times of India*. The *Times of India* weekly edition was launched in 1880. Thomas

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J. Bennett who became the proprietor of the *Times of India* had good relations with Indian writers. Bennett and a master printer from England named Coleman jointly formed a company in 1892. Much later in 1942 the ownership was transferred to Ramkrishna Dalmiya. After two years Dalmiya sold the company to Sahu Jain group. Shanti Prasad Jain, son-in-law of Dalmiya thus became the first Chairman of the group.

The Tribune was started as a weekly in 1881. A great admirer and follower of Raja Ram Mohan Roy, Sardar Dayal Singh Majithia launched the paper in Lahore. Its first editor was Sitalkant Chatterji. *The Tribune* became a daily in 1906. It had the privilege to have nationalists like Bipin Chandra Pal and Kalinath Roy as its editors. In its first issue on 2 February 1906, *The Tribune* said:

The aim of *The Tribune* will be, as its name imparts, fairly and temperately to advance the cause of the mute masses. We shall strive as much as lies in the compass of our humble abilities to create and educate such opinion.

CHECK YOUR PROGRESS

1. Who was the inventor of printing machine that became the forerunner of printing machines of the present? Also state when it was invented and its basic features.
2. What was the name of the first book printed on the Gutenberg printing machine?
3. What was the name of the first newspaper and its year of publication?
4. When was the first newspaper started in India and in which year?
5. Which was the first Indian language newspaper and when was it published?

2.3 GROWTH AND CURRENT STATUS OF JOURNALISM

From the very beginning, Indian press was not welcomed by the then British Government. Indian press was struggling hard for its freedom. Earlier in 1799, Wellesley issued some guidelines for the press to publish the printer's name in the paper. In 1823, the Acting Governor General John Adam made more restrictions on the press. Now a licence was essential for any paper before it gets printed. Charles Metcalfe, a member of the Governor General's council in 1827 freed the press to some extent. He stood for the freedom of press.

Governor-General Lord Canning established the 1857 Act. Obtaining a licence for any kind of printing was made mandatory. The government was given rights to ban the press. In spite of such instructions, total bans and difficult situations,

the Indian press continued writing against British regime and promoting Indian people to fight for their rights.

2.3.1 Early Days of Journalism in India

A proponent of freedom Azimullah Khan started *Payame Azadi* on 8 February 1857 from Delhi. This Hindi-Urdu paper was like a *bigul* that called upon the people to fight for their nation against the British. British government seized copies of this paper. The publisher and printer of *Payame Azadi* was Kedar Baksh, son of Badshah Bahadur Shah Zafar. The stories of the struggle of Mangal Pandey, Tatiya Tope, Nana Saheb, Laxmi Bai and Kunwar Singh were given space in this paper. Similarly one of the papers *Sultan-ul-Akhbar* after publishing an order by Bahadur Shah Zafar asking people to throw the British out of India, faced trial in 1857.

Ishwar Chandra Vidyasagar came up with *Som Prakash*, a paper in Bengali in 1858 that was well-known for its fearless criticism. *Pioneer* established by George Alan in 1865, *Amrit Bazar Patrika* by Moti Lal Ghosh and Shishir Kumar Ghosh in 1868, and *Indian Ghosh* by Devendar Nath Tagore in 1861 were among those non-Hindi papers that raised voice for the welfare of Indians and worked for uplifting the masses.

Bhartendu Harishchandra is considered to be the pillar of Hindi journalism. He developed new trends in Hindi literature in making the masses more liberal and sensitive. His thought provoking articles on social reforms and democratic consciousness prepared a battle ground for masses to fight for their rights with British. *Kavivachan Sudha* in 1868, *Harishchandra* magazine in 1873, *Balabodhini* a women's magazine published in 1874 were a few to his credit. The credit of starting 'swadeshi movement' can be given to Bhartendu Harishchandra. On 23 March 1874, in *Kavivachan Sudha* he writes, '... that we pledge not to buy and wear any cloth made by British.'

By 1870, the press was growing rapidly. *Hindi Pradeep* by Pandit Bal Kishan Bhatt, was a supporter of nationalism. Published in 1857, it was a literary magazine initially that soon got converted into a political-literary magazine. This magazine was inspired by the extremist tone of nationalism of Bal Gangadhar Tilak.

Some magazines and papers of Arya Samaj tradition also came into existence to create a new conscious platform for cultural and literary understanding. *Sajjan Kirti Sudhakar* a weekly from Udaipur was started by the king of Mewar, Maharana Sajjan Singh in 1879. In 1882 *Desh Hitaishi* was published from Ajmer. Many such papers were inspired by the revolutionary thoughts of Maharshi Dayanand Saraswati, who not only nurtured the thoughts of Arya Samaj, but also raised voice for independence and nationalism.

In 1879, Sir Ashley Eden passed Vernacular Press Act. This Act allowed heavy censorship and control over papers and treated English language journalism differently from regional ones. It was anyway received with heavy criticism from the press.

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Hindi daily *Hindustan* was published in 1885 from Kalakankar. Pandit Madan Mohan Malviya was its editor. It supported the ideology of Congress and brought new standards for the growth and development of Hindi language and Devnagari script.

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Bharat Mitra published by Pandit Chotu Lal Mishra in 1878, *Sar Sudha Nidhi* and *Uchit Vakta* by Pandit Durgaprasad Mishra in 1879 and 1880 respectively were the papers of political awareness. *Bharat Bhrata*, another paper published from Reenva on 15 January by Lala Baldeo Singh, was fully committed to Indian independence.

Pandit Amrit Lal Chakravarty started *Hindi Bangvasi* in 1890. This paper set an example of good language. Many important journalists of this era like Balmukund Gupta, Vishnu Paradkar and Laxminarayan Garde received their initial training in journalism while writing for this paper.

This phase (1857–1900) proved to be extremely critical and important. Through language, religion, literature and reforms, the consciousness of the society was being developed. The seeds of political awareness were sown by making the masses aware, literate and thoughtful.

2.3.2 Press during Freedom Movement

Beginning of twentieth century was a period of turmoil. Extremists and moderates had different opinions regarding the resolutions for supporting the boycott and Swadeshi campaigns for reversing Bengal's partition. Annie Besant founded the Home Rule League in Madras in 1915. It was aimed to press the demand for self-government. Lokmanya Tilak formed another Home Rule League in 1916 in Pune. Gandhi's Satyagraha in 1919 against the Rowlett Bill and many other major political events were published in various newspapers. It was a period of struggle for the freedom of press and nationalism.

Mahatma Gandhi entered the political arena in 1919. He published a single-paged newspaper named *Satyagraha* from Mumbai on 7 April 1919 to counteract the Rowlett Act. He taught the Indians to be proud of their culture. His aim was to make them adopt the Indian way of life in values and thinking and at the same time tell them the ways to struggle for their independence.

The Jallianwala Bagh massacre took place in 1919. Distinguished editors were being put in jails and the British government was trying every method to control the press. At this time, Gandhiji accepted the editorship of *Young India* that was managed by some Gujarati enthusiasts. Very soon this weekly newspaper started publishing in Gujarati under the name *Navjivan*. With the support of Mahadev Bhai, Shankar Lal Banger and J.P. Kumarappa, Gandhiji started publishing this newspaper in Hindi. As Gandhiji was against the multiplication of wants, he discarded the idea of advertisements in the newspapers. In one of the articles in *Young India* in 1919 he wrote, '...there were, for each province, only one advertising medium not a newspaper, containing innocent and unvarnished notices of things useful for the public.'

His simple ideas had a far-reaching influence throughout the country. Gandhiji had edited *Indian Opinion* in 1904 when he was in South Africa. *Indian Opinion*, a weekly, was published in English, Gujarati, Hindi and Tamil. This weekly on one hand expressed the grievances of Indians who were discriminated against by the regime of British colonists and on the other it taught the masses to follow the path of truthfulness.

In 1933, Gandhiji started the publication of *Harijan* with the monetary help from Ghanshyam Das Birla. The aim of this publication was to fight against untouchability. *Harijan* was an extremely popular paper that hardly contained any matter that could be called as news but it was full of a variety of thoughts on many subjects. Gandhi's writings inspired many writers and leaders to come forward with new publications.

There were many leaders who were already publishing various newspapers. Instead of guns and bombs, the revolutionary movement was growing with the publication of newspapers. Sir Phirozeshah Mehta laid the foundation of *Bombay Chronicle* in 1913. B.G. Horniman was appointed as its first editor. *Bombay Chronicle* was nationalist English daily and a supporter of Gandhian thoughts. Pandit Madan Mohan Malviya, who edited *Hindustan*, launched the *Leader* in 1909 from Allahabad. Pandit Motilal Nehru started publishing *The Independent* from Lucknow in 1919.

One of the important English newspapers of this era of revolution was *Swarajya*. It was founded in Madras in 1922 by T. Prakasam who was also known as Andhra kesri because of his heroic struggle and patriotism. K. Rama Rao, as one of the editors of *Swarajya*, once said that *Swarajya* nurtured many journalists and it will be remembered in the history of journalism for its brave efforts though it was facing a difficult time because of the shortage of money that was essentially required to run the newspaper.

National Herald emerged in Lucknow in 1938 as English daily. It was founded by Jawaharlal Nehru. Throughout its journey, it struggled with the Government's policies. It spoke for the Congress. Nehru gave full freedom to the editors of the newspaper to express viewpoints of Congress on sensitive and serious matters without any fear. K. Rama Rao and Chelapathi Rau were its two great editors.

The Hindustan Times was started in 1923 by the Sikhs of the Akali movement. Its first editor was K.M. Panikkar. It was inaugurated by Mahatma Gandhi. Motilal Nehru, Jawaharlal Nehru and Mohammad Ali were some of the writers of its first issue. Later the newspaper was sold to Pandit Madan Mohan Malviya. K.M. Panikkar was not happy with the management and he resigned on the ground that Malviya was converting the newspaper into a communal mouthpiece. Later the paper was handed over to G.D. Birla. Devadas Gandhi, K. Rama Rao, Durga Prasad, J.N. Sahni and K.Santhanam have been the editors of *The Hindustan Times*.

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Sachchidanand Sinha and Hasan Imam started the publication of *Searchlight* in 1918 in Patna. Dr Rajendra Prasad was associated with this bi-weekly paper that played a very important role in the freedom struggle by supporting non-cooperation movement in 1920 through its reports and articles.

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A publication of *Anand Bazar Patrika* group named *Hindustan Standard* emerged in 1937. It carried the message of Gandhi and fought for the national cause. *Abhyudaya*, *Pratap*, *Swadesh*, *Aaj* and *Swatantra* were amongst some of the Hindi newspapers that played a very notable role in inspiring the masses to fight for their freedom. *Abhyudaya* started publishing from Prayag in 1907 under the editorship of Pandit Madan Mohan Malviya. It brought a special issue after the execution of Shaheed Bhagat Singh that inspired many revolutionaries. Ganesh Shankar Vidyarthi published *Pratap* from Kanpur in 1913. Through the revolutionary thoughts of Ganesh Shankar Vidyarthi, *Pratap* became a synonym of mass revolution. He supported peasants' movement and raised the voice for the welfare of a common man. It is said that the office of *Pratap* was another home for revolutionaries like Bhagat Singh. The Hindi newspaper *Aaj* started publishing in 1920 under the editorship of Babu Shriprakash. Later Baburao Vishnu Paradkar became its editor. Paradkar guided many revolutionaries, nationalist leaders and journalists through his fearless writings. He wrote for the upliftment of the society. A thinker, writer and a journalist Vishnu Paradkar spread the thoughts and principles of Mahatma Gandhi through his paper. Paradkar was also an editor of a revolutionary newspaper named *Ranbheri* that was published from a secret unknown place. In fact there were many such newspapers like *Revolt*, *Viplav*, *revolution*, *Gadar*, and *Bagavat* to name a few. Pandit Makhanlal Chaturvedi is remembered in the field of journalism for his efforts in bringing common man close to the mainstream of the national movement. He edited a newspaper named *Karmveer* that started publishing from Jabalpur in 1920. *Karmveer* provided a national platform to many writers, poets, revolutionaries and thinkers.

In a way, the journalism of this period was what worked as the foundation for the post-independence journalism. The mission to a larger extent disappeared and after the initial euphoria of Nehruvian dream and the dreams of socio-economic development, the press in India became critical of Indian governments policy.

2.3.3 Post-Independence Era

The most significant development in journalism in post-independent India was the inclusion of freedom of press in the constitution of the country. It is an indirect insertion in Article 19A which gives the freedom of expression to the people of India. As a direct consequence of this right to freedom was a large-scale expansion of the press in India which today has as many as 69,223 publications registered with the Registrar of Newspapers. The number given here includes newspapers and various other periodicals.

Another important development was the categorization of newspapers into national and regional categories. During the independence movement all newspapers

in Indian languages and English appeared to be national as they were pursuing the single nationalist mission of independence. However, the massive growth of newspapers in post-independence India and the reorganization of the nation by way of making states on the basis of linguistic identities on one hand and the establishment of federal structure widening the gap between the centre and states led to this categorization. The newspapers were also divided into three major categories of big, medium and small-scale depending upon the capital invested and circulation.

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The major media houses started a number of magazines for various target groups during this period. Magazines like *Dharmayug*, *Dinaman*, *Sarika*, *Parag*, *Femina* and *Filmfare* of Bennett & Coleman Ltd., and *The Illustrated Weekly*, *Saptahik Hindustan*, *Nandan* and *Kadambini* of *The Hindustan Times* group were very popular during this period. *The Sunday* and *The Ravivar* weeklies of *Anand Bazar Patrika* and *The Caravan*, *Sarita*, *Mukta* and other magazines of Delhi Press also had a wide readership.

Regional newspapers also emerged as strong as the national press. *Aaj*, *Dainik Jagaran* and *Amar Ujala* in Uttar Pradesh, *Searchlight* and *Prabhat Khabar* in Bihar, *Rajasthan Patrika* in Rajasthan, *Nayi Duniya*, *Nav Prabhat*, *Dainik Bhaskar*, *Nav Bharat*, *Hitavad* and *M.P. Chronicle* in Madhya Pradesh had a wide reach and circulation. Similarly, *Enadu* in Andhra Pradesh, *Matribhumi* and *Malyala Manorama* in Kerala, *Tina Bhumi* and *Dinakaran* in Tamil Nadu and *Kannada Prabha* and *Praja Vani* in Karnataka are the major newspapers with considerable impact.

2.3.4 Press in the Emergency and its Aftermath

The major turning point in the development of press in India came after the introduction of emergency by Mrs Gandhi in June 1975. There was a total censorship on the content of newspapers. Press had never felt the taste of government regulations till that time. The whole editorials and many news stories were reedited and black ink was used to erase them at the last moment.

Remembering those horrible days a senior editor Kuldeep Nayyar once said in a seminar that Mrs Gandhi just wanted the journalist to bend a little but they instead started crawling. But after the emergency was over, the Indian society changed rapidly and the practises in journalism also changed. There were changes in the technology that made the nature of newspaper industry take a quick turn. The growing consumerism too made press less and less responsible towards the issues of poor people. The major stories discussed in the press during this period were the Bhagalpur blinding case, Bofors gun scandal, Ram Janmbhoomi–Babri Masjid Controversy and anti-Mandal agitation. Another important change was the corporatization of newspaper industry.

The expansion of the terrestrial network of government-owned television network Doordarshan and the introduction of colour technology made television the most popular medium. In fact, looking at its popularity, various media houses

started producing video magazines. One must remember that the video coverage produced by 'Living Media India Limited' of the anti-Mandal agitation made a lot of stir among people.

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Cable satellite mushroomed all over the country during the Gulf war which was shown extensively in CNN and was seen by people in India with the help of the newly emerging cable service providers. This was also the beginning of various international channels and a process of globalization that had to gain pace in the days to come.

The new economic thinking and the recent globalization brought many changes in various countries. In India, the impact of globalization was felt in the beginning of the ninth decade when the then government of P.V. Narashimha Rao initialized liberalization by doing away with the bureaucratic and complicated licence regime and privatization by disinvesting major government-owned industries and monopolies. This was the time when the information technology and telecommunication technologies witnessed major innovations and developments.

The emergence of online journalism and multimedia gave a new dimension to journalism and the mobile technology with its value added services like SMS introduced more changes. The community radio is another very important introduction in the journalistic scene in India, though it is still not allowed to broadcast the news.

2.4 ORIGIN AND GROWTH OF JOURNALISM IN TAMIL NADU

It is a well-established fact that Tamil is the oldest and the richest of the Dravidian languages of India. The literature of Tamil language is more than 2000 years old. The knowledge by tradition was recorded on palm leaves. It was the late sixteenth century when the art of printing was first introduced in Tamil Nadu.

Dr Nadig Krishnamurthy in his book *Indian Journalism* says that 'when Christian missionaries entered Tamil Nadu to introduce their religion, the Tamilians co-operated with them in popularizing the Jesuit doctrines.' Perhaps, this was the reason why among all Indian languages, Tamil was the first to be cast in Germany. In 1677, *Kristhova Vedopadesam* was produced by father Gonsalvez of Spanish mission in Vaippukottai. Another printing press was installed in Tirunelveli district in 1678 by Jesuit mission. The first Tamil Portuguese dictionary was printed in 1679.

S. Soma Sunder Desikar and P.N. Appuswami, while briefly outlining the growth of Tamil literature, write that Christian missionaries for the first time printed the first book on religion in Tamil in 1575. Later on, books and booklets with an objective to spread Christianity were published.

Madras Courier was the first newspaper of Tamil Nadu that was published in 1785 from Madras. It was recognized by then government and an official printer

Richard Johnson was its founder and Hugh Boyd was its editor. In 1791, Boyd resigned from this paper to become the editor of *Harkaru*. Boyd died a year later and the publication of *Harkaru* was closed down.

There was no competitor of *Madras Courier* till 1795 when R. Williams started *Madras Gazette*. After only a few days, Humphrey came up with the publication of *India Herald*. It was necessary, those days, to take the permission of government before publishing any newspaper. Humphrey was arrested and deported as he brought out his newspaper without any prior permission.

Censorship was imposed in Madras in 1795 and for the first time publishers of *Madras Gazette* were asked to produce the newspaper before a secretary of armed forces for scrutiny before its publication. It was proposed by the governor of Madras Sir Fredrik Adam in 1834 that an act should be passed by Madras presidency and licences should be made compulsory for all printing presses.

First Tamil book of literary importance was *Tamil Expositor* that was published in 1811. This book had 92 pages where Tamil idioms were recorded with an aim to print and publish the best Tamil literature. With an aim to publish the best Tamil literature East India Company was establish a college of Tamil scholars at Fort Saint George in Madras. In 1820, Madras School Books Society was formed and many books for schools were published from here, along with the books on grammar, dictionaries and scientific literature.

The very first attempt in Tamil journalism was made by the Religious Books Society. This society started the publication of a Tamil magazine. In spite of government aid, this publication lasted for not more than 3 years. Next newspaper that was published in Tamil was named *Rajvritti Bodhini* (1855). The major content of this paper was translated excerpts from English Newspapers along with general information. The same year, another weekly newspaper *Dina Vartamani* was published under the editorship of Rev P. Percival from Dravid press. The usual contents of this paper were domestic and international news and information of common interest. It was funded by the Government of Madras and surprisingly had a circulation of 1000 copies and each copy was sold for 2 annas.

In the first stage of nationalist revolt (1857), the Tamil journalism kept itself away from any kind of social and political controversy. In the early days missionaries published various newspapers with the contents that were approved by the government. Though the articles were taken from the English newspaper, their objectionable contents were not published. Even the English newspapers were careful while publishing such content. In fact, they did not want to displease the government as the censorship in Madras was more strictly followed in comparison with other parts of the country.

Though nothing much is known about *Native Herald* of Madras, this paper lasted for 16 years from 1845 to 1861. It was published by missionaries. *Madras Mail* was started in 1873 as an evening newspaper that had acquired its place amongst other Indian newspapers of English. The founders of *Madras Mail* were

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Sir Charles Lawson and Harry Cornish. In the initial stages, they faced a difficult time because of machinery and staff, but it became a successful newspaper of European business community in the later days.

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While assessing Anglo-Indian press in general, G. Subramania Aiyar, the editor of the Hindu said,

The Anglo-Indian journals are certainly more powerful, more prosperous and more influential than Indian journals. They know their trade and they have got facilities which we do not have. Journalism to Englishmen here is more or less a trade, a means of livelihood but to Indians, journalism is something more earnest, something more nearly touching the interests of their country.

Jana Vinodhini was a British-sponsored publication. It became popular because of its literary and educational articles. A series of *Ramayana* published in this journal attracted a large number of people. In 1865, *Viveka Vilasam* appeared with an objective to counteract the missionaries' religion-related propaganda. Same year, another monthly magazine *Amrit Vachani* was started to promote literary interest in people. This was period when almost all publications were concentrating on literary and social issues. People were getting educated and awakened through journalism. Two philosophical magazines *Nilalochani* from Nagapattinam and *Siddhanta Deepika* from were started in 1868.

Swadeshmitran is considered to be the first Tamil newspaper in the real sense. It was published as a weekly in 1882 by G. Subramania Aiyer. Well-known poet, journalist and patriot Subramania Bharati was also associated with *Swadeshmitran*. A. Rangaswami and C.R. Srinivasan, two other able journalists had also been the editors of *Swadeshmitran*. It is important to note that *Swadeshmitran*, as a spokesman of the Congress, was known for its editorials and its simple language and style. It initiated political consciousness among masses by publishing articles on political and economic issues under the editorship of C.R. Srinivasan.

V. Kalyanasundara Mudaliar started a daily named *Desha Bhaktan* in 1917. This paper had an aim to bring refinement in the content and style of news, but did not last long. It closed down in 1920. At the same time a political and literacy magazine *Navashakti* by Kalyanasundara Mudaliar was a big success. A Congress man and a supporter of Annie Besant's Home Rule Movement, Dr P. Varadarajulu Naidu was a well-known journalist who started the publication of *Tamilnadu* from Madras in 1926. It presented its contents in a simple, easy-to-understand and colloquial style. Because of these characteristics, *Tamilnadu* attracted a large number of readers. A sudden loss of interest on the part of people of Tamil Nadu was observed when the newspaper did not support the civil disobedience movement.

The year 1885 had marked a change as the newspapers began to attack the British Rule. But the caste-based papers of Tamil Nadu did not follow any

definite guidelines till 1916, the year when Annie Besant started the Home Rule League.

New India and *Deshbhaktan* brought a change in the nationalist press. They wrote against administration and remained anti-government. The government took the support of Anglo-Indian press to weaken the political awareness in Tamil Nadu. One finds that there were three types of press at that time, i.e., anti-government nationalist press, pro-government Dravidian and Anglo-Indian press. *India* (1931), *Jayabharati* and *Dravid* were some political newspapers of that time.

Along with *India* and *Dravid*, *Jayabharati* was a tabloid newspaper priced at 3 paise. Along with *India* and *Dravid*, *Jayabharati* fostered a great interest in political issues in masses. Weekly paper *India* was edited by Subremania Bharati. A well-known poet, patriot, thinker and journalist Subremania Bharati led successfully the national awakening campaign through his refined prose and poetry. S. Ganeshan published *Swatantra Sangh* that became extremely popular for the support it gave to civil disobedience movement in 1930.

A different newspaper with a different flavour of the presentation of news and views appeared in 1934. This paper was named *Dinamani* by the express group and was sold for a very low price, just 6 paise. Hence, it became very popular among the masses and its circulation shot up considerably. The *Dinamani* introduced an interpretative style of reporting. It has weekly edition, the *Dinamani Kadhir*, which is one of the most popular journal of Tamil Nadu and a highly circulated in India. A Congress man and writer himself, T.S. Chokalingam was the first editor of *Dinamani*. He left the *Dinamani* in 1943 and started *Dinasari* a daily in 1944. Chokalingam knew many languages like Malayalam, Hindi, Bengali, Sanskrit, German, English and Tamil. He had initiated in *Dinamani* a variety of articles on science and technology, political science, economics, agriculture, etc. His language was simple and the style was acceptable to all. He entered into journalism with an aim to teach and guide the masses to be good citizens and patriots.

Dina Thanthi, a daily newspaper was started by S.B. Adityan in 1942. Published from Madurai the paper's target audiences were lower class and semi-literate people. Hence, the contents and styles of presentations also matched with the aim. In fact, S.B. Adityan wanted to bring out a Tamil newspaper that would make ordinary people interested in reading it for the stories of crime, violence, cinema and other such subjects. Soon after it gained popularity, the *Dina Thanthi* started publishing from Madras and other cities too. It is known for its great reach among poor and downtrodden.

As Robin Jeffrey in his article on Indian languages newspapers (*Economic and Political Weekly*, 1997) says '*Thanthi* took the credit for Reforming Tamil prose and making reading accessible to a large number of people who became the political constituency of the DMK.'

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Today, *Dina Thanthi* is the largest circulated Tamil daily.

A congressman, T.V. Ramasubba Aiyer started a daily *Dinamalar* in 1951 from Thiruanantapuram. During this period, the merger of Tamil areas in Travancore was the ongoing issue. *Dinamalar* actively participated in this agitation and became very popular though its office was raided and copies of the paper were seized by the police. After the reorganization of the states, *Dinamalar* started concentrating on the problems of local people. It started its editions in Tiruchy (1966), Madras (1979) and in Erode (1984). *Dinamalar* is also known for the introduction of offset printing in 1981.

Makkal Kural another Tamil daily was started in 1973 in Madras. It introduced photo typesetting and modern techniques for printing. In 1982, it started *News Today*, an evening English daily.

Periodical journalism in Tamil made its appearance in 1924 with the publication of *Anand Vikatam* by S.S. Vasan who introduced many good writers to his readers. Another important feature of this periodical was the publication of political cartoons in it. *Kalki*, whose real name was R. Krishnamurthi, gave a new dimension to Tamil short story and historical novel writing through his periodical. *Mali*, a well-known cartoonist, made the periodical popular and famous during the struggle for freedom by his cartoons on political events. Later, R. Krishnamurthi started his own weekly named as *Kalki*. Another weekly magazine called *Kumudam* emerged in 1947. A great philanthropist Alagappa Chettiar started this weekly with an aim to popularise features and cinema.

A Tamil weekly for children *Kalkandu* appeared in 1948 under the editorship of *Tamil Vaman*. Some other popular weeklies are *Dravidnadu*, *Sharatam Malai Marasu*, *Ena Muzhakkam* and *Thainadu*. Monthly Magazines are also very popular in Tamil Nadu. An illustrated periodical, *Pesam Padam* completely devoted to film industry started publishing in 1942. *Ambulimama* is a children's monthly from Chandamama group. It was edited by V. Chakrapani. *Hanuman*, *Manjeri*, *Cauveri*, *Uma* and *Kalai Kathir* are other reputed monthly magazines.

Tamil Nadu has been rich in English journalism from the very beginning, be it Anglo-Indian press or Dravidian press. *Swarajya* of Madras was a nationalist and patriotic newspaper that was founded by T. Prakasam in 1922. It supported the patriotic efforts of freedom fighters of India under the leadership of Mahatma Gandhi. K.M. Pannikkar was one of its earliest editors. Through his pen, he attacked the policies of the Governor Lord Wellington and his administration. He even concentrated on social issues. One such example is of carrying a campaign against the proposal of sending *devadasis* to Wembley to participate in an exhibition. K. Rama Rao also served as its editor.

Started as a weekly in 1878 from Madras, *The Hindu* is still a well-reputed daily newspaper. *The Hindu* was started by six young men. G. Subramania Aiyer and M. Veeraraghava Chariar were the joint proprietors of the paper, which became

a daily in 1889. G. Subramania Aiyer was a great social reformer. His revolutionary ideas were ahead of his time.

The Hindu had the opportunity of having various learned scholars and leaders as its editors from time to time. S. Kasturiranga Ayengar, a lawyer became its editor in 1905, while A. Rangaswami Iyengar, a Congress man, became its editor in 1928. It was the first paper to introduce photo typesetting for printing. *Sports Star* and *Frontline* are its popular and reputed magazines.

Initial Hindi magazines of Tamil Nadu were *Swayamsevek* and *Tilak* published in 1921. Actually, Hindi journalism took off in Tamil Nadu with *Hindi Pracharak*, a monthly magazine started in January 1923, which became very popular among Hindi loving masses of Tamil Nadu. A literacy magazine *Dakshin Bharat* was started in 1938. *Hindi Pracharak* was closed down just ten months before the publication of *Dakshin Bharat*. Its editorial team consisted of various scholars and writers like Kaka Saheb Kalelkar, Pattabhi Seetharamaiyya, and N. Sundaryyar to name a few. During World War II, there emerged a need for news, comments and views. *Hindi Pracharak* now became *Hindi Pracharak Samachar* to meet the requirements. With the aid of the government in 1947, *Dakhini Hind* appeared whose first editor was Ramanand Sharma who was a social worker and a literary personality from Bihar.

A religious magazine *Brahma Vidya* published from Madras by Theosophical society and a women's magazine named *Stri Dharm* under the editorship of Dr Muttulaxmi Reddy, *Sharda Devi* and *Hrishikesh* were other popular Hindi magazines of Tamil Nadu.

A magazine on literary and social issues *Yuga Prabodh* started by a group of young enthusiast of Madras. It was published in 1955 and the editor was well-known social worker and literary personality Madanlal Sharma. *Nirmala* was another literary magazine published from Madras in 1957. It had a variety of material like stories, poems, articles and various other kinds of information. Its editor was Vishwanath Sinha who had been earlier associated with *Yuga Prabodh*. In its first issue the Hindi translation of A.K. Pattuswami's famous story *Pollad Ulagam* was published as *Gaon ki Or* as its title in Hindi. The third issue of *Nirmala* was proud to have Chakravarti Rajgopalachari, Manmathnath Gupta, Balraj Sahani and many more as its contributors. *Ankan*, *Sangam Sandesh*, *Ajanta*, *Chandamama* and *Guriya* to name a few were amongst other popular Hindi magazines of Tamil Nadu.

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6. What was the first publication in Tamil?
7. Which is the largest circulated Tamil daily?
8. When and where was *The Hindu* launched? Is it weekly or daily?

2.5 MAJOR NEWSPAPERS, MEDIA AND THEIR RECENT TRENDS IN TAMIL NADU

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The newspaper and the electronic media have been as vibrant in Tamil Nadu as in any other state in India. It has seen many ups and downs too. In this section, we would make an attempt to give an overview of the spread of media in Tamil Nadu. Most of the information given about the newspapers is based on the annual reports of Registrar of Newspapers of India and other organizations of the ministry of information and broadcasting.

2.5.1 Newspapers

Dinamalar is a leading newspaper of Tamil Nadu. *Dinamalar* was started by T.V. Ramasubbaiyer in 1951 in Trivandrum. In 1956, he started operating from Tirunlveli. *Dinamalar* has a total claimed circulation of 5,00,863 as per the records till 2002. This paper has 10 editions. In 1966 it started publishing from Tiruchirapalli. This Tamil daily opened its account in Chennai in 1979, in Madurai in 1981 and in Erode in 1984. In 1992 and 1993 *Dinamalar* established its presence in Coimbatore and Vellore respectively. After seven years, Salem was the next city from where *Dinamalar* started publishing. In the same year, *Dinamalar* was published from Nagercoil. It has three supplements namely, *Siruvarmalar*, *Varamalar* and *Computer Malar*. *Siruvarmalar* is aimed towards children. Every Friday this supplement brings out various stories and scientific facts with pictures. *Varamalar* is published on Sundays. Social features, short stories, entertainment and news are its main contents. *Computer Malar* provides useful information on technology.

Express Publications Ltd. located in Madurai publishes English daily *The New Indian Express* from Chennai. Its publication was started in 1963. RNI sixty-fourth report mentions that its total claimed circulation is 41,313. A Tamil daily of the same group *Dinamani* publishes from three cities in Tamil Nadu. The first publication of *Dinamani* was started in 1957 in Madurai. Next it was in Chennai in 1960 and after 31 years, i.e., from 1991 *Dinamani* started publishing from Coimbatore. Total circulation of all editions of *Dinamani* is 1,62,796 approximately. The RNI report of 2007–2008 shows it as 1,08,635

A Tamil weekly, *Tamilian Express* is another publication of Express Publication Ltd. This weekly, having a total claimed circulation of about 23,636, was started from Chennai in 1996. The RNI report of 2007–2008 shows it as 5184. The *New Sunday Express* first published in 2000 from Chennai. In 2001 its two editions started in Coimbatore and Madurai. A total claimed circulation of both the editions is 78,429. A non-news-interest publication of the Express Publications Ltd. is a Tamil fortnightly named *Cinema Express*. Having a total claimed circulation of 30,388, this publication was started in 1982 from Madurai. The RNI report of 2007–2008 shows it as 15,575. Indian Express Newspapers

Ltd. of Mumbai started publishing *The Financial Express*, English daily from Chennai in 1980. Its claimed circulation is 36,080 approximately.

K.P.K. Publications Pvt. Ltd. publishes two news interest publications in Tamil. A Tamil daily named *Yogalatchumi* was launched in 1997 in nine cities, seven in Tamil Nadu, one in Pondichery and one in each Mysore and Karnataka. Seven cities from where *Yogalatchumi* is published are Tirunelveli, Vellore, Tiruchirappalli, Salem, Madurai, Chennai and Coimbatore. In Tamil Nadu, the total claimed circulation of this paper is 75,416 approximately. Another publication of the same group is *Thamizh Murasu*. In Tamil Nadu it appeared in 1998 in Tiruchirappalli and Tirunelveli. It is a Tamil daily having a total claimed circulation of 20,499 in Tamil Nadu.

Dinakaran, a Tamil daily is published from seven cities of Tamil Nadu. It first appeared in 1977 in 3 cities namely Chennai, Coimbatore and Madurai. *Dinakaran* was started in Tiruchirappalli in 1981 and in Salem in 1983. In Vellore it appeared in 1988 and next year it started publishing from Tirunelveli. It is a publication of K.S.Publications Pvt. Ltd. having a total claimed circulation of 3,01,581 approximately. The RNI report of 2007–2008 shows it as 9,50,874.

Malai Malar is a publication of Malar Publications Pvt. Ltd. It is a Tamil daily published from 7 cities of Tamil Nadu. First edition of *Malai Malar* was published from Coimbatore in 1977. Two years later another edition was started in Salem. It first appeared in Chennai in 1983. In 1985 this Tamil daily started publishing from tiruchirappalli and Madurai. Nagercoil saw its first edition in 1989 and Erode in 1991. *Malai Malar* also published from Pondicherry, a union territory. Its total claimed circulation in Tamil Nadu is 72,379 approximately. The RNI report of 2007–2008 shows it as 86,219.

Mahalaxmi Media Pvt. Ltd. brings out a Tamil daily named *Kaalai Kadhir* from Salem and Tiruchirappalli in Tamil Nadu where it was started in 2000 and 2001 respectively. One more edition of *Kaalai Kadhir* comes out from Bangalore. Its total claimed circulation in Tamilnadu is 21,637. The RNI report of 2007–2008 shows it as 23,974.

Athirstam was first published in 1986 from Madurai. Athirstam appeared in 1993, 1994 and 1997 from Tiruchirappalli, Coimbatore and Tirunelveli respectively. This is a Tamil daily by S. Manimaran. S. Manimaran also publishes another Tamil daily *Thina Bhoomi*. Its first edition appeared in 1993 in Chennai in 1994 *Thina Bhoomi* was published from two cities of Tamil Nadu namely Coimbatore and Madurai. Tirunelveli saw its first edition in 1997 and Tiruchirappalli in 1998. The total claimed circulation of Athirstam in Tamil Nadu is 16,347 and that of *Thina Bhoomi* is 15,381 approximately. The RNI report of 2007–2008 shows it as 95,675.

Thanthi trust brings out a Tamil daily named *Daily Thanthi*. Its first edition appeared in 1942 in Madurai. *Daily Thanthi* or *Dinathanthi* in Tamil was founded by S.P. Adithanar. His aim was to educate ordinary people and by doing this he

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wanted to develop a reading habit in them. Chennai saw its first edition in 1948. In 1953 and 1954, *Daily Thanthi* was started in Coimbatore and Tiruchirapalli respectively. In two other cities, namely Tirunelveli and Vellore, it was started in 1967 and 1969 respectively. Cuddalore and Salem are the other two cities where this Tamil daily established its presence in 1972. Some more editions appeared in 1994 in Erode, in 1996 in Nagercoil and in 1999 in Thanjavur. Total claimed circulation of *Daily Thanthi* in Tamil Nadu was 5,29,994 in 2002 which has risen to 12,57,027 copies by June 2010 as per the figures of ABC. The RNI report of 2007–2008 shows it as 8,15,153.

Thanjai Malai Murasu Pvt. Ltd. brings out two Tamil dailies from Tamil Nadu. *Thanjai Malai Murasu* was published in 1961 from Tiruchirapalli and *Madurai Malai Murusu* in 1962 from Madurai. Total claimed circulation of these two dailies is 19,468 of which *Thanjai Malai Murasu* claims a circulation of 9705.

Some English dailies are also published from Tamil Nadu. Bennett Coleman & Company Ltd. brings out one of its publications *The Economics Times* from Chennai. Its edition first appeared in 1994. The claimed circulation of this daily is 32,540.

Business Standard Ltd. had started publishing *The Business Standard* in Chennai from 1998 onwards. Its claimed circulation is 4363.

Kasturi and Sons ltd. publishes one English daily *The Hindu* from Chennai. It is printed from nine centres. It first appeared in 1878. Now its claimed circulation is 9,37,222. English daily from the same publisher is *The Hindu Business Line*. It started publishing in 1994 from Chennai. Its claimed circulation is 48,890. Kasturi & Sons Ltd. also publishes three weeklies and one fortnightly in English from Chennai. *The Hindu International Edition* was started in 1975. This weekly has a circulation of 2,377. Another weekly *The Hindu* started publishing from 1957 from Chennai. Its circulation is 9,95,469. *Sports Star* is the third weekly that is published by Kasturi and Sons Ltd. It started publishing in 1978. Its circulation is 56,398 approximately. One fortnightly in English is *Frontline* that first appeared in 1984. It has a circulation of 66,438. Beside these, *Tamil Sudar*, *Vidythalai Uthayan*, *Thinakural*, *Tamil Murasu* and *Thenseide* are some of the other popular newspapers of Tamil Nadu.

2.5.2 Radio

The radio in India was owned by the government and as a result, after independence *Akashvani* initially broadcasted programmes and regional news in Tamil from Delhi through its short wave transmitters. Later regional broadcasting stations were developed in many cities of different states. Tamil Nadu was also covered with this network and Chennai and other major cities got the facility of programming and transmitting through medium wave frequencies. Radio has always been a popular medium in India as a large number of our population had been illiterate till recently. Besides, India is largely an oral society and many folk traditions of theatre, storytelling and spiritual *pravachans* or discourses are very popular amongst the masses.

After the liberalization of Indian economy, the Government of India decided to open this sector of mass communication for private players. In the year 2001, FM stations in various metros and other cities were auctioned. As of now, Tamil Nadu has more than 14 FM channels. The government run FM channels are AIR FM Gold and AIR FM Rainbow, whereas the private FM channels are Aha, Anna, Big FM, Chennai Live, Hello FM, Mop FM and Loyola FM. There are also some radio channels owned by bigger chains like Radio City, Radio One, Radio Mirchi and Red FM. The FM channel run by IGNOU, called Gyanvani, transmits its educational programmes.

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It is interesting to note that Tamil broadcasting is not restricted to the national boundaries but has a huge spread all over the world. There is Tamil Star radio in Canada which is a privately owned 24 hours radio. In Malaysia, there are two FM channels and in Singapore there is one Tamil channel. It is a well-known fact that there is a large population of Tamilians in Sri Lanka. As a result, there are five active FM radio stations besides the Sri Lankan Broadcasting Corporation which has a significant broadcasting in Tamil language.

It is also interesting to note that the first Tamil radio in Europe started operating in Paris. The name of this radio station was TRT Tamil Oli. It was perhaps so because Pondicherry earlier was a Tamil French colony and there were many Tamil immigrants in France. A Tamil radio called IBC Tamil Radio operates from London. Another radio called TBC (Tamil Broadcasting Corporation) also operates from London. It is run by a para-military group 'Karuna' which is a pro-Sri Lankan outfit. Tamil broadcasting is also available on World Space Radio which is known as KL Radio.

2.5.3 Television

In Tamil Nadu, people got acquainted with television when Doordarshan Kendra Chennai was inaugurated on 15 August 1975. Doordarshan Chennai extends its services by various terrestrial transmitters of different capacities in various parts of Tamil Nadu. DD Coimbatore, DD Madurai, DD Puduchery and DD Chennai are the government-owned channels. DD Chennai has a three-tier programme service, national, regional (Podhigai TV) and local channels. The local channel is aimed at the needs of people in their local languages or dialects.

Among private satellite TV channels, Sun network is ranked as the second largest television network of India. It was launched by Kalanidhi Maran in 1993. In initial days, the duration of the telecast was only for three hours, but gradually with a variety of programmes on various subjects, Sun TV has made a remarkable progress. Sun network's channel can be viewed in twenty-seven countries of the world. Sun TV network has twenty channels out of which six are in Tamil and the rest are in other Dravidian languages namely Kannada, Malayalam and Telugu. Its Tamil channels are Sun TV, Adithya TV, Chutti TV, KTV, Sun Music and Sun News. Sun TV is a general entertainment channel whereas Adithya TV is a Tamil

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comedy channel. KTV is a movie channel and Chutti TV is children's channel. Sun Music provides Tamil music and Sun News presents news and current affairs.

One of the latest Tamil Satellite TV in Tamil Nadu is Kalaignar TV that was started on 15 September 2007. This channel was launched by Tamil Nadu's Chief Minister M. Karunanidhi on the birthday of DMK founder Anna. Based in Chennai, this TV network has five channels. Kalaignar TV is a general entertainment channel, and Isai Aruvi is dedicated to Tamil music. Isai Aruvi was also launched by the Chief Minister M. Karunanidhi in 2008. Seithigal is Tamil news channel where as Sirippoli is a comedy channel in Tamil. This network runs another channel Kalaignar Asia for Tamils living in various parts of Asia. It also broadcasts its programmes in Canada through its media partner Tamil one.

Raj TV network runs four channels in Tamil Nadu namely, Raj TV, Raj Digital Plus, Vissa TV and Raj News. Raj TV network was started in 1994 in Chennai. This Tamil language satellite television was promoted by M. Raajhendhran, M. Raja Ratnam, M. Raveendhran and M. Raghunathan Raj group ventured into the media and entertainment business in 1987. This group of four brothers has built up their reputation by producing various TV serials and other programmes based on films and songs. On 14 March 1998, this group launched their 24-hour Tamil movie channel named Raj Digital Plus. Launched as analog channel, Raj Digital Plus was soon converted into a digital channel in 1999. Raj TV, the flagship channel, was also converted into a digital channel in 2000.

With the emergence of satellite television channels in Tamil Nadu, we find a number of channels flooding into the state. Jaya TV has emerged as one of the leading Tamil satellite channels. Launched in 1999 it is based in Chennai. Programmes of Jaya channel can be seen not only in India but also in Middle East, New Zealand and various other countries of Asia and Australia. Very recently the network has launched two other channels. These are Jaya Plus, a news channel and Jaya Max which is a movie channel. It is the second Tamil channels to complete 10 years of broadcasting.

Some other entertainment channels running in Tamil Nadu are Star Vijay, Zee Tamil, Mega TV, Polymer TV, Vasanth TV, Win TV, Makkal, Moon TV and Imayam TV to name a few. For those interested in spiritualism and religion, there are channels like Salvation TV and Ashirvatham TV. Angel TV and Jesus TV talk about Christian thoughts. Sri Sankara TV and Krishna TV telecast programmes on Hinduism.

Other satellite channels like Discovery, Disney XD, Cartoon network and many more are also watched in Tamil Nadu with the programmes dubbed in Tamil language. The Internet also provides television viewing. Tamil IPTV and BSNL IPTV (Internet protocol television) are some examples.

2.5.4 Online and Web Journalism

Online and Web journalism in Tamil Nadu too have grown rapidly during the last two decades. Apart from Major newspapers like *Dinakaran*, *Daily Tanthi*, *Dinamani* and *Nakkiran* weekly, published from India, there are Tamil language newspaper online editions of *Malayesa Nanban* and *Kuyil* from Malaysia and *Tamil Maresu* from Singapore have their online editions.

There are many portals and websites involved in Web journalism in Tamil. Websites like www.tamilnewsweb.com, www.tamilnet.com, www.alltamil.com, www.ealamweb.com, www.lankaweb.com, www.tamilserve.com, etc. are websites whereas www.andhimazhai.com is a Tamil portal. Major Web portals like www.yahoo.com and www.google.com are also involved in Tamil language Web journalism.

Even radio and television houses are not lagging behind. There are sites like www.tamilwebradio.com, Shyam Radio that claims to be the first Tamil Online Radio, www.tamiltubevid.com and many others that are active on the Net. For accessing news and television footage one can log on to www.tamilwebtv.in, www.hariwebtv.com, www.vhtv.in, www.tamiliptv.tv. These websites are actively involved in radio and television Web journalism.

CHECK YOUR PROGRESS

9. List two Tamil websites involved in web journalism.

2.6 SUMMARY

- Journalism in India is not very old as the printing press came to Goa in sixteenth century and the very first attempt of publishing newspaper was by a British national. However, in the late nineteenth century the Indian language press along with the English language press involved itself with the mission of social reforms and national independence on a massive scale.
- After independence, the press and other media in India has grown consistently and has today acquired the status of industry. The mission has been achieved and journalism has now become a profession.
- The journalism in various media in Tamil Nadu has also grown in the same tradition and has done considerably well after national independence.
- One of the significant aspects of Tamil journalism is that it is constrained by the geographical boundaries of our nation, it is practised through its diaspora in many other countries like Sri Lanka, Malaysia and Singapore.
- As far as the technology of media is concerned, there too the Tamil journalism has left no stone unturned. Tamil journalism is practiced today from print to Internet and mobile.

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2.7 KEY TERMS

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- **Media** (plural of medium): All media technologies—including television, newspapers, radio and the Internet—which are used for mass communications (delivering messages to a large audience), and to the organizations which control these technologies
- **The Indian Emergency** (25 June 1975–21 March 1977): A 21-month period, when Prime Minister Indira Gandhi, declared a state of emergency
- **Internet (also known as Web or Net)**: A global system of interconnected computer networks that serves the information needs of billions of users worldwide
- **Sepoys Mutiny (1857–58) of India**: Also known as the First War of Independence, it is a widespread but unsuccessful rebellion against British rule in India begun by Indian troops (sepoys) in the service of the British East India Company

2.8 ANSWERS TO 'CHECK YOUR PROGRESS'

1. In the mid-fifteenth century Johann Gutenberg, a goldsmith of Germany, invented the printing machine. Two important features of his printing machine are: (i) He used an alloy of lead, tin and antimony to give shape to his movable types. He came up with metal castings bearing individual alphabets on them that were arranged in the required sequence when set for printing. (ii) His machine that had two platforms, a mobile one for the plate of type and the other stationary plate for paper.
2. The *Bible* was the first book printed in 1455 on the Gutenberg printing machine. It was a remarkable achievement and finest example of the new art of printing. This *Bible* is called *Gutenberg Bible*.
3. *Nieuwe Tidingen* is said to be the first newspaper published in Antwerp in 1605.
4. On 29 January 1780 in Calcutta, James Augustus Hickey published the first newspaper of colonial India in English. The paper was named as *Bengal Gazette* or *Calcutta General Advertiser*.
5. Amongst the Indian language newspapers *Samachar Darpan* was the first to be published in Bengalese language followed by a Bengali monthly magazine *Dig-Darshan*. Both were published by missionaries in Serampore in 1818.
6. In 1677, *Krishova Vedopadesam* was produced by father Gonsalvez of Spanish mission in Vaippukottai.
7. Today, *Dina Thanthi* is the largest circulated Tamil daily.

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UNIT 3 COMMUNICATION: AN INTRODUCTION

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3.0 INTRODUCTION

This unit teaches you about the definition, nature and scope of mass communication. You will also learn about the process, functions and uses of mass communication.

Communication is all pervasive. All living organisms from animals to the super apes (humans) are involved in some form of communication. In this unit we will explore this wonderful gift of nature. We will begin with the general meaning of this word and then go deeper into various definitions of communication. In order to understand the meaning of communication various aspects of communication need to be understood. We will find out what are the factors and functions of communication and how many types of communication are found in human society. We will also discuss the relationship communication has with individuals, society

at large, its political life, development and culture. In the last part of the unit we will focus on the impact of recent trends like globalization and convergence of media communications.

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3.1 UNIT OBJECTIVES

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

- Define communication and explain its meaning, scope and nature
- Understand the factors and functions of communication
- Describe the process of communication and factors that influence this process
- Discuss various kinds of communication and their functions
- Explain various spheres of human activities where communication plays an important role
- Discuss the recent trends in the communications area

3.2 COMMUNICATION

Communication began with the birth of life on earth. Communication should not always be seen as something which involves language and other signs, but it should be seen as intended transmission of any signal from a source to the destination. In this sense, all physiological processes could also be considered as communication.

Harold Benjamin, a learned professor of education has described communication as,

A necessary tool of learning and mass communication is prerequisite to mass education. A public-spirited press is therefore a chief instrument whereby contemporary society orders and changes its ways in the direction of clearly envisioned goals of increased human welfare.

Communication is as essential for survival as food or air. People want to learn about each other, they want to know what is happening around them, they want to sit together to discuss and plan their destinies, they resolve problems and crises through communicating to each other. The governments and the businesses around the world feel the need to communicate with the citizens or consumers on day-to-day basis. Such significance has made communication a very important area of study and research.

3.2.1 Meaning and Definition of Communication

The word communication is derived from the Latin word *communicatio* or *communicare* that mean communicate, discuss, impart or share. It was used prominently in France in late fourteenth century and later in England.

Different dictionaries and encyclopaedia define communication in their own way. The Random House dictionary for example gives the following meanings of the word communication:

1. The act or process of communicating;
2. The imparting or interchange of thoughts, opinions, or information by speech, writing, or signs,
3. Something imparted, interchanged, or transmitted,
4. A document or message imparting news, views, information, etc.
5. Passage or opportunity or means of passage between places,
6. Communications, a means of sending messages, orders, etc., including telephone, telegraph, radio, and television,
7. Biology. a. the activity by which one organism changes or has the potential to change the behaviour of other organisms. b. transfer of information from one cell or molecule to another, as by chemical or electrical signals.

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Business dictionary defines communication as a two-way process of reaching mutual understanding, in which participants not only exchange (encode–decode) information but also create and share.

With growth of knowledge, the need to define communication differently and distinctively was felt. In the following passages we will try to understand the larger and broader perspective of communication and journalism to the students.

3.2.2 Functions and Scope of Communication

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

Information

Information is an integral part of human existence. Human beings have the brain and sensory perceptions to collect and process information. Life in general became easier as people started sharing a lot of information with each other. If in a city somebody wants to buy something or eat something, it is necessary to know the location and types of stores or restaurants that he/she wants to go. There are many ways of getting such information, one could ask somebody about it or one could look for such information in a city guide. Similarly, in order to save oneself from various diseases it becomes vital to get information about the diseases and the precautions one must take. Young people interested in making a career in any field need to collect information about various opportunities available to them.

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

caught fire, then it is information in the form of news, but if we say that a leaking fuel pipe can make the car engine catch fire, then we are giving a piece of information that is relevant for a longer time .

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Entertainment

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

Persuasion

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

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

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

Cultural promotion

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

The British anthropologist, Edward Burnett Tylor, defined culture as 'the universal human capacity to classify and encode their experiences symbolically,

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and communicate symbolically encoded experiences socially.' Anthropologically culture also covers economic and political organization, law and conflict resolution, patterns of consumption and exchange, material culture, technology, infrastructure, gender relations, ethnicity, childrearing and socialization, religion, myth, symbols, values, etiquette, worldview, sports, music, nutrition, recreation, games, food, and festivals.

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

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

Transmission of knowledge

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

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

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

Integration

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

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

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

CHECK YOUR PROGRESS

1. Recollect the various meanings of communication as stated in dictionaries.
2. Define information.
3. What are the main functions of communication?

3.3 PROCESS OF COMMUNICATION

Communication is a process that involves a series of actions to transmit a message from one end to another. For a simple example, analyse what happens when one is thirsty and wants a glass of water to quench the thirst. Here, the thirsty person is the sender of a message which is formulated in a language which the receiver of that message understands. If the language is English the message prepared could be a sentence like 'give me a glass of water please!' This is sent through a medium and the communication is considered as complete if the receiver of the message understands. If the receiver gives a glass of water to the originator of the message, then we say the purpose of communication is served. In this case the action of giving the water would be the feedback. Sometime the act of communication becomes difficult as there are many people talking to each other and in spite of talking loud to the extent of shouting may not reach the ears of the selected respondent. It is said that the noise in the channel has not allowed the communication to take place and as a result the receiver of the message has not reacted in the manner desired by the speaker.

3.3.1 Factors of Communication and their Functions

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

Sender (communicator): The first factor essential for any communication to take place is sender who wants to send a message to the person with whom he/she is communicating.

Message: It is the end result of ideas, emotions and thoughts that the sender feels necessary to communicate.

Channel (or medium): Channel is the means of communication like telephone, TV, human voice, books, etc.

Receiver (Audience): All messages have a destination commonly known as audience.

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

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

Roman Jakobson's model of communication

Roman Jakobson (1958) described the process with the help of two layered model of communication (see Figure 3.1):

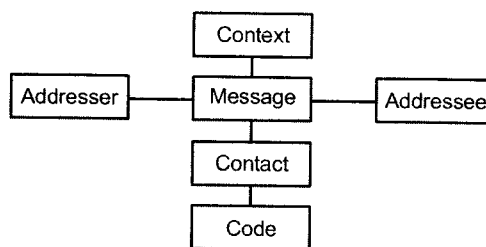


Fig. 3.1 Jakobson's Model of Communication

Factors of communication

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

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not talk to strangers in normal situations. The messages in order to convey the meaning should be in a language (code) which the addressee understands.

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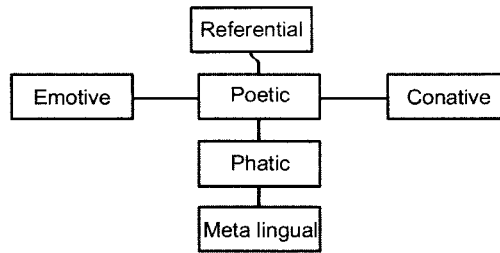


Fig. 3.2 Jakobson's Functions of Communication

Functions of different factors of communication

After describing the factors, Roman Jakobson posits a function with these factors (see Figure 3.2). The function associated with addresser is *emotive* also known as *expressive* as each instance of communication shows emotions, attitudes, state of mind, the social status of the speaker, i.e. all those elements that make the message uniquely personal. Sometimes the speaker tries to highlight the emotive function to the extent that other functions of communication remain only in the background with least effect. The addresser directs the messages towards addressees in order to affect or change their state of mind or behaviour. The addressee relates to the function called as *conative*, which refers to the effect of message on the addressee. It assumes paramount importance in the case of commands or propaganda. The message corresponds to a function called *poetic* which emphasises the role of the addresser to encode a message in such a way that it could live after the given situation for which it was prepared. This is a reflexive relationship of message to itself and becomes very important in aesthetic and cultural communication. When we move towards the environmental factors, we find that the factor of context is associated with the *referential* function of language and communication, the factor of code corresponds to the *phatic* function and the factor of code relates to the function called *meta lingual*. The referential function provides the reality orientation to communications and becomes very significant when we want to communicate objective, scientific and factual realities. *Phatic* function manages to keep the channels of communication open and allows people to maintain the relationships as we find that the physical and psychological connections are necessary for any communication. The function associated with the shared code is called *meta lingual*. Every time when people communicate to each other, they are reminded of the language they share and every communication has the potential of improving the shared code as the next part of communication can be understood partly by the context.

3.3.2 Encoding and Decoding

Encoding and decoding are two very important elements in the process of communication. The sender of the message encodes the message in say electric signals that could be transmitted along a channel. Then the receiver of the message decodes the messages that have been transmitted to get back the original message.

This appears to be very simple if we think in terms of voice to be converted into electromagnetic frequencies, but when we look deeper into communicative situations where the human psyche is involved, then the complexities of encoding the messages is revealed. The human emotions, ideas and thoughts are in the form of psychic image (de Saussure, 1913) and they have to be first converted into signs capable of being articulated in the form of speech which is later encoded into different kinds of signals like radio waves or script depending upon the medium one wants to use. This can be done only if the receiver of the message has the capability of decoding the speech from the signals so received into the speech and then into the psychic images that were intended by the sender. The communication cannot take place without these elements even if the other factors of communication are in place.

The encoding and decoding become even more complex when the factors like individual's personal experience (explained by Bertrand Russell as bundle of sensory experiences) and the social hierarchy and sub-cultures are included in the process. These factors start affecting the encoding and decoding of the messages and the notion of selectivity and availability (George Gerbner, 1956).

3.3.3 Entropy and Redundancy

Entropy and redundancy are two other significant elements introduced by Shannon and Weaver while presenting their mathematical model of communication in 1948. Redundancy is a concept closely related to the information and is the predictability of the message due to it being conventional. Entropy, on the other hand is just opposite of redundancy as it results in low predictability due to the message being less conventional and more deviant in nature. Entropy as a result produces high information. When we say hello to each other this message is understood quickly because they are conventional, redundant in communicating the information, but a lecture on heart transplant methods in medicine would be entropic to a common man. But a heart specialist can understand because he may find lots of redundancies because of his prior knowledge.

In fact the redundancy and entropy have been explained by Shannon and Weaver with the help of three levels of problems in communication. They are named as technical problem, semantic problem and effectiveness problem. At Level A entropy is a measure of the number of choices of signal that can be made and the randomness of their choices. If we take the example of poetry and free prose then we see that the rhyme and meter in poetry restricts the choice of words at the end and hence the predictability of the word that would occur in a place becomes more whereas in a free prose, the restrictions are less in spite of it too being governed by the redundancies of grammar. Similarly the entropy and redundancy are explained at the other two levels.

In media, advertising has a lot of entropy and it is required to draw the attention of viewers of the advertisement in the deep ocean of printed word of redundancy. Even at the level of textual content in advertisement the emphasis on the word 'new' is a part of this entropy. The news in the newspaper is entropic as

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far as the content is concerned but the form or the language in news is kept at the highest level of redundancy which makes it easier to be decoded by the reader. One could easily observe that the meaning of advertisement is not very easy to discover but the uniqueness of the choice of models or that of words draws our attention to it where as the readers of newspaper read more textual material due to the ease of reading the redundant language in spite of the fact that the form is not always attractive. Similarly the art films are less popular because of their entropic use of media whereas the Hollywood and Bollywood films are more popular due to the formula that makes the feature film easier to understand.

CHECK YOUR PROGRESS

4. Define medium.
5. What is noise in a communication channel?
6. What is encoding and decoding?

3.4 KINDS OF COMMUNICATION

Human beings communicate in many different ways for achieving different results. Sometimes two people may communicate with each other through verbal talk or writing. There are also situations where people talk to one another in groups as in the case of business meetings. Sometimes one person talks to many, where it is difficult to know the response or feedback of the audience.

In this section, we will discuss various kinds of communication like intrapersonal communication and then we find interpersonal, group and mass communication.

3.4.1 Intrapersonal Communication

Human beings have the gift of language which helps them to communicate with each other. The process of thinking in human beings can be considered as communicating to themselves. This kind of communication is called intrapersonal or auto-communication. Intrapersonal communication is a reflexive process that is essential for thinking, conceptualising and formulating ideas before they could be used for other types of communication or purposes.

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

From the time life occurred on earth, all living mechanisms starting from amoeba have the need to talk to themselves for their very existence. In this sense

all physio-cerebral communications could be viewed as intrapersonal communication. However, in communication studies we only include human communication that takes place between two or more people through some medium like language.

3.4.2 Interpersonal Communication

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

Interpersonal communication takes place between two or more persons when they are present at a given place at a given time. It is not only the language that communicates, even the facial expression, gestures, postures, hair styles, dress, etc become potent source of information.

Starting from our primitive days of existence, interpersonal communication has become a powerful coordinating tool for all human development. The proximity or contact between the people involved in communication also evokes a certain emotivity which in turn helps them to encourage, motivate, influence and persuade each other. It also helps them to effectively coordinate their activities and works. It is difficult to imagine the absence of interpersonal communication in societies where people doing things together. Written and spoken language is often the most powerful means of interpersonal communication.

3.4.3 Group Communication

Any communication between more than two persons can be seen as group communication. Group communication occurs when people gather intentionally or when an act of communication in group is organized with a particular objective in mind.

Group communication can be seen in odes, folk songs and storytelling devised by tribal societies as means of entertainment and to glorify their ancestor-heroes.

The religious gatherings like prayer meetings, educational endeavours, public or private court meetings of kings and public meetings in modern democracies are different instances of group communication. Multinational business, national governance and international relations cannot be imagined without various forms of group communications. The meeting of the Board of governors, the parliament sessions, and the group of ministers' meetings, national and international conferences, conventions and summits are all examples of group communication.

The sitting arrangements for group communication have their own significations. Podium and audience arrangement generally does not allow two-way communications; it would normally be useful for top-down communication.

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Board meetings arranged as round table conferences on the other hand allow an equal level two-way dialogue between the groups.

3.4.4 Mass Communication

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Mass communication is an extension of group communication, but it also involves heterogeneous masses. What makes interpersonal and group communication similar to each other is the homogeneity of the audiences. People involved in such communication not only share the code of communication, they by and large share thought process, culture and attitudes too. The feedback process of these types of communication is also different as the feedback is immediate in interpersonal and 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 where the sender may think or pretend knowing his/her audience but is never sure to whom all he/she is communicating. The challenge of mass communication alone has forced people concerned or involved in it to study the nature, attitudes, demography, etc. of the audience as scientifically as possible. The shift of journalism studies from language departments to independent interdisciplinary discipline is a result of the complexities of mass communication.

CHECK YOUR PROGRESS

7. What is group communication?
8. Give an example of mass media.

3.5 COMMUNICATION AND SOCIETY

Human communication has developed from simple verbal speech to the present Internet age.

3.5.1 Individual and Social Needs

Communication is as normal and necessary activity as breathing or eating food. Human beings need to communicate to fulfil their basic needs and manage themselves.

Speech is the most commonly and frequently used medium of communication in the life of an average individual in informal communications. These communications are direct and immediate as the speaker and listener are present at a given place at a given time. It is only when the individuals are separated by distance or when the matter is too lengthy or when a record is needed they take to writing. Writing requires extra material in the form of paper, ink and writing tools.

Society is a collection of individuals, and the culture and norms in the societies are also made by them. In earlier days, the narration of heroic stories, singing etc., were a part of communication. In the later stages of social development group and mass communications evolved.

3.5.2 Political Communication

Political communication is a field of communication that is concerned with politics. Communication often influences political decisions and vice versa. The field of political communication concern two main areas. Election campaigns i.e., political communication involved in campaigning for elections and government operations. This role is usually fulfilled by a Ministry of Communications, Information Technology or similar political entity. Such an entity is in charge of maintaining communication legislation and would be responsible for setting telecommunications policy and regulations as well as issuing broadcasting licenses, comments press releases, etc.

The politics in a society starts when more than two people meet. The first and the smallest unit of political activity could be the family. Politics is the activity of negotiating about different social interests by those in power to govern. Politics is highly pervasive in nature of politics, and there is hardly someone who is not touched by politics in some way or the other. A large part of human communication in modern societies is devoted to what could be named as political communication.

In US, many scholars of mass communication, in the initial days have studied and researched the impact of mass media on the political behaviour of the masses. The theories of communication theories like personal influence theory, cultivation theory, agenda setting theory, dependency theory were the outcomes of these studies. All these theories focus on the influence of social and political order on individuals and the role of communication or media in achieving it.

The notion of freedom of press essentially speaks about the relations between media and politics. The renowned American journalist and political analyst Walter Lippmann says that press is not a mirror of society; it is like a flashlight which moves restlessly from one episode to another. But he admits that 'the quality of news about modern society is an index of its social organization'. Similarly, Noam Chomsky and others have also indicated that the media in modern societies are used for 'manufacturing consent' for the political powers.

In fact, political communication has become one of the significant areas of media studies in modern times because political systems including democracies have undergone many changes in recent times. The role of lobbyists and journalists in governance and politics are essential in every democracy. In India, the exposure of the conversations between Nira Radia and some journalists reveals such lobbying.

3.5.3 Development Communication

After the World War II, many countries gained freedom from colonialism. The socio-economic conditions in these countries were very pathetic. Hence, these nations assisted by UN actively took up the task of socio-economic development of their people.

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In India, the Nehruvian dream of social plans and development was supported wholeheartedly by the people of India and those who were ignorant were informed by mass media. The popular cinema of that period urged the people to participate in the process of development. Indian government not only realised the need of communication for development, it also made policies to use radio and other government agencies. The government even invited some internationally renowned communication experts like Wilbur Schramm to suggest measures to redouble the efforts. Schramm's book *Mass Media and National Development* (1964) which was published in conjunction with UNESCO, stressed on the importance of the link between the mass communication, communication technology and socio-economic development.

In early years, development and expansion of agricultural economy became a priority issue of communication as India and other Asian countries were primarily agricultural societies. In India, even a variety of rice earned the name as 'radio rice'.

The term 'development communication' came much later when Nora C. Quebral, an expert on agriculture extension from Philippines coined it in 1972. In a paper titled 'Development Communication in the Agricultural Context,' she defined development as 'the art and science of human communication linked to a society's planned transformation from a state of poverty to one of dynamic socio-economic growth that makes for greater equity and the larger unfolding of individual potential.'

It is interesting to note that Nora C. Quebral during her research at the University of Illinois was inspired by people like Wilbur Schramm and Paulo Freire.

Today, as the UN bodies like World Bank, International Monetary Fund, World Health Organization, UNESCO and UNDP are involved in not only preparing a blue print of development globally, but are also helping various governments in implementing their projects, development communication has become the key medium to encourage development. To promote health projects and various programmes for the empowerment of people huge amounts of money is being pumped into communication campaigns commonly known as IEC (Information, Education and Communication). It clearly indicates the significance of communication in development of the society.

3.5.4 Culture and Communication

Most of the communication is built of social and cultural factors while the communication also influences and makes changes in the culture by its interventionist character. Denis McQuail in his paper, 'The Influence and effects of Mass Media' says after describing communications effects on political systems:

..It is not difficult to appreciate that we can arrive at one or more ways in which culture and social structure can be influenced by development of media institutions. If the content of what we know, our way of doing things and spending time and organization of central

activities for the society are in part dependant on media, then the fact of interdependence is evident.

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

Marshal McLuhan (1964) in his well crafted book *Understanding Media* indicates the power of mass media to influence individuals and their cultures through his popular slogan 'Medium is the Message' and then goes on to explain how print, radio, telephone, cinema, typewriter and television have not only provided the new media of communication but have also changed the social behaviour. In a lighter vein, the best example of medium being message in itself is shown in an advertisement where a person watching television is asked 'Is he watching news?' and he replies by saying 'Bullshit, I am watching Television!' But it is true that with each new medium, the human behaviour changes; if the spontaneity of spoken language makes us more emotional then the use of written language makes us more rational and individualistic.

McLuhan's prediction of global village is the final argument in favour of the significant impact of media. In today's globalized world, the combination of television and satellite along with broadband Internet and mobile telephony has certainly created a ground for free international market and universalization of linguistic and cultural life of the people.

CHECK YOUR PROGRESS

9. Define political communication.
10. Define development communication.

3.6 RECENT TRENDS IN COMMUNICATION

The communication scenario has changed drastically starting from the late nineteenth century with the rapid growth of communication technology and mass communication. Today latest television technology is providing high definition sets, satellite transmission and high definition digital signals. Similarly, FM, XM and web radios have changed the nature and quality of radio experience. The growth of information technologies in last two decades has further changed the media scene the world over.

In the new world economic order, under the guidelines of World Bank and International Monetary Fund, countries all over the world are liberalizing their economies and licensing policies in order to allow free trade. Globalization has led

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to the spread of many multinational business giants all over the world. The new marketing methods are providing a wider reach and latest technology is reaching third world countries, which earlier remained closed. Communication methods and technology play an essential role on the process of globalization and changing consumer behaviours.

In the following passages, we will discuss the recent trends in media technologies and societies to gain a deeper understanding of communication.

3.6.1 Communication and Globalization

Globalization is the process by which regional economies, societies, and cultures have become integrated through a global network of political ideas, communication, transportation, and trade. However, globalization is driven by a combination of economic, technological, socio-cultural, and political factors. The term can also refer to the transnational circulation of ideas, languages, or popular culture.

After the collapse of the Soviet Union, globalization has become the buzzword with economies of different countries sharing and assisting each other in a way that benefits both sides. The other salient features of globalization include a greater reliance on free market economy, privatization, technology transfer, and more freedom for multinationals to operate. The World Bank and other International organizations are assisting countries in this new structural adjustment. For all these changes to take place effective communication methods and systems are indispensable. Globalization is bringing new economic and management techniques and greater access of international markets to developing countries. Latest technology is helping to improve productivity and raising living standards. Globalization also has a darker side, particularly if it not managed well. A hapahazard globalization can lead to increase in inequalities in income between individuals, rapid fluctuations in the financial and stock markets, dumping of undesired goods and environmental deterioration.

Impact on India

Globalization of the Indian economy began in 1990s as a result of reducing restriction on foreign trade, investment, finance flows and competition. Globalization was triggered by foreign exchange crisis in 1991, which compelled the Indian Government to open the market for foreign investment.

Important measures as a part of India's globalization drive included doing away with industrial licensing system to make it easier for new entrepreneurs to start industries, reducing the number of reserved areas for the public sector, amendments in the monopolies, the Restrictive Trade Practices (MRTP) Act, aggressive privatization of the public sector undertakings, reductions in import tariffs, more incentives for exporters and switching to market determined currency exchange rates.

During the last two decades, current account transactions have been liberalized, several new sectors were have been opened up for FDI (Foreign

Direct Investment) and portfolio investments. This facilitated the entry of many foreign investors into, telecom, airports, ports, insurance and several other major sectors.

Notwithstanding its negative aspects, globalization has definitely brought many positive changes including improvement in the living conditions of people.

After media deregulation, India has experienced an explosion in the vernacular press and Indian language television channels. In the North, Hindi dailies are claiming three to four times more sales than English dailies; not a single English publication figures in top ten dailies in the country. Multiple editions have become common given the availability of Internet. *Eenadu* in the South, for instance, has editions from every district of Andhra Pradesh; *Rajasthan's Patrika* publishes four editions and Malayalam *Manorama* issues three editions. *Eenadu* even brings out half a dozen editions for different localities in Hyderabad city. *Aaj. Nai Duniya*, and *Amar Ujala* similarly publish several editions. Such a scenario allows media scholars to hope that globalization does not necessarily (and uniformly) lead to cultural homogenization but, rather, re-invigorate cultural diversity in new ways. The theory of the confluence of local and global in globalization can be closely linked to the notion of 'globalization', a way of accounting for both global and local, not as opposites but rather as 'mutually formative, complementary competitors'.

3.6.2 Communication and Convergence

Media convergence is the phenomenon of interlocking computing and information technology, telecommunication networks, and content providers from the publishing worlds of newspapers, magazines, music, radio, television, films, and entertainment software. Media convergence brings together the 'three Cs'—computing, communications, and content. Convergence helps to gain many new functions and applications. Convergence has in fact revolutionized the media operations.

Encyclopaedia Britannica looks at convergence in media at two primary levels:¹

1. Technologies—creative content has been converted into industry-standard digital forms for delivery through broadband or wireless networks for display on various computer or computer-like devices, from cellular telephones to personal digital assistants (PDAs) to digital video recorders (DVRs) hooked up to televisions.
2. Industries—companies across the business spectrum from media to telecommunications to technology have merged or formed strategic alliances in order to develop new business models that can profit from the growing consumer expectation for 'on-demand' content.

¹ Encyclopaedia Britannica. 2010.

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The merger of computing, telecommunication and broadcasting is changing the way individuals work, study, play and live. Convergence has resulted in the creation of latest multimedia services that combine features of interactive computer-based applications, audio and video, graphics, text and animation to new media experiences.

Convergence does not displace the age-old-technologies, but leaves enough room for the other technologies to co-exist. Each different technology has its own use and applications, no single combination can meet different needs of the customers. In the coming years, we can see a host of new convergence applications that would revolutionize the ways we use media.

With development of faster processors to support advanced graphics and multimedia capabilities, the desktop PC has become a collaborative media and communication tool.

The high costs of maintaining three separate networks for data, video and audio, is another factor that is driving forward the convergence. Corporations which have high communications budgets, can save substantial amounts in terms of equipment, staff, services and running costs using converged networks.

Talking about the educational field, a teacher can deliver his lecture remotely to different parts in the campus or even to different locations in the country live which can be viewed on a video screen. If needed, such lectures can be even stored as video-on-demand files on a website and retrieved on demand. Converged networks are also widely used for deliver corporate presentations, remote conferences, communications and employee training.

India on the threshold of convergence

Innovations in convergence are taking place much faster than expected. The convergence is also providing excellent applications like web casting, video on demand and internet via cable as well as via wireless.

The optical fibres are able to carry higher bandwidth with superior clarity. The upgradation of cables to optical fibres is expected to revolutionize the communications networks.

A dual play service is a marketing term for the provisioning of the two services: it can be high-speed Internet (ADSL) and telephone service over a single broadband connection in the case of phone companies, or high-speed Internet (cable-modem) and TV service over a single broadband connection in the case of cable TV companies.

Multi-play is a marketing term describing the provision of different telecommunication services, such as Broadband Internet access, television, telephone, and mobile phone service, by organizations that traditionally only offered one or two of these services. Multi-play is a catch-all phrase; usually, the terms triple play (voice, video and data) or quadruple play (voice, video, data and wireless) are used to describe a more specific meaning.

Soon we may get all the three services of TV, Internet and Telephone via the same cable.

CHECK YOUR PROGRESS

11. Define globalization.
12. What do you understand by media convergence?

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3.7 SUMMARY

- Communication is essential for a society to carry out different functions in the society. It is also necessary for the enrichment and entertainment of its members. There are many types of communications and types of media of communication.
- In daily life, people need to share their emotions, ideas and knowledge with one another for which they require interpersonal communication that takes place between two or more people at a time.
- In society, people need to discuss and negotiate in groups leading to group communication like board meetings, classroom teaching, seminars, etc.
- Several times there is a need to inform a large number of people as in the case of TV or radio broadcasts. Such communication is known as mass communication. Mass media include newspaper, radio, the Internet that have a wider reach than oral or written communication.
- Communication in modern times has revolutionized the way we use converse. Earlier methods were limited for individual conversation, group meetings and public communication within a given society, but of late new technologies of communication have made the reach of communication much longer and larger than it was before.
- Today with the help of convergence of technology, people have become more conscious of the world and people around them. Media like the Internet has made it possible for the citizens of two distant countries to be in touch and chat over a broadband super highway of cyberspace.

3.8 KEY TERMS

- **Communication:** The process of sharing between participants through sending and receiving messages
- **Propaganda:** A form of communication that is aimed at influencing the attitude of a community toward some cause or position

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- **Disinformation:** False or inaccurate information that is spread deliberately with intentions of turning genuine information useless
- **Medium:** One of the means or channels of general communication, information or entertainment in society, such as newspaper, radio or television
- **Channel:** A route through which anything passes or progresses
- **Message:** A communication containing some information, news, advice, request or the like, sent via a messenger, radio, telephone or other means
- **Encoding:** Converting a message, information into code
- **Decoding:** Translating data or a message from a code into the original language or form to extract meaning from spoken or written symbols
- **Noise:** An unwanted perturbation to a wanted signal
- **Conative:** The connection of knowledge that effects behaviour
- **Phatic:** Speech used to express or create an atmosphere of shared feelings, goodwill or sociability rather than to impart information
- **Interpersonal:** The process of sending and receiving information between two or more people
- **Intrapersonal:** The act of having an internal dialogue with one's own self
- **Optical fibre:** A thin, flexible and transparent fibre that acts as a waveguide or light pipe, to transmit light between the two ends of the fibre
- **Direct to Home:** A term used to refer to satellite television broadcasts intended for home reception

3.9 ANSWERS TO 'CHECK YOUR PROGRESS'

1. Different dictionaries and encyclopaedia define communication in their own way. The Random House Dictionary for example gives the following meanings of the word communication: 1. The act or process of communicating; 2. The imparting or interchange of thoughts, opinions, or information by speech, writing, or signs, 3. Something imparted, interchanged, or transmitted, 4. A document or message imparting news, views, information, etc. 5. Passage or opportunity or means of passage between places, 6. Communications, a means of sending messages, orders, etc., including telephone, telegraph, radio, and television, 7. Biology. a. the activity by which one organism changes or has the potential to change the behaviour of other organisms. b. transfer of information from one cell or molecule to another, as by chemical or electrical signals.
2. The content of all meaningful communication and all useful data is called information.
3. The main functions of communication include transmission of information, entertaining people, persuasion, cultural promotion, transmission of knowledge, and integration.

4. Medium or channel is the means of communication like telephone, TV, human voice, books, newspaper, etc.
5. The communication channels usually have many disturbances that interfere with the message that is being communicated. Unwanted fluctuation in the flow of electricity or other und desired signals can interfere with the eclectic signals that are being transmitted. All such undesired interferences are called noise. Noise can be sound or sometimes electronic.
6. The sender of the message encodes the message in say electric signals that could be transmitted along a channel. Then the receiver of the message decodes the messages that have been transmitted to get back the original message.
7. Any communication between more than two persons can be seen as group communication. Group communication occurs when people gather intentionally or when an act of communication in a group is organized with a particular objective in mind.
8. Newspaper is an example of mass media.
9. Political communication is a field of communication that is concerned with politics. Communication often influences political decisions and vice versa. The field of political communication concerns two main areas: *Election campaigns, i.e.*, Political communications involved in campaigning for elections; and *government operations*; this role is usually fulfilled by the Ministry of Communications, Information Technology or similar political entity. Such an entity is in charge of maintaining communication legislation and would be responsible for setting telecommunications policy and regulations as well as issuing broadcasting licences, comments, press releases, etc.
10. Development communication can be defined as the art and science of human communication linked to a society's planned transformation from a state of poverty to one of dynamic socio-economic growth that makes for greater equity and the larger unfolding of individual potential.
11. Globalization is the process by which regional economies, societies, and cultures have become integrated through a global network of political ideas, communication, transportation and trade. However, globalization is driven by a combination of economic, technological, socio-cultural, political and biological factors. The term can also refer to the transnational circulation of ideas, languages or popular culture.
12. Media convergence is the phenomenon of interlocking computing and information technology, telecommunications networks, and content providers from the publishing worlds of newspapers, magazines, music, radio, television, films and entertainment software. Media convergence brings together the 'three Cs'—computing, communications and content. Convergence helps to gain many new functions and applications. Convergence has in fact revolutionized the media operations.

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3.10 QUESTIONS AND EXERCISES

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Short-Answer Questions

1. How has communication helped societies to spread culture?
2. What is the role of communication in spreading knowledge?
3. What are the essential factors required for communication?
4. How does Jackobson's models help in understanding the communication process?
5. What do you understand by the terms encoding and decoding?
6. What is the relevance of entropy in communication?
7. What is feedback and why is it important in communication?
8. What is intrapersonal communication?
9. How is interpersonal communication different than group communication?
10. What is mass communication and why is it required in society?
11. Write a short note about the development of various kinds of communication over the ages.
12. What is political communication?
13. What is culture industry and does it really promote cultures?
14. Why communication is necessary for the development? Write a short note.

Long-Answer Questions

1. Explain the process of communication including factors and functions of encoding and decoding, entropy and redundancy.
2. Explain the definition, meaning, scope and functions of communication.
3. Explain kinds of communication—intrapersonal, interpersonal, group and mass communications.
4. Discuss communication and society in the context of: (a) Individual and Social needs, (b) Political Communication, (c) Development Communication, and (d) Culture and Communication.
5. Explain the recent trends in communication. Explain the role of communication in the context of convergence and globalization.
6. What is globalization and how has it affected communication processes? Discuss.
7. What is convergence and what is its impact on human communication? Examine in detail.
8. What are the individual's needs in terms of communication? Analyse.
9. Why is communication necessary in society? Examine critically.

3.11 FURTHER READING

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UNIT 4 THEORIES OF COMMUNICATION

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Structure

- 4.0 Introduction
- 4.1 Unit Objectives
- 4.2 Introduction to Theories of Communication
 - 4.2.1 Origin and Development of Communication Science
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- 4.3 Models of Communication
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 - 4.3.5 Charles E. Osgood's Model (1954)
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- 4.9 Answers to 'Check Your Progress'
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4.0 INTRODUCTION

In this unit, you will learn the basic models and theories of communication.

In spite of being a relatively new area of study, mass communication in the last eight decades has grown into a full-fledged discipline and many scholars have

studied various aspects of communication and mass communication. Some scholars have tried to provide insights by proposing models of communication whereas some others have described various aspects of mass communication in theoretical terms.

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In this unit, we will explore various facets of the communication process and its development in the form of mass communication. We will also discuss the mass communication theory from the perspectives of various disciplines, i.e., psychology, sociology, political science, semiotics, cultural studies and economics. Development has become a common word in the present times. It has also influenced policy making in areas of mass media as development in any part of the world cannot be executed without proper communication among various stakeholders. Hence, we will discuss two major theories of communication dealing with development.

After having gone through this unit, you will be well versed with various models and theories of mass communication.

4.1 UNIT OBJECTIVES

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

- Learn about the origin and growth of communication studies
- Understand and describe various perspectives of communication
- Explain various theories of communication
- Understand how media and mass communication function in a society
- Describe various aspects of media as they operate within different political systems
- Learn about the recent trends of communication studies

4.2 INTRODUCTION TO THEORIES OF COMMUNICATION

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

The studies of communication, which started in United States in the early twentieth century, coincided with the construction of social sciences on empirical

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

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

4.2.1 Origin and Development of Communication Science

The history of communication studies and research is hardly 90 year old. In the early twentieth century and late nineteenth century there were many new disciplines that emerged and many new ways of looking at the things developed. Functional, structural functional and structural methods influenced many new and old disciplines such as linguistics, psychology, sociology and anthropology during mid-nineteenth and mid-twentieth century. In relation to these, the studies on communication were very new. Scholars like August Comte, Emile Durkheim, Ferdinand de Saussure, Sigmund Freud, George Lacan and Parson Talcott were prominent in preparing a ground for emerging social sciences. One can say that the modern sociology was later formally established in the 1890s by Émile Durkheim with a firm emphasis on practical and objective social research.

Many models and theories of mass communication came into existence with different perspectives. Some scholars studied mass communication from psychological perspective while others looked at it from sociological and political perspectives. Even people involved in inventing newer and more capable technologies of communication suggested models. The students of mass communication are often not very clear about the role and significance of models in studying communication.

We usually employ some words, pictorial representations, formulae and so on to suggest or specify the relationships among those components involved in the problem that is being investigated. These words, pictorial representations or formulae are called 'models.' How the models help us in our understanding of things is very important. George Gerbner, in his paper, '*Toward a General Model of Communication*' (1956), has attempted to enlist four functions of a model that help us to understand their significance.

He has identified four functions of the communication models. They are:

1. **Organizing function:** A model shows the various elements or components of communication and presents how these relate to one another.
2. **Heuristic function:** It means that a model can help people to identify new hypotheses to test and new directions to look at communication.

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3. **Predictive function:** This means that from the known factors and relationships in a model we can make some relatively safe guesses about behaviour and outcomes.
4. **Measurement function:** A model serving this function can contain explicit statements about the relative importance of certain components and can show specific means for measuring a particular dimension of communication.

In fact, the concept of 'model' generally corresponds to 'theory.' If we want to make a more specific differentiation between these two concepts, we might consider 'model' as a brief form of 'theory.'

The term 'theory' is often intimidating to students. According to Miller (2002), theories simply provide an abstract understanding of the communication process. As an abstract understanding, they move beyond describing a single event by providing a means by which all such events can be understood. At their most basic level, theories provide us with a lens to view the world. Corrective lenses allow wearers to observe more clearly, but they also impact vision in unforeseen ways.

S.W. Littlejohn (1999) in his book *Theories of Human Communication* posits nine important and overlapping functions for 'theories.' They are identified by him as organizing and summarizing knowledge, focussing attention on some variables and relationships, clarifying, offering observational aid, predicting the outcomes and effects, heuristic, control, generative for challenging and achieving change and last but not the least communicative function.

4.2.2 Ancient Indian Perspective of Communication Theory

India has the privilege of making systematic studies of language since the Vedic period. Indian scholars like Panini, Patanjali and Bhartrihari have tried to study language from its phonetic form to its semantic objectives. The great scholar and saint Bharat has seriously explored the depth of language and communication and expounded a theory of performing arts, of theatre in particular, known all over the world as *Natya Shashtra*.

In fact, one needs to look into various works of Indian scholars in order to formulate a comprehensive theory of communication from the Indian perspective. *Dhvanyalok* of Anandwardhan, *Dhvanyalok Lochan* of Abhinavgupta, *Kavya Prakash* of Mammata, *Kavya Mimansa* of Rajshekhar along with works like *Rig veda*, *Taitirya Samhita* and various *Upanishads* are important Indian works that provide clues about the process of communication.

Some Indian and Nepali scholars like I.P. Tiwari, J.S. Yadava and N.M. Adhikari have tried to propose an Indian perspective of communication with the help of the works of our ancient scholars. Tiwari and Yadava have based their works on the concept of '*Sadharanikaran*' as was propounded by Bharat Muni in his *Natya Shastra*, whereas Adhikari based his work on the book of Bharat Muni along with the *Vakyapadiya* of Bhartrihari. More thinkers and their works need to be explored in order to elaborate any significant Indian perspective.

CHECK YOUR PROGRESS

1. List the four functions of the communication models.

NOTES**4.3 MODELS OF 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 make it difficult for us to describe communication in simpler terms. The models of communication help us to understand the process of communication where the factors of communication 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. The linear models see communication as 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 transmission of message.

4.3.1 Shannon and Weaver Model (1948)

Claude Elwood Shannon published a paper in two parts '*A Mathematical Theory of Communication*' in 1948. Shannon in this paper developed the concept of information entropy, which worked as a measure for 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, which 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 (see Figure 4.1).

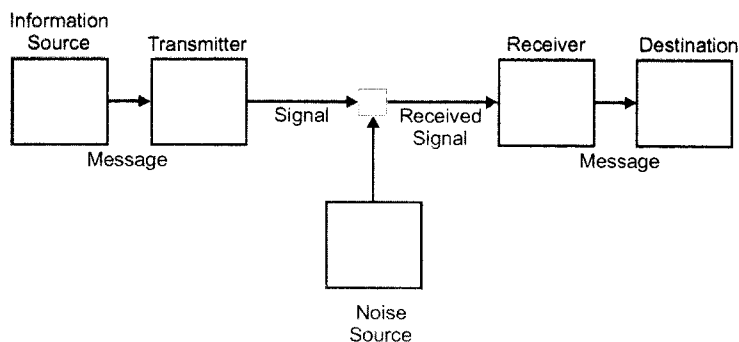


Fig. 4.1 Schematic Diagram of a General Communication System

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The model when used in communication studies would mean that 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 major concepts of communication as 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 per cent. 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.¹

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.

4.3.2 Harold Lasswell's Model (1948)

Harold Dwight Lasswell (1902–1978) was a leading American political scientist and communications theorist. He was the Chief of the Experimental Division for the Study of War Time Communications at the Library of Congress during the World War II. 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.

This linear model enumerates main variables involved in the process of communication. The 'who' refers to the identification of the source and 'what'

¹ Claude Shannon. The mathematical theory of communication, *Bell System Technical Journals*, vol. 27 July and October 1948.

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 chief elements of 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. His model of communication can also be described as the psycho-sociological model of communication.

4.3.3 David Berlo's Model (1960)

David Berlo's model is popularly known as SMCR model. As has been said earlier, it is a 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 and the elements within the 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 (see Figure 4.2).

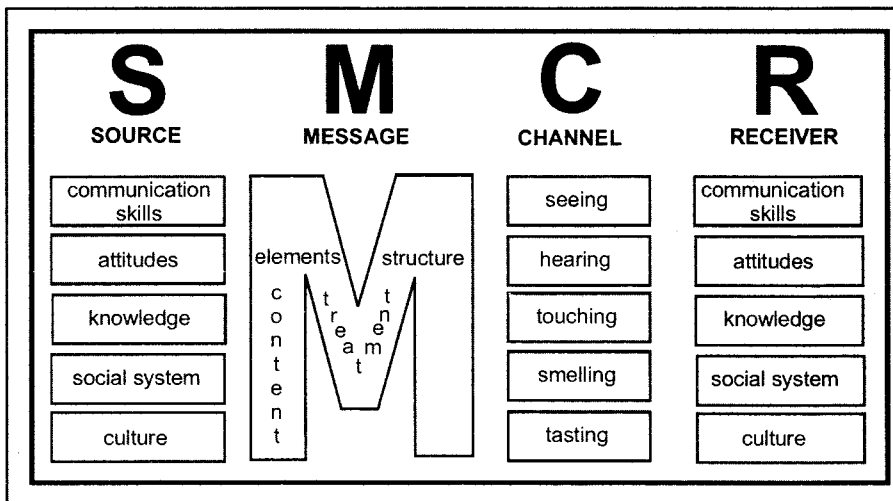


Fig. 4.2 David Berlo's Model of Communication (1960)

4.3.4 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 (see Figure 4.3).

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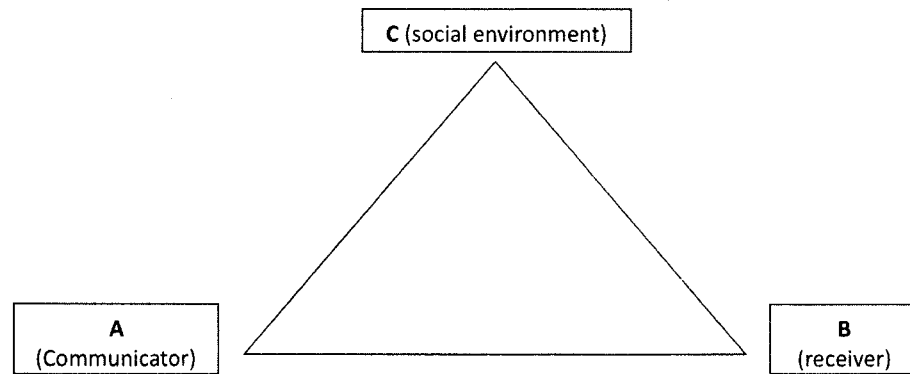


Fig. 4.3 Newcomb's Model (1953)

The three nodes of the triangle A, B, and C represent communicator, receiver and their social environment respectively. According to him ABC form a system where there is a relationship of interdependence between the three. It means that if A changes B, then 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. The corresponding changes will maintain the equilibrium within the system.

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 A and B 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, 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 could 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.

4.3.5 Charles E. Osgood's Model (1954)

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. 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 the receiver as the participant in a communicative situation. In his model, both the ends have the capability of encoding, decoding and interpreting the messages (see Figure 4.4).

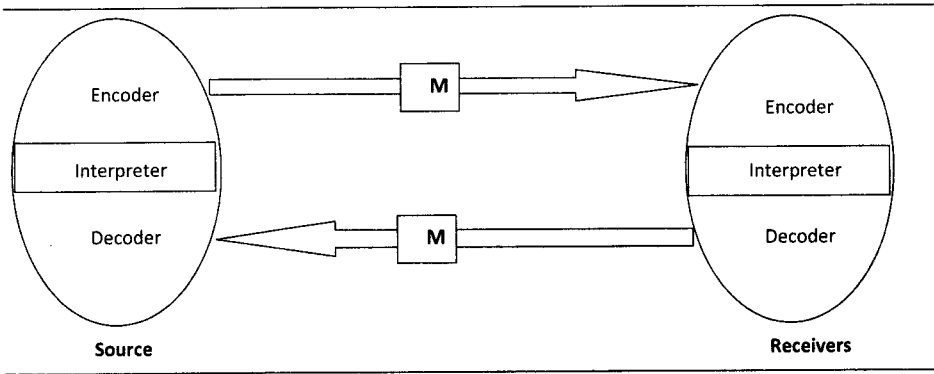


Fig. 4.4 Osgood's Communication Model

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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.

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 in the area of psycholinguistics.

4.3.6 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 earlier models that find communication as 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 4.5.

In order to explain this model, we will discuss it in detail 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 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.

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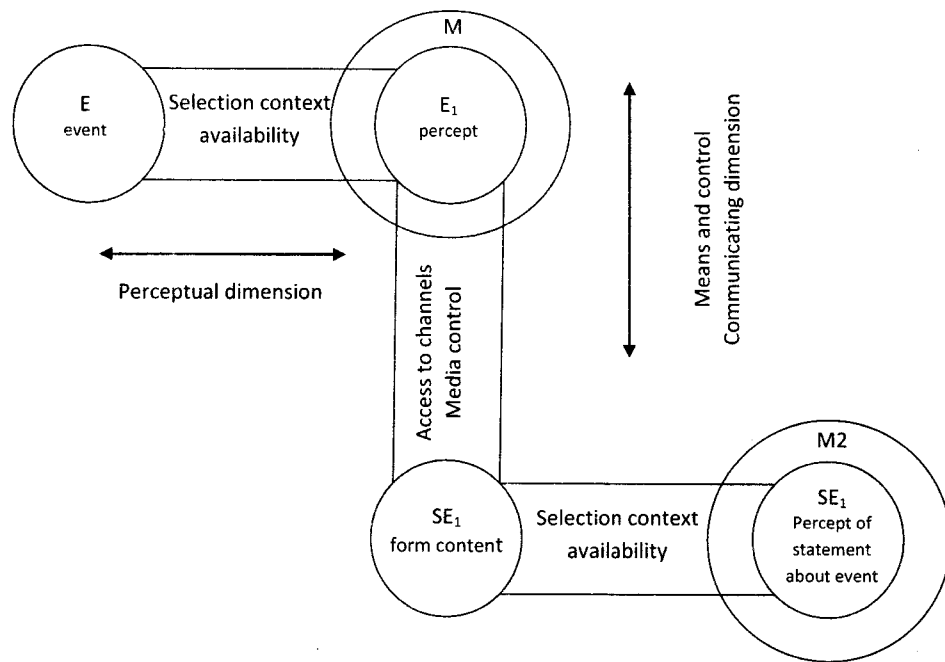


Fig. 4.5 Gerbner's Model

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.

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.

Gerbner's revised model: George Gerbner later presented a modified version of his model which included 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 synchronise the process school and semiotic school of studies in his model.

4.3.7 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 essential components of communication process that improves upon Osgood's concept of the source and receivers both having the encoding, interpreting and decoding capabilities.

The feedback becomes a very important factor for a 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 the receiver at the same time. Schramm also interpreted feedback in another way where the encoder gets the response from his/her own message. We always hear our own voice while speaking and read our own writings before they are heard or read by others. The process of correcting the pronunciation and spelling are the result of the feedback mechanism between the encoding and the message. In this sense, the sender alone is having both the functions of encoding and decoding for his/her own message (see Figure 4.6).

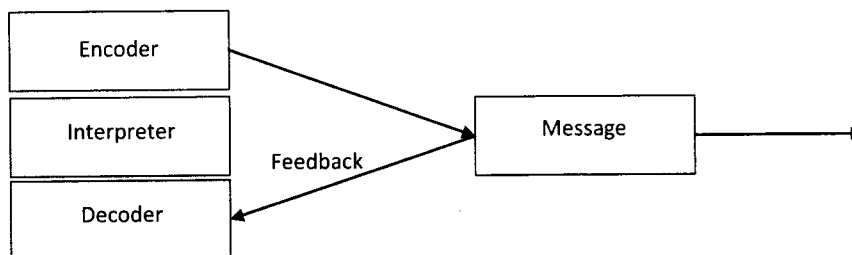


Fig. 4.6 Schramm's Communication Model

Schramm then brings the notion of field of experience as a significant factor of communication. The large part field of experience of people is idiosyncratic or private but the medium and a part of the field of experience should be shared by individual without which communication cannot take place (see Figure 4.7).

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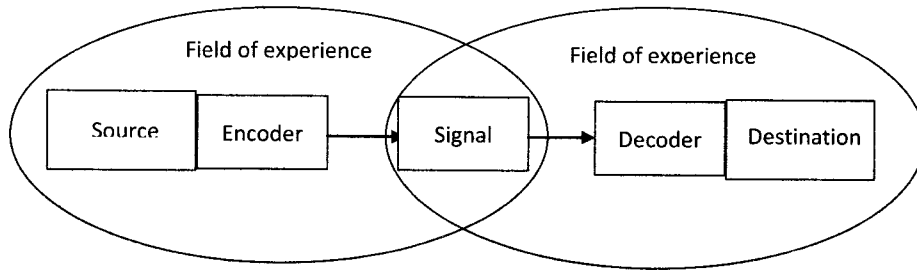


Fig. 4.7 Field of Experience in Communication

He also discusses the role of frame of reference for 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, need and the social imperatives and constraints imposed on individuals.

4.3.8 Westley and MacLean Model (1957)

The significance of this model is that it introduces the concept of gatekeeping in communication. The term 'Gatekeeping' was initially used by Kurt Lewin in 1947 in his research in the area of experimental psychology. Newcomb was highly influenced by Lewin but did not pay much attention to this aspect as he was involved in co-orientation model of communication. Later his disciple Bruce H. Westley along with M.S. MacLean gave an improvised and extended version of his model. Newcomb's model was designed to explain communication in general, but Westley and MacLean redeveloped this model to understand the role of mass media in communication. Westley and MacLean added an additional element C (the gatekeeper) in the Newcomb's triangular relationship of A-B-X (sender-receiver-source of information). This has also been explained in terms of editorial-communicating function (see Figure 4.8).

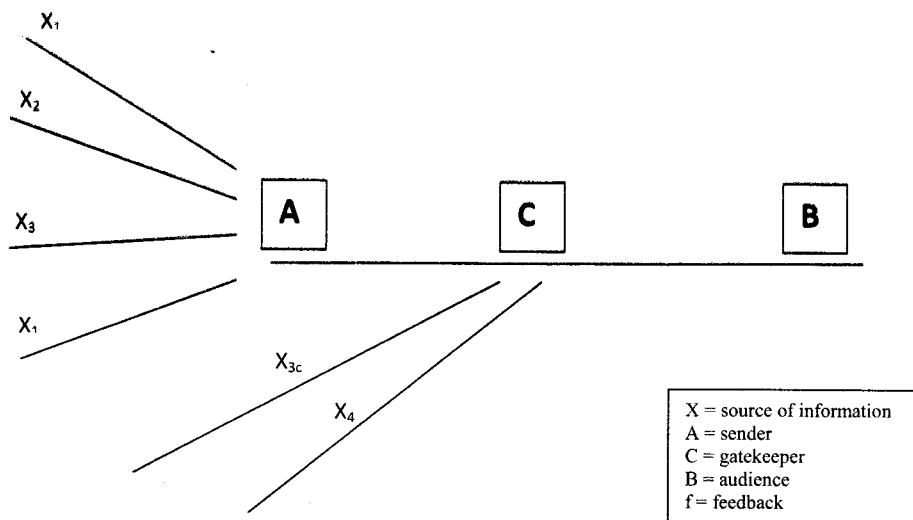


Fig. 4.8 Westley and MacLean Model of Communication

According to their scheme of things, the receiver of the message gets what the communicator wants him/her to receive. It is so because they many at times 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 where the first layer talks about the relationship of receiver with the sender and the social environment and the second layer involves a mass media or an editor who mediates between the two.

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 appear 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, theirs 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 organization which on regular basis supply us with information and orientation.

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CHECK YOUR PROGRESS

2. List different models of communication.
3. What for is Westley and MacLean's model specifically adapted?
4. What do three nodes of the triangle in Westley and MacLean's model refer to?
5. What is encoding?
6. What is decoding?

4.4 THEORIES OF MASS COMMUNICATION

As we have discussed earlier, sociology and anthropology as disciplines emerged in the late nineteenth century. In the third decade of twentieth century, behaviourism influenced anthropological, sociological and linguistics research in a big way. The emergence of new technologies of communication and the evolution of societies into large and organised units suddenly changed the world as the notion of mass societies and use of mass media for their control emerged.

In this section, we would first discuss the psychological theories, and then would explore the sociological and political theories. We will finally look into various cultural and semiotic theories.

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 generalise 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, 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.

It was observed that the reception of messages in individuals depends upon their intelligence, belief, opinion, values, needs moods, prejudices, etc. As a result of the studies and researches two major concepts came to existence, i.e., selective exposure and selective perception.

4.4.2.1 Selective exposure and selective perception

It is seen that people expose themselves selectively to the external world and media messages on the basis of their conviction and beliefs. Whatever is against their way of looking at things is normally discarded. It is a common saying that we look at what we want to see or the face of god depends on the feelings of the devotee. The ideological positions people take also depends on their social existence and in the second phase they begin to look at various social facts from the perspective of their ideology. So much so that in case they are exposed to opposite ideologies, they perceive them selectively in order to use them with the acceptable meanings within their own framework. This, however, reduces the gap between their beliefs and the invitation to believe something alien to them. The tendency to read into the messages whatever suits the individual or members of mass audience is called the selective perception. It implies that media audience has the potential of misperceiving and misinterpreting persuasive messages.

Joseph Klapper (1960) believed mass communication does not directly influence people, but just reinforces people's predisposition. Mass communications play a role as a mediator in persuasive communication.

Klapper gave the five mediating factors and conditions that affect people:

- (i) Predispositions and the related processes of selective exposure, selective perception, and selective retention
- (ii) The groups and the norms of groups, to which the audience members belong
- (iii) Interpersonal dissemination of the content of communication
- (iv) The exercise of opinion leadership
- (v) The nature of mass media in a free enterprise society

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Three basic concepts in his theory were:

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- (i) Selective exposure - people keep away from communication of opposite hue
- (ii) Selective perception - If people are confronting unsympathetic material, they do not perceive it, or make it fit for their existing opinion
- (iii) Selective retention - Furthermore, they just simply forget the unsympathetic material

De Fleur and Rokeach (1981) state that,

from the vast available content individual members of the audience selectively attend to, interpret and retain messages, particularly if they are related to their interest, consistent with their attitude and congruent with their beliefs and supportive of their values

As has been said earlier, these psychological studies were the first ever studies of mass communication, thus lacked the rigour and depth, and they also did not answer many questions. It was only when the effects of mass media were studied in some political studies that a more comprehensive understanding of media and mass communication emerged.

4.4.3 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 media.

Lazarsfeld disproved these theories when he conducted election studies in *The People's Choice* (Lazarsfeld, Berelson, 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.

Their research paved the way of looking at the information flow that allows public opinion to go in favour or against the leaders.

4.4.3.1 Two-step theory

The two-step flow theory suggests that for effective communication, the information should flow from the top political leadership to the party workers who have direct contact with the masses. It is these workers who are also the opinion leaders for

their respective areas or community. This theory was a reaction to the undue emphasis that was given to mass media as the instrument of attitudinal change among masses, especially during the elections. However, the media scholars came out of their prejudice and gave an extended version of this theory known as multi-step theory.

4.4.3.2 Multi-step theory

As was said above, the multi-step theory is an extended form of the previous version of information flow. Unlike Westley and MacLean's scheme of communication, this theorization takes into account other ways and means of information flow for moulding the public opinion. The leadership here makes a direct contact with the masses in addition to talking to them through the party workers. Here, one finds that the presence of party workers at ground level helps the masses to provide the necessary feedback which helps the party leadership to reformulate the arguments or campaigns.

What is very important to note in this theory is the inclusion of mass media as the force multiplier of the interpersonal direct contact communication strategies. There is no doubt that people get more influenced by their peer group and the opinion leaders due to their proximity, but it is also true that people get their information from various other channels and mass media is one such potent and easily accessible channel that allows people to know more facts and reasons to vote for and against a particular candidate in the election or form an opinion about various issues and people.

4.4.4 Sociological Theories

The second phase of formulation of mass communication theories was influenced by new insights of the emerging approaches in sociology. As a result, a number of theories with sociological orientation and perspective came up in this phase, though the psychological insights were not forgotten. Cultivation theory, use and gratification theory and the agenda setting theory have really made their place in the history of mass communication theory.

4.4.4.1 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 viewers' perceptions of reality. This cultivation can have an impact even on occasional 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 audiences and has a compound effect over an extended period. Gerbner, giving an example, stating 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

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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 enormous impact on the masses and it has the power to create consumers for growing markets in Europe, US and elsewhere. Hence Gerbner describes media as the molders 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 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 business' 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.

In order to sum up, we can say that the cultivation theory assumes that the television is unique because it is pervasive. The pervasiveness of television gives it the power to establish the cultural mainstream. It cultivates broad assumptions as opposed to specific attitudes and is a medium of conservative socialization as it reinforces cultural norms and practices.

The theory has been criticized by many scholars for its over simplifications. Denis McQuail argues that

it is almost impossible to deal convincingly with the complexity of posited relationships between symbolic structures, audience behaviour and audience views, given the many intervening and powerful social background factors'.

He observes that our attitudes are likely to be influenced not only by TV, but by other media, by direct experience, by other people, and so on. Some others are critical of this theory as cultivation theorists tend to ignore the importance of the social dynamics of television. Interacting factors such as developmental

stages, viewing experience, general knowledge, gender, ethnicity, viewing contexts, family attitudes and socio-economic background all contribute to shaping the ways in which television is interpreted by viewers. When the viewer has some direct experience of the subject matter this may tend to reduce any cultivation effect.

4.4.4.2 Agenda setting theory

Paul Lazarsfeld and Elihu Katz posited this theory, which was one of the earliest theories of communication. According to them media does not tell us what we should think about particular subjects we should; media simply informs us the subjects on which we should form our opinions. In fact, Maxwell McCombs and Donald Shaw gave the title 'agenda setting theory' in 1968. McCombs extended the concepts beyond point of knowing if topics we discuss are decided by the media. From his original theory which stated that the media indeed selected our topics, he went to posit that gives us topics in a way we often do not realize that we being given topics.

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 recognises the people's freedom and right of choose the media and its content.

The important distinction between the agenda setting theory and the earlier theories is that it uses quantitative research methods to prove itself.

It is equally important to know who sets the agenda and who gets affected by the media agenda. In this theory, it is shown that the agenda for media is set by the media 'gate keeper' or the editors or producers of radio and television programmes, the candidates during the election, public relation people, 'spin' professionals and the various interest groups. Sometimes the compulsions of news event also set the agenda for media. The people who are affected by media agenda are those who are in dire need of orientation.

In fact, while discussing the agenda setting, we should not only bother about how the agenda are made in media, but we should also find out who makes the agenda in complex and large societies. Politics plays a big role in the topics presented to the public. A considerable portion of the politicians being owners of media outlets, they directly control them. They also have the media background, worldview and money to influence the public opinion. In most cases even the media outlets which are not owned by politicians, depend greatly on politicians for several reasons and they work hand in glove with the politicians. This collusion between the media in general and politicians often becomes a detrimental factors in influencing what we are ultimately presented by the media to read, view, listen and think

Like any other theory, agenda setting theory too has its critics. They say that this theory only shows that media agenda affects some people on some issues some of the time but not always. Hence, it cannot be considered as global and

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comprehensive theory. Some scholars find that this theory is having cognitive rather than affective focus. The drawbacks of this theory are that it does not deal with presentational factors and with competing agendas.

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It is interesting to note that though the emphasis of McCombs and Shaw was on studying the impact of media on audiences from the perspective of media agenda, this theory also helps us explore the relationship of political and economic powers with media and the way they influence media organizations in setting the agenda. Media regulations in various countries also have their impact on the agenda setting functions of the media.

4.4.4.3 The use and gratification theory

The cultivation theory and the agenda setting theory were media centric in the sense that they were more concerned about what media does to its audience. These were the theories trying to study the power of media to change the behaviour and attitudes of masses by bombarding images or setting the agenda of news, programs and social behaviour of people. They had lots of shortcomings but the most significant contribution of these theories was the emphasis on media that made the successors to think in just opposite direction, i.e., the audiences or the consumer of media messages.

The use 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 choice which people make 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 and the environmental, our needs and motives to communicate, the media, our attitudes and expectations about the media, functional alternatives to using media, our communication behaviour, and outcomes and consequences of our behaviour. People use media such as TV, Internet, print, radio, etc. to gratify their needs for information, entertainment, social interaction, escapism, etc.

McQuail points out that the audience normally seeks to gratify certain needs, which could be their need 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.

However, Katz, Gurevitch and Haas (1973) have categorized the various needs and gratification for people into five categories:

- (i) Cognitive needs
- (ii) Affective needs
- (iii) Personal integrative needs
- (iv) Social integrative needs
- (v) Tension free needs

The use and gratification theory too has its criticism. Many scholars find that in order to become audience centric, this theory underplays the role of media and does not recognize the power of media. However, in spite of these criticisms, the most important and meaningful contribution is bringing individual members of the mass society at the centre stage of mass communication process and studies.

4.4.5 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' and 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 out of 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.

The extent of needs that media could fulfil widens, as societies grow more complex and technology advances. It is assumed that if the centrality and the quantity of the specific information provided by a certain medium increases; it increases the audience dependency of that medium. Similarly, in a society, if the degree of change or conflict increases, the media dependency also increases. This theory implies that media dependency can be reduced by processing the information

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provided by the media in a 'critical, literate and creative manner' (Ball-Rokeach, 1998).

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The dependency theory also has many critics. Stanley Baran and Dennis Davis, in their book *Mass Communication Theory*, offer the critique of dependency theory that does not provide any specific use as a scientific theory. They state,

their thesis never varied much beyond their initial assertion that media can and do have powerful effects...It has not yet been conclusively demonstrated that the experience of media dependency by average people is strongly related to a broad range of effects.

In fact, they suggest that we could be dependent on media without ever experiencing dependency. Baran and Davis suggest that dependency should be studied through examining behavioural rather than attitudinal variables. They purport that the theory might be better at explaining short-term rather than long-term social phenomena. Finally, the theory is condemned because it does not identify an ideal level of media dependency.

4.4.6 Mass Society Theory

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 a 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 is to be linked to the moral crisis caused by the weakening of traditional centres of authority such as family and religion. The society predicted by José Ortega y Gasset, T.S. Eliot and others would be dominated by philistine masses, without centres or hierarchies of moral or cultural authority. In such a society, art can only survive by cutting its links with the masses, by withdrawing as an asylum for threatened values. Throughout the twentieth century, this type of theory has modulated on the opposition between disinterested, pure autonomous art and commercialized mass culture.

These types of tendencies are found even in India and many critics of modern mass media find mass society and the ever growing commercialization responsible for many 'evils' of mass media. It is true to some extent that alienation and disinterestedness is the result of growing industrialization.

The theory of culture industry

Popular culture (also known as mass culture) is the totality of perspectives, images, attitudes, ideas and other phenomena that have an informal consensus within the mainstream of a given culture. This was said particularly in the context of Western culture of the early to mid-twentieth century and the emerging global mainstream

of the late twentieth and early twenty-first century. However, popular culture has found its relevance in the developing third world too. Heavily influenced by mass media, this collection of ideas permeates the everyday lives of the society. The aristocratic apocalyptic view or the medieval worldview on mass culture is that it leads to the destruction of genuine art.

The theory of culture industry developed by Frankfurt School critical theorists such as Theodore W. Adorno, Max Horkheimer and Herbert Marcuse is diametrically opposed to the aristocratic view. In their view, the masses are precisely dominated by an all-encompassing culture industry obeying only to the logic of consumer capitalism. These theoreticians were by and large influenced by the Marxist theory.

The dominant ideology, in Marxist theory, is the set of common values and beliefs shared by most people in a given society, framing how the majority think about a range of topics. The dominant ideology is understood in Marxism to reflect, or serve, the interests of the dominant class in that society – if the dominant ideology conflicted with the legitimacy of the dominant class's rule, then society would have to be in a state of war with itself, with the dominant class appearing as an illegitimate occupation. This theory is summarized in the slogan: *The dominant ideology is the ideology of the dominant class.*

The concept of hegemony as propounded by Antonio Gramsci is that a specific group, which stays in power, dominates the society. It does so by partially taking care of and partially repressing the claims of other groups. It does not appear to work anymore, as for an oppressed social class, the principle of hegemony as a goal to achieve has lost its meaning. It is the system that has taken over and instead of certain specific group it is only the state apparatus that dominates.

Popular culture studies were developed in the late seventies and the eighties. The first influential works were generally of politically left-wing. They rejected the 'aristocratic' view and skeptic of the pessimistic view of the Frankfurt School. The contemporary studies on mass culture accept that, the popular culture responds to widespread needs of the public. They also emphasize on the consumers' will and power to resist passive reception and indoctrination. Hence, they tried to describe the whole culture as a complex formation of discourses that generally correspond to interests of a particular class, and which indeed can be dominated by specific groups. However, the products of mass culture are, in fact, product of mass society and hence they are always dialectically linked to the producers and consumers of these products.

Andrew Ross's chapter in *No Respect. Intellectuals and Popular Culture* (1989) has an interesting example describing the above tendency. He shows how blues and rock (music) does not present a linear narrative opposing the authentic popular music, but how the popular music in the America has evolved out of complex interactions between popular, avant-garde and commercial circuits, between lower- and middle-class kids, between different races from the early twenties until today.

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There have been doubts about popular culture being conservative by its very nature. It has been felt that it can be used in a subversive strategy as well. It has been largely agreed now that its forms can also function as anti-cultures. Horror fiction and pornography draw their popular appeal from their expressions of disrespect for the imposed lessons of educated taste. They can be considered as the expressions of social resentment on the part of groups which have been subordinated and excluded by the civilized society.

The ability of the popular culture to resist dominant ideology and its effective role in social change still remained questionable to some. Some critics by treating popular fiction and film as attacks against the system whereas other scholars believed that, by presenting their perversion as supernatural, or at least pathological, horror films precisely contribute to perpetuating those institutions.

Umberto Eco's studies projected Superman and James Bond as myths of good-and-evil world views. This is a lucid example of semiotic and political analysis. Another way to bring in changes in the age mass media is to introduce small and gradual changes in products which otherwise conform to the demands of dominant ideology.

Some scholars, describe how opposing forces use the logic of the media to subvert them. In *No Respect*, Andrew Ross mentions how the late sixties Yuppies would stage media events, such as the public burning of dollar bills in Wall Street, thereby drawing heavy media coverage. This politics of the spectacle brought the counterculture right into the conservative media.

Alan Swingewood in his book *The Myth of Mass Culture* (1977) says:

the ideological messages the mass media receive are already mediated by a complex network of institutions and discourses. The media, themselves divided over innumerable specific discourses, transform them again.

Public logically relates those messages to individual existences through the mediation of social groups, family networks, etc., which they belong to.

4.4.7 Political–Economic Media Theory

Another theory influenced by the Marxist thought is known as political-economic media theory which maintains that the economy is the base of the super-structure 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 super-structure and has to be inline with the economic philosophy of the state.

As the political–economic 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 is 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.

4.4.8 Cultural and Semiotic Theory

The semiotic and cultural theory came into being as a result of major scholarly works in semiology in Europe and semiotics in the US. The founders of this theory were people like Ferdinand de Saussure, considered as fathers of the modern linguistics and semiology, and logicians like Charles Sanders Peirce. Saussure in his major work called the '*Course in General Linguistics*' (1916) laid the foundation of a new discipline called semiology that was later nourished by Roland Barthes (1957/1964), Umberto Eco (1976), Algirdas Julien Greimas (1987) and many others. The contribution of C.S. Peirce is no less significant as he defined sign and signification in his works in 1902.

The most significant contribution of this theory has been the emphasis on the process of communication as a generation of significance as compared to the other linear models looking at communication as a process of transmission of messages. The theorists have gone to the extent of reducing the importance of the speaker, writer or producer of the message, because they felt that the significance takes place in a given cultural context at both the ends. For example, William Shakespeare writes a play in a given society to generate a meaning that is perhaps quite communicable to the viewers. But after the play has been written, it goes to various societies in time and space and gets signified in a culture that was not that of Shakespeare. Hence, the death of the author was announced by Roland Barthes and a new dimension to communication was given where there is no possibility of misunderstanding or non-communicability.

CHECK YOUR PROGRESS

7. List the five categories of needs and gratifications according to Katz, Gurevitch and Haas (1973).
8. What is entropy in terms with reference to communication?
9. What is redundancy with reference to communication?
10. What is selective perception with reference to communication?
11. What is selective exposure with reference to communication?

4.5 NORMATIVE THEORIES OF MEDIA AND MASS COMMUNICATION

Apart from various theories propounded in the last seventy or eighty years, there are four major theories of press also known as the normative theories. They explain

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how media 'ought to' operate under the prevailing political and economical setup. It is a well-known fact that every society controls the mass media according to its needs and policies and for doing so it formulates certain guidelines of media or press. The following theories precisely explain the various philosophies guiding societies and its press.

4.5.1 Authoritarian Theory

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

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

4.5.2 Free Press Theory

This theory advocates removal of all restraints on media. The theory has its origins in the seventeenth century England where the invention and spread printing press took place. Printing press for the first time could generate thousands of copies of books or pamphlets at affordable prices. The state was believed to be a source of interference on the individual's rights and his property. Libertarians treated taxation as a theft by the authorities. This theory purported that popular will (*vox populi*) should precede the power of state.

Advocates of this theory were, an early sixteenth century philosopher, Lao Tzu; a seventeenth century British philosopher, John Locke; the epic poet (*Aeropagitica*), John Milton; and an essayist (who has written *On Liberty*), John Stuart Mill. In his *Aeropagitica* of 1644, Milton stated that there should be freedom expression and 'let truth and falsehood grapple.' After the French revolution, the new republican government in its Declaration of the Rights of Man, stated that 'Every citizen may speak, write and publish freely.' Out of such doctrines emerged the concept of the 'free market of ideas.' George Orwell, a British writer, defined libertarianism as 'allowing people to say things you do not want to hear'. According to libertarians, the press must play the role of *Fourth Estate* where it should reflect the public opinion.

4.5.3 Social Responsibility Theory

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

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

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

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

4.5.4 Communist Media Theory

Marx and Engels posited the communist media theory according to which 'the ideas of the ruling classes are the ruling ideas'. They believed the bourgeois ideology pervaded throughout the mass media. Lenin strongly believed that the existence of private ownership is incompatible with the freedom of press. He thought that information generated with the help of modern technology must be controlled to ensure the freedom of press.

The communist media theory advocated that the responsibility of mass media was educating the masses of workers and peasants rather than simply giving out

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information. The public must be encouraged to give feedback which helps the media to cater to the public interests. The theory justifies the state control on the basis of the communist theory that the socialist revolution would be led by the proletariat comprising of peasants and workers. The socialist state would be ruled by the communist party, which is the vanguard of peasants and workers. According to Marx, Engels and Lenin a socialist framework ensures a real democracy compared to bourgeois democracies which are the democracies for the rich and elite. Hence, the state would control the press so that nothing is allowed to be published which is against the interests of the peasantry and working class.

4.6 OTHER THEORIES

Two more theories, later added to the theories of press as the earlier 'four theories of the press' were not fully applicable to the non-aligned countries of Asia, Africa and Latin America, who were committed to social and economic development on their own terms.

4.6.1 Development Communication Theory

The underlying concept behind this theory was that communication is indispensable to attain socio-economic development. The first four classical theories legitimized capitalism, but the development support communication theory or development communication theory, the media undertakes the responsibility of promoting positive developmental programmes, accepting restrictions and instructions from the state to fulfil the 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 United Nations to the programmes of development in the areas of education, health, environment and infra structural development. Organizations like UNICEF, WHO, UNCHR and 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 appeared as the book *Many Voices, One World* which became the first book for the students of development journalism.

The major thrust of the theories of development communication has been on the use of media as a support to the national development programmes like population control, universal education, literacy programmes, employment generation and empowerment of various sections of the population. However, the weakness of this theory is that 'development' is often takes the form of government propaganda.

4.6.2 Participatory Communication Theory

The participatory communication theory or the democratic-participation media theory is the most recent addition to the list of normative theories. This theory has emerged out of the fact that the media and the government do not pay heed to the people in their enthusiasm for development. This theory vehemently opposes the commercialization of modern media and its top-down non-participant character. The need for access and right to communicate is stressed. Bureaucratic control of media is decried.

This theory advocates the multiplicity of media and media organization and the smaller scale of operation as that alone could make media more democratic and the participation of people in the process of development could also be increased. It also opposes centralised, highly professionalized big capital media along with the state-owned media as it finds them the necessary evils in a democratic society.

Various NGO and other political groups have preferred to involve them in advocacy and alternate journalism only to give voice to voiceless as they claim. Various development programmes like the big dam projects or the nuclear power plants projects have not been well received among people in countries like India. These types of projects and controversies related to them have also justified to certain extent the need of such communication theories.

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4.7 SUMMARY

- The communication process and its impact have been studied in various models and theories given in this unit. Today mass communication has evolved into a separate discipline.
- Major advances and contributions to this discipline took place after World War I. Mass communication as a discipline is closely related to the various modern disciplines like psychology, sociology, political science and linguistics to name the significant ones.
- The communication process was first studied for the purposes of telecommunication by Shannon and Weaver in the very first linear model proposed by them. Later many more models with many more modifications were proposed.
- The impact of mass media was meticulously researched during American Presidential elections. Various normative theories were propounded by media scholars in order to describe the use of mass media in mass societies.
- The latest theories of mass communication were influenced by the post colonial urge to bring the development to the forefront in the post-World War II scenario. The theories of development communication and participatory communication for development have emerged out of this compulsion.

4.8 KEY TERMS

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- **Selective perception:** Perceiving things according to beliefs rather than as they really are, and reacting accordingly
- **Selective exposure:** Tendency to avoid information inconsistent with one's beliefs and attitudes
- **Selective retention:** A tendency or process related to the mind, where people more accurately remember messages that are closer to their interests
- **Encoding:** The process of putting a sequence of characters (letters, numbers, punctuation, and certain symbols) into a specialized format for efficient transmission or storage
- **Decoding:** The conversion of an encoded format back into the original sequence of characters
- **Entropy:** The degree of randomness, lack of organization, or disorder in a with reference to communication
- **Noise:** Any form of undesired sound or electronic signals that can interfere with the intended communication

4.9 ANSWERS TO 'CHECK YOUR PROGRESS'

1. The four functions of the communication models are as follows: (i) Organizing function: A model shows the various elements or components of communication and presents how these relate to one another; (ii) Heuristic function: It means that a model can help people to identify new hypotheses to test and new directions to look at communication; (iii) Predictive function: This means that from the known factors and relationships in a model we can make some relatively safe guesses about behaviour and outcomes; and (iv) Measurement function: A model serving this function can contain explicit statements about the relative importance of certain components and can show specific means for measuring a particular dimension of communication.
2. Different models of communication include the following: (i) Shannon and Weaver model (1948); (ii) Harold Lasswell's Model (1948); (iii) David Berlo's Model (1960); (iv) Theodore M. Newcomb's Model (1953); (v) Charles E. Osgood's Model (1954); (vi) George Gerbner's Model (1956); (vii) Wilbur Schramm's Model (1971); and (viii) Westley and MacLean Model (1957).
3. Westley and MacLean model is specifically adapted and designed for understanding the role of mass media in communication.
4. The three nodes of the triangle in Westley and MacLean model refer to sender, receiver and their social context.

5. Encoding is the process of putting a sequence of characters (letters, numbers, punctuation and certain symbols) into a specialized format for efficient transmission or storage.
6. Decoding is the opposite process; the conversion of an encoded format back into the original sequence of characters. Encoding and decoding are used in data communications, networking and storage. The term is especially applicable to radio (wireless) communications systems.
7. According to Katz, Gurevitch and Haas (1973), the five categories of needs and gratifications are: (i) Cognitive needs; (ii) Affective needs; (iii) Personal integrative needs; (iv) Social integrative needs; and (v) Tension free needs.
8. Entropy refers to the degree of randomness, lack of organization or disorder in a with reference to communication.
9. Redundancy helps combat noise in a communicating system (e.g., like repeating the message).
10. Selective perception is a form of bias because we interpret information in a way that is congruent with our existing values and beliefs.
11. Selective exposure concept posits that individuals prefer exposure to arguments supporting their position over those supporting other positions; media consumers have more privileges to expose themselves to selected medium and media contents.

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4.10 QUESTIONS AND EXERCISES

Short-Answer Questions

1. What is communication?
2. What is the difference between models and theories and how do they help us in understanding the process of communication?
3. What is the significance of Mathematical Model of Communication in communication studies?
4. What is the difference between Shannon and Weaver model, SMCR model and Lasswell's model?
5. Briefly explain hypodermic needle theory.
6. List the Klapper's five mediating factors and conditions that affect people.

Long-Answer Questions

1. Explain different models of communication.
2. Explain different theories of communication.
3. List and explain sociological theories.
4. List and explain normative theories of media and mass communication.

5. Write a note about the origin and growth of communication Theory.
6. What is the Indian perspective of communication process?

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4.11 FURTHER READING

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UNIT 5 MEDIA FOR MASS COMMUNICATION

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Structure

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- 5.6 Television
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- 5.8 Summary
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- 5.10 Answers to 'Check Your Progress'
- 5.11 Questions and Exercises
- 5.12 Further Reading

5.0 INTRODUCTION

This unit exposes you to the media for mass communication including the latest media like the Internet, computers and mobiles. Mass communication has become one of the central activities of modern society. It is possible for people to

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communicate with each other at an interpersonal level with the help of language in the form of speech, but one cannot communicate with masses without using other types of media, such as print, radio, films, television and the most recent of them known as new media. In this unit, a brief history and evolution of these media along with the strengths, weaknesses and impact would be discussed with an objective of giving a comprehensive picture of these media and their use and utility in mass communication.

5.1 UNIT OBJECTIVES

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

- Learn about the various media of mass communication
- Learn about the origin and growth of different media
- Know about the genres or types of each of these media
- Know the use and impact of these media in mass communication

5.2 MEDIUM AND COMMUNICATION

Language as a medium of communication is originally oral. Oral communication has developed over the ages and even in this age of sophisticated media and communication technologies, the significance of spoken language in interpersonal to mass communication has not diminished.

The spoken language can be found in many forms from tribal societies to well developed modern democracies. Dialogue, speeches, folk tales and folk songs, theatre, debate and discussions are such forms available in oral media.

5.2.1 Language: The First Medium

Ever since mankind developed their settlements, domesticated animals and started living in communities, man found a way to communicate using various speech patterns for proper words for various things. This led to the birth of a language which in later years became a tool to express thoughts, ideologies and expressions. Growth of villages and later cities made the situation favourable for languages to develop rapidly as media of communication.

The tradition of oral or verbal communication continued for ages until the need for recording what had already been said was felt. Various records of the societies, families, wisdom and skills of the communities were passed from generations to generation only verbally. The disadvantages of this oral tradition is when the information and knowledge are passed further, were found to be either incomplete or distorted or completely forgotten. This paved the path for the need of written word to store knowledge not in memory but in records.

5.2.2 Oral Communication

Oral communication involves communication by word of mouth. It is an interaction that involves the use of spoken words. We are acquainted with various types of oral communication right from our childhoods. When we talk with friends, quarrel over petty issues, discuss current affairs and narrate stories to children, we are involved in a process known as oral communication, which requires no formal training. We come across several types of oral communications in corporate, social and political sectors as well. They are in the forms of staff meetings, presentations, debates, speeches, discussions, telephonic chats, classroom lectures or simply informal conversations. Today it has become a skillful task.

There are several advantages of oral communication. It is interpersonal, involves flexibility, transparency and a high level of mutual participation. The best part is that the feedback is spontaneous. But there are some limitations well like oral communication is not easy to maintain and sometimes it is not authentic in formal and organised conversations. Since ages, oral communication has helped in shaping various aspects of our lives, behaviour and even our way of thinking. We are told by our parents many do's and don'ts that we pass on to our next generation. Thus we retain certain values, morals and traditions of our ancestors.

In ancient times, the whole education system depended on the word of mouth. Our ancient texts like *vedas*, *aranyakas*, *upanishads* and *shrutis* are a result of teachings that were passed on from the teachers to disciples orally. We still find this system of teaching and training in the families or gharanas of classical music and dance.

Oral tradition of communication includes verbal arts or expressions like customs, habits, songs, poetry, anecdotes, riddles, proverbs, tales, ballads, storytelling and the elaborate epics. From ancient times, oral tradition has been used for religious, moral, social and political purposes.

5.2.2.1 Folk Songs and folk tales

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

Folk media can be categorized into folk songs, folk tales, folk dances and folk theatres, riddles and sayings. Every region of India has its own distinctive

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style and way of presenting these art forms. Some of the most popular folk art forms are: Songs, dance, theatre, storytelling, riddles and puppetry.

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

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

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

Energetic, lively and colourful folk dances demand community participation. Each dance form brings action in distinct characteristics of life. *Pung cholam* of Manipur, *bihu* of Assam, *hikal* of Himachal Pradesh, *chau* of Bihar and Bengal,

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dandiya of Gujarat and *bhangra* and *gidda* of Punjab are some of the folk dance forms of India.

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

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

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

5.2.3 Traditional Media

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

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

5.2.4 Written Communication

Written communication is a communication that makes use of the written word. The content of a letter, book, manual, newspaper, report, office order, and application is communicated through written words. Written communication is required in schools, colleges, at work places or in our personal lives. It has become an essential in most of the business enterprises.

The best feature of written communication is that it is documented. It can be consulted or reviewed any time. There is hardly any scope of tampering or distorting

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the facts once they are written. Hence, written communication is not temporary, cannot be forgotten and it spreads the same message to everyone, making it uniform in nature as in the case of books, novels, reports, etc. There might be some disadvantages also of written communication like it is time-consuming or it tends to be formal, but as the written form is reliable and authentic, it would be appropriate to ignore its drawbacks.

It is appropriately said that written word is power. Humans have undergone a journey of thousands of years to achieve this power. The writing must have been invented to replace the role of memory in advancing knowledge. In earlier days, memorising the knowledge was considered a skilful job. Legends, prayers and even family or tribe records were maintained orally. As memorising and passing the knowledge to next generations must have faced some loss or distortion of content, the need for some method to record it must have arisen.

The insight that everything could be represented by a pictorial symbol led to the invention of writing. Expressing through pictures was first carried out on clay tablets in Assyria sometime in 3500 BC. The pictures were cut with a wedge-shaped tool in the damp clay which was dried to serve as a permanent record. 'Cuneus' is a term that originated in Latin which means a wedge. Hence, this style of writing was known as cuneiform writing. Next, hieroglyphs came into use in Egypt. These were painted or drawn on papyrus. In Egypt, these pictorial writings were meant only for the temples. The term hieroglyph is derived from two Greek words namely, 'hiero' and 'glypho', meaning sacred and engraved respectively. Egyptian empire encouraged its scribes in maintaining the accounts of its temples and military accounts. Sumerian cuneiform writing and the Egyptian hieroglyphs are the earliest forms of writing.

As in picture writing system, the glyphs represented objects, in the next stage, i.e., phonetic system, glyphs referred to spoken symbols. This made the task easy to make a syllabary where a limited number of sounds were combined to make a number of words. Thus, the Sumerian system now had only about a hundred symbols as compared to their system that had thousands of symbols. This system is known as the phonetic system of writing.

The new form of writing was based on the idea of the alphabet. People were finding some system where each sound of the spoken language could be represented by one letter sign. The idea was to combine relatively a few signs while writing. From 100 symbols, now people reduced the symbols to about two dozen or more. Many types of alphabetical writings were developed by various civilizations. Some like Phoenicians, Canaanites and Hebrews did not use any vowel in their alphabets. But out of all, the Greeks developed the most simplified and systematic system of writing by adding vowels to the alphabets.

5.2.4.1 Manuscripts and handwritten books

A manuscript is a handwritten text on paper, cloth, metal, palm leaves, rocks, leather, wood or any other material. Before the invention of wood block printing, all written texts were produced and reproduced by hand. The manuscripts were

produced in the form of scrolls or books, bound or tied. Writing was a special profession in early times. Those engaged with writing were known as scribes. Scriptoriums were made where scribes used to write and preserve the manuscripts.

In Europe, the most common material used for writing was vellum or parchment. Parchment is made out of animal skin. In Southeast Asia, the texts were inscribed on metallic plates. Rare Buddhist manuscripts were inscribed on brass, copper or ivory sheets. In India palm (*taarh*) leaves were used for writing purposes in ancient times. Later, the manuscripts were written on bhoj-patras or tamra-patras.

As the city life developed, it demanded the growth of education and learning. The use of tablets and scrolls extended from maintaining official and family records and religious prayers to literary expressions. Proverbs, sayings, morals and ethics were a part of wisdom literature all around the world. Then subjects like medicine, astronomy, mathematics and astrology found place in manuscripts. Various schools developed. In Sumer, Egypt and Mesopotamia selected children studied writing to become either a priest or a professional scribe. India also developed 'ashram system' for studies but the education was imparted orally.

In India, most of the manuscripts found are written in Sanskrit. The manuscripts of *vedas* in the form of religious and philosophical discussions were written in vedic Sanskrit. All Upanishads, aranyakas along with Panini's grammar, Charak samhita were part of oral tradition known as '*shruti*' that were written later on *taarh* or *bhoj patras*. The inscriptions of Ashoka in Prakrit, various scriptures of Buddhism in Pali and many manuscripts in Tamil and other Dravidian languages in Brahmi scripture are a part of our culture. These texts are in the form of '*granthas*'. The term '*granth*' is derived from the Sanskrit word '*granthi*' meaning a knot or tie. The documented metal sheets or leaves tied and knotted with a string were called *granthas*.

Mughals also encouraged writings on various subjects including literature in particular. Some of the manuscripts of medieval India are *Ain-e-Akabari*, *Baburnama* and *Tuzk-e-Jahangiri* or *Jahangirnama* that were written in Persian. All of them are autobiographies of these famous rulers. Most of their manuscripts were illuminated. An illuminated manuscript is a manuscript which has decorated borders or illustrations.

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CHECK YOUR PROGRESS

1. What is the original form of communication?
2. List different forms of oral communication.
3. Which is considered as the earliest developed medium of communication?
4. What do you understand by folk culture?
5. List some non-verbal forms of communication?
6. What are the major advantages of written communication over oral communication?

5.3 PRINT MEDIA

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

5.3.1 Early Days of Print Media

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

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

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

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

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

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

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

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

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

5.3.2 Genre of Print Medium

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

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

5.3.2.1 Books

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

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

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Fiction

Most books published today are fictitious stories. They are in-part or completely untrue or fantasy. Historically, paper production was considered too expensive to be used for entertainment. An increase in global literacy and print technology led to the increased publication of books for the purpose of entertainment, and on many social issues that are allegorically called social commentary.

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

Non-fiction

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

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

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

5.3.2.2 Periodicals

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

The first issue of periodical *Review* was established in London in 1704. This periodical of four pages was like a weekly newspaper, yet it was different

from early newspapers as it focussed on articles on domestic and national policies. Daniel Foe, the founder of *Review* edited the first issue from New Gate prison where he was kept for his critical views on certain policies of the Church of England.

The first magazine was published in late eighteenth century in London for the affluent class of the society. It was called *The Gentleman's Magazine*. It was edited by Edward Cave who for the first time used the term 'magazine' for his periodical. The term magazine has its roots in the Arabic word 'makhazin' meaning a place to store things or a storehouse. In Russian, shops, where things are kept or stored for selling, are known as magazines.

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

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

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

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

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

5.3.2.3 Newspapers

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

A newspaper covers a variety of topics. There are some newspapers that concentrate on a specific topic for instance, a business newspaper covers all information regarding business and economy and issues that affect the business or essentials of business. A newspaper of general interest caters to the needs of

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everyone by covering stories on national, international regional, political as well as social events. It also informs us on business, crime, sports, literature, fashion, films and other entertainments like puzzles, comic strips and features on food, places, personalities and fine arts. Weather reports, forecasts and horoscopes are other attractive features of a newspaper.

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

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

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

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

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

5.3.2.4 Posters, pamphlets, flyers and brochures

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

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

Posters

Since decades, people have been using posters in various forms like placards and poster bills. We see agitators holding placards in rallies; even at airports one can

see people holding placards with the name of the person they are looking for written on them. Often in markets or in our colonies we see some information regarding sale or tuitions printed on a piece of paper and pasted on the walls. This is also a form of poster that is used for the purpose of advertisement.

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

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

Pamphlets

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

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

Flyers

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

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Brochures

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

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

5.3.3 Print as a Medium

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

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

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

CHECK YOUR PROGRESS

7. Who invented the modern printing machine and when was it invented?
8. Mention a few forms of print media.

5.4 RADIO

The invention of radio and its spread in Europe, a long time after they had been using print media, had a remarkable impact on spread of knowledge. Marshall McLuhan, a Professor of English and a renowned scholar of media studies has described radio as a tribal drum as radio shocked the European people who had learned to divide the world in public and private spaces.

5.4.1 Early Days of Radio

The need for rapid long distance communication led to the invention of radio. The Mid-nineteenth century was a period where long distance communication technologies were emerging one after the other. The first such instance was the invention of 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 became possible due to the hard work and insights of thousands of scientists. Michael Faraday was conducting an 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.

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Even during the beginning of eighteenth century common people travelled long distances on foot, on horses or by carts. It took them months to reach their destinations. Long distance communication was possible either by ships or horses that carried goods and messages from one place to the other. Much before this in late sixteenth century, when ships sailed for trade, invasions and explorations, the need to inform the near and dear ones about their well being would have been felt.

Giovanni Della Porta, a scientist in sixteenth century, wrote in his book *Natural Magik* about a device that would be able to 'Write at a distance'. He wanted to use a special lodestone (a natural magnet) in his dream device that he never found. This incident underlines the felt need for long distance device or method for communication.

Inspired from Giovanni's imagination, Hertz invented a simple transmitter and receiver in 1887. A few years later Guglielmo Marconi started experiments on different wave lengths and types of antennae after having studied about Hertzian waves. He wanted to send and receive messages by Morse code. In the beginning of 1890, he sent wave signals at 9 metres and after some time in 1901 successfully sent the wave signals to a distance of 3200 km, from England to Newfoundland. The message was letter 'S' in Morse code that was the first Trans Atlantic message.

Now the task that remained to fulfill was to send and listen to the human voice through radio waves. Reginald A. Fessenden transmitted voices from Boston to surprise all radio operators, along the Atlantic sea lanes. Instead of the dot and dash message, they heard a human voice. They heard a male voice reading from the Bible, then a phonograph record followed by music on violin. This remarkable event took place on the Christmas Eve in 1906. Same year Lee de Forest designed a three element vacuum tube. This amplified the radio signal. Next stage in the development of radio was designing of portable radio transmitting and receiving set that was widely used in the World War I. Radio was still not for public use.

A number of scientists in the West were experimenting on radio waves. Hence, the credit of inventing radio goes to a large number of researchers, scientists

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and inventors namely Marconi, Nikola Tesla, Alexander Popov, Oliver Lodge, Reginald Fessenden, Heinrich Hertz, James Clark Maxwell and many more.

The improvements in the radio technology now came more quickly. People were interested in listening to the radio which seemed a bit distant due to many obligations that had to be met before starting a broadcast for public. Improvements in radio sets, the cost, a clear reception, regulations regarding air waves, etc. were the initial problems. David Sarnoff, working for the American Marconi Company, said that radio is becoming more than an experiment, but it should become a 'music box' for homes. He wrote a memorandum in 1916 in which he said:

I have in mind a plan of development which would make radio a "household utility" in the same sense as a piano or phonograph. The idea is to bring music into the house by wireless. . . . The receiver can be designed in the form of a simple "Radio Music Box" and arranged for several different wave lengths, which should be changeable with the throwing of a single switch or pressing of a single button. The "Radio music box" can be supplied with amplifying tubes and a loud speaking telephone, all of which can be neatly mounted in one box. The box can be placed on a table in the parlour or living room, the switch set accordingly and the transmitted music received.

The first real radio broadcast was transmitted from Pittsburg (Pennsylvania) in 1920. It was Dr Frank Conrad who started regular broadcasts twice a week. He used for this purpose, the recorded music and the response was huge and excellent. Same year, the early result of the presidential election between Jams Cox and Warren Harding were announced from the same licensed company later named as radio station KDKA. Radio station KDKA probably still exists and is considered as the oldest radio station.

5.4.2 Mediumwave and Shortwave

Today we can carry transistor radio sets in our pockets. Radio is inbuilt in the latest mobiles. But in the early days, the size of radio sets was quite huge. There were heavy huge boxes around which people used to gather and listen to music, news and other programmes.

Later, many radio stations appeared in various cities. Rich and wealthy people or various organizations purchased the transmitters to broadcast their own messages. To accommodate so many people was the biggest problem as there were hardly any locations on the frequency spectrum. In fact, the amplitude modulation broadcasting system could carry the signals over long distances, especially at night. People listening to a local station only heard a jumble of broadcasts from various parts of the country.

Finally in 1926, The National Broadcasting Corporation (NBC) started network broadcasting. By the end of the decade, people all over the country

could hear a broadcast of same radio station simultaneously. Radio was transformed from long distance signalling device into a medium that served the entire nation. The broadcast now offered a variety of content. It promoted singers, presented sports events and was also used by politicians for their campaigning. News broadcast attracted huge audiences; radio became an integral part of everyone's life.

Let us try to understand how this technology of receiving voice in radio sets was made possible. Radio communication used electromagnetic waves to transmit information, in our case voice, from one point to another. Our voice frequencies range in 50–3000 Hz. The basic principle of radio communication involves conversion of such voice frequencies to a higher frequency and then radiating them through an antenna and at the receiver end again converting the electromagnetic radiations to voice frequencies. Transmitters and receivers are required to propagate and intercept radio waves. Radio waves carry the information or signals. This information is encoded directly on the wave by interrupting its transmission or it is impressed on it by a process known as modulation. When at the receiver end these electromagnetic radiations are converted back to voice frequencies, the process is known as demodulation.

Amplitude modulation (AM) in the older method of broadcasting, and it is still in use. We already know that AM radio was started with the broadcast on the eve of 1906 by Canadian scientist Reginald Fessenden. During winters the AM broadcast band is more favourable as the nights are lengthy, of longer dark hours.

AM radio technology is a simpler broadcasting on several frequency bands. It gets disrupted by manmade or atmospheric interferences. Hence, it is not well-suited for music programmes but all over the world it is used in the programmes of news, talks, sports, etc.

Medium wave (MW) signals have a typical characteristic of following the curvature of the earth at all times. They are also refracted off the ionosphere at night. Hence this frequency band is ideal for local as well as continent-wide services. This happens because AM signals get disrupted in large urban areas by metal structures, tall buildings, lightning and atmospheric noise. MW is a radio wave with a wavelength between 100 and 1000 metres. Basically it is a frequency in the range of 300–3000 kHz.

Shortwave is a high frequency, between 3000–30,000 kHz. The wavelengths in this band are shorter. SW radio is used for long distance communications. It can easily be transmitted over a distance of several thousands of kilometres. In tropical regions, SW is less disrupted by thunderstorms than medium wave radio and thus can cover a larger geographic area. But overcrowding on the wavebands, atmospheric disturbances and electrical interferences from appliances and installations disturb the broadcast. In such cases, voice quality hence delivered is poor at times. Even otherwise, the audio quality of SW broadcast is inferior in comparison with MW though the SW frequencies can reach any location on the earth.

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It was SW that made it possible for us to listen to BBC, Voice of America, Deutsche Welle and broadcasts from all over the world. Similarly, the External Services Division of the All India Radio uses the SW to broadcast its programmes in various foreign languages to the concerned countries. SW transmissions were of great importance to us from the very beginning. It brought events to listeners from other countries. Germany and Soviet Union started to broadcast internationally in 1920s. Voice of America and BBC do broadcast in various languages.

5.4.3 FM Radio

From the early days of radio transmissions, scientists were annoyed by the hissing noises caused by the atmospheric electricity. They made great efforts to reduce this but the problem was not solved completely. Edwin Armstrong in 1933 developed a new kind of radio signal based on frequency modulation. Frequency modulation is a method of conveying information over a carrier wave by varying its frequency. This is different from AM in which the amplitude of the carrier wave is varied while its frequency remains constant. Since this system is static free and can carry much higher or lower frequencies, it proved to be an ideal carrier of music. Reach of FM is only up to the horizon hence, the broadcast is limited to a specific area.

Armstrong used a much broader bandwidth than AM stations. By doing this he gave not only hissing free reception but also much higher audio quality than AM radio offered. Frequency band to FM radio is about 88–108 MHz. FM Radio is broadcast in stereo that means it has 2 channels of information. FM system rejects the noise better than the AM system. AM system picks up any change in amplitude that changes the signal. That is the reason why FM is able to provide interference free reception and a high audio quality.

There were about twenty experimental FM stations in US in 1939. It was from here that FM originated. Today, we have a long list of FM radios all over the world. It is a radio that is very popular amongst the youth. Though it provides a variety of information, its main genre, however, remains music.

There are people who argue that FM is promoting an all together different type of culture, where as there are those who feel that FM has brought people much close to radio as it is interactive.

5.4.4 Satellite Radio, XM and Podcasting

Satellite radio is a digital radio signal. It is the latest in digital radio technology. It is relayed through satellites hence can be received in a much wider geographical area than terrestrial AM and FM radio. Satellite radio services are subscription-based and are provided by commercial companies. Satellite radio is one of the fastest growing entertainment services in the World.

At present there are two space-based radio broadcasters namely World Space and Sirius XM radio. These companies have merged into a single company but the two services are not fully integrated yet.

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The ground station transmits a signal to geo-satellites. These signals are bounced back down by satellites to radio receivers on the ground. Radio receivers receive and unscramble the digital data signal which contains more than 170 channels of digital audio. These signals contain encoded sound and information about the broadcast that include the title of the song, artist's name and genre of music to be displayed on the radio.

WorldSpace radio is based in Washington DC in United States. It has its own satellites that are used for providing audio content in the continents like Asia and Africa. The two satellites are Afristar and Asiastar. Each one of them sends out three beams carrying 120 digital audio channels in all.

In India, some of the local language satellite radio channels are available namely, Gandharva, Spandan, Sparsh, Shruti, RM radio and Farishta. We can tune to Carnatic music, Hindustani classical music, pop, jazz and rock music as well. It is popular in hotels and shopping complexes. World space radio has its tie-ups with international content providers like BBC and CNN. Telecom Regulatory Authority of India is working on the guidelines for this sector. It is also said that Indian Space Research Organization is working on a multimedia satellite platform for hosting satellite radio.

Podcasting is a service that allows the Internet users to pull audio files from a podcasting website to listen to various programmes on their computers or on personal digital audio players.

MTV jockey Adam Curry and software developer Dave Winer jointly developed podcasting in 2004. Curry downloaded Internet radio broadcasts to his ipod with the help of a program called ipodder. Though podcasting is almost free of cost, some of the international companies are eyeing on it for making profit. In Australia, podcast network runs commercials during its audio programmes. The radio stations like the National Public Radio, the Canadian Broadcasting Corporation and the BBC also podcast their programmes.

Very soon the use of podcasting technology will not be limited to music; it is a useful tool in the field of education as well. Podcasting in India is at an initial stage. Despite the fact that there are approximately 3000 Indian podcasters, podcasting is not a very popular venture. One of the podcasters is Sunil Gavaskar who hosted a cricket podcast at Yahoo India. Some of the podcasts in Indian languages are podmasti, podbharti and podbazar. The XM Satellite Radio (XM) is one of the two satellite radio (SDARS) services in the United States and Canada, operated by Sirius XM Radio.

5.4.5 Radio in India

The *Times of India* and the posts and telegraphs department jointly started broadcasting radio programmes from Mumbai. This was called the Radio Club of Bombay. Almost at the same time a group of people interested in radio listening joined hands and formed another radio club in Madras which was named as Madras

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Presidency Club. This club started its broadcasts, mainly entertainment, from 31 July 1924. They installed a SW transmitter of one kilowatt but they could not continue it because of the shortage of money. The then government realised the power and usefulness of radio and launched Indian Broadcasting Company in March 1927.

The date 23 July 1927 is a memorable day in the history of broadcasting when Lord Irwin, the Viceroy of India, inaugurated Bombay radio station. Same year, Calcutta station was inaugurated by the then Governor of Bengal, Stalin Jackson. Indian Broadcasting Company went bankrupt in 1930.

In June 1936 the Indian State Broadcasting Corporation was renamed as 'All India Radio'. The 'Akashvani' got its name ten years later after independence in 1957. Akashvani is providing various services like national, the regional, Vividh Bharati, external services, school and university broadcasts. Popular genres of radio are news, newsreels, features, drama, music programmes, talks, discussions and live chat shows.

After independence many learned people from all walks of life joined All India Radio. They chalked out radio programming with an aim to integrate masses of India through various programmes on music, drama, literature and news. More attention was paid to include Indian classical and folk music to attract more and more people. Artists like Pandit Ravi Shankar, Ustad Bismillah Khan, and Bade Gulam Ali Khan were invited to perform. Many writers and journalist joined AIR's news unit. Their understanding of the society, language and culture were reflected in their comments and views that helped masses to come closer to the social causes. Various other programmes on agriculture, health, science and social welfare opened new horizons for the masses.

5.4.6 Radio as a Medium of Communication

Radio is a useful and powerful instrument for mass communication. It has certain drawbacks and advantages as an audio medium. It is capable of disseminating information at distances and in a very wide area, very quickly. Messages and information can be delivered the moment it is received. Unlike television, it does not require special arrangements for broadcast. A radio reporter can be prompter than a TV reporter thus making radio more reliable for broadcasting the event or happenings and is certainly a faster medium than print.

As an audio medium, its reach is vast. It delivers the messages that are heard and comprehended by all from highly educated intellectuals to neo-literates as well as to illiterates. Radio is cost effective too. Nowadays, people are able to access FM radio on their mobile phones.

Radio is a boon for specially disabled persons who cannot see as they can listen to the news, enjoy music and make themselves aware of the world which they cannot see. Further, it enhances one's visual and imaginative powers. Through radios people heard the explosions of bombs during World War II and could feel the tragedy from their homes.

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Radio provides the convenience to receive messages, and enjoy music or features while they are working. A busy executive may also listen to a current affairs programme while driving, a student can listen to important announcement and news while getting ready for his college, and a farmer may listen to agriculture or music during his work in the field. Radio does not snatch time from one's working schedule.

The government of India launched several projects in the fields of education, healthcare, agriculture, etc. like school broadcast (1937), adult education and community development (1956), farm and home broadcast (1966), university broadcast (1965), etc.

Today, the radio has become interactive and has started live broadcasts where people can participate by sharing their views on topics that are discussed. Almost all services of all India Radio offer live participation of audiences. FM radio stations are much ahead in this regard. The instances like road accidents, traffic jams, sudden fall in temperature or rains in a particular area, storms, etc. are regularly reported.

Some governments have provided aid or sponsored programmes on education, agriculture, health, women empowerment, etc. But more guidelines, schemes and formats have to be chalked out to work on issues like hunger, poverty, unemployment and so on. Masses should come forward with new innovations and constructive ideas to deal with these problems.

German poet, playwright and theater artist Bertolt Brecht (1898–1956) expressed his views on the functioning of radio as a means of communication while delivering a speech in 1932 and said:

It was not the public that waited for radio, but radio that waited for public; to define the situation of radio more accurately, raw material was not waiting for method of production based on social needs but means of production were looking anxiously for the raw material. Radio could be the most wonderful public communication system, imaginable, a gigantic system of channels could be, that is, if it were capable of not only transmitting but of receiving, of making the listener not only hear but also speak, not of isolating him but of connecting him.

People tune to radio for various reasons. Some really want to be informed; some use it as a background voice while they are working; some merely want to get entertained. Radio is a companion for those who are lonely. It plays a role of social lubricant by bringing people together through exchange of views; it integrates them through music, social and political issue and thus creates a healthy environment of harmony, awareness and social consciousness. It has been an excellent tool for education.

As early as in 1937, AIR commissioned a school broadcast project in which four major cities were selected, i.e. Delhi, Calcutta, Madras and Bombay. Initially

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this program was not curriculum oriented, but later AIR tried to follow the school curriculum in vein as it was not the same in all the states of the country. In 1965, AIR also started a broadcast project for universities to expand and enrich the higher education.

For the purpose of educating adults and developing the community, a project named 'Radio forums Project' was started in 1956. This was an agriculture-based project that was commenced with the help of UNESCO in Maharashtra. 144 villages in the vicinity of Pune were benefited from this project. Another successful project was started in 1966 for farmers. During the 'green revolution' farmers adopted useful agriculture related techniques that were broadcast on radio. This programme was aired under agriculture extension project of the Government of India. The broadcasts were planned to provide information on agriculture technology, fertilizer insecticides, seeds, agriculture machines, etc. In 1960s, with the help of radio broadcasts, a new variety of rice was harvested in abundance. It was popularly named as 'Radio Rice'. Even now various stations of all India Radio are regularly broadcasting programmes for farmers and their community with an aim to educate, inform and to entertain them. Radio is providing significant information through popular programmes on various issues like environment protection, land and water conservation, role of panchayats, bio-technology for agriculture, etc.

Radio is empowering rural and urban women with its specially designed programmes targeted to educate them in the areas like health, family welfare, childcare, food and nutrition and home management. It also educates them about their rights. Radio programmes on family welfare in various formats like discussions, drama, jingles and feature have made women aware of the benefits of a small family.

The radio from its inception has been an instrument of the conservation of various art forms. It has promoted popular and classical music, folk music, theater and literature. Radio services like Vividh Bharti are major source of entertainment for the soldiers serving the nation at remote place in our border. It has also inculcated an interest towards light film music in the masses.

Radio provides platform to various artists, writers and musicians to spread their art and skills.

Thus, radio has been an ideal instrument of shaping the future of India, building the nation with constructive and rational approach and at the same time helped in conserving our traditions and values.

CHECK YOUR PROGRESS

9. What is meant by FM radio?
10. What is satellite radio?

5.5 CINEMA

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

5.5.1 Early Days of Cinema

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

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

5.5.1.1 Silent movies

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

The first 30 years of cinema was dominated by silent movies. It is said that for sound effects sometimes musicians were hired to perform live during the film. Interestingly, in those days films were shown in special venues like fairs and theatres as a part of the show or in restaurants and inns. The first proper cinema theatre was *The Nickelodeon*. It was opened in Pittsburgh in 1905. By this time, the

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duration of the films was increased and some filmic effects were also used. This was the beginning of editing in films. Edison first used the stop motion technique in his film *The Execution of Mary*, where the camera was stopped at one action and restarted at other. The two pieces of film were cut and pasted so that the action appeared continuous. George Melles, a magician by profession, used superimposition, G.A. Smith used reverse motion and Robert Paul used different speeds of the camera for special effects. Some of the silent films are *Birth of a Nation* (1915) by D.W.Griffith, *The Last Laugh* (1924) by F.W. Hurnan, *Potemkin* (1925) by Sergei Eisenstein, *The Gold Rush* (1925) by Charlie Chaplin, *Metropolis* (1926) by Fritzlang and *The Blue Angel* (1929) by Josef von Sternberg. Another silent film *Nanook of the North* (1922) by Robert Flaherty is considered to be the first non-fiction film or first documentary. The silent era ended in 1929 after a method of recording sound with the image was discovered.

5.5.1.2 Talkies

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

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

5.5.2 Trends in Film Making

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

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Musicals, a distinct style of portraying the classics, were influenced by the books, novels of the times. This period was a period of cross-cultural pollination. Directors were more inclined towards the world's literature. Excellent examples are *Les Miserables* of Victor Hugo, written in 1862 and screened in 1907 and Tolstoy's *Anna Karenina* and also *Crime and Punishment*. Even vampire fiction was readily accepted by the directors. Bela Lugosi's *Dracula* in 1931 was a super hit movie.

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

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

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

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

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

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Indian Cinema

Dada Sahib Phalke is considered as one of the pioneers of Indian cinema. He got inspired after watching a film *Life of Christ* and thought of making a film on the life of Lord Krishna. But the idea failed due to financial crises, yet he did not lose heart and in 1913 produced *Raja Harishchandra* with his own Indian team. He produced various short and full-length feature films on mythological tales and historical epics. Women in those days were hesitant and social norms also did not allow them to enter into film world. All women characters were played by men. *Savitri*, *Lanka Dahan*, *Krishna Jamuna* and *Bhasmasur Mohini* are some of the feature films produced by Phalke.

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

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

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

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

From the early days of India Cinema, Chennai had a huge film industry producing films in Tamil, Telugu, Kannada and Malayalam on a large-scale. M.G. Ramchandran is still a big name in industry, people remember him as an actor, leader and even as a God like figure of Tamil cinema. Starting from mythological and romantic films, Tamil film industry experimented with the new wave cinema

only in late 1970s. Dorai Jaybharathi, Balu Mahendru, Bhagyaraja and Rudraiyya are amongst those who brought the concept of new wave cinema in Tamil film industry. Tamil film industry has provided Hindi cinema some talented actor like Rajni Kanth and Kamal Hasan. From *Keechaka Vadham* (1917) and *Mayil Ravana* (1918) to *Dasavathaaram* (2008) and *Ethiram* (2010) the Tamil film industry has travelled a long way.

5.5.3 Genres of Films

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

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

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

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

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

Feature films

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

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Story types or genres develop the category of films. Action films include stunts, chases, battles and fights and usually demand high budget. Adventure films are exciting stories of hunts, searches for the unknown and unseen. They are full of new experiences. Comedies are meant for provoking laughter and amusement. The light-hearted plots of comedies attract wide audiences. Other genres include horror films, crime and detective films. Dramas are serious presentations whereas musicals are song and dance based films. Historical films are big budget films portraying historical, mythical and legendary characters. Science fictions are visionary and imaginative and war movies are sensitive. Sometimes, a new genre develops on public demand or on the demand of current political and social atmosphere like films on terrorism, diseases, marriages, family relations, etc.

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

Telefilms

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

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

5.5.4 Cinema as a Medium

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

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

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

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

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

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

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

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

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

CHECK YOUR PROGRESS

11. What is a documentary film?
12. What is feature film?
13. Mention a few types of feature films.

5.6 TELEVISION

Television is a brilliant invention of the twentieth century. It has not only made it possible to view the events and happenings of the world instantly, it has brought the cinema in the form of soap operas and telefilms and even in its usual form to the drawing rooms of the people. It has become a very powerful and the most accessed medium. Many politicians have been able to capture and maintain their political

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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.

5.6.1 Early Days of Television

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

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

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

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

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

to allocate frequencies to FM Radio and TV. When this chaotic situation of signal interference and overlapping was solved, the freeze was lifted in 1952.

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

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

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

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

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

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

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

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

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

Television in India

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

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

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

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

5.6.2 Television as a Medium

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

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

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

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

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

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

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

Use of television

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

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

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

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

5.7 NEW MEDIA

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

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

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

5.7.1 History of Computers and Internet

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

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

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

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

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5.7.2 Multimedia Technology, World Wide Web and Broadband

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

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

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

The World Wide Web (WWW) too has changed the generation to web2 which is increasingly used not only for audio and video uploading and downloading but also for social networking. It has become a more popular media than radio and television. WWW also has a literacy component as the portals are being used to read news and other information. With online courses and books, the Internet has also become an educational tool.

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

5.7.3 Mobile Communication

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

The cumbersome telephones have been replaced by handy mobiles of ever diminishing sizes. The digital technology provided by the developments in information technology allowed mobiles to become a convergent media that can today be used to take snaps, listen to radio, view television programmes, write messages

and even articles along with its basic function of connecting people with the help of voice communication. In this sense, it is the new media for future with lots of promises.

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

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14. What is a geostationary satellite?
15. What is Internet?

5.8 SUMMARY

- Language in its oral form was the first medium of communication and its developed forms include many genres like storytelling, singing, poetry and theatre.
- Writing and print media are later extensions of speech. Written communication allowed us to record and preserve the knowledge and the print allowed its mass-scale distribution.
- Radio, Films, Television and the new media further expanded our world to make it easier for us to communicate with many people at far flung places.
- The recent growth and expansion of computers and the Internet has opened a new and powerful mode of communication which was unimaginable three decades ago.
- The Internet, supported by computer technology, has several advantages over other forms of media.
- To sum up, the growth of technologies of media has propelled human beings to higher levels of civilization. Today we have various tools to communicate at different levels, i.e., from interpersonal to mass communication.

5.9 KEY TERMS

- **Broadcasting:** The transmission of radio and television signals over air from fixed terrestrial transmitters
- **Hertz (Hz):** Measurement of frequency of one cycle per second
- **Cable television:** A television broadcasting system in which signals are transmitted by cable to subscriber sets

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- **Amplitude Modulation:** Sending a signals by varying the height of a wave
- **Frequency Modulation:** Signals that convey information over a carrier wave by varying its instantaneous frequency
- **Short wave (SW):** A system of broadcasting in which the signal is bounced from the ionosphere to a location
- **Phonogram:** All forms of recorded and personally replayed music, which were originally (almost) only available via the gramophone, previously phonograph, later record-player
- **Bandwidth:** The width (i.e., range of frequencies) of a channel or signal carried between a transmitter and a receiver
- **Broadsheet:** 600×380 mm (23.5×15 inches), generally associated with newspapers
- **Tabloid:** Half the size of broadsheets at 380×300 mm (15×11¼ inches)
- **Multimedia:** The combination of various forms of media (texts, graphics, animation, audio, etc.) to communicate information
- **HDTV:** High-definition television (or HDTV, or just HD) refers to video having resolution substantially higher than traditional television systems
- **Supplements:** An additional section of a newspaper devoted to a specific subject
- **Digitalization:** A word for the computerization of all data transmission, storage and processing employing the binary code, and as such the basis for convergence of media
- **Convergence:** The process of coming together or becoming more alike, is usually applied to the convergence of media technologies as a result of digitalization (computerization)

5.10 ANSWERS TO 'CHECK YOUR PROGRESS'

1. Oral communication is the earliest developed form of communication.
2. Different forms of oral communication include dialogue, speeches, folk tales and folk songs, theatre, debate and discussions.
3. Language is the first medium of communication.
4. Different forms of folk culture (including folk songs, folk tales, etc.) are closely connected with the beliefs, customs, seasons and agriculture. Having been precisely connected with day-to-day activities of people, folk culture expresses people's needs, problems, thoughts, values, aesthetics, skills and life styles.
5. Non-verbal forms of communication include paintings, sculpture, etc.
6. The major advantages of written communication over oral communication are, written communication can be documented, and it can be consulted or reviewed any time.

7. Johannes Gutenberg designed movable types made out of molten metal alloy and a printing press in mid-fifteenth century.
8. Print media include newspapers, magazines, books, pamphlets, posters, brochures, etc.
9. FM radio stands for frequency modulated radio.
10. Satellite radio is a digital radio signal. It is the latest in digital radio technology. It is relayed through satellites hence can be received in a much wider geographical area than terrestrial AM and FM radio. Satellite radio services are subscription-based and are provided by commercial companies. Satellite radio is one of the fastest growing entertainment services in the world.
11. A documentary film is a factual film or something that describes facts or history.
12. Feature film is full length film which is often based on fictions or historical stories reenacted.
13. Types of feature films include action films, adventure films, comedy films, historical films, etc.
14. Geostationary satellites are placed in geosynchronous orbits. They stay in one place in the sky relative to the earth. Each one is approximately 22,200 miles or 35,700 kms above the earth.
15. The Internet or World Wide Web (WWW) or simply Net is a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users worldwide. It is a *network of networks* that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic, wireless and optical networking technologies.

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5.11 QUESTIONS AND EXERCISES

Short-Answer Questions

1. Which is the first medium of communication and how has it helped in the development of human society.
2. What are the major forms of oral communication? Write a brief account of each of them.
3. What are the traditional media and how they are different from oral media?
4. What are manuscripts and how they have helped the development of the modern books?
5. What is the significance of books in our life?
6. What impact the newspapers have made in the modern human societies?
7. How the radio has been used for development in India?

8. What are the genres of cinema? Write a short note.
9. What is convergence and how it has benefited mass communication?

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Long-Answer Questions

1. Explain in detail about media and communication.
2. Explain in detail about different forms of written communication.
3. Explain the origin and development of radio as a medium of communication. What is the role of radio in India?
4. Explain the origin and development of cinema as medium of communication. What is the role of cinema in India?
5. Explain the origin and development of television as a medium of communication. What is the role of television in India?
6. Explain in detail about the role of computers, Internet and multimedia technologies on communications.
7. How has the written communication originated and developed? Write a short note.
8. Write about the origin and growth of print media.
9. What are the different genres of print media? Enumerate them.
10. Write short note about the importance and usefulness of print with adequate examples.
11. What are the different technologies of radio transmission? Write in detail.
12. What impact radio has on its listeners and how useful is this medium? Analyse with examples.
13. Write about recent trends like FM and community radio and their usefulness.
14. What are the major formats of television programming? Describe.
15. What is online journalism and which media are used for it? Discuss.
16. What is the significance of new media in coming days? Write a critical note.

5.12 FURTHER READING

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