

BAEN502DST

Media and Communication Skills

B.A.

(Fifth Semester)

Directorate of Distance Education

Maulana Azad National Urdu University

Hyderabad-32, Telangana- India

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Course: Media and Communication Skills

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for

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On behalf of the Registrar, Published by:

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(SLM Based on UGC CBCS)

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Vice Chancellor

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Director

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Message

Maulana Azad National Urdu University (MANUU) was established in 1998 by an Act of the Parliament. It is a central university with NAAC accreditation and the mandate of the university is: (1) promotion of Urdu language, (2) accessibility and availability of professional and technical education in Urdu medium, (3) providing education through traditional and distance learning mode, and (4) a specific focus on women's education. These are the points that distinguish this central university from all other central universities and give it a unique feature. It has been emphasized even in the National Education Policy 2020 to achieve education in mother tongues and regional languages.

The very objective of promotion of knowledge through Urdu is meant to facilitate the accessibility of contemporary knowledge and disciplines to Urdu knowing community. For a long time, there has been a dearth of course material in Urdu. The non-availability of books in Urdu is a matter of concern and Urdu University considers it a privilege to be part of the national process of providing course material in mother tongue/home language as per the vision of NEP 2020. Further, the Urdu speaking community is at a disadvantage in gaining updated knowledge and information in emerging areas or newer knowledge in existing fields due to non-availability of reading material in Urdu. The unavailability of content related to the above domains of knowledge has created an atmosphere of apathy towards attaining knowledge that could significantly affect the intellectual abilities of the Urdu knowing community. These are the challenges that Urdu University is confronted with. The scenario of Self Learning Materials (SLM) is also not very different. The unavailability of course books in Urdu at school/college level comes under discussion at the commencement of every academic year. Since the medium of instruction of Urdu University is only Urdu and it offers almost all the courses of important disciplines, the preparation of books of all these subjects in Urdu is the most important responsibility of the University. To achieve these objectives, MANUU makes available course material in the form of Self Learning Material (SLM) to the students of Distance Learning. The same is also available for sale to anyone interested in gaining knowledge through Urdu. To further provide access to learning, eSLM in Urdu is available for free download from the University website.

I am immensely pleased that due to the hard work of the concerned faculty and full cooperation of the writers, the process of publications of books has begun on a massive scale. To facilitate the students of Distance Learning, the process of preparing and publication of Self Learning Material (SLM) is of paramount importance to the University. I believe that we will be able to meet the requirements of a large Urdu knowing community through our Self Learning Material and will fulfill the mandate of this University and justify our presence in this country.

With best wishes,

Prof. Syed Ainul Hasan

Vice Chancellor

MANUU, Hyderabad

Message

You all are well aware that Maulana Azad National Urdu University began to function from 1998 with the Directorate of Distance Education and Translation Division. Regular mode of education commenced from 2004 and various departments were established which were followed by the appointments of faculty. Self Learning Material was prepared through writing and translation with full support of competent authority.

For the past few years UGC-DEB kept emphasizing on synchronizing the syllabi of distance and regular mode to enhance the level of distance learning students. Accordingly, at Maulana Azad National Urdu University, the syllabi of distance and regular mode are synchronized by following the norms of UGC-DEB and Self Learning Materials are being prepared afresh for UG and PG courses containing 6 blocks - 24 units and 4 blocks - 16 units respectively.

Distance education system is considered highly effective and beneficial around the globe. The large number of people enrolled in it stands a witness to the same. Realizing the literacy ratio of Urdu speaking population, Maulana Azad National Urdu University implemented Distance education from its beginning. In this way, the university reached out to Urdu speaking population through distance learning method prior to regular. Initially, the study materials of Dr. B. R. Ambedkar Open University and Indira Gandhi National Open University were borrowed. The intention was to prepare our own study materials rapidly and not to be dependent on other universities but the intent and effort could not go hand in hand. Consequently, it took plenty of time to prepare our own Self Learning Material. Eventually, the task of preparing Self Learning Material commenced systematically at war foot. We had to face numerous hindrances but never gave up. As a result, university started to publish its own study material at high speed.

Directorate of Distance Education runs fifteen courses consisting of UG, PG, B.Ed, Diploma, and certificate courses. In a short span of time, courses based on technical skills will be started. A huge network of nine regional centers (Bengaluru, Bhopal, Darbhanga, Delhi, Kolkata, Mumbai, Patna, Ranchi, and Srinagar) and six sub-regional centers (Hyderabad, Lucknow, Jammu, Nooh, Varanasi, and Amravati) was established to facilitate the students. One hundred and sixty one Learner Support Centres (LSCs) and twenty Programme Centres are run simultaneously under these regional and sub-regional centers to provide educational and administrative support to the students. DDE also utilizes ICT for its educational and administrative activities.

The admissions in all programs are done only through online mode. The soft copies of Self Learning Material for students are made available on the website of Directorate of Distance Education. In near future, the links of audio and video recordings will also be made available on the website. In addition, SMS facilities are being provided to students to have better communication. The students are informed through SMS regarding various facets of programs such as course registration, assignment, counseling, exams, etc.

Directorate of Distance Education will not only play a vital role to bring educationally and economically backward Urdu speaking population into the main stream but also in the increase of Gross Enrolment Ratio.

Prof. Mohd. Razaullah Khan
Director, Directorate of Distance Education
MANUU, Hyderabad

Introduction to the Course

This Course is prescribed as a compulsory core course under CBCS and LOCF for the students enrolled in the 5th Semester B.A. In the pages that follow, you will find Self-Learning Material with clearly laid-down objectives and learning outcomes. In the earlier Semesters, you studied the Courses, *Individual and Society*, *Modern Indian Literature*, *British Literature*, and *Literary Cross Currents*. In this Semester, you will study *Media and Communication*. In this Course, you will read about topics revolving round the fundamentals of media, mass media, advertisements, writing for media, cyber media, social media, and media as a democratic institution. The expected Course outcomes are to introduce you to the world of media and communication. Upon completion of this Course, you are expected to learn the nuances of media and communication and the emerging trends.

Each Unit has a glossary, sample questions and suggested learning resources. There is a sample question paper provided at the end. You are expected to go through this Self Learning Material (SLM) and interact with the Academic Counselor at the LSC and the Course Coordinator(s) at the headquarters.

This SLM is supplemented by audio-video lessons. You may visit IMC MANUU YouTube channel <http://youtube.com/uimcmanuu> for the complete list of AV lessons in English.

We look forward to an academic and enriching journey with you through your B.A. programme.

My best wishes for a bright and successful future!

Dr. Gulfishaan Habeeb
Professor of English &
Course Coordinator

Media and Communication Skills

Unit - 1: Definition and Process of Communication

Structure:

- 1.0 Introduction**
- 1.1 Objectives**
- 1.2 Definition and Process of Communication**
 - 1.2.1 Definitions**
 - 1.2.2 Need and Significance**
 - 1.2.3 Functions of Communication**
 - 1.2.4 Process of Communication**
 - 1.2.5 Elements of Communication Process**
 - 1.2.6 Let Us Sum Up**
- 1.3 Learning Outcomes**
- 1.4 Keywords**
- 1.5 Sample Questions**
- 1.6 Suggested Learning Resources**

1.0 Introduction

The process of sending and receiving messages consisting of ideas, information, feelings, and attitudes from one person to another using any medium or channel is known as communication. The channel/medium may be text, human voice, printed paper, sound, visual, body language or airwaves. Communication is one of the basic needs for human beings to survive. The term “communication” is explained and defined in as many ways as possible depending upon various perspectives. In this Unit, we will learn about the different meanings of communication. We would also understand the various functions of communication.

1.1 Objectives

The objectives of this Unit are to:

- overview the meaning of communication and its functions.
- analyse various communication channels around them.
- describe the elements of communication.

- identify the basic processes of communication.

1.2 Definition and Process of Communication

You know, the word "communication" has an interesting backstory. It comes from the Latin word "Communis" which basically means "making things common." So, in everyday terms, communication is all about sharing and making ideas or feelings common among people. We do this by talking, using body language, and expressing ourselves.

Think of it like this: just as we need food, clothing, and a place to live, we also need to communicate. It's how we connect with others and build relationships. We chat in different languages, and this need to talk and connect starts right from the moment we're born. Babies, for example, communicate by crying to let us know what they need.

As we grow up, we get better at talking and expressing ourselves not just with words but also with gestures and expressions. This helps us understand more complicated messages. And remember, in this whole communication process, there are two main players: the person sending the message and the one receiving it. It's like a two-way street where information flows between them.

Moreover, communication is not just a one-on-one thing; it happens between two individuals, groups, or even entire nations. And it comes in various shapes and sizes, each with its own level of significance.

But why do we communicate in the first place? Well, it's all about sharing and receiving stuff like ideas, information, knowledge, experiences, thoughts, suggestions, opinions, feelings, and attitudes. So, whether it is a casual chat with a friend, a big parade, a wedding celebration, or even a festival, all of these are forms of communication events.

Now, in the modern world, we have all sorts of tools to help us communicate. Keval J. Kumar, in 2021, pointed out that newspapers, radio, cinema, and TV are what we call 'communication media.' You can add phones, computers, satellites, and the internet to that list as 'communication technologies.' And let's not forget the folks who gather and share information in the form of news, videos, and more – they're the 'communication professionals.' So, from one-on-one talks to global broadcasts, it's all part of the fascinating world of communication!

Certainly, people have countless ways to express themselves and connect with others. Sometimes, it's as simple as clapping, whistling, chanting slogans, or sharing laughter – all of

these are modes of communication. And it's not just about words; some folks convey their thoughts with body language, touch, or even eye contact.

In fact, human communication is this amazing mix of all these forms of expression. It's how we connect, understand, and share our experiences with one another. But here's an interesting thing: the harshest punishment for someone can be isolation from all forms of human communication. Imagine being cut off from everyone, unable to connect or express yourself – that's tough.

And we got a glimpse of this during the COVID-19 pandemic when many countries had to impose nationwide lockdowns. Social distancing and isolation became necessary to curb the virus, but it came at a cost. People missed that essential human connection, and it took a toll on mental health. We never realized just how vital communication is for our well-being and happiness. It is a reminder of how much we need each other.

1.2.1 Definitions

1. “Communication is the exchange of meanings between individuals through a common system of symbols”. (I.A. Richards)
2. “The transmission of information, ideas, attitudes or emotion from one person or group to another primarily through symbols”. (Theodorson and Theodorson)
3. “Communication is a social interaction through messages”. (Grabner, 1967)
4. “One mind affecting another”. (Claude Shannon)
5. “The mechanism through which human relations exist and develop”. (Wilbur Schramm)

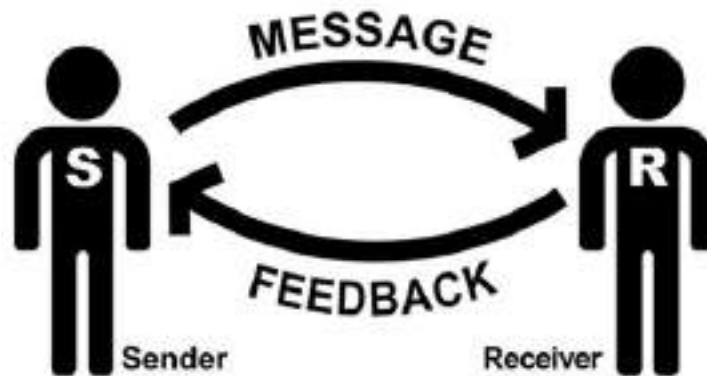
Check your progress:	
1. The term communication has been derived from the Latin word “Communis” meaning?	Common/ Information
2. Communication is the exchange of meanings between individuals through a common system of symbols.	True/ False
3. Can we call reporters as communication professionals?	Yes/No
4. Is isolation from human communication described as a severe punishment in the text?	True/ False

1.2.2 Need and Significance

In today's world, communication has become a vital necessity, making it nearly impossible to carry out tasks without the use of communication technologies. Hence the present age is called 'the information age' or 'network/digital age'. These technologies have not only made human communication more accessible but have also enabled interaction with objects such as computers, voice assistants, and digital speakers.

While the study of communication has typically been divided into separate academic departments like Literature, Journalism, Sociology, Psychology, and Political Science, it's crucial to understand that communication, especially in mass media, connects these different areas of study. In other words, it brings together insights from various academic fields, showing just how interdisciplinary it truly is.

Back during India's struggle for independence, newspapers played a big role in sharing news about various movements. Leaders like Mahatma Gandhi and Bal Gangadhar Tilak used newspapers to spread their patriotic message among the masses. After independence, the Indian government continued to use media to promote things like national unity, family planning, and the country's overall development, reaching people across the nation.



1.2.3 Functions of Communication

Social Interaction: People can talk to each other and be social because they follow the ways their society teaches them to communicate. These 'ways' are like a set of codes or rules that everyone in that society understands. These rules make it possible for people to understand each other and have conversations, which is how we interact socially.

Business and Trade: Effective communication is crucial for businesses to connect with other businesses. This includes activities such as marketing, advertising, sales, and public relations.

When you communicate effectively, it enables your business to establish successful relationships within the industry, ultimately leading to business success.**Exchange of Ideas and Spread of Knowledge:** Communication isn't just about business; it's also about having conversations, debates, and sharing knowledge and opinions. It's what helps us spread information about education and job opportunities to those who can benefit from it.

Social-Political Development: Communication plays a huge role when it comes to reaching our development goals. And when we want to get everyone in our community on board, we need to use effective communication strategies.

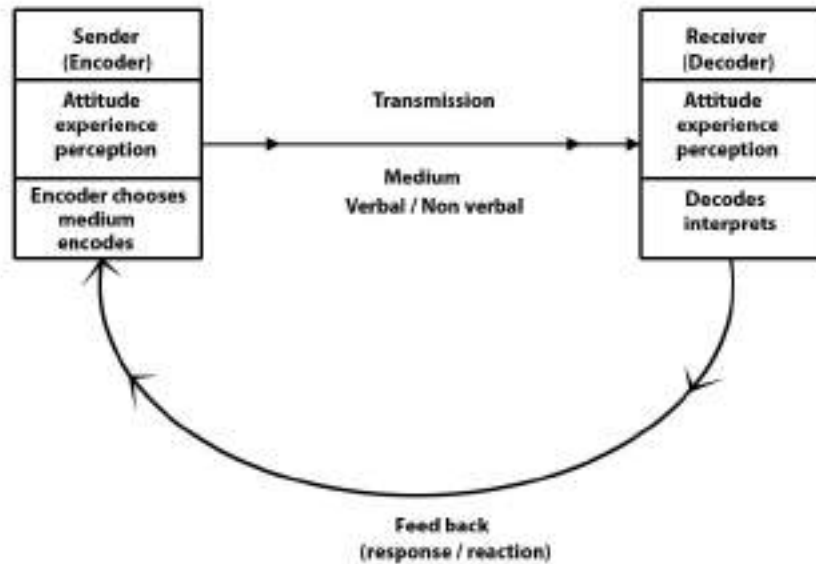
Social-Cultural Integration: Talking and sharing with each other helps us all come together and learn about each other's cultures and values in a country.

1.2.4 Process of Communication

Communication is all about sending a message from one person to another. It's like a journey. Someone creates a message, sends it through a chosen way, and someone else receives it. Sometimes it is one-way, and sometimes it goes back and forth. Experts have come up with different ways to understand this journey, like the Linear model (one-way), Interactional model (two-way), and Transactional model (continuous back-and-forth). In this journey, you have the sender (the person starting it), the message, the channel (how it's sent), the receiver (the one getting it), feedback (response), and noise (distractions). It all begins when the sender feels the need to start the communication journey.

Check your progress:	
1. During India's struggle for independence, newspapers were like messengers. They helped tell people about all the important movements and what was going on in the fight for freedom.	True/ False
2. Humans can chat and connect with each other because they talk using the language and customs of their society.	True/ False
3. Is the process of communication	Dynamic/Static

Process of Communication or Communication loop



Imagine two friends, Abid and Rakib, meeting for the first time. Abid wants to say hello to Rakib, so he decides to use the word "Hello!" instead of "Hi!" This decision of Abid putting his message into words - we call it encoding. The sender uses a series of symbols, written or spoken language, codes to create the message. This message is intended for the receiver who is expected to understand it. Encoding is a very important aspect of communication, and a wrong encoding may lead to a communication failure.

Now, Abid needs to get this message to Rakib. He does this by speaking, and his words travel through the air to reach Rakib. Think of the air as a pathway, or channel, for the message to travel. When Rakib hears "Hello!" from Abid, that's like the message being received. But to really understand it, Rakib has to decode it. That means he needs to know what "Hello!" means in English. If he does, the message makes sense.

So, in communication, we have encoding (putting the message into words), transmission (sending it through a channel), reception (when the message is heard or seen), and decoding (making sense of it). When all these steps work smoothly, communication is successful.

1.2.5 Elements of Communication Process

In this section, we will read about the elements of communication. There are six basic elements in a communication process. They are:

1.2.5.1 Sender

In communication, we have a sender who's like the source of the message. This can be one person or a whole group of people. They create a message that they want to share with someone else either on purpose or by accident. For example, think of a reporter on the news. They are the sender because they are sharing a message with viewers. Or when a singer performs on stage, they are also the sender, sharing their message through music. Even in a classroom, a teacher or a student can be the sender when they are trying to get a message across.

When the sender makes the message, it is called encoding. This depends on the sender's skills, what they know, the situation, and what they believe. And how they encode the message can affect how well the other person, the receiver, understands it.

1.2.5.2 Message

Message is basically any idea or information encoded in a definite way. It can be in many forms, like words, symbols, or even how we use our body. When you send a message, it is meant to make sense to the person receiving it. Messages can be divided into two types: verbal and non-verbal. Verbal messages are when we use spoken or written words. Non-verbal messages are all the other ways we communicate without talking, like through our actions, how we move, what we wear, the tone of our voice or our behaviour.

So, whether it is words on a page, spoken words, or just how we act, messages are how we share what we are thinking with someone else.

1.2.5.3 Channel

When someone wants to send a message to another person, that message must travel through something to reach its destination. We call this in-between thing the "channel." Imagine them like roads for your message to travel on. Communication channels can be of different types. Some are mechanical, like newspapers or printed materials. Others are audio-visual, like TV or online videos. We also have new media, which includes things like social media and websites. Plus, there are natural channels, like the airwaves through which radio signals travel. Our natural communication channels are our five senses:

- Touch: For physical contact and non-verbal communication.
- Hearing: For spoken words and sounds.
- Taste: To experience flavours and sensations.
- Sight: To process what we see in the world.

- Smell: Triggering memories and emotions through scents.

So, whether it's through a printed book, a YouTube video, a delicious meal, or a friendly hug, we use these channels to send and receive messages in our everyday lives. Communication is all about using the right channel to convey the intended message effectively.**1.2.5.4 Receiver**

Let us learn now about the Receiver in Communication:

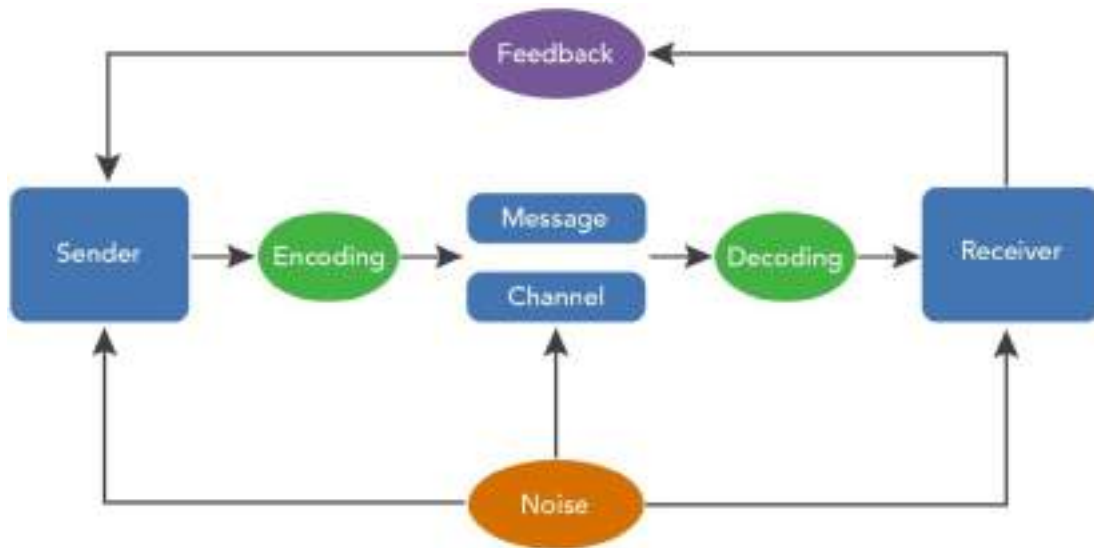
- Definition: The receiver is the person or entity to whom the message is directed. They play a crucial role in the communication process.
- Decoding and Interpretation: The receiver's job is to decode the message and make sense of it. They do this based on their knowledge of the language and the code used in the message.
- Importance: The receiver is equally important as the sender and the message itself. Without a receiver, communication wouldn't serve its purpose.
- Feedback: The receiver may respond to the message with feedback. This can be in the form of questions, comments, or actions, closing the communication loop.

In summary, the receiver is a vital part of communication. They decode, interpret, and often respond to the message, ensuring effective and meaningful communication.

1.2.5.5 Feedback

- Definition: Feedback occurs when the receiver responds to the sender, either verbally or non-verbally, through the same communication channel.
- Importance: Feedback is crucial because it helps the sender understand how their message is received and interpreted. Without feedback, communication can break down.
- Role Reversal: During feedback, the receiver becomes the sender, providing their own message or response. This makes communication a continuous loop.
- Continuous Process: Communication continues until both parties decide to stop. Each exchange of feedback keeps the conversation going.
- Variation: In one-on-one or small group communication, feedback is more immediate and direct. In mass communication (like TV or theatre), it's often less immediate but still present, like applause from a theatre audience.

In essence, feedback is a vital part of effective communication. It helps both parties understand each other and keeps the conversation going until they decide to conclude it.



Feedback in communication can take various forms:

- **Positive and Negative Feedback:** Feedback isn't always positive. It can be positive when someone nods in agreement during a lecture, indicating understanding and interest. On the other hand, negative feedback, like yawning in class, can signal boredom or lack of engagement.
- **Immediate and Delayed Feedback:** Feedback can also vary in terms of timing. Immediate feedback, like nodding or asking questions in real-time, helps in ongoing discussions. Delayed feedback might come in the form of an email response after a meeting.
- **Interpreting Feedback:** It's essential for both the sender and receiver to interpret feedback correctly. Yawning during a class may indicate boredom, but it could also result from other factors like lack of sleep.

In any case, feedback serves as a valuable tool for improving communication and understanding between parties, helping them adjust their messages and responses accordingly.

1.2.5.6 Noise

- **Definition:** Noise refers to any form of disturbance or interference that hinders the smooth flow of communication. It can disrupt the communication process at various points.
- **Types of Noise:**
 - **Channel Noise:** This type of noise arises from disturbances in the signal or the medium used for communication. For example, crackling sound on a phone call or a poor internet connection during a video conference.

- Semantic Noise: Semantic noise is related to language and meaning. It occurs when there is a barrier in understanding due to differences in language, jargon, or cultural references between the sender and receiver.
- Impact on Communication: Noise can significantly affect communication by distorting the message or causing misunderstandings. It can occur at any stage of the communication process, including the source, message, channel, or receiver.
- Minimizing Noise: Effective communication requires minimizing noise. This can be achieved by using clear and concise language, choosing appropriate communication channels, and ensuring a common understanding between sender and receiver.

In summary, noise is a common challenge in communication, and it can take different forms. To have effective communication, it's essential to identify and minimize noise to ensure the message is accurately received and understood.

1.2.5.7 Effect

Let us explore the concept of communication effects and its different types in a clear and concise manner:

- Definition: Communication effects are the ultimate consequences or outcomes of the communication process. They represent the impact that communication has on the receiver.
- Importance of Feedback: To properly analyze the effects of communication, feedback is essential. It helps in understanding how the message influenced the receiver and whether it achieved the intended purpose.
- Types of Communication Effects:
 - Cognitive Effects: These effects involve the modification of the receiver's knowledge or understanding. For example, after reading an informative article, the cognitive effect may be an increase in knowledge about a particular topic.
 - Affective Effects: Affective effects are related to emotions. They reflect how communication can impact the receiver's emotions. For instance, watching a funny movie can result in feelings of entertainment, relaxation, or humour among the audience.
 - Behavioural Effects: These are the changes in the receiver's actions or practices as a result of communication. An example is how political campaigns can influence voters' behaviour, leading them to vote for a particular candidate.

- Strategic Communication: Some forms of communication, like advertising, are strategic and aim to achieve specific effects, such as increasing sales or building brand image.

In summary, communication effects are the end results of communication, and they can fall into three main categories: cognitive, affective, and behavioural. Feedback is crucial for evaluating these effects and ensuring that communication achieves its intended impact.

Check your progress:	
1. Encoding is not an important aspect of communication and a wrong encoding will not lead to communication failure	True/ False
2. Disturbance during the communication it is called noise or communication barrier	True/ False
3. Communication always requires a sender and a receiver.	True/ False
4. Noise in communication can only occur at the receiver's end.	True/ False
5. Feedback is not necessary for effective communication.	True/ False
6. Affective effects of communication are related to changes in behaviour.	True/ False
7. Advertising is a form of communication that aims to influence consumer behaviour.	True/ False
8. Semantic noise refers to disturbances in the signal or medium of communication.	True/ False
9. Cognitive effects of communication involve changes in the receiver's emotions.	True/ False
10. Communication is a one-way process, always starting with the sender.	True/ False
11. Communication can only occur through spoken or written words.	True/ False
12. The receiver in communication can also provide feedback.	True/ False

1.2.6 Let Us Sum Up

- Communication is the process of sending and receiving messages or information through various channels, including printed, audiovisual, airwaves, and body language.
- Theodorson and Theodorson defined communication as the transmission of information, ideas, attitudes, or emotions primarily using symbols.
- Communication involves a sender designing a message and sending it through a specific channel to a receiver. It can be one-way or cyclical.

- Six basic elements of the communication process are Sender, Message, Channel, Receiver, Noise, and Feedback.
- Feedback is essential to assess the impact or effect of communication.

1.3 Learning Outcomes

After successfully reading this lesson, Learners should achieve the following learning outcomes:

- Learners should have a comprehensive understanding of what communication is, including its definition and various forms of channels through which it occurs.
- Learners should be able to identify and describe the six basic elements of the communication process, including the sender, message, channel, receiver, noise, and feedback.
- Learners should recognize the significance of feedback in the communication process and understand how it helps assess the impact and effectiveness of messages.
- Learners should be familiar with the concept of noise in communication and be able to distinguish between channel noise and semantic noise, as well as understand their implications.
- Learners should be able to categorize communication effects into cognitive effects, affective effects, and behavioural effects, and provide examples of each.
- Learners should understand the importance of encoding messages and how it can affect successful communication, as well as the role of decoding in message interpretation.
- Learners should recognize the role of the five senses (touch, hearing, taste, sight, and smell) as natural communication channels and how they contribute to human interaction.
- Learners should be equipped with strategies for minimizing noise in communication to enhance clarity and effectiveness.
- Learners should appreciate the interdisciplinary nature of communication and how it connects various academic fields, such as literature, journalism, sociology, psychology, and political science.
- Learners should grasp the importance of communication in social, cultural, and political development, as well as its role in promoting understanding among individuals from different cultures.

Overall, the lesson should provide learners with a foundational knowledge of communication, its elements, and its broader implications in various aspects of life and society.

1.4 Keywords

Communication, Channel, Theodorson and Theodorson, Sender/Source, Message, Receiver, Noise, Channel noise, Semantic noise, Feedback, Effect/Impact, Encoding, Transmission, Decoding, Verbal Message, Non-verbal Message, Social Interaction, Business and Trade, Exchange of Ideas and Spread of Knowledge, Social-Political Development, Social-Cultural Integration, Linear Model, Interactional Model, Transactional Model

1.5 Sample Questions

Objective Questions

1. Which of these is not an element of communication?
 - a) Sender
 - b) Message
 - c) Communis
 - d) Channel
2. Where do we get feedback from?
 - a) Channel
 - b) Message
 - c) Noise
 - d) Receiver
3. Why is feedback important in communication?
 - a) It helps create more noise in the communication process
 - b) It allows the sender to dominate the conversation
 - c) It helps assess the impact and effectiveness of communication
 - d) It is unnecessary in effective communication
4. What does the term "encoding" refer to in communication?
 - a) The process of decoding a message

- b) Putting the message into words or symbols
 - c) The act of receiving a message
 - d) The use of non-verbal communication
5. Which category of communication effects involves changes in the receiver's emotions?
- a) Cognitive effects
 - b) Affective effects
 - c) Behavioural effects
 - d) Linguistic effects

Short Answer Questions

1. What do you understand by the process of communication?
2. What is the need and significance of communication?
3. What is the importance of feedback in a communication process?
4. Define "noise" in communication and provide examples of both channel noise and semantic noise.
5. Give examples of different communication channels mentioned in the lesson, both mechanical and natural.

Long Answer Questions

1. Discuss the elements of communication.
2. Define and explain the process of mass communication.
3. Elaborately discuss the functions of mass media.
4. Discuss the significance of intercultural communication and its role in a diverse global society. How can effective intercultural communication enhance understanding among individuals from different cultures?
5. Explore the role of communication in social, cultural, and political development, as mentioned in the lesson. How can effective communication contribute to these areas, and why is it crucial?

1.6 Suggested Learning Resources

Aggarwal, Vir Bala, and V. S. Gupta. *Handbook of Journalism and Mass Communication*. New Delhi: Concept Publishing Company, 2001.

Beebe, Steven A., Susan J. Beebe, and Diana K. Ivy. *Communication: Principles for a lifetime*. Boston, MA: Allyn & Bacon, 2010.

Ghosh, Subir. *Mass Communication Today: In the Indian Context*. Profile Books (GB), 1996.

Kumar, Keval J. *Mass Communication in India*. Jaico Publishing House, 2020.

McQuail, Denis. *Mass Communication Theory: An Introduction*. Sage Publications, Inc, 1987.

Unit - 2: Types of Communication

Structure

- 2.0** Introduction
- 2.1** Objectives
- 2.2** Types of Communication
 - 2.2.1** Types of communication depending on size
 - 2.2.1.1** Intrapersonal Communication
 - 2.2.1.2** Interpersonal Communication
 - 2.2.1.3** Group Communication
 - 2.2.1.4** Public Communication
 - 2.2.1.5** Mass Communication
 - 2.2.2** Let Us Sum Up
- 2.3** Learning Outcomes
- 2.4** Keywords
- 2.5** Sample Questions
- 2.6** Suggested Learning Resources

2.0 Introduction

Communication is essentially the sharing of information, ideas and messages using various modes of channels and involving various numbers of participants in the communication process. It is the key to social interactions, establishing relationships, both personal as well as professional. Communication further helps in socialisation and democratic participation of individuals. The basic need for communication can be traced back to human civilisation with reference to cave drawings and artefacts.

Communication can be differentiated into various types depending on the language and the number of participants involved. While on the one hand, there are verbal and non-verbal forms of communication, there are also intra, interpersonal, group, public and mass communication depending on the number of participants in the communication process.

2.1 Objectives

The objectives of this Unit are to help the learners to:

- overview the various types of communication
- analyse the use of various communication types
- describe the effectiveness of one type of communication over the other
- identify the barriers in each of the types of communication

2.2 Types of Communication

Communication is segmented into various types depending on the communication channels and based on the purpose. While the communication channel classifies communication into two types such as verbal and non-verbal, the purpose of communication leads to either formal communication or non-formal communication. While use of spoken or written language refers to verbal communication, use of body gestures, sign language constitutes the non-verbal form of communication. Further, the flow of communication within an organisation is denoted by the term “network of communication.” This network of communication may be formal or informal depending on its purpose. When the communication is held at regular intervals and is regulated by the organisation where it takes place, it is called formal communication. For example, when managers communicate with superiors or subordinates through a formal hierarchy of communication channels within the organisation. This form of communication flow chart is often represented in the organisational structure of any organisation. When the managers communicate with their colleagues casually without following the hierarchy during break-time or casual socialisation, it is called informal communication. Sometimes informal communication is more effective in overcoming the barriers in communication between the sender and the receiver.

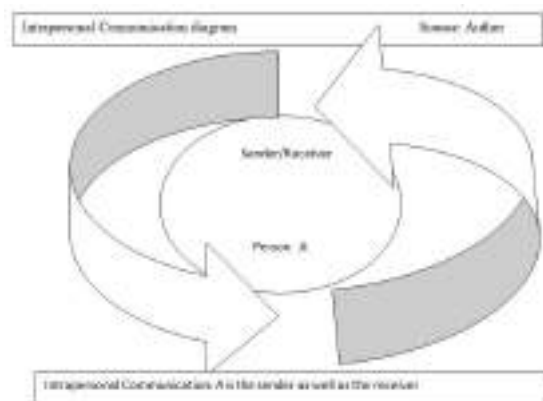
Check your progress:	
1. Which form of communication uses body gestures?	Verbal/Non-verbal
2. When we communicate with friends and colleagues during a cup of coffee, what form of communication is it called?	Formal/ Informal

2.2.1 Types of communication depending on size

The size of a social group has an immense influence in the process of communication and its effectiveness. Such a typology of communication is identified as Intra-personal communication, Interpersonal communication, Group Communication, Public communication, and Mass Communication.

2.2.1.1 Intrapersonal Communication

When the communication takes place within an individual through reflection, meditation, contemplation it is known as intrapersonal communication. Here the sender and the receiver of the communication is the same person. During prayers or meditation, a person gets involved in this form of communication. To take any decision of an action, the individual takes part in intrapersonal communication with himself/herself. For example, if there is a release of a new Hindi film in a nearby cinema theatre, Rakib engages in an intrapersonal communication with himself about whether he wants to go to watch the film or not. The sender as well as the receiver in this communication process is one person that is Rakib. The time taken in this intrapersonal communication in reaching a decision is instantaneous. Even if Rakib decides that he wants to watch the film with his friends his decision is a result of his intrapersonal communication. Hence, throughout the day we engage in intrapersonal communication countless number of times. Again, when Abid agrees to watch the film with Rakib, his decision is prompted after Abid's intrapersonal communication. Hence, without an effective intrapersonal communication system an individual cannot function properly. However, if the individual does not have a sound mind there will be difficulty in the intrapersonal communication. If the individual is suffering from any physical illness or is disturbed, then also the intrapersonal communication will face barriers. Hence, intrapersonal communication faces both physical as well as psychological barriers.

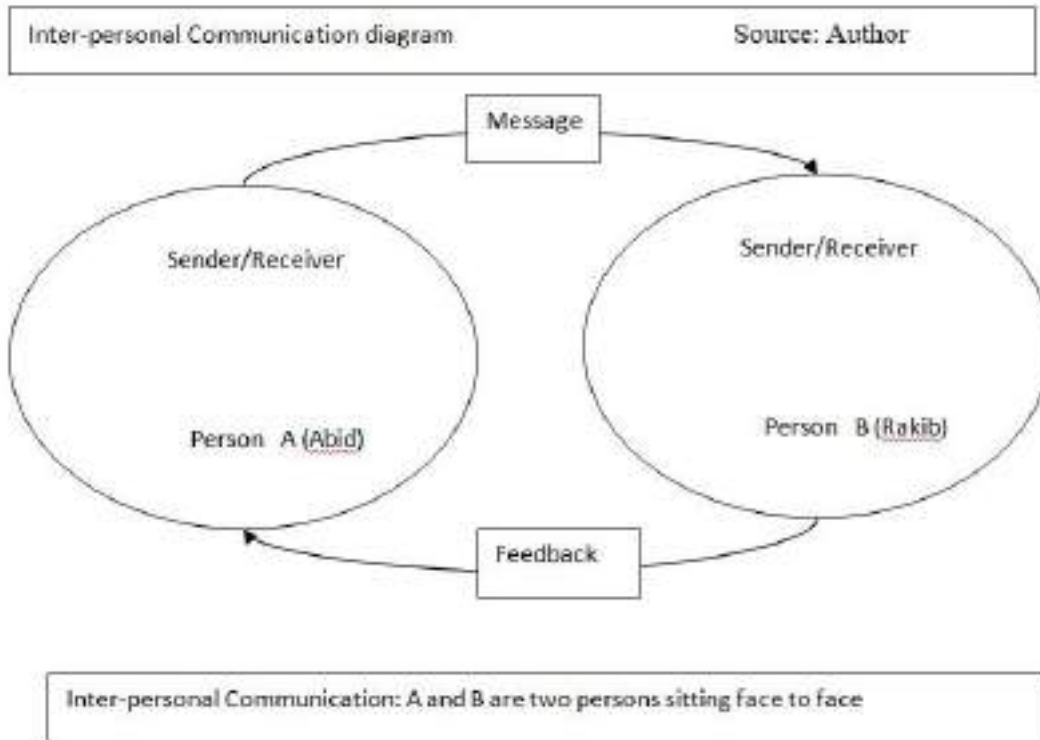


Check your progress:	
1. How many individuals are involved in Intrapersonal communication?	One person/two person/ many persons
2. Is decision making an example of intrapersonal communication?	Yes/No

2.2.1.2 Interpersonal Communication

A communication session that takes place between two individuals sitting face-to-face is known as interpersonal communication. The level of feedback during such communication is very high. A telephonic communication between two individuals is called mediated interpersonal communication. During interpersonal communication, the verbal, non-verbal languages along with the formal or informal purpose are considered. It is the perfect form of persuasive communication as it tends to be most intimate level of communication. Since the feedback is instantaneous, the sender can communicate accordingly. Interpersonal communications are both focussed as well as unfocussed in nature. Two people communicating with only non-verbal communication like gaze and smile are also involved in interpersonal communication. They combine words, body gestures and eye contact simultaneously during the interpersonal communication.

When Rakib asks his friend Abid if he would like to watch a film with him, Abid may respond with a yes or no. This face-to-face communication between Rakib and Abid is an example of an interpersonal communication. The two individuals engaging in interpersonal communication can use either verbal or non-verbal language or even a combination of both. During interpersonal communication physical distance between the sender and the receiver is very important for the effectiveness of the communication. This type of communication is useful in informal communication. All human beings engage in interpersonal communication from morning till they go to bed. Sometimes an interpersonal communication even takes place through eye contact or facial expression. During classroom lecture if Prof Ruksana delivers a lecture and sees the students are nodding the head or smiling back to her she is getting non-verbal communication from each student separately. Each student in the class is engaging in interpersonal communication with her or their classmate at a time.



An interpersonal communication between a sender and a receiver is more effective if the field of experience of the two individuals are similar. The field of experience refers to the knowledge, attitude and belief systems of an individual that gets shaped by his context and surrounding. No two individuals will have the same field of experience. Even twins born from same parents, brought up in the same household will have different fields of experience. Our preference for one colour over the other, one movie over the other is a result of our field of experience. During interpersonal communication, the field of experience plays a great role in making it effective. If Rakib and Abid speak the same language and are from the same locality, then their interpersonal communication will be conducted smoothly.

However, if Abid communicates with a Chinese boy named Huen, who speaks only Chinese and has come to India for the first time, then the interpersonal communication between both will be ineffective and short-lived. Both Abid and Huen have different fields of experience due to their knowledge of language and culture. Hence, to make the interpersonal communication between Abid and Huen effective both should keep an open mind and adjust to the circumstances to continue with their communication. This is mostly the case with intercultural communication.

Check your progress:	
1. How many individuals are involved in Interpersonal communication?	One person/two person/ many persons
2. Is feedback in interpersonal communication strong?	Yes/No

2.2.1.3 Group Communication

Group Communication occurs between three or more persons belonging to a group. Here the interaction and intimacy depend on the size of the group. If the group size grows it becomes more monologic. Group communications are more complex than interpersonal communication. The communication taking place between more than two and less than 12 to 15 members can be called a group communication. The size of the group impacts on the intimacy of the group communication and participation. There is a continuous interpersonal communication taking place among the members of the group communication. Feedback in group communication becomes strong or weak depending on the size of the group. The members participating in a meeting, or a group discussion hold group communication. The actors of a drama hold group communication among them during the play.

2.2.1.3.1 Types of Groups:

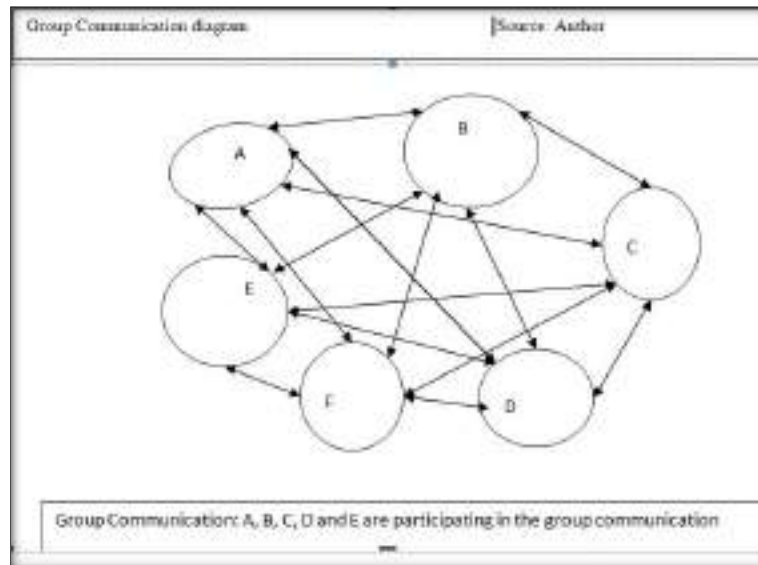
Primary Groups: This type of group is the basic social unit which one belongs to, for example family as a primary group.

Casual or social groups: This type of group is a company of adults, neighbours, and others. This group which is casual in nature may be short-lived. A casual group can influence our thinking and behaviour.

Learning or educational groups: The group which is formed when we come together for imparting or receiving educational instruction, e.g., seminars, conferences, workshops is called learning or educational group.

Work Group: Specific goals-based group in the context of job, may be due to some employment in an organisation, group members may have little in common but may interact due to their job requirement. Non-participation may be detrimental for the organisation.

Therapeutic Groups: These groups come together to learn about their problems and help themselves for rehabilitation or as support groups.



2.2.1.3.2 Feedback in group communication:

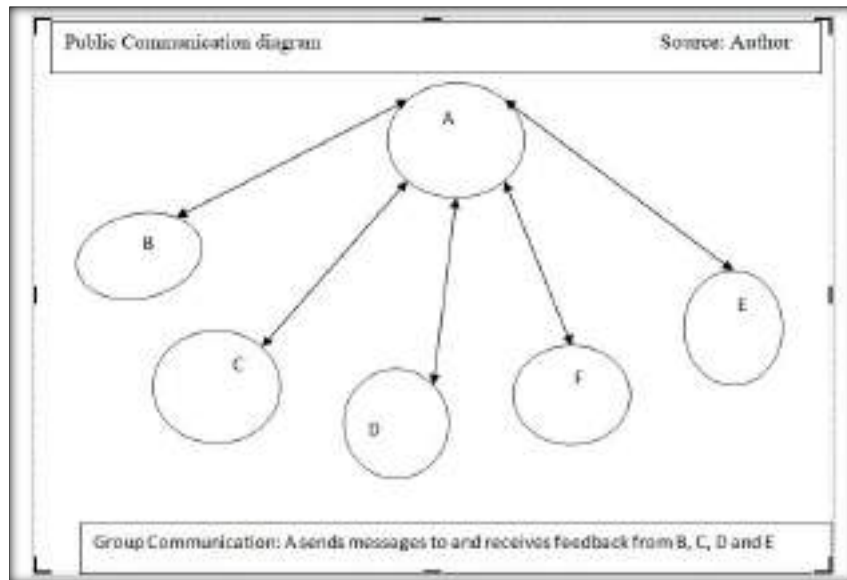
In group communication feedback is low and hence, meaning and responses take a longer time compared to interpersonal communication. In a large group, deception and pretence cannot be detected immediately. Theatre, religious service, folk events are performances of positive group communication. Communication for development and social change also takes help of group communication for creating a participatory environment. Some more examples of group communication are village markets, bazaar, fairs, gossip groups etc. Revolutionary activities also are a result of some noteworthy group communication.

Check your progress:	
1. How many individuals are involved in group communication?	Two person/ more than 2 and less than 12 persons
2. Is feedback in group communication strong?	Yes/No

2.2.1.4 Public Communication

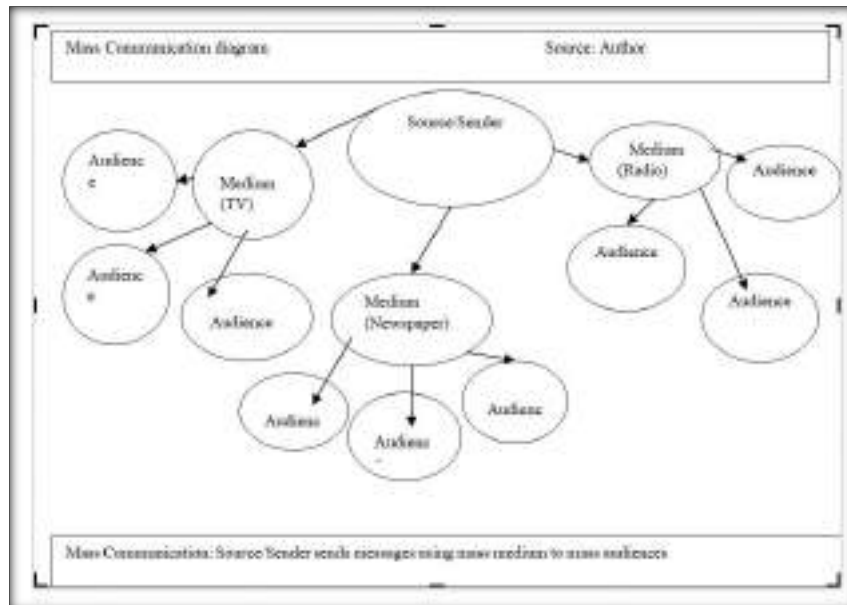
When the sender is sending a message to a large group gathered at a particular arena, it is called a public communication. The level of feedback is weaker in public communication compared to group communication. An example of public communication is an academic seminar or conference where the speaker addresses a large gathering of scholars. The scholars

can clap as non-verbal feedback during the communication process. The other examples of public communication are political rally, classroom lecture, etc.



2.2.1.5 Mass Communication

When group communication and public communication extends to reach a large, sizeable audience stationed at far off places with the support of mass media tools, it is known as mass communication.



2.2.1.5.1 Characteristics of Mass Communication

- **Complex:** It is complex than other levels of communication.

- **Empathy:** The successful sender is one who finds the right method of expression to establish empathy with the largest possible number of individuals in the audience.
- **Audience:** large-diversified-anonymous.
- **Distanced:** Face-to-face interaction is impossible.
- **Mass Medium:** A mass medium makes it possible for the message to reach far beyond the proximity of the sender.
- **Limited sensory channels:** We can only see or hear, senses like touch or other senses do not work unlike other types of communication.
- **Impersonal communication:** All throughout the mass communication process is impersonal.
- **Gate Keeper:** Gate keeping is very much an important element of mass communication. An editor receives, perceives, and edits the information before sending it to his/her audiences.
- **Delayed Feedback:** The feedback is not immediate like interpersonal communication or group communication.

Mass communication is the dissemination of ideas, messages, and information by an identified sender to a large, diversified, heterogeneous and anonymous audience through a tool of mass media for a desired effect. The strategy of using mass communication for dissemination of messages is much more difficult than interpersonal communication or group communication. The reach of mass communication is instantaneous and vast. Mass communication also faces barriers of communication given the distant of the sender from the masses. Factors like ideology, knowledge, awareness, and context of the message may have different impact on different group of audiences of the same message.

The process of mass communication uses different types of media to send the messages to the large, scattered audience instantly. These forms of mass media help the message and information reach every corner of the world. Hence, these mass media tools are very powerful in impacting the lives of audiences. These mass media tools, and the messages imparted through them helps inform, educate, entertain and persuade people. Some examples of the mass media are newspapers, books, magazines, radio, television, film, satellite TV and internet.

The 1940s and 1950s saw the beginnings of increased research into the functions of mass communications. Post Second World War, there was widespread interest in trying to understand

the impact of mass media messages on society. Political parties rely on mass media to promote their ideologies, plans, programs, and manifestos. With the help of mass media, they try to create public opinion in their favour. From the above discussion, we can conclude that mass communication has diversified objectives. Different messages have different aims. However, mass communication is mainly dedicated to ensuring the well-being of all classes of people in society. Mass communication aims at persuading people to bring a change in their beliefs, opinions, attitudes, and thinking on several issues like smoking, voting, religious convictions, donation, dowry culture, etc.

Check your progress:	
1. Is the sender in mass communication is identified?	Yes/No
2. Does Mass Communication use a mass medium to reach the huge, diversified, and scattered audience?	Yes/No

2.2.2 Let Us Sum Up

Communication is the sending and receiving of messages and information between individuals. It can be informal form of communication or formal form of communication depending on the purpose of the communication. Again, the communication can be segmented into five types depending on the size of the group of communication. If one person communicates within himself or herself, it is called intrapersonal communication. This type of communication can range from dreaming to meditating or even decision making. The other type of communication that involves two individuals sitting face-to-face is called interpersonal communication. Interpersonal communication is more dialogic and two-way form of communication.

Both the sender and the receiver take turns performing the functions of both sender as well as receiver. Again, talking in a group of more than 2 and less than 12 to 15 members make it a group communication. Here, due to the size of the group participants, the feedback is little delayed, and the intimacy is lesser compared to the interpersonal communication. Public communication takes place in a more formal and structured environment. A classroom lecture, seminar or academic conferences are examples of public communication. The balance between the sending of and receiving of messages in public communication is not even. The receivers might simply respond by clapping or laughing.

Further, when communication takes place with the help of a mechanical device by the sender to reach a large audience who are scattered around the globe is called mass communication. In Mass Communication, the sender is identified while the receivers of the message remain anonymous to the sender. Every individual engages in some type of communication from morning till night. The most common function of mass communication is entertainment. Some examples of mass media are newspaper, magazines, radio, television, film and internet. It is also used to persuade people, educate, and transmit culture among them.

2.3 Learning Outcomes

At the end of this Unit, you should have understood the different types of communication.

2.4 Keywords

Verbal language, Non-verbal language, Intrapersonal communication, Interpersonal communication, Group communication, public communication, mass communication, Mass Media

2.5 Sample Questions

Objective Questions

1. Which of these is not a type of communication based on size and number of participants?
 - a) Public communication
 - b) Mass communication
 - c) Interpersonal communication
 - d) Informal communication
2. Which of the following is not a characteristic of mass communication?
 - a) Audience
 - b) Limited sensory channel
 - c) Immediate feedback

d) Impersonal communication

Short Answer Questions

1. What type of communication takes place between the interviewer and interviewee in a job interview? Justify.
2. What is the difference between interpersonal communication and group communication?
3. What are the different types of groups that can get involved in group communication?

Long Answer Questions

1. Explain Intrapersonal communication and Interpersonal communication with the help of examples?
2. Explain in detail the importance of mass communication?
3. Discuss the different types of communication.

2.6 Suggested Learning Resources

Aggarwal, Vir Bala, and V. S. Gupta. *Handbook of Journalism and Mass Communication*. New Delhi: Concept Publishing Company, 2001.

Beebe, Steven A., Susan J. Beebe, and Diana K. Ivy. *Communication: Principles for a lifetime*. Boston, MA: Allyn & Bacon, 2010.

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Unit - 3: Techniques of Communication

Structure

3.0 Introduction

3.1 Objectives

3.2 Techniques of Communication

3.2.1 Verbal Communication

3.2.2 Non-Verbal Communication

3.2.3 Some Forms of Non-verbal Communication Techniques

3.2.4 Strategies of Communication

3.2.5 Let Us Sum Up

3.3 Learning Outcomes

3.4 Keywords

3.5 Sample Questions

3.6 Suggested Learning Resources

3.0 Introduction

Communication is an important means of sharing and receiving information, ideas and messages between individuals and group of individuals. Mass Communication is the sending of information to a large, diversified, and scattered mass audience for the desired effect. Hence, the techniques used in creating and sending these messages are very important for their proper reception and effect. The techniques of communication range from the use of verbal and non-verbal language to various types of visuals and audio presentations. This Unit discusses the importance of using various techniques of communication. This Unit also deals with defining and explaining a range of various techniques of communication.

3.1 Objectives

The objectives of this Unit are to:

- get an overview of the meaning of techniques of communication
- understand the various types of communication techniques used by communicators.

- identify the significance and scope of techniques of communication.
- utilise various techniques of communication in different circumstances to communicate effectively.

3.2 Techniques of Communication

Human beings are known to communicate with each other using varied forms of language and techniques. This is a necessary requirement given the need for effective and barrier free communication. Many countries have fought battles due to miscommunication. Communities have clashed with each other due to lack of proper communication with each other. A leader who can communicate successfully with his/her audience is able to influence more. Hence, knowledge and proper use of communication techniques is a necessity for individuals. If a reporter goes for covering any incident and fails to use his/her communication skills to establish sources for the report, then the communication technique used by him/her is a failure.

During an interview, the interviewee is judged more on his/her communication skills and techniques rather than their knowledge. The use of proper communication techniques is also important for corporate houses to meet any crisis. For example, when Maggi was accused of having lead content in the instant noodles, it was its communication techniques that helped it face the crisis. It immediately used various forms of communication both written as well as audio-visual to reach out to its customers to regain their trust in it. Any company's brand image and identity depend solely on its communication techniques. Hence, as individuals too we need to know of the various communication techniques that will benefit in creating an impression among our peers and acquaintances.

3.2.1 Verbal Communication

Verbal communication is also called oral or written communication. In simple terms, it is the use of written or spoken languages to communicate with the receiver/ receivers. Verbal communication consists of two segments written communication and oral communication. Since ancient times, the written word has earned more importance for formal communication. Even today when something is communicated in the written formal it holds more value as it can be referred to again at a future date. It is known that today's written communication is tomorrow's history. Hence, letters written by our national leaders, freedom fighters, kings or historical figures form the base for historical documents. Some examples of written communication are

letters, e-mails, faxes, memos, reports, and other written messages. It can be written using pen and paper or typed in a computer or device. Another form of verbal communication is oral or visual communication. Oral communication is the use of spoken words, exclamation, sounds etc while visual communication involves the use of pictures or images. Pictures such as photographs, paintings, graphs, animation, and videos are some of examples of visual communication.

Written Communication can be used in many ways in the contemporary times. It is one of the most common forms of formal communication. Every day, we come across newspaper which used written communication to inform us about various incidents. We also use written communication through mails and letters for official communication. Social media account such as Facebook, Twitter use written communication as well as messaging apps like WhatsApp, Telegram etc. However, written communication plays little role in solving personal issues among individuals due to its formal nature. Hence, individuals must use informal non-verbal communication also at times to create a two-way successful communication.

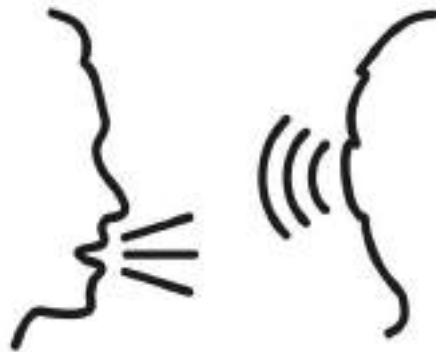


Image source: Google images

3.2.2 Non-Verbal Communication

When people communicate with each other with signs and body gestures, it is called non-verbal communication. Body language like erect or bent posture, eye contact, touch, smile, wave are all examples of non-verbal form of communication. If the spokesperson of a company appears in shabby dress and uses wrong body language, then he/she fails to maintain the image of the organisation. To motivate the team members, the leader of the team must use non-verbal gestures such as a pat on the shoulder or clap. Thus, non-verbal communication plays an important role in inter-personal, group communication as well as public communication.

Check your progress:	
1. Verbal communication consists of two segments written communication and oral communication.	True/ False
2. Use of signs and body gestures is called non-verbal communication	True/ False



Printed signs and symbols are examples of verbal communication. Image Source: clipart-library.com

3.2.3 Some forms of non-verbal communication techniques

Kinesics: Kinesics is the use of body movement to communicate. All our communication uses some form of body movement. These body movement sends additional intended or unintended information to the receiver.

Facial expressions: Facial expressions form an important form of kinesics as they reflect ones emotions. Facial expressions of grief, anger, laughter also are part of non-verbal communication. While using spoken words, a person also uses facial expression to emphasise his/her emotions. Dancers extensively use facial expressions to convey messages to their audiences.

Gestures: Gestures are use of body movements to convey certain associated messages. Sometimes body gestures are conscious and sometimes involuntary. However, body gestures may be interpreted differently in different cultures. For example, when British or American people meet, they handshake as a form of greeting, but Chinese bow to greet. So, if David from America meets Huen from China for the first time and try to greet him with a handshake, Huen may bow down. So, this body gesture of Huen may confuse David who did not have any knowledge of the culture of Huen. Hence, sometimes due to lack of knowledge of culture, communication faces a barrier even if it is just a gesture. Similarly, a thumbs up body gesture by using a pointed thumb may also get interpreted differently in different geographic regions.

Posture: The term “posture” means the position of the body of the sender during the communication. Various postures convey various meanings. For example, erect posture of a person conveys attentiveness while a slouched posture means tired. Posture is an important element of non-verbal communication as it creates the image of the sender in the mind of the receiver. During interviews, it is very important for the interviewee to sit erect.

Clothes: Clothes and costumes of a person also convey the message about the occasion of the communication event or his/her personality. A shabby dressed person does not look professional and confident.

Eye Contact: Eye contact also supports a successful communication during inter-personal or face-to-face communication. Discomfort and nervousness are conveyed if the sender does not meet the eye contact of the receiver of the message.

Check your progress:	
1. Kinesics is the use of body movement to communicate.	True/ False
2. Facial expressions are verbal communication.	True/ False

Once we are aware of the various techniques of communication, we should start developing the following skills to enhance our social skills. We should use language to provide information or give feedback. It is a necessity to take turns in a conversation and be a good listener. Further, we should also not deviate from the topic and try to combine both verbal and non-verbal communication skills to maximise the communication impact. We also use language depending on the social situation. For example, sometimes we use language that would convey the purpose such as request, demand or greeting. Further, a good communicator will also adapt to meet the capability of the listener. This strategy is best applied in advertising and communication for development. The rules of communication with respect to personal space is also different in different parts of the world. In some cultures, greeting by kissing or hugging is a norm but in other cultures only bowing down to greet is the norm.

3.2.4 Strategies of Communication

It is an essential skill of an individual to communicate effectively using both verbal as well as non-verbal languages. Effective communications skills are a prerequisite in personal life, in media as well as in any organisation. Hence some of the skills of effective communication are presented as follows:

Listening: One of the most key elements of effective communication is the ability to listen more than speaking. A good communicator listens to his receiver and then selects the language and wordings of his communication to build trust and relationships. People who talk without listening to their receivers are not preferred in social circles. A good communicator should practice active listening and then engaging with the receiver both verbally as well as non-verbally.



Listening as a strategy of effective communication. Source: Google images.

Be Clear and Be Concise: During the communication process the sender should try to send messages in very clear and concise manner. The message should include as simple words as possible for easy understanding by the receiver. Hence the message should be conveyed in as few words as possible. Further, the message needs to be in clear language. If the message uses confusing words, it confuses the receiver and loses its actual intention. For example, when we read news in a newspaper, we find the information to be drafted in a clear and concise manner. The initial paragraph will cover most of the important information of the news story. The later paragraphs cover the other elements of the news item. This is done to cater to the busy newspaper reader who does not want to waste time in getting the most important information. Hence journalists are trained to be very clear and concise in their message drafting.

Be Personable: For successful interpersonal communication, the sender needs to be conscious of letting the fear and discomfort, if any, of the listener. Hence, when communicating face-to-face with someone, it is advised to use a friendly tone and have a smiling face. This will help the receiver to open and engage more during the communication. In group, public or mass communication the sender must gather information about the preference and dislikes of his/her audience to have effective communication.

Be Confident: Another strategy for successful communication is to be confident in delivering the message. All successful national leaders are good communicators. Leaders like Mahatma Gandhi, Pandit Jawahar Lal Nehru communicated with the masses with utter confidence so that the mass audience would trust in them and follow their ideals for the fight against the British. Confidence also comes from knowledge about communication. If the communicator lacks knowledge on the subject or issue of the communication event, their receivers will not be interested in listening to them anymore.

Empathy: Another requisite element of a successful communication is having empathy. Empathy means to have the ability to understand and share the feelings of the receiver of the message. Empathy helps in communicating with the receiver by feeling one with his/her emotions and context. For example, if a journalist goes to cover an incident of accidental death of a male member of a family. He should avoid asking questions to the wife or children of the deceased when they are mourning. It is very important to respect their emotions at that moment and avoid asking them embarrassing questions or creating emotional distress. But during unethical reporting in television, we often see this kind of misbehaviour from the reporters who ask questions like how they are feeling about the death of the male member of their house.

Always Have an Open Mind: To communicate effectively, the sender needs to keep an open mind. In this way, they can relate to the target group and be involved. Hence the message should not be sender-centric but receiver centric. This will maximize its effect. This can be achieved only if there is ample knowledge about the receivers, their age, education, and interests.

Convey Respect: Conveying respect during communication with the receivers is another very important factor for achieving successful communication. It will make the receivers engage more openly in the communication if they feel their views are respected. Listening before speaking and listening enough is the best way to show respect in communication. One should avoid interfering while others speak during communication. This will dull the atmosphere and force the other participants in the communication to withdraw from the communication. Even

written communication should be carefully drafted and checked for grammatical errors before sending it to the receiver for avoiding misinterpretation.

Give and Receive Feedback: Another factor of successful communication is giving and receiving feedback. It is important to give and receive appropriate feedback in an organisation to maximise the performance of the employees. It is an essential communication skill, particularly for those of us whose roles include managing other people. The manager needs to provide unbiased feedback to his subordinates from time to time. This will boost the morale as well as the confidence of the subordinates. For providing and receiving feedback the communicators should keep their channel of communication open. However, feedback will remain ineffective if it is not incorporated within the system of the organization's activities.

The Selection of the Medium: Another successful way of communication is using the best medium for sending the message. Sometimes using the wrong medium may harm the communication process. For example, if a message is designed for creating awareness about pulse polio immunization in India and the medium chosen is only internet advertisement then it will not be successful communication. Here the audience is the parents of less than 5-year-old children and their family members. Hence along with mass mediums such as television, radio and newspaper advertisements, word of mouth medium should also be used for pulse polio immunisation. The ASHA worker and the Panchayat members may be used for such communication.

Check your progress:	
1. During the communication process the sender should try to send messages in a very clear and concise manner	True/ False
2. Using the wrong medium will not harm the communication process.	True/ False

Communication skills have a very important role to play in a person's life. At every step, the person needs to interact with other people for business, for seeking job, socialization and relationship building. From the birth of a child, it starts communicating by crying. The child's cry is the only means to communicate his/her hunger, need for comfort, need for a change of diaper, etc. as the child grows up he/she starts learning language and acquiring knowledge of cultures and context. Based on these frames of reference individual shapes his/her communication skills. Therefore, the need for various strategies of communication changes with the change in the phases of an individual's life.

Possessing good communication skills is as important as possessing proper motor skills. It is needed to ensure that our messages are understood by everyone around us. Possessing good communication skills will also ensure better opportunities and the development of confidence. Communication skills help us develop and maintain friendships and goodwill in society. If a company faces a crisis, it is the communication skills of the company's crisis communication expert to handle the situation properly to safeguard its image. It will be easier for the company to spring back into action and manage its image and corporate identity through good public relations skills. In other words, its communication skills.

Communication should be always receiver centric. The communicator's ability to listen to its intended audience by recurrently taking feedback and conducting research on the various socio-demographic factors helps in strengthening communication strategies. During the nationwide lockdown during the COVID-19 pandemic in the year 2020, people suffered from mental anxiety and depression due to a lack of communication.

Strategic use of both verbal, as well as non-verbal communication, falls under the purview of good communication skills. During the election campaign, we notice that the political leaders use sloganeering, pamphlets, and audiovisual tools along with their expressions, body gestures, and voice to reach out to their prospective voters. If the political leader is successful in using the strategies of communication properly then they can hope to receive better results than their rivals who lack communication skills.

A student who communicates more in class will have better chances of not suffering from mental stress and anxiety. He/she should communicate their worries to their teacher and seek help and guidance. This is only possible if the student knows his/ her strength in communication. Good communication also helps an employee develop himself /herself as a leader at the workplace. Strategic use of communication also develops good relations and camaraderie with all fellow employees. This is achieved with the proper use of non-verbal as well as verbal communication skills.

Good teachers can communicate effectively with their students making a lifelong impact on the student's life. Hence if someone desires to choose teaching as a career in his/her life they should start developing good communication skills. In order to communicate with the students without confusing them a person needs to learn the techniques of communication. It is not that communication techniques are needed for media and journalism professionals but for everyone irrespective of the job profile.

Check your progress:	
1. Communication should be always receiver centric.	True/ False
2. Communication skills do not help us develop and maintain friendships and goodwill in society.	True/ False

3.2.5 Let Us Sum Up

In this Unit we have come across the need for and importance of learning various techniques of communication. We have understood that there are two broad umbrellas of communication techniques: verbal consists of written, spoken, or visual messages, while non-verbal consists of body gestures, facial expressions and even eye contact. Once we are aware of the various techniques of communication, we should start developing the following skills to enhance our social skills. We should use language to provide information or give feedback. It is a necessity to take turns in a conversation and be a good listener. Further, we should also not deviate from the topic and try to combine both verbal and non-verbal communication skills to maximize the communication impact. We also use language depending on the social situation. In business management and media, marketing, advertising, and sales are the departments that must be excellent in communication. Their success will ensure products and services are sold resulting in profits. Hence using strategic communication ensures getting new customers as well as retaining older customers.

3.3 Learning Outcomes

At the end of this Unit, you should have been able to understand the techniques of communication and effective strategies for communication.

3.4 Keywords

Techniques of communication, verbal, Non-verbal, Kinesics, body gestures, Concise, Listening, Empathy

3.5 Sample Questions

Objective Questions

1. Which of these is not a form of verbal communication?
 - a) Written letters
 - b) Smile
 - c) Pictures
 - d) Video
2. Which of these is not a non-verbal form of communication?
 - a) Kinesics
 - b) Facial expression
 - c) Photograph
 - d) Gestures

Short Answer Questions

1. What do you understand by verbal communication?
2. What is the need and significance of non-verbal communication?
3. What is the importance of empathy in communication?

Long Answer Questions

1. Discuss in detail the different types of non-verbal communication.
2. Explain the nine techniques of communication.
3. Examine the strategies for communication.

3.6 Suggested Learning Resources

Aggarwal, Vir Bala, and V. S. Gupta. *Handbook of Journalism and Mass Communication*. New Delhi: Concept Publishing Company, 2001.

Beebe, Steven A., Susan J. Beebe, and Diana K. Ivy. *Communication: Principles for a lifetime*. Boston, MA: Allyn & Bacon, 2010.

Ghosh, Subir. *Mass Communication Today: In the Indian Context*. Profile Books (GB), 1996.

Kumar, Keval J. *Mass Communication in India*. Jaico Publishing House, 2020.

McQuail, Denis. *Mass Communication Theory: An Introduction*. Sage Publications, Inc, 1987.

Unit - 4: Barriers of Communication

Structure

- 4.0** Introduction
- 4.1** Objectives
- 4.2** Barriers of Communication
 - 4.2.1** Kinds of Barriers to Effective Communication
 - 4.2.1.1** Physical Barriers
 - 4.2.1.2** Linguistic/Semantic Barriers
 - 4.2.1.3** Cultural Barriers
 - 4.2.1.4** Psychological Barriers
 - 4.2.1.5** Mechanical Barriers
 - 4.2.2** Overcoming Communication Barriers
 - 4.2.2.1** Eliminating Differences in Perception
 - 4.2.2.2** Language
 - 4.2.2.3** Reduction in volume of disturbing sounds
 - 4.2.2.4** Active Listening
 - 4.2.2.5** Emotional State
 - 4.2.2.6** Proper Media Selection
 - 4.2.2.7** Provide Constructive Feedback
 - 4.2.2.8** Flexibility in setting goals
 - 4.2.3** Let Us Sum Up
- 4.3** Learning Outcomes
- 4.4** Keywords
- 4.5** Sample Questions
- 4.6** Suggested Learning Resources

4.0 Introduction

The process of sending and receiving messages, ideas, and information from one person to another using any channel is known as communication. The channel may be printed paper, audio-visual medium, airwaves, or even body language. Communication is one of the basic needs of human beings to survive. Hence the term “communication” is explained and defined in as many ways as possible from various perspectives. In this Unit, we will learn that during any communication event there are possible chances of barriers and obstacles that do occur.

Sometimes these barriers can be avoidable and sometimes cannot be avoidable. In this Unit, we will study the barriers to effective communication, barriers to effective communication within an organization, and procedures for overcoming them.

4.1 Objectives

The objectives of this Unit are to:

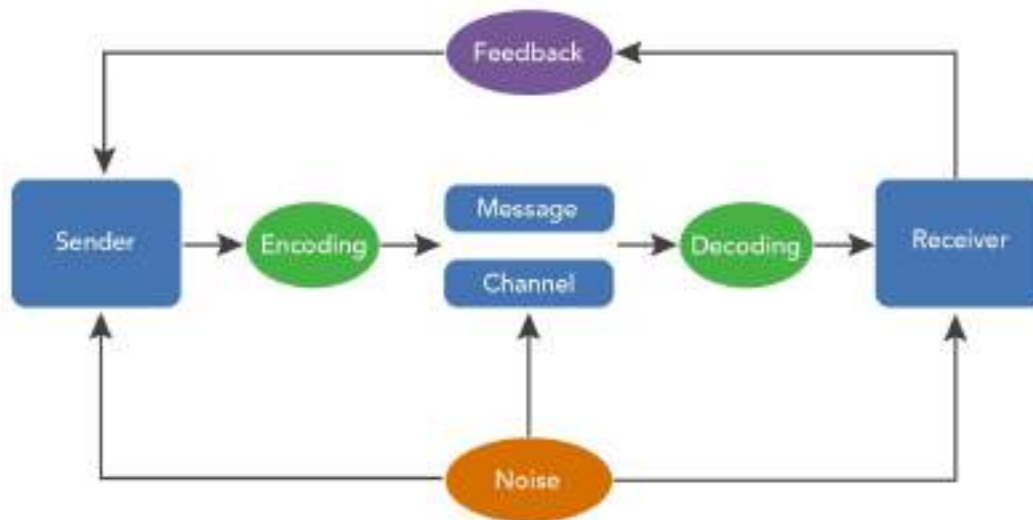
- get an overview of the meaning of barriers to effective communication
- understand what causes the barriers to effective communication
- analyse various types of communication barriers
- identify the basic steps to overcome the barriers to effective communication

4.2 Barriers of Communication

The term barrier means a disturbance or a rupture in a process. Hence barriers to effective communication means the disturbances that either occur in the channel, message or within the sender and receiver during the communication process. Although this may be the result of different reasons the most primary ones are due to physical barriers, system design faults, or additional barriers.

4.2.1 Kinds of Barriers to Effective Communication

It has been found that there are several barriers to effective communication. These barriers are of different kinds and possess various kinds of characteristics. Some of them are physical barriers, mechanical barriers, linguistic barriers, psychological barriers, etc. The barriers in the communication process are also termed noise. The term noise does not always mean loud sound but any kind of interference in the form of mechanical, linguistic, psychological, or physical. Sometimes the noise appears in the sender or receiver due to their different context and psychological background, personal biases. Sometimes the noise appears in the message if the language used to create the message is not like the receiver. Further, if there is any error in the channel due to technical fault the message will also suffer from poor reception by the receiver/audience. Below we will discuss some of the most important barriers to effective communication:

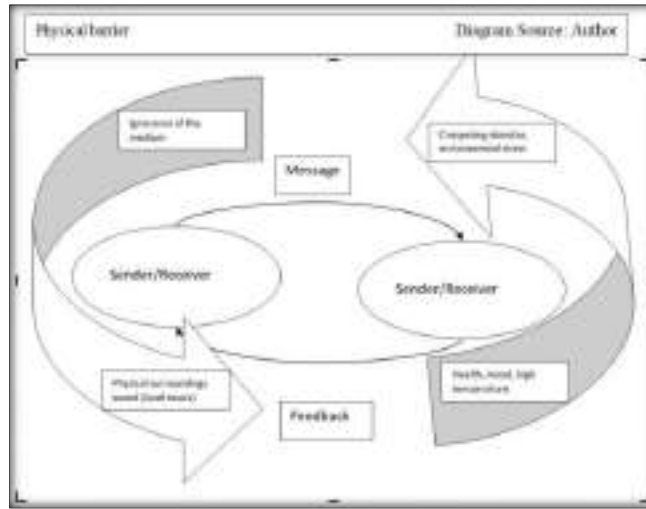


4.2.1.1 Physical Barriers

Physical barriers are disturbances that occur in the environment. During communication, the sender or the receiver feels physical stress like fever, or stomach discomfort then it can cause a barrier in sending and receiving information properly. The sender or the receiver suffering from any physical stress will not be comfortable continuing the communication process and will end the communication. Moreover, if the place where the communication is taking place suffers from external noise or disturbance or there is a sudden change in the weather then this can also act as a physical barrier to effective communication. Further, the place of communication also impacts the communication process.

Hence the communication should be conducted in a clear and peaceful area because external noise may also lead to a barrier in receiving the message. Kumar (1994) noted four types of physical barriers that are competing stimulus, environmental stress, subjective stress, and ignorance of the medium. The term competing stimulus means interference in the form of loud noise, traffic sounds and animal sounds. For example, if a journalist must report on an incident where loudspeaker playing music in the background, it will create physical interference in the form of competing stimulus. Again, during high temperatures and poor ventilation, the audience sitting to watch a play will feel discomfort. This will lead to a physical barrier. Further, ill health or effect of medicines might also interfere in the physical capability of the communicator in sending and receiving information during a conversation. Ignorance of the medium is lack of awareness about the physical features of instructional material or channel used

for communication. For example, ignorance of the medium will occur if technical maps are used for a meeting with the workers who do not know how to use the maps.

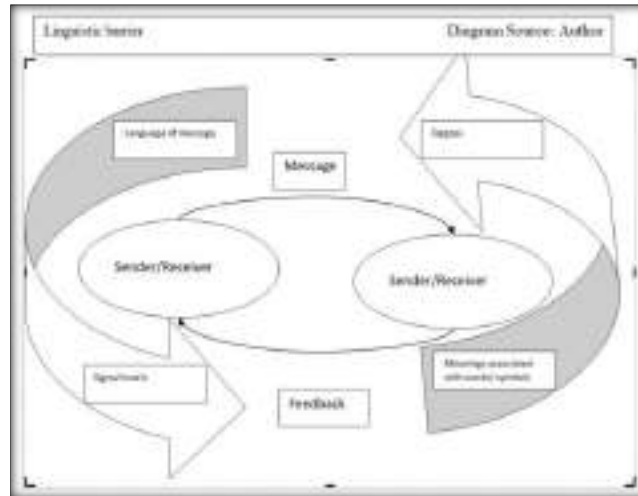


Check your progress:	
1. Barriers to effective communication means the disturbances that either occur in the channel, message or within the sender and receiver during the communication process	True/ False
2. Physical barriers are disturbances that occur in the environment.	True/ False

4.2.1.2 Linguistic/Semantic Barriers

When the barrier occurs in the language used for encoding the message it is called a linguistic/semantic barrier. The semantic barrier is also known as the linguistic barrier. In most cases, the semantic barrier poses a depressing factor. In a multi-linguistic and multicultural country like India, people coming from various linguistic and ethnic backgrounds face difficulty in communicating with each other. Hence, they try to cope by using the national language which is Hindi. Again, even when communicating in the same language it is vital to use appropriate words to avoid hurting sentiments. Language and vocabulary that is used in communication should be understandable to the persons. But sometimes it can also act as a barrier to effective communication. If a person speaks only Punjabi and does not understand Urdu or Marathi, but he/she can still manage if they know Hindi. Sometimes meanings are associated with words depending on the mental status and biases of the people. For example, the term Mahatma will immediately denote Mahatma Gandhi to Indians than to New Zealanders. Hence, using language

and words that are understood to the listeners is also important to reduce barriers to effective communication.



4.2.1.3 Cultural Barriers

Apart from physical and linguistic barriers, communicators also sometimes have cultural barriers. Sign languages and body gestures have different meanings in different cultures. A thumbs up gesture might be understood as a like symbol to those who use Facebook, but for very rural people who are unaware of the icons used in social media, it will signify a slang gesture. The non-verbal signs are used differently in urban and rural areas in India.

Check your progress:	
1. Language and vocabulary used in a communication should be clear to both the sender as well as the receiver.	True/ False
2. The non-verbal signs used differently in urban and rural areas act as cultural barriers.	True/ False

4.2.1.4 Psychological Barriers

Another barrier to effective communication is psychological barriers. Hence it is very crucial to understand the mental state of a person before starting the communication. If a college professor takes a class for kindergarten students in a school, the toddler students may not understand his lecture. This is because the mental capacity of the toddlers does not match the level of the academic lecture of the speaker. This also applies to a case where someone is talking to a receiver who is least interested in the topic of the conversation. This then leads to psychological barriers. On several other occasions, anger or frustration also acts as barriers to effective communication. Such emotional outbursts or state of mind hampers in the

communication of the sender or the receiver. A logical mind is necessary to encode, decode and interpret messages properly.

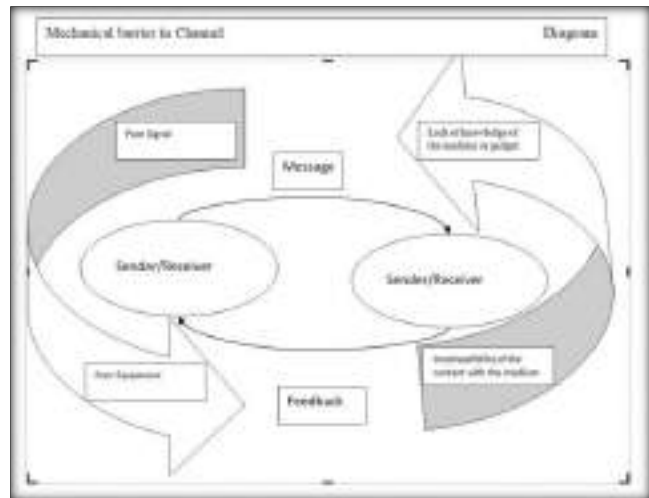


Further personal biases also create barrier in effective communication. Due to our biases, we take sides on a specific issue or topic of discussion and hence this impacts on our logical reasoning. Biases also hamper in verification and judging the authenticity of the information. Hence, issues such as fake news crop up due to biases. People also communicate using their frame of reference. The frame of reference is our mental frame through which we view and perceive the world. No two individuals will have the same frame of reference, but in order to have an effective communication, the sender and the receiver should have some similarity in their frame of reference. Kumar (1994, p.31) notes that “a frame of reference is a system of standards and values, usually implicit, underlying and to some extent controlling an action, or the expression of any belief, attitude or idea”. The frame of reference also has a larger role in creating self-image, resistance to change and fear of new innovations among the audience. Again, during the development of communication campaigns if the receivers of the awareness campaign are defensive and are not interested to change the communication suffers from psychological barriers. These kinds of psychological barriers were witnessed during the COVID-19 pandemic when people refused to maintain social distancing and wearing of masks. In a later stage when the vaccines were developed, it was again noticed that a group of people refused to receive the COVID-19 vaccines due to their fear and defensiveness to adopt changes.

4.2.1.5 Mechanical Barriers

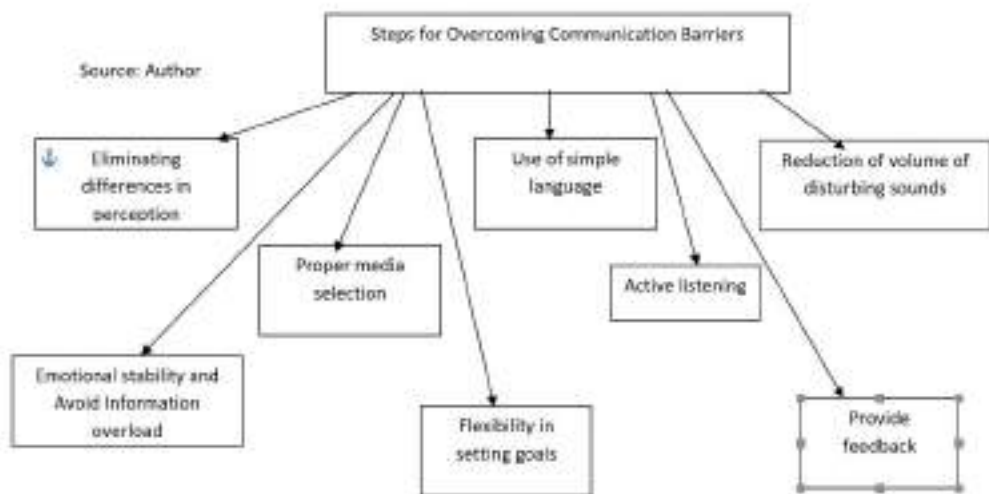
It is a kind of barrier that occurs in the channel of communication. When there is a disturbance in the reception signals of the network or breakage of the wires the pictures appearing on the television get distorted. This leads to poor transmission of programs and content to the audience. This breakdown or wear and tear of machines are known as a

mechanical barrier during mediated communication like television broadcasts or Radio broadcasts. Again, due to absence of proper internet connectivity in difficult terrains such as high hilly regions or forest areas also interrupts online communication. Hence when the fidelity of transmission gets interrupted due to any technical damage or breakdown it is called a mechanical barrier.



Check your progress:	
1. Emotional outburst or state of mind hampers in communication of the sender or the receiver.	True/ False
2. People refused to maintain social distancing and wear masks during COVID-19 due to psychological barriers.	True/ False

4.2.2 Overcoming Communication Barriers



There are steps to reduce the interference and disturbances that appear during the process of communication. These steps are listed in the above diagram and which are explained as follows:

4.2.2.1 Eliminating Differences in Perception – During the communication process, the sender and receiver should try to eliminate their differences in perception. This can be ensured if their frame of reference intersects on certain common grounds of understanding. Further, during the communication process, the receiver should be more empathetic toward the receiver's knowledge level and capacity of understanding the message. These factors will help in reducing the barriers to communication. As both the sender and receiver take turns of both encoding and decoding the messages, the responsibility to communicate without conflicting perceptions lies on them.

4.2.2.2 Language – Language plays a huge role in the communication process. It can be verbal language such as written, spoken, pictorial, visual, audio-visual. It may be non-verbal language too like body gestures, facial expressions, posture and eye contact. Different individuals hailing from different ethnic and regional backgrounds have different knowledge and understanding of different languages both verbal as well non-verbal. Hence the communicators should try to encode their message in a universal language. An awareness campaign on hand sanitisation during COVID 19 pandemic will be accessed by more mass audience if conceptualised in Hindi language. But the same message will have more impact on the audience of West Bengal if it is created in Bengali language. Use of jargons, complicated words should be avoided.

4.2.2.3 Reduction in volume of disturbing sounds – Ambience sound is the surrounding sound that we hear around us. It can be the cawing of the crow, a plane's sound, horns from the traffic on the road or a loud music playing in the locality. Sometimes these ambience sound causes barrier in effective communication. If we are talking to someone over telephone and there is a piece of loud music being played in our neighbour's place, we will not be able to hear what the person at the other end is speaking. Similarly, a loud cawing of a crow during a recorded interview taken by a journalist will also hamper the quality of the recording. Hence it is necessary to identify the sources of noise and then take adequate steps to reduce them or change the location of communication.

4.2.2.4 Active Listening – Another step of reducing the barrier in communication is listening to the message and the sender. Active listening is listening to the speaker with some

prior knowledge on the subject. The continuous engagement of the listener during the communication process by asking questions and repeating for clarifications would minimise barriers of communication.

4.2.2.5 Emotional State – in order to avoid psychological barriers, the communicator should have a balanced state of mind and emotion. Feeling of distress, uneasiness and anxiety should not be reflected through body language or verbal language used by the communicator. This will immediately hamper the reception of the message. Further too much information should not be disseminated at one go. This will confuse the listeners and make them feel overloaded with information.

4.2.2.6 Proper Media Selection – for ensuring a smooth communication system the medium or channel of communication selected should be proper. Selection of media should be made depending on the target audience and time required for the message dissemination. Hence in order to broadcast a news of national importance should be sent through mass media channels such as newspapers, radio or television. Again, the medium selected for a niche audience to access the information is the internet. But if a behaviour change communication message is intended then the medium should be face-to-face communication

4.2.2.7 Provide Constructive Feedback – Barriers to effective communication can also be minimised by providing constructive feedback. Continuous feedback from the receiver/audience will help improve the quality of content of the message. For example, negative feedback will do more harm than not providing feedback at all. So, we should keep the objective of providing feedback in mind. The feedback should be targeted for bringing change in the content of the message or to encourage the communicator to continue to deliver such contents. For example, ratings in online news portals, likes and subscription and comments can act as engaging ways to provide feedback to YouTube influencer and online entertainment and lifestyle content creators.

4.2.2.8 Flexibility in setting goals – the last but not the least point in eliminating barriers in communication are flexibility in setting goals of the communication process. The goals set should be realistic and not too ambitious.

4.2.3 Let Us Sum Up

Effective communication is necessary for various reasons. Using mass media as a channel for communication leads to spaces for barriers in language, cultural, semantic and even

mechanical. So, at different points of time during the communication process, be it linear communication or non-linear model of communication the competing stimulus, psychological barriers and cultural barriers always emerge from somewhere to disturb. But to curb the menace of all the above-mentioned barriers, we try to keep our perceptions as bias-free as possible.

There are many kinds of barriers occurring at different elements of the communication process. When the barrier occurs in either the sender or the receiver, it is most of the time a physical barrier, psychological barrier, or cultural barrier. When the barrier occurs in the channel it is called a linguistic or semantic barrier. When there is a difference of opinion between the sender and receiver of the message due to personal biases and ideological differences, it is called a psychological barrier to effective communication. Anger, frustration, and favouring a particular ideology also hamper a smooth communication process. However, these barriers can be overcome to a large extent by taking certain measures such as designing the message by keeping the receiver's knowledge, attitude, and practices in mind. Further, the use of simple language, avoiding jargon and technical words, and avoiding double-meaning verbal and non-verbal language can reduce the barriers. Another important step to improve the communication process in subsequent stages is to take continuous feedback from the audience, or the receiver.

It is essential to overcome the barriers by identifying the causes that give rise to them, some of the barriers are avoidable whereas some are unavoidable. Some of the barriers can be avoided by keeping an open mind, reducing personal biases, learning more languages, and constructing a message receiver-centric. Again, developing the writing and speaking skills of these communicators is also a necessity for reducing semantic and linguistic barriers. Finally, it can be stated that barriers do come up within the course of communication, but in order to effectively communicate, individuals should possess efficient speaking and listening skills. Always use of simple language should be encouraged and thereby avoiding the usage of technical terms and jargon.

4.3 Learning Outcomes

At the end of this Unit, you should have understood the different kinds of barriers to effective communication and you should have also learned how to overcome the communication barriers.

4.4 Keywords

Barriers to communication, physical barriers, psychological barriers, linguistic barriers, mechanical barriers, avoiding jargons, listening, empathy

4.5 Sample Questions

Objective Questions

1. Which of these is not a form of physical barrier?
 - a) Environmental stress
 - b) Physical ill-health
 - c) Frame of reference
 - d) Ignorance of the medium
2. Which of these is not a psychological barrier?
 - a) Ill-health
 - b) Frame of reference
 - c) Loud sound
 - d) Defensiveness and fear

Short Answer Questions

1. What do you understand by physical barriers?
2. What is the significance of frame of reference?
3. What do you mean by mechanical barrier?

Long Answer Questions

1. Discuss with examples the barriers to effective communication.
2. Explain the steps in reducing the barriers to effective communication. Justify with examples.

4.6 Suggested Learning Resources

Aggarwal, Vir Bala, and V. S. Gupta. *Handbook of Journalism and Mass Communication*. New Delhi: Concept Publishing Company, 2001.

Beebe, Steven A., Susan J. Beebe, and Diana K. Ivy. *Communication: Principles for a lifetime*. Boston, MA: Allyn & Bacon, 2010.

Ghosh, Subir. *Mass Communication Today: In the Indian Context*. Profile Books (GB), 1996.

Kumar, Keval J. *Mass Communication in India*. Jaico Publishing House, 2020.

McQuail, Denis. *Mass Communication Theory: An Introduction*. Sage Publications, Inc, 1987.

Unit - 5: Introduction to Media

Structure

5.0 Introduction

5.1 Objectives

5.2 Introduction to Media

5.2.1 Need and Significance of Media

5.2.2 Criticism faced by the Media

5.2.3 Basic Types of Media

5.2.4 Functions of Media

5.2.5 Let Us Sum Up

5.3 Learning Outcomes

5.4 Keywords

5.5 Sample Questions

5.6 Suggested Learning Resources

5.0 Introduction

The process of communication has five major elements without which the process cannot complete. Harold D Lasswell notes that in a communication process:

- Who (sender)
- Says what (Message)
- In which Channel (Media/channel)
- To whom (Receiver/audience)
- With what effect (effect)?

Like the importance of sender, message, audience and effect the channel of communication plays a very important role in both content delivery as well as content reception. In the case of mass communication, the medium or channel of communication are mass medium. In this Unit we will learn about the role and uses of mass medium in mass communication.

5.1 Objectives

The objectives of this Unit are to:

- overview the meaning of mass media.
- describe the power and reach of media.
- identify the impact of negative use of media.
- analyse various roles and functions of mass media

5.2 Introduction to Media

Media are the technological tools used in sending and sharing information or messages to a large, diversified audience scattered around the earth. Media can be used to educate, inform, entertain, and mould public opinion. Simple words spoken over radio can have more reach than a person using a microphone in an auditorium. With the use of radio, television, newspapers, and internet the impact of any mass-mediated message gets multiplied. For example, if a drama is performed in a college auditorium it will be only watched by the students or audience present within the auditorium. The geographic reach is limited in this case of public communication. But if the same drama is recorded in a camera and broadcast over television or internet it can reach a wide audience across the globe. Moreover, due to the technology used in mass media programs the impact also gets intensified.

India has witnessed a rapid growth of various mass media platforms such as newspapers, magazines, radio, television, online platforms, and films. This media also shapes the opinions and attitude of people. While on one hand mass media can give voice to the voiceless, on the other hand it can also exclude the marginalised from proper coverage. Some media are one way and have lesser scope for feedback like newspaper and television programs. While others like online news portals and web-blogs have more scope for immediate feedback and interaction with the audience.

Wilbur Scramm defined mass medium as “a working group organised around some device for circulating the same message at about the same time to a large number of people.” However, his definition means that folk medium and interpersonal communication are excluded from the ambit of mass media. Moreover, mass medium is targeted towards mass audience, it is

mass produced for mass consumption. Mass medium is involved in revenue generation and earning profits and hence it is sometimes also associated with mass media industry.

Check your progress:	
1. Media are the technological tools used in sending and sharing information.	True/ False
2. Media has no role in shaping the opinions and attitudes of people	True/ False

5.2.1 Need and Significance of Media

Media in its various forms such as newspapers, radio, television, film, and internet plays an immense role in shaping the opinion and attitude of people. These people who engage with media with a reason to receive information are known as audiences. Hence when mass audience follows the information and messages prompted for a desired change or effect, it can be used both for positive as well as negative impact. During World War I and World War II, media was used for propaganda. Media not only helps set the agenda for the public and work for propaganda, but it can also help in facilitating social change.

When the media sheds light on certain incident over the others and portrays it as important, it frames the public attention. In this way, media can spotlight certain messages or information to be important for people to think about. Media is heavily used in a democracy as it is considered as the fourth estate. Issues of importance for the citizens are also brought forth to draw the attention of the policymakers and the government. In a democracy, media forces the government to become answerable to its citizens. The agenda-setting function of media helps create debates and critical thinking among the masses regarding the issues of political participation. For example, during elections the prominent issues of development in a country are often raised in media debates and news. Voters become aware of the level of success or failure of political parties in ensuring development during their tenure or in their electoral manifesto. Hence, they make their voting decision based on their awareness of these issues from the media.

However, it is also true that sometimes media also acts negatively and serves the interests of a particular section of people in the country who own the media. Media can also reinforce stereotypes about sexual, ethnic, and religious minorities through its lopsided portrayal. For example, films, soap operas and advertisements show women in subordinate roles. Women are shown to always work inside the home or perform household chores like cooking, washing, caregiving etc. Rarely we see women working as doctors, scientists, engineers, pilots, etc. This

stereotyped representation also impacts on the perception of women and their roles in society among young girls and men. women are often portrayed in subordinate roles to men.

Check your progress:	
1. During World War I and World War II, media was used for propaganda.	True/ False
2. Media has no role in reinforcing stereotypes about sexual, ethnic, and religious minorities through its lopsided portrayal.	True/ False

5.2.2 Criticism faced by the Media

Being treated as the fourth estate of democracy, media enjoys tremendous power in forming public opinion. Hence, free and fair ownership is a necessity for their unbiased coverage of an issue. Media is supposed to act like a watchdog, but sometimes it is criticised to act like a lap dog. This means if media is dominated by a powerful section of elite owners or political parties, the monitoring and surveillance function of media will be biased. In performing its watchdog role sometimes, the press and media face ban or censorship from the government. During British rule, the Indian vernacular press was severely censured to avoid the spread of nationalistic feelings. Even after independence, during the emergency period, Indian press faced severe censorship. Hence, the conflict between media and the state is a good practice for ensuring its role in the democracy as the fourth estate. But sometimes the media acts at the behest of the state and filters information for its audience and conveys only favourable information and image of the state and government. This destroys the actual need for the media in a democracy as it avoids accuracy, balanced and diverse reporting. Hence, political interference can confuse the audience and polarise public opinion.

Further, ownership of media also influences the way the media organisation functions. The ideology of the management gets reflected in the kind of reporting and representation the media organisation gives. While privately owned media organisation looks for maximising their profits, the government-owned media tries to keep a favourable environment towards the government among its masses. A government-owned media organisation works as a mouthpiece of the government and never criticises its policies.

Check your progress:	
1. Free and fair ownership is a necessity for their unbiased coverage of an issue.	True/ False
2. Privately owned media organisation do not want to maximise their profits.	True/ False

5.2.3 Basic Types of Media

Keval J Kumar in his book, *Mass Communication in India* considers that the mass media are the tools of transmitting messages to a large group of people scattered at different geographical locations instantaneously. However, the production of these mass-mediated communications through mass media requires a lot of expertise and technological tools and resources. They are expensive infrastructures such as the cinema, radio, television, video, cable, computers, and satellites. Since the management requires expertise and huge resources, hence, they are managed by institutions like the government or well-financed private commercial firms. Moreover, they require expert media professionals in the roles of journalists, camera persons, editors, and other roles.

Although audiences are surrounded by numerous kinds of mass media options, not even one of them has seen a decline in their share of the audience. Newspapers are still preferred due to their in-depth coverage. Due to the low level of literacy rate in most of the developing countries, it has not penetrated the rural masses. Keval J. Kumar in his book states that in India thousands of copies of newspapers and magazines are printed every day and are circulated in several cities across the country.

Hence, due to its reach even to the illiterate and marginalised sections because of the low cost, radio remains the most popular media among both urban as well as rural masses. While the public service broadcaster All India Radio caters to the rural audience, FM radios are very popular among the urban audience. Radio has a wide reach and capacity to include diverse programs, from information to entertainment and phone-in programs.

With the rapid expansion of films and television in diverse languages, popular culture has taken a very prominent role in people's lives. Although people are immersed in media from their mornings to night, access is still restricted to the poor, illiterate and marginalised. Hence, we come across terms such as information rich and information poor. It is here that the alternative forms of media such as folk media and community media perform the functions of the mass media for them. These forms of media do not have a mass reach, but they are meant for the underprivileged sections of society who lack access to the mass media tools. Moreover, for communication for development and social change folk media and community media have an upper hand than the mass media due to their strong feedback factor.

5.2.4 Functions of Media

Dennis McQuail noted three major functions of media: they are surveillance of the environment, interpretation of the information and prescription for the conduct, and the transmission of heritage. Media act as tools of communication that help in storing and delivering information to a large diversified, heterogeneous, and anonymous audience. The various kinds of media are print media, publishing, news media, cinema, television, radio, and advertising.

5.2.4.1 Surveillance: As surveillance is one of the major functions of media, it refers to the collection and distribution of information to the audience. It also means the news production and dissemination function.

5.2.4.2 Correlation: This function involves the debate and discussion and interpretation of the received information for better opinion formulation of the public. News editorials are best examples of the correlation functions of a newspaper and magazine. The debate and discussion programs by the Editor of a television or radio news channel also performs the correlation function of media.

5.2.4.3 Transmitting the social heritage: Media also performs the function of transmitting values by educating the masses. It spreads the knowledge of traditions and social norms in society from one generation to the next. Traditional knowledge can be conserved if they are spread through the help of media.

5.2.4.4 Entertainment: Another important function of media is providing entertainment to its audience. Audiences are released from their tensions and stress by watching or reading entertaining content in mass media. Soap operas on television and radio, films, and music often serve this function for the audience.

5.2.4.5 Marketing: Mass media also serve the marketing function for various products and services. Advertisements are best delivered through mass media tools. These advertising messages influence consumers through their creative appeals. Advertisements not only target to increase the awareness about the product or services among the masses but also create a desire in them for the product or service.

Mass media has a great role in forming public opinion. Media has hence, become an essential need of the masses. It is also considered as the fourth estate of democracy due to its watchdog function. Media also plays a gatekeeper's role in filtering the important messages for us from the unimportant ones. But unbiased filtration and gatekeeping is the sole of maintaining the integrity of media.

Check your progress:	
1. Surveillance functions refers to the collection and distribution of information to the audience.	True/ False
2. Media do not transmit values by educating the masses.	True/ False

5.2.5 Let Us Sum Up

The channel of communication plays a very important role in both content delivery as well as content reception. In the case of mass communication, the medium or channel of communication are mass medium. In this Unit, we learned about the role and uses of mass medium in mass communication. We also received an overview of the meaning of mass media, its power and reach. Media are the technological tools used in sending and sharing information or messages to a large, diversified audience scattered around the earth. Media can be used to educate, inform, entertain, and mould public opinion. We understood the power and reach of media. For example, with the use of radio, television, newspapers and internet the impact of any mass-mediated message gets multiplied. if the same drama is recorded in a camera and broadcast over television or the internet it can reach a wide audience across the globe.

Moreover, due to the technology used in mass media programs the impact also gets intensified. India has witnessed a rapid growth of various mass media platforms such as newspapers, magazines, radio, television, online platforms, and films. Apart from the above we also identified the impact of the negative use of media. The mass audience follows the information and messages prompted for a desired change or effect; hence, it can be used both for positive as well as negative impact. During World War I and World War II, media was used for propaganda. However, it is also true that sometimes the media also acts negatively and serves the interests of a particular section of people in the country who own the media. The media can also reinforce stereotypes about sexual, ethnic, and religious minorities through its lopsided portrayal. Media not only helps set the agenda for the public and works for propaganda, but it can also help in facilitating social change. We now know the various roles and functions of mass media. Media is heavily used in a democracy as it is considered as the fourth estate. Issues of importance for the citizens are also brought forth to draw the attention of the policymakers and the government.

5.3 Learning Outcomes

At the end of this Unit, you should have gained knowledge about the need for and significance of media. You should have also gained understanding about the types of media and the functions of media.

5.4 Keywords

Media, Fourth Estate, Public Opinion, Surveillance Function, Entertainment Function, Transmission of Values

5.5 Sample Questions

Objective Questions

1. Which of these is a form of mass media?
 - a) Body gesture
 - b) Television
 - c) Fourth estate
 - d) Transmission
2. Which of these is not a function of mass media?
 - a) Entertainment
 - b) Transmission
 - c) Public opinion
 - d) Surveillance

Short Answer Questions

1. What do you understand by media?
2. What is the need of mass media?
3. What role does media play in marketing?

Long Answer Questions

1. Discuss criticisms received by media.
2. Discuss the basic types of media.

3. Elaborately discuss the functions of mass media.

5.6 Suggested Learning Resources

Aggarwal, Vir Bala, and V. S. Gupta. *Handbook of Journalism and Mass Communication*. New Delhi: Concept Publishing Company, 2001.

Beebe, Steven A., Susan J. Beebe, and Diana K. Ivy. *Communication: Principles for a lifetime*. Boston, MA: Allyn & Bacon, 2010.

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Unit - 6: Meaning of Mass Media

Structure

6.0 Introduction

6.1 Objectives

6.2 Meaning of Mass Media

6.2.1 Advantages of Mass Media

6.2.2 Limitations of Mass Media

6.2.3 Uses of Mass Media in Modern Society

6.2.4 Misuse of Mass Media

6.2.5 Regulations of Media

6.2.6 Four Eras of Media Theory

6.2.7 Let Us Sum Up

6.3 Learning Outcomes

6.4 Keywords

6.5 Sample Questions

6.6 Suggested Learning Resources

6.0 Introduction

Mass media are the technical tools to facilitate the dissemination of information to a wide audience at one time. Although the audience scattered at different places on the globe are heterogeneous, they are bound by their desire to receive the functions of mass media. Further, with the advancement of technology and newer content, mass media now caters to segregated sections of audiences. This Unit is divided into three sections, the first discusses the advantages and disadvantages of mass media. The second section explains the uses and limitations of mass media in society. The final section presents a summary of the Unit along with questions for the learners to check their progress.

6.1 Objectives

The objectives of this Unit are to:

- understand the meaning of mass media

- discuss the advantages and disadvantages of usage of mass media
- describe the limitations and way forward in the uses of mass media in modern society

6.2 Meaning of Mass Media

Mass media has been performing various important functions for its audience. While on one hand it entertains and informs the people, on the other hand it transmits values and tries to help maintain order in the societal norms. Mass media is also responsible for providing its additional services to mobilisation and facilitation of social change and development. In India too during the early years after freedom, western communication scholars were engaged in using mass media for development purposes. Hence, it was noted that mass media also plays a role in shaping the knowledge, attitude, and practice of the masses. Mass media also uses the nationalistic symbols to unite and maintain the solidarity within the state.

6.2.1 Advantages of Mass Media

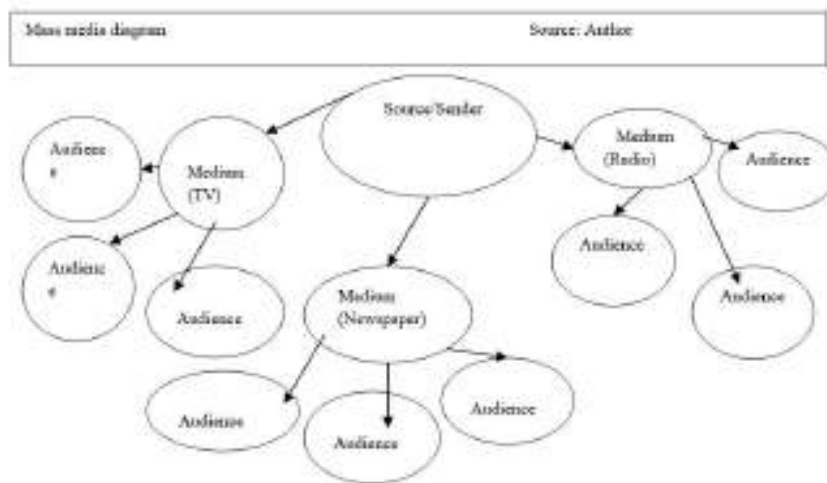
The use of mass media for the dissemination of messages and information has earned certain advantages over physical and word-of-mouth communication. Some of these advantages are listed below:

- Mass media educates people on issues of health, sanitation, family planning, hygiene, and others.
- Mass media can send information faster than word of mouth or human-to-human communication. Due to its vast reach, the impact of the message also multiplies. Mass media helps people get updates on global events.
- Mass media also helps people present their talents. Many reality shows have given platform to people to showcase their talents in singing, dancing and even comedy. *Dance India Dance* program, *Dance Deewane* and *Dance Plus* are some of such reality shows in television that help participants showcase their dancing talents. Similarly, there are shows such as *Indian Idol*, *SaReGaMaPa* that are singing talent hunt shows.
- Mass media also helps children and adults get information and knowledge about new things from quiz programs such *Kaun Banega Crorepati* and from Discovery, Nat geo channels. There are various sections in newspapers as well as magazines

dedicated to providing in-depth knowledge on scientific and general awareness issues.

- Mass media not only entertains through music and entertainment show and page-3 news, but also helps market products through advertisements.

Check your progress:	
1. Mass media educates people on issues of health, sanitation, family planning, hygiene, and others.	True/ False
2. Mass media helps people get updates on global events.	True/ False



6.2.2 Limitations of Mass Media

- Mass media is not above criticisms and limitations. Hence, lack of physical activity of the dedicated audience during media consumption is one such limitation. Further, people also spend less time in socialising with friends and family and spending time with media.
- Obscenity and violence in mass media content is also a limitation as it hampers children's psychology.
- The profit-earning race is leading mass media in a competition of sometimes sensationalising news for grabbing maximum eyeballs. Sometimes television news journalists go to the extent of even televising the mutilated dead bodies for attracting more audiences.
- Mass media also sometimes end up glamourising alcohol consumption and drug abuse, or even violence against women by representing them being enacted by the hero of a film. For example, films like Kabir Singh and Pushpa have been criticised for glamourising

alcohol consumption and smoking. Young children sometimes try to copy the stunts performed in action films and advertisements and get hurt.

Check your progress:	
1. During World War I and World War II, media was used for propaganda.	True/ False
2. Media has no role in reinforcing stereotypes about sexual, ethnic and religious minorities through its lopsided portrayal.	True/ False

6.2.3 Uses of Mass Media in Modern Society

As discussed above, out of the many important uses of mass media, creating public opinion is its most important use. Unlike folk and traditional media, mass media has a huge reach and hence the content generated for mass media is also designed keeping the mass audience in mind. This widespread reach of mass media makes it a powerful and most sought-after industry in today's world. We are engulfed in mass media in so many ways that our thinking is literally dependent on the images created by mass media. Hence, our decision of product buying or voting is heavily influenced by mass media messages. Let us now look at some uses of mass media in modern society.

- **Advocacy:** It is the strategic use of communication through mass media to make the desired change in people's behaviour. The behaviour may be towards the advancement of society or towards community strengthening. Some examples of advocacy communication through mass media are political communication, public service announcements of pulse polio immunization of Amitabh Bachchan, and *Swach Bharat* movement.
- **Entertainment:** Mass media also entertains us with its range of contents. It can be radio, television, cinema, or OTT content, people are immersed in them for receiving their daily dose of entertainment.
- **Journalism:** We have often synonymously used journalism with mass media. Although it is only a section of mass media, it takes up a huge role and responsibility of mass media. The job of collecting, analysing, editing, and presenting the story to us in an objective manner is journalism. Known as the fourth estate in a democracy, it acts as a watchdog.

Check your progress:	
1. Free and fair ownership is a necessity for their unbiased coverage of an issue.	True/ False
2. Privately owned media organisation do not want to maximise their profits.	True/ False

6.2.4 Misuse of Mass Media

Mass media has both uses and misuse. It can be used for positive changes in society and individuals, but it can also be used for polarisation. With the advent of digital technology, mass media has reached nook and corner of the world. Hence, if it is used with any negative intention, the result will also be devastating. Some of these disadvantages of mass media are listed below:

Information Overload: The bombardment of information from various media sources, especially digital media, sometimes causes confusion. The audiences face difficulty in filtering out the necessary information from the bulk. This information overload is considered a disadvantage of mass media.

Unreliability: Unverified and misinformation has become a recent misuse of mass media. People can easily spread fake information over the internet, sometimes even making it go viral. This impacts the overall reliability in mass media. Sometimes fake news is intentionally crafted for malicious gains by the sender.

Obscene Content: Obscenity and indecency in media content is another disadvantage for unsupervised media consumption by the young audience. Mass media content is plenty of vulgar and abusive words, especially those targeting the youths. Consequently, this will have a negative impact on society.

Check your progress:	
1. The bombardment of information from digital media causes confusion.	True/ False
2. Mass media content targeting youths are plenty of vulgar and abusive words.	True/ False

6.2.5 Regulations of Media

Media regulations are enforced to run media effectively and ensure the freedom of expression for the integrity of a country. Every country has its own set of reasonable restrictions imposed on its media. For successful democratic governance, the media and the government are answerable to each other. The Indian Constitution has granted this freedom by way of Fundamental Rights. While Article 19 I(A) in the Indian constitution ensures freedom of

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

- **Defamation:** This refers to making statements that are harmful to a person’s reputation.
- **Contempt of court:** Contempt of court is an expression of distrust and disregard in mass media against the judgment of the court of law. Contempt of court is punishable by law.
- **Decency or morality:** Further, Sections 292 to 294 of the Indian Penal Code also ensure the dignity and morality of both the sender and the receiver.
- **Security of the state:** For safeguarding the security of the state, Article 19(2) is enforced. This article enforces fair limitations on the freedom of speech and expression.
- **Friendly relations with other states:** Another important feature of regulations is preventing the mass media from disturbing friendly relations with other countries. Any kind of misinformation about a friendly country should not be spread in media. This will bring threat to the diplomatic relations of our country. This in turn can hamper the political and economic position four country.
- **Incitement to an offence:** If a person incites violence through his/her speech in a rally, it refers to incitement to an offence. Citizens of a country and mass media cannot incite any violence in the country. If found so it will be a punishable offence. Although mass media is expected to maintain reasonable restraint during coverage of communal conflicts. But is disheartening to witness that now a days some o the media houses through their television broadcasting and newspaper reporting sensationalise the story to gain more TRP.

Check your progress:	
1. Defamation refers to making statements that are harmful to a person’s reputation.	True/ False
2. The Indian Constitution has granted freedom of expression as a Fundamental Rights under Article 19 I(A).	True/ False

6.2.6 Four Eras of Media Theory

Dennis K. Davis and Stanley J. Baran stated that scholars have struggled to find out the nature of media's effect on its audience. They assume that while sometimes media effects are strong while at other times they are not. Media was hence, considered as magic multipliers by some scholars. They had the power to multiply the reach and effect of the message on its audience. However, the role media plays on our lives cannot be explained in these plain words.

So, with the proliferation of more and more media technologies like television and mobile phones acting as smart devices, the impact can be manifold.

In the second half of the nineteenth century, media theorists developed the Mass Society Theory that assumed media has the power to enslave the audience through its deep impact. Mass Society theory claimed that media would deprive individuals of traditional belief systems and create chaos in the social order. Theories that were developed during this era are the propaganda theory and the magic bullet theory. Propaganda theory uses media to influence attitudes and behaviours of audience. During both the two World Wars and the Cold War propaganda was heavily used. The basic characteristics of propaganda are appealing to emotions, repeating simple ideas, and criticism of the opposition.

In contemporary times too we come across US propaganda against Russia in Hollywood films and majoritarian propaganda against minorities in Indian films. The magic bullet theory is also known as the hypodermic needle theory. It assumes that media has direct and immediate effect on its audience. This theory was popular during the 1940s and 1950s because people radio and television became very popular during that time. A very important example of magic bullet theory is the radio broadcast of H.G Wells “War of the Worlds.” People fled homes after the broadcast of this radio drama thinking that aliens have attacked Earth.

One of the mass communication theorists, Paul Lazarsfield overturned some of the assumptions of mass society theory through his social science survey research studies. By the mid-1950s, Lazarsfield and his colleagues concluded that media was not so powerful as its influence depended on numerous other factors like family, friends, and religious community. They also termed it as Limited Effects theory and claimed that rather than working as an unsettling agent, media often reinforced and strengthened the existing social order.

In the third era of media theory critical cultural theorist developed the British Cultural Studies school of thought. They were primarily the European theorists who considered the quantitative research findings of Limited Effects were simple and toned down. Hence neo-Marxists assumptions that media was used by the powerful to gain more power over the audience formed the foundation of this era of media theory. They viewed media to marginalise the voice of the opposition by presenting the dominant view as a rational and logical way of societal structure. This is also evident even today when we see a dominant ideology of food habits, dressing, way of life, political, and religious views in the media content. These values are

favoured by the elites and are veiled into the various media content that are consumed by audiences.

In the fourth era of media theory, we come across the meaning-making perspectives of the audience. This era cantered on the audience's uses and gratifications from mass media. It considered audiences to be active in using media to create meaningful experiences for themselves.

Check your progress:	
1. Mass Society Theory assumed media have the power to enslave the audience through its deep impact.	True/ False
2. The third era of media theory critical cultural theorists developed the British Cultural Studies school of thought.	True/ False

6.2.7 Let Us Sum Up

In this Unit, we have come across various advantages and limitations of media. While there are various forms of mass media, their reach and access have different impacts. Media helps educate and entertain people. They also spread information about health matters, and environmental conservation. However, Mass media also has certain limitations. It sometimes turns out addictive. Children often spend too much time watching cartoons or other children's programs. Similarly, people spending too much time with media tend to socialise less with family and friends.

Mass media also is used to create public opinion. Hence, it can both create positive or negative public opinion. The widespread reach and popularity of media makes them more powerful. Hence, the strategic use of communication for change of behaviour or advancement of society is ensured using mass media. Social messages using advertisements, and education-entertainment shows. During elections media is extensively used for political communication. The "Chai Pe Charcha", "Abki Bar Modi Sarkar" were some of the examples of political communication used through mass media during the 2014 Lok Sabha elections. Again, slogans like "Fir ek bar Modi Sarka" was popularised using mass media during the 2019 Lok Sabha elections in India. Hence, for making any voting decisions or buying decisions, we are dependent on mass-mediated messages.

Although there are certain disadvantages of mass media like information overload and spread of fake news. Adequate media literacy will help audience filter out the necessary

information from unnecessary and misinformation. Over the years mass media theory has also undergone certain transformations and development. We have come across four eras of media theory in this unit. These theories are developed and redeveloped during specific social and political period and under specific technological and media context.

6.3 Learning Outcomes

At the end of this Unit, you should have understood the advantages of mass media, its limitations, its uses and misuse and also the regulations governing mass media.

6.4 Keywords

Media, Education-Entertainment, Freedom of expression, Defamation, Information overload, Fake news, Political communication, Media theory

6.5 Sample Questions

Objective Questions

1. Which of these is not an advantage of mass media use?
 - a) Entertainment
 - b) Education
 - c) Information overload
 - d) Vast reach
2. Which of these is not a limitation to freedom of expression?
 1. Defamation
 2. Misinformation about a friendly nation
 3. Contempt of court
 4. Mass society

Short Answer Questions

1. What is advocacy?
2. What is information overload?

3. What is defamation?

Long Answer Questions

1. What are the advantages of mass media?
2. What are the limitations of media?
3. What are regulations of mass media?

6.6 Suggested Learning Resources

Aggarwal, Vir Bala, and V. S. Gupta. *Handbook of Journalism and Mass Communication*. New Delhi: Concept Publishing Company, 2001.

Beebe, Steven A., Susan J. Beebe, and Diana K. Ivy. *Communication: Principles for a lifetime*. Boston, MA: Allyn & Bacon, 2010.

Ghosh, Subir. *Mass Communication Today: In the Indian Context*. Profile Books (GB), 1996.

Kumar, Keval J. *Mass Communication in India*. Jaico Publishing House, 2020.

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Unit - 7: Types of Media

Structure

- 7.0 Introduction
- 7.1 Objectives
- 7.2 Types of Media
 - 7.2.1 Print Media
 - 7.2.2 Electronic Media
 - 7.2.3 Television and Audio-visual Media
 - 7.2.4 Out of Home Media (OOH)
 - 7.2.5 Let Us Sum Up
- 7.3 Learning Outcomes
- 7.4 Keywords
- 7.5 Sample Questions
- 7.6 Suggested Learning Resources

7.0 Introduction

The different types of mass media are print media, broadcast media, and the Internet. Each of these types of media uses different technologies to deliver information to mass audiences. This Unit is divided into three sections, the first discusses the different classifications, technologies used, and uses of different types of mass media. The second section explains the advantages and disadvantages of these different forms of mass media tools and their content. The final section presents a summary of the Unit along with questions for the learners to check their progress.

7.1 Objectives

The objectives of this Unit are to:

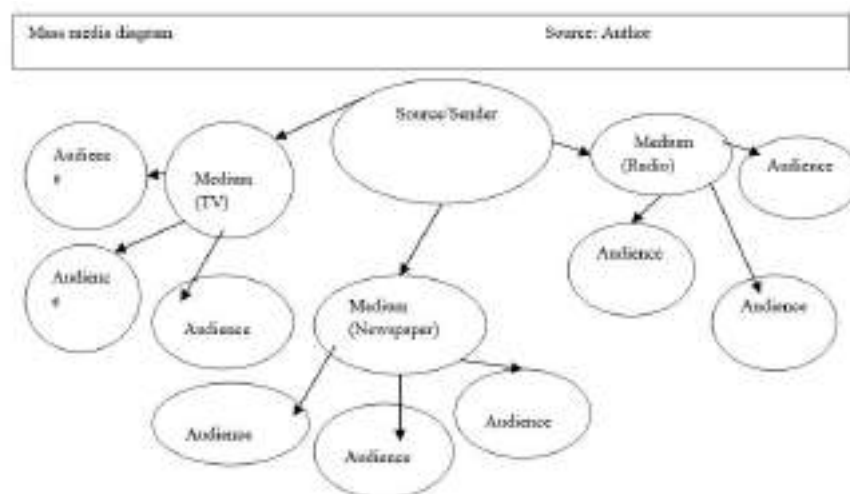
- understand the classification of different mass media
- discuss the advantages and disadvantages of various types of mass media
- describe the limitations of each of these types of media in modern society

7.2 Types of Mass Media

Mass media is a plural form for medium of communication. These communication channels use technological tools to reach a mass audience in no time. Different types of mass media are used to disseminate news, entertainment content like music, soap opera, drama, films, advertisements, reality shows, cartoons etc. Mass media includes both print as well as electronic medium. It nowadays also refers to digital medium and internet.

- Media can be classified into four types:
- Print Media (Newspapers, Magazines)
- Broadcast Media (TV, Radio)
- Outdoor or Out of Home (OOH) Media
- Internet or Over the Top (OTT) Media

Hence, this classification of media types into print, broadcast, outdoor and the Internet helps us understand each of the uses and functions better. In general terms media is referred as a communication outlet used to record, store, and deliver information. But with the growth and expansion of media content and types of mass media it has turned into an industry commonly referred to as the media industry. Mass production and mass consumption in the media industry leads to huge revenue generation. Media such as the press, television, radio, outdoor media, and the internet play a big role in human life due to their education, information, and entertainment functions. They can also mould public opinion and bring behavioural and ideological changes in their audiences.



7.2.1 Print Media

Print media deliver messages to its audiences in printed form. Among all forms of print media like books, magazines, brochures, pamphlets, and newspapers, newspapers usually occupy centre stage. Due to its wide reach newspapers have always remained the most preferred form of media until the emergence of radio and television. The earliest newspaper to have been published was in 59 BC in Rome called Acta Diurna (Daily Events). It was a wall newspaper. However, after the development of ink, the earliest known newspaper was printed in China. Moreover, after the development of printing press in 1451 by Johannes Gutenberg printing of books and newspapers started in mass.

Hence, people depended on newspapers for their daily needs of information, entertainment, and political participation. Usually, a newspaper carries a combination of news stories from politics to current affairs, from entertainment to business news, from cartoon strips to sports news. Newspapers are further categorised into dailies, weeklies, fortnightly and evening papers. They are also classified into broadsheets and tabloids depending on their size and nature of the content. Broadsheets are usually larger standard-sized printed newspapers, while a tabloid is a smaller format carrying entertainment or sensational news.

Broadsheet newspapers are more intellectual in content than their tabloid counterparts. They carry in-depth analysis and political stories. They don't give much space to celebrity news items or entertainment content. On the other hand, tabloids pay little attention to important news items about politics, business, or economic policies. Tabloids devote much of their space in covering crime stories, scandals, celebrity news, and fashion trends. Tabloids are more used as entertainment and leisure reading than newspaper which is used as daily tool for accessing news.

Newspapers have a strong command in building public opinion through their news coverage. Apart from this it also helps update the knowledge of its reader and advertises and promotes various goods and services. While radio and television news send the news to their audience faster than the newspaper, due to its in-depth analysis and coverage, it still is preferred among readers to learn more about the news being already covered by electronic media. With the emergence of the internet, printed newspapers had to face stiff competition. But most newspapers all around the world are also available in both the broadsheet format as well as online versions or web portals.

Newspapers also print supplements along with their regular broadsheet. Sometimes these supplements are published every day, sometimes on weekends. These supplements cover specific

sections such as education, science, and technology, business and industry, management, sports and games, cultural events, and entertainment. On special occasions such as national festivals or religious festivals, these supplements are also published. Some newspapers are exclusively devoted to covering economic and business news such as The Economic Times, Business Standard etc. Newspapers earn their major revenue from advertisements. Hence, some newspapers have their own in-house news-gathering personnel, while the smaller newspapers depend on news agencies like Reuters, Agence France Presse, and PTI for both international as well as national news.

A newspaper organisation is run by a group of expert and experienced staff in administration and news gathering and editing. There are an editorial department with reporters, editors at various levels, analysts, and feature writers. Then there is the advertising and revenue department that looks after advertisement space selling. The third section is the production and circulation section that looks after the printing and distribution of the newspaper.

Check your progress:	
1. The earliest newspaper is called Acta Diurna.	True/ False
2. Newspapers are further categorised into dailies, weeklies, fortnightly and evening papers.	True/ False

Magazines are another type of print media available for the readers. Magazines cater to audiences who are interested in a specific subject and area of information. There are various types of magazines covering on topics like current affairs, business, finance, consumers, gadgets, self-help, luxury, lifestyle, beauty, fashion, entertainment, travel, etc. Some of the very popular magazines covering political, economic and policy subjects in India are The Frontline, The Outlook, The India Today. Further, magazines like The Femina, Filmfare, GQ, Grasim concentrate on covering lifestyle, film, and fashion. Magazines also are published in various intervals. Some magazines are published weekly, some are fortnightly, others are bi-monthly, quarterly, half-yearly, or yearly. These magazines also are best options for advertisers to reach the specific audiences interested in specific products or services depending on their socio-demographic factors. There are language based regional magazines, while some are seasonal and festival magazines published by certain media houses.

The paper quality and images in magazines are far better than those used in newspapers due to its advertisements. The readers will be lured into looking the advertised products in a

magazine and for more days as its shelf life is more than a newspaper. Magazines are read at salons, parlours, waiting lounges, during travel and in leisure time. Due to the emergence of the internet and the availability of various online portals covering similar content, printed magazines have been facing tough competition to keep up their publication. Some magazines have ceased to publish while some have both an online presence as well a printed copy.

Check your progress:	
1. Magazines do not cater to audiences who are interested in a specific subject and area. of information.	True/ False
2. There are various types of magazines covering on topics like current affairs, business, finance, consumers, gadgets, self-help, luxury, lifestyle, beauty, fashion, entertainment, travel, etc.	True/ False

Another type of print media for spreading information is booklets and brochures. They are known as promotional literature. They can be used for the promotion of a product or an organization. Booklets and brochures are usually available as pre-sales or after-sales information materials. They are available in malls and stores. Unlike newspapers and magazines, booklets and brochures are distributed free to their readers who can be prospective consumers. They include information about the specifications of newly launched products or services, discount offers, or other schemes which seem profitable for the buyers. These brochures have an impact on the decision-making of the buyers. Further, booklets and brochures are also provided with products for after-sales information, maintenance, and customer service facilities.

For example, when we buy a television or a mobile phone, usually we find a booklet along with it in the carton which has images of similar products and easy usage information. It consists of information about usage directions, cleaning, and storage instructions. These booklets also have series of “how to” images which help the users in getting maximum information about the product. The details of the company, its brand image and logo are also prominently represented in the booklet for easy recall of the consumer.

Check your progress:	
1. Booklets and brochures are usually available as pre-sales or after-sales information materials.	True/ False
2. Booklets and brochures consists of information about usage directions, cleaning, and storage instructions.	True/ False

7.2.2 Electronic Media

In the early part of the twentieth century radio broadcasting started during the World War I and World War II. It was majorly used for propaganda during the war by both the sides. Keval J Kumar states that after the wars, radio was started to be used for commercial listening. Radio stations were set up for the first time in Pittsburg, New York, and Chicago in the 1920s. they were primarily used to broadcast news about elections, sports and opera performances. Subsequently many other stations were set up in various parts of the world. In India, Indian State Broadcasting Service (ISBS), with Lionel Fielden acting as its first Controller was turned into Akash Vani or All India Radio (AIR) in 1936. Hence at present we have the public service broadcaster under the Prasar Bharati “All India Radio” (AIR) located at various places across the length and breadth of India.

Radio stations broadcast news in both the vernacular languages as well in Hindi and English. Programs include news analysis, entertainment programmes of various kinds, music programs for all section of the people. Talk shows, phone-in programs, news, and sports commentary get adequate broadcasts. In recent times, radio broadcasting use satellites for program distribution. Hence, use of advanced technologies and computers have given radio programming a face-lift. A radio stations performance does not only depend on the nature of the programs but also the marketing and popularity among their audience. Like a newspaper organisation, the radio stations also have a set of personnel who look after the gathering, editing and presentation of news programs. There are various responsibilities in a radio station like the directors, programme specialists, managers of different categories, besides artists, musicians, script writers, journalists, field workers, engineers, technologists, news readers and commentators, etc.

Check your progress:	
1. During World War I and World War II, radio was majorly used for propaganda during the war.	True/ False
2. Radio stations broadcast news in both the vernacular languages as well in Hindi and English.	True/ False

7.2.3 Television and Audio-visual Media

Television plays a very important role in our daily lives. While radio serves as only an audio medium, television has both audio-visual content. place in our daily lives today. Compared

to newspapers, radio, and film, television is a young mass medium. It has a high reach and transmission among the mass audience. With the development of high-end satellites and multimedia technologies, the television broadcast has become even more sophisticated. It broadcasts programs of all sorts for different sections of audiences like news (both national as well as international). Further, it also broadcasts soap operas, films, music shows, reality shows, game shows etc. Compared to newspapers, television becomes a preferred medium for the illiterate audience. However, it is a bit costlier than radio and requires electricity for running, hence, radio is still preferred in rural and interiors of our country.

Television industry has witnessed exponential growth in the past two decades. Apart from the public service broadcaster Doordarshan, there are hundreds of international and national commercial television broadcasts through satellite in India. These channels range from General entertainment channels to news channels, sports channels to the music channel, and cartoon channels to youth-oriented lifestyle channels. However, with the plethora of options for entertainment and news, these television channels also carry the inherent messages of stereotypes, ideological biases, and exclusion of disadvantaged groups in the representation.

The soap operas have been heavily stereotyping joint family system, kinship, and gender roles. The stereotypical representation or even complete absence of disadvantaged groups like Dalits, Muslims, LGBTQA community and persons with disabilities have been repeatedly criticised by researchers. Serials like Naagin, Nazar and Brahmarakshash reinforce superstitions and dogmatic beliefs among the audience. The production of visual effects and cinematography in television programs has also seen immense improvement since its initial days. A bunch of technicians and experts are entrusted to create and edit this mesmerising audio-visual content for television.

Check your progress:	
1. Television has both audio-visual content.	True/ False
2. The stereotypical representation of disadvantaged groups like Dalits, Muslims, LGBTQA community and persons with disabilities have been repeatedly criticised by researchers.	True/ False

7.2.4 Out of Home Media (OOH)

Another very important media that has seen a rise in the past decade is Out of Home (OOH) media. Billboards are known to be the most prominent forms of OOH media in use for

ambient promotions. Billboards are large-sized advertisements put up at strategic locations for commuters to see. Their height, size and strategic locations make people see them. Usually, they attract their target audience by their colours, designs and creative depictions or graphics. While earlier billboards were either painted or printed sheets put up, nowadays we come across neon signs, videos, and cut-outs that extend out from the boards. They also use 3D rubber, plastic balloon, objects, etc for drawing the attention of the audience. We also find billboards to use unusual locations to promote their product or services.

Check your progress:	
1. Billboards are known to be the most prominent forms of OOH media	True/ False
2. Billboards' height, size and strategic locations make people see them.	True/ False

7.2.4 Over the Top (OTT) and Digital Media

OTT or Over-the-Top has taken the world by storm during the pandemic. This term refers to the new delivery of film and entertainment content over internet across many devices. OTT content has become very preferable for the young audience and the old alike due to the availability of diverse content. For example, OTT streaming refers to the subscription-based access of entertainment content on smartphone, laptop or smart tv through the internet. OTT platforms like Amazon Prime, Disney+Hotstar, NETFLIX, Zee5, Alt Balaji etc are few examples that provide entertainment content.

There are millions of active internet users around the world. Hence, we can say that the world is dependent on digital media. Advertisements and marketing have used digital media to target its niche consumers and market to promote their products. Sites, YouTube, podcasts, and Instagram are used for marketing and promotion. Digital media can be defined as any form of media that depends on the internet and electronic devices for the distribution of information.

However, with the continuous changes in technology audiences are also reaping the benefits of digital media. During the pandemic-induced nationwide lockdown, various ed-tech companies, learning management system software and applications were used by schools and colleges for continuing the education system. Apps like MS Teams, Google Classroom, Google meet, Zoom, were used by educational institutions for conducting online classes. Although digital media can be criticised for increasing the digital divide, the digital divide means the difference in knowledge and information between those having access to digital media and those who do not have access. There are certain benefits of digital media too such as facilitating social

interaction. Digital media also opens opportunities for small businesses through opening opportunities of online marketing and also directly accessing the consumers.

Check your progress:	
1. OTT refers to the new delivery of film and entertainment content over internet across many devices.	True/ False
2. OTT platforms like Amazon Prime, Disney+Hotstar, NETFLIX, Zee5, Alt Balaji etc are few examples that provide entertainment content.	True/ False

7.2.5 Let Us Sum Up

In this Unit, we have come across various types of media. Books, newspapers, radio, social media platforms, booklets, and streaming services are various forms of mass media. Originally, print media referred to newspapers, which were the primary sources of information. Further, this type of media expanded to journals, books, and magazines. With the help of an electronic broadcasting medium, audio and video content is distributed to a dispersed audience. Television, radio, video, and games appeal to heterogeneous audiences, people who differ in age, background, views, goals, and interests.

Brands use unusual locations and items to promote their products. Therefore, places like bus stops, public transport, and buildings can serve creative companies as places for promotion. This is known as outdoor media. Further, with the huge penetration of the internet and smartphone devices, today there are billions of active Internet users around the world. Hence, digital media has become synonymous with a popular form of mass media. From accessing news, to watching entertainment content, audiences are glued to their smart devices like smartphones, smart TV sets, and tabs. Even digital media is hugely popular among marketers for brand promotions and advertisements. YouTube, podcasts, Instagram marketing, and Facebook advertising are used to advertise and market the products and services by different corporate organisations.

7.3 Learning Outcomes

At the end of this Unit, you should have become familiar with the different types of media and their uses and limitations.

7.4 Keywords

Media, Newspaper, magazines, radio, television, Out of Home (OTH), Over the Top (OTT)

7.5 Sample Questions

Objective Questions

1. Which of these is not type of mass media?
 - a) Newspaper
 - b) Radio
 - c) Information overload
 - d) Television
2. Which of these is not a newspaper from India?
 - a) The Dawn
 - b) The Telegraph
 - c) The Times of India
 - d) The Hindu

Short Answer Questions

1. What is newspaper?
2. State the development of radio in India.
3. What do you understand by Out of Home media?

Long Answer Questions

1. What are the various types of print media?
2. What are the limitations of television? Explain in your own words.
3. Explain OOH and OTT in your own words.

7.6 Suggested Learning Resources

Aggarwal, Vir Bala, and V. S. Gupta. *Handbook of Journalism and Mass Communication*. New Delhi: Concept Publishing Company, 2001.

Beebe, Steven A., Susan J. Beebe, and Diana K. Ivy. *Communication: Principles for a lifetime*. Boston, MA: Allyn & Bacon, 2010.

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Unit - 8: Concepts of Global Media

Structure

8.0 Introduction

8.1 Objectives

8.2 Concepts of Global Media

8.2.1 Global Media and Globalisation

8.2.2 Classification of Global Media

8.2.3 International News Agencies

8.2.4 International Television Networks

8.2.5 Digital Divide and Information Imbalance

8.2.6 Let Us Sum Up

8.3 Learning Outcomes

8.4 Keywords

8.5 Sample Questions

8.6 Suggested Learning Resources

8.0 Introduction

The term global media refers to the reach and impact of international media globally. It is, hence, a mix of different international newspapers, news agencies, television channels and media organization communicating on a global scale. Information can be shared and accessed by people across the world at the same time. Mohammad Reyaz in his article in 2016 says that the globalization of news started long before the globalization of the whole media industry. Development of new technologies such as telegraph ‘newswire’, news agency services were started to supply news information to the newspapers of the western countries.

This Unit is divided into three sections, first we explain the concept of global media, globalization, and global village. The second section explains the different global media organizations and their impact on culture and society. This section also introduces the concepts of digital divide, the global north and global south divide, the NAM and NWICO. The third section presents a summary of the Unit along with questions for the learners to check their progress.

8.1 Objectives

The objectives of this Unit are to:

- understand the concept of globalisation, global village and North - South flow of information
- discuss the various transnational media networks and news services
- describe the limitations and influence of global media on India

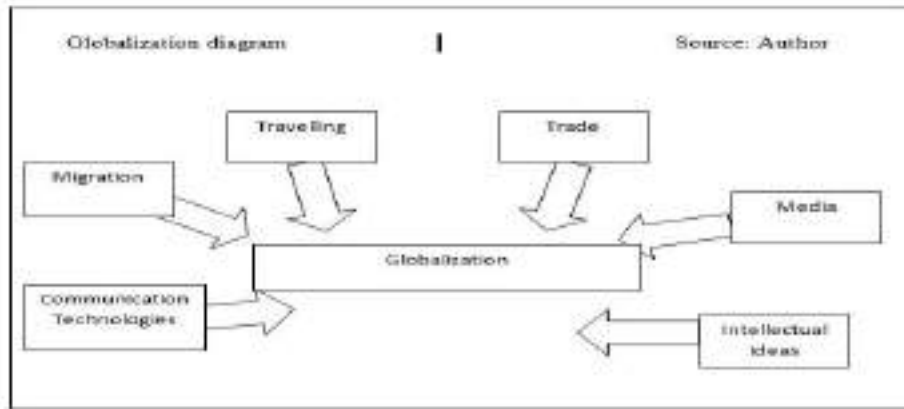
8.2 Concepts of Global Media

8.2.1 Global Media and Globalisation

The term global media refers to a mix of different international newspapers, news agencies, television channels and media organizations communicating on a global scale. Similarly, globalization refers to the integration of the world. This integration of the world or coming together has happened in many stages. The development of transport and communication has integrated the world with improved trade and commerce, political relations, and cultural exchanges. Similarly, the development of media technology and rise of global media organizations and transnational media has also integrated the whole world. This bond has created connectivity and turned distant societies into one global society or more particularly a global village.

The term global village was coined by Marshall McLuhan. In his books *The Gutenberg Galaxy: The Making of Typographic Man* (1962) and *Understanding Media* (1964) McLuhan associated the term global village to integration of people personal interactions using mass media. Hence, internet and electronic communications as modern scientific technological initiatives bring together groups and communities residing in various parts of the world. The term global village is, hence, multidimensional as it includes both integration of politics-business-trade relations and lifestyle, consumption patterns, sports, tourism, entertainment, relationships with society and nature. Globalization also leads to the emergence of new political systems in the world, migrations and mobility and formation of international bodies such as the UN. Concepts like the global village, networked society, post-industrial society, age of the

information revolution are frequently used to refer to the impact of globalization and global media.



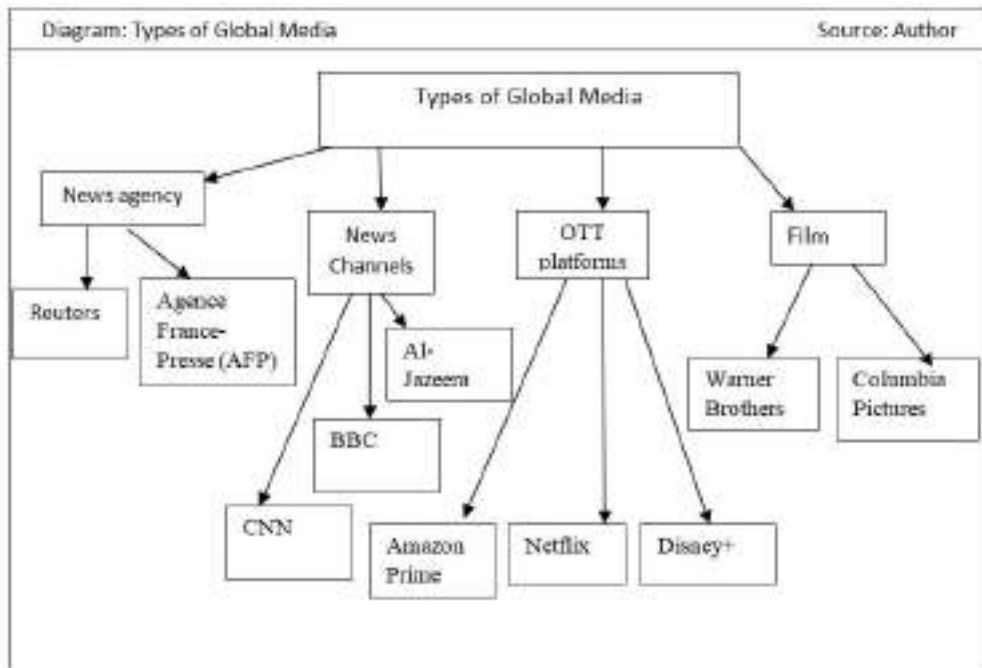
Check your progress:	
1. The term global media refers to the reach and impact of international media globally.	True/ False
2. The term global village was coined by Marshall McLuhan.	True/ False

8.2.2 Classification of Global Media

There are numerous transnational media networks that disseminate news services and entertainment content across the world. Sometimes this selection and dissemination of news and entertainment content is biased towards or against a particular race or community or geographic region. Some of the transnational media networks disseminating news are CNN, BBC World News, Fox News, and Al-Jazeera. They also have presence in various countries and have helped transform the media scene in various countries. Apart from these, there is internet and social media also contribute to integrating the world. Any event happening in one part of the world has an impact on the economy or politics of another part of the world. The world has become truly connected in the real sense. The penetration of digital media also plays a great role in shaping the perception of the global audience.

The global media is an array of major transnational news and broadcasting network combined with entertainment production organization. With the rise of digital media consumption, OTT platforms like Amazon, Netflix, Disney+, Hulu etc also has taken a good amount of share in global media. At the onset of global media emergence, there were three major

news agencies such as Wolff (Berlin), Havas (Paris) and Reuters (London). These news agencies dominated most of the dissemination of international news throughout the globe. They primarily focused on their respective countries areas of influence and covered only those news stories. Hence this led to filtered, biased and one directional free flow of information. Havas, later reorganized as Agence France-Presse (AFP) along with Bloomberg, Associated Press (AP) and United Press International, Thomson-Reuters served as major news agencies.



Further, entertainment arena like Hollywood was dominated by Warner Brothers, Columbia Pictures, Fox entertainment and others, television was run mostly by Rupert Murdoch owned Fox, News Corp., and Walt Disney owned Star network. Although the Hollywood films faced bans and restriction in some of the developing and Middle Eastern countries, but eventually they forayed into the global media landscape. The western media, as bearers of western culture and fashion, were criticised for polluting the traditions of these developing countries. But along with the culture, music and fashion, western ideologies of women’s rights, objectivity of the press, fundamental values and human rights were also disseminated through these global media.

Check your progress:	
1. CNN is a transnational media network.	True/ False
2. Agence France-Presse (AFP) is a major news agency.	True/ False

8.2.3 International News Agencies

Reuters is an international news agency. It was established by Paul Reuter and is owned by Thomson Reuters. Reuters is headquartered in London, United Kingdom. Around 2,500 journalists and 600 photojournalists are working as its employees at various locations worldwide. It is in about 200 locations worldwide. It is also one of the top 5 news agencies in the world.



The Associated Press is another international news agency. It is headquartered in New York City, America. The Associated Press was founded in the year 1846. Its news reports are subscribed by various newspapers and broadcasters across the world.

Agence France-Presse is also an international news agency. It was founded in 1835 by Charles-Louis Havas. Earlier it was known as Havas. It is headquartered in Paris, France. It is the world's oldest news agency and is owned by the French government.

United Press International is another international news agency. It is an American news agency founded in 1907. United Press International provides print, photographs and audio-visual news material to newspapers and broadcasters across the world. It is headquartered in Washington, D.C., United States.

Bloomberg News is an international news agency established in 1990 by Mike Bloomberg. It is headquartered in New York City. It was established to provide financial news reporting to various newspapers and broadcasters across the world. During its initial years its main motto was to provide concise, timely financial news.

8.2.4 International Television Networks

The Fox Broadcasting Company is a commercial broadcast television network. It is an American organisation with its headquarters in New York City. It is owned by Fox Corporation of Rupert Murdoch.

The Cable News Network another multinational cable news channel. It is owned by CNN Global. It is headquartered in the U.S. This organisation is also a part of Warner Brothers' Discovery. It was founded by Ted Turner and Reese Schonfeld in 1 June 1980. It started functioning as a 24-hour cable news channel.

MTV is a music channel under the flagship of MTV Entertainment Group. It is a part of Paramount Media Networks. It is headquartered in New York City. It is a leading youth entertainment channel. In India MTV runs famous shows such as MTV Roadies, MTV Splitsvilla, etc.

BBC World News is another international English-language television network. It is a public corporation of the UK government's Department for Digital, Culture, Media, and Sport. It runs several channels in news, children entertainment and digital services like BBC News, Sport etc.

Cartoon Network is a children's entertainment channel. It primarily runs cartoon shows. Cartoon Network is an American cable television channel owned by Warner Brothers. Some of the popular shows in Cartoon Network are shows as The Amazing World of Gumball, Craig of the Creek, Teen Titans Go!, and We Baby Bears.

Disney Channel is another kid's programming entertainment channel. It was founded under the The Walt Disney Company in 1983. It is an American cartoon channel for children. Disney also produces animation and action-adventure films. While Disney channel produces and broadcasts entertainment content for adolescents, Disney Junior is targeted for the pre-schoolers. Disney also has its OTT presence in the form of Disney +. In India Disney+ has collaborated with Disney+Hotstar to distribute films and content.

Nickelodeon is a popular international cartoon channel for kids. It is mostly watched by the primary school children. However, its sister channel Nick Jr. Is also another cartoon channel for pre-school kids. Some famous cartoon shows of Nick Jr are Masha and the Bear, Dora the explorer, Peppa Pig, etc.

Home Box Office (HBO) is a popular English entertainment television channel. It primarily distributes Hollywood films and television content. It was founded by Charles Dolan on 8 November 1972 in New York. It is also owned by Warner Brothers. Some popular HBO series are Game of Thrones, House of Dragons, Euphoria, etc.

8.2.5 Digital Divide and Information Imbalance

The impact of global media is multidimensional. While on one hand it has integrated the whole world into a small space where everybody is connected. The global audience has been enriched with a plethora of information and values. On the other hand, it has also created disparity among the audience with respect to access and reach of information. The free flow of

information from these transnational and digital media outlets have led to an ever-increasing disparity between the information rich and the information poor. The people who have adequate information through their access to various digital and social media or traditional mass media are known as information rich. Further, the individuals who lack the information due to inaccessibility of digital media and other global media are known as information poor.

The digital divide is witnessed across region, race, and gender, between rich countries and poor countries. Economy of a nation can be related to the information richness or information poorness of it. Another factor governing the news and information flow was the control of some major news agencies in the global information flow. These news agencies are Associated Press (AP), United Press International (UPI), Agence France Press (AFP) and Reuters. Hence, the one-way flow of news, cinema and entertainment from the big developed nations to the smaller developing and underdeveloped nations made them dependent nations. The UNESCO survey in 1960s resulted in the acknowledgement of digital divide among nations. Consequently, the Non-Aligned Movement was organised that consisted of developing and underdeveloped nations of Asia, Africa and Latin created the demand for a new international information order. As a result of the NAM efforts and the MacBride Commission report in 1980, UNESCO advocated the establishment of a New World Information and Communication Order (NWICO). The major focus of NWICO was to democratise communication flow and emphasise the media's advocacy role. Media should aid oppressed people in achieving freedom and access to information and freedom of expression.

The global media has helped in the exchange of entertainment and cultural content among nations. These has not only opened avenues for revenue and profit but has also opened spaces for diverse content and genre. There are positive aspects of globalisation and global media, more specifically international networks. But sometimes the free and unbalanced flow of information can be criticised to cause cultural imperialism. There are manipulation and orientation of world views as the accepted norm in a modern and civilised world. Indigenous culture and traditional knowledge are deemed rustic and unimportant by the modern communication networks. But in the contemporary times there have been some improvements in both content creation and dissemination keeping the indigenous target audience in mind. While earlier representation in most international media was one dimensional, focussing only on the white European, stereotyping African Americans, Arabs, and Asians. Some improvements have

been noticed in providing adequate representation to these groups in films, news, and other entertainment genre.

Check your progress:	
1. The Fox Broadcasting Company is an American commercial broadcast television network.	True/ False
2. Home Box Office is an American pay television network founded by Charles Dolan on 8 November 1972 in New York.	True/ False

8.2.6 Let Us Sum Up

In this Unit we learnt about the global media, different types of global media. We have understood the definition and scope of globalisation and global village. The advantages of globalisation are multidimensional. It has reduced the time and distance between the people living around the world with the advancement in communication technologies and transportation. Further, digital media has also opened the scope for trade, policy exchanges, cultural and traditional exchanges between nations.

There are numerous numbers of transnational media networks that disseminate news services and entertainment content across the world. Sometimes this selection and dissemination of news and entertainment content is biased towards or against a particular race or community or geographic region. Some of the transnational media networks disseminating news are CNN, BBC World News, Fox News, and Al-Jazeera. The global media is an array of major transnational news and broadcasting network combined with entertainment production organization. With the rise of digital media consumption, OTT platforms like Amazon, Netflix, Disney+, Hulu etc also has taken a good amount of share in global media. Further, entertainment genre like Hollywood was dominated by Warner Brothers, Columbia Pictures, Fox entertainment and others, television was run mostly by Rupert Murdoch owned Fox, News Corp., and Walt Disney owned Star network.

Globalisation also leads to emergence of new political systems in the world, migrations and mobility and formation of international bodies such as the UN. While on one hand it has integrated the whole world into a small space where everybody is connected. The global audience has been enriched with a plethora of information and values. On the other hand, it has also created disparity among the audience with respect to access and reach of information.

8.3 Learning Outcomes

At the end of this Unit, you should have gained an insight into the global position of mass media, the various international news agencies, television networks and internet platforms. You should have also learned about the divide and the ways to overcome it.

8.4 Keywords

Globalisation, International news agencies, International television networks, Digital Divide, OTT, NAM, NWICO

8.5 Sample Questions

Objective Questions:

1. Which of these is not an international news agency?
 - a) AFP
 - b) Reuters
 - c) CNN
 - d) UPI
2. Which of these is not an international OTT platform?
 - a) Netflix
 - b) Hulu
 - c) Cartoon Network
 - d) Amazon Prime

Short Answer Questions

1. What is globalisation?
2. State the impact of globalisation on media.
3. What do you know about Agence France Presse?

Long Answer Questions

1. Briefly discuss the classifications of global media.
2. Discuss in details some prominent international television networks.

3. Explain digital divide and Information imbalance in your own words.

8.6 Suggested Learning Resources

Herrick, D. F. (2012). *Media management in the age of giants: Business dynamics of journalism*. UNM Press.

McChesney, R. W. (2000). *The global media giants. Critical studies in media commercialism*.

Palmer, M. (2019). *International News Agencies: A History*. Cham, Switzerland: Palgrave Macmillan.

Reyaz, M. (2013). *Glocalization and the Media: Studies from the South*. *International Studies*, 50(3), 240-254.

Unit - 9: Introduction to Advertisements

Structure

9.0 Introduction

9.1 Objectives

9.2 Introduction to Advertisements

9.2.1 The Need to Advertise

9.2.2 A Brief History of Advertising

9.2.3 Advertising and the Industrial Revolution

9.2.4 Advertising in India

9.2.5 Advertising in the 20th Century

9.2.6 Advertising Films

9.2.7 Research in Advertising

9.2.8 Advertising and Indian Television

9.2.9 Advertising, Advertisement, and Advertising Agencies

9.2.10 Let Us Sum Up

9.3 Learning Outcomes

9.4 Glossary

9.5 Sample Questions

9.6 Suggested Learning Resources

9.0 Introduction

You are familiar with advertising. You must have seen advertisements on Television. You must have heard ad (short for advertising) jingles on the radio. You must have seen countless number of advertisements in the newspapers, magazines, banners, and posters. On walls. Behinds buses. Painted on auto-rickshaws. Every time you open a website or a video on *YouTube*, you see an advertisement. Your email is filled with unsolicited emails selling you something or the other. Your phone often receives SMS informing you about some product or service. This is why we say that advertising is present everywhere at once. Advertising is ubiquitous! Let's face it. Advertising is inescapable. We can't run away from it. Some of us don't like advertisement. We get irritated or disturbed when advertisements are broadcast or when we find a newspaper to be full of print advertisements. But do you know that without the

advertisement there would be no newspaper, no popular television serials, no cartoon channels for children, not even news channel.

Creating content for newspapers, TV channels and or radio stations is a very costly affair. The cost of producing a newspaper or a magazine is way much higher than what you pay for the newspaper or the magazine. Reporters, journalists, news writers, TV artists and production units must be paid salaries. Technical costs must be borne. Who pays for all of them. You only pay a small fraction of the cost of producing a newspaper or a TV serial. Then who pays the rest of the money needed for producing media's content? Its advertisements! Newspapers sell their space to advertisers. So do owners of TV channels and radio stations. Therefore, advertisements make much of our news, entertainment, and infotainment free of cost. This lesson will introduce you to advertising. How did it evolve in the West and in India over the years?

To understand advertising, we need to understand the process of communication. Communication needs four elements. A sender, a message, a channel (through which the message is to be conveyed) and a receiver. Therefore, if advertising is communication, then it needs a sender (which can be a manufacturing company selling a product or an organization selling services such as a spa or a saloon or even a bank selling life insurance policies). Advertising needs a channel through which the message can be passed on. That medium can be television, or radio, a poster, or a banner or even the internet. It needs a message. This message can be a song or a slogan or a tagline. It can be a radio jingle. And finally, it needs to communicate this message to someone that is the receiver of the message. Advertising is directed to all buyers - actual or potential buyer. That is, advertising needs to reach out not just to people who are buying the product or service, but it also needs to communicate with people who may buy the product or the service sometime soon.

9.1 Objectives

The objectives of the Unit are as follows:

- to familiarize the students with the concept of advertising
- to narrate the evolution of advertising
- to narrate the history of advertising in India and the West
- to correlate advertising with the Industrial Revolution

9.2 Introduction to Advertisements

First, we will start with the definition. Advertising is a paid-for-communication. Now let's see how the experts define advertising. According to S.A. Chunawalla and K.C. Sethia, 'an advertisement is a form of persuasive communication with the public' (Chunawalla & Sethia, 2010, p. 15). Here the intention of the advertising is to influence or convince the public about the efficiency of the product or service. Advertising is also defined as 'an organized method of communicating information about a product or service which a company or individual wants to sell to the people' (Vilanilam & Verghese, 2004, p. 4).

9.2.1 The Need to Advertise

All companies manufacturing goods and commodities essentially do so because they need to sell them to consumers., i.e., us. Whether it's a hawker in a busy Indian bazaar hawking his wares to the passersby on the road or an American multinational company spending billions of dollars on its product launch campaign, they do so primarily to stimulate demand. As Sean Brierley notes, 'the fundamental reasons why businesses advertise are to do with the company's micro-economic needs to stimulate demand and generate profits' (Brierley, 2002, p. 6).

From these definitions let's move to the other part of advertising. That is, we can say that advertising is paid form of communication. We need to pay money to publish or broadcast our advertisement. Besides, all advertisements generally identify their sponsor, that is, who paid for their broadcast or publishing can be known from the advertisement itself. We must also realize that advertisements are not neutral, that is, they will speak for and on behalf of their sponsor (individual or organization etc.,). Advertisements also need the medium of communication for their distribution such as television, radio, magazine, newspapers, radio etc.

9.2.2 A Brief History of Advertising

Advertising existed in ancient times in a very crude form. In ancient Greece, people were hired to shout announcement about the arrival of merchants selling their merchandise. In India, town criers would be paid money to announce the same. In the ancient markets of India and China and the Middle East, hawkers would shout in the marketplace to advertise their products and or services. But advertising, as we know it today is, essentially a modern phenomenon, and is closely tied up with (the sale and purchase of) product and dissemination of information. Therefore, it relates to both the Industrial Revolution and the development of the modern means of mass communication such as newspapers, television, radio and now the Internet.

Let's understand how advertising became essential in the modern world. In ancient times, the world had a very small population. People mostly lived mostly in towns and villages. Artisans and craftsmen would make products with their own hands and then sell them either from their own homes or proceed to the village markets. Village fairs or 'mela' became places in which people would buy and sell products. With small population, buyers were generally known to the sellers in the villages. At times most of these merchants, traders and brokers would buy these products made by artisans and then proceed to sell them to distant lands across seas and oceans. But this was a costly and extremely dangerous affair. Therefore, with limited means of travels and comforts, craftsmen would prefer to sell their products to these merchants and traders instead of undertaking difficult journeys on their own. Production could keep pace with the small populations in the cities and villages.

Then came the invention of the printing press. The printing press had a very significant impact on the development of advertising. Johannes Gutenberg reportedly invented movable types in 1447 and ushered in the Print Revolution. Individual alphabets were made with metal. They were inserted in blocks. The blocks were then painted with ink or colour. Then the alphabets were pressed against paper. This was how early books were printed. Earlier information could be carried through word of mouth and depended on memory. But printing changed that. Before the invention of the movable types, books (and other print materials) would be handwritten, and this would be a time-consuming affair. Producing books was limited to the Christian missionaries who made use of block printing to print copies of the Bible. Since the production process was time consuming, books were expensive and only the rich could afford to buy and keep them. But with the invention of the movable type, books (of all types not just religious) could be produced much more quickly and much more easily. Over a period, books became available for cheap. The printing press came to acquire more finesse and the newspaper was born.

As James. E. Norris in his book *Advertising* notes that by the beginning of the 17th century newspapers were carrying out advertisements. In 1625, the English newspaper *Weekly News of London* was carrying small advertisements of a personal and retail nature. Among the other daily newspapers that began to publish advertisements were '*Daily Courant* in 1702, the *Revue* in 1704 and the *Examiner*, the *Tatler*, and the *Spectator*'(Norris, 1980, p. 5). The same situation began to emerge in the American colonies. By the 1830s, newspapers like James

Gordon Bennett's *New York Herald*, Benjamin Day's *New York Sun* and Horace Greeley's *Tribune* were well established and reputed newspapers.

9.2.3 Advertising and the Industrial Revolution

The newspaper then became the principle means of disseminating advertisements. The industrial revolution supplemented the print revolution. Let's talk about the Industrial revolution. Sean Brierley notes that 'the roots of mass advertising are embedded in the industrial revolution' (Brierley, 2002, p. 6). And Britain which was at the forefront of the industrial revolution was the first country to introduce mass advertising techniques.

The Industrial revolution occurred from the mid-eighteen century to the mid-nineteenth century and was a new transition in the process of making things. It happened mostly in the United States, England, and continental Europe. It marked the transition of production from human hands to machines and machine-driven technology. Its effects were felt across the textile industry, chemicals industry, agriculture, mining industry and transportation. The industrial revolution has created modern day America and Europe. The efficient machines could produce large volumes of cheap goods and commodities in a much shorter time. Machines ushered in the Industrial Revolution. With machines, the factories could make things in large quantities in much less time.

The Industrial Revolution produced the problem of plenty. That is, consumption of goods could not keep up with the production of goods. Machine could produce more goods and commodities much quicker than human consumption. And industrialists had two choices. They could either sell their products to the existing consumers or alternatively seek out new consumers to buy them. When domestic markets become flooded with unsold goods then manufacturers often resorted to expand their markets abroad. They would often merge their companies, to cut down on losses. This created oligopolies where two or three companies may control the entire market for a particular product or commodity. Companies also tried to find new geographical markets by exporting their goods and commodities abroad. For all this to happen, manufacturers and sellers needed a medium to inform buyers both old and new, about their produce across large areas. Therefore, as Brierley notes, 'advertising emerged as a tool to try to stimulate the consumer markets to pay for over-produced good' (Brierley, 2002, p. 7).

Thus, modern advertising was born. But Brierley notes that for the Industrial Revolution the problem was not one of over-production as much as under-consumption. Except for the middle-class, there were few buyers from other classes. Hence it was only with the development

of the idea of the Welfare state - that is, poor citizens must be provided with low-cost housing, free health, and education so that poor people could save enough money to spend on industrially produced goods and commodities. Therefore, advertising picked up only after the Second World War when the idea of a welfare state started to gain ground in much of the world.

But let us get back to the moment when manufacturing companies were over-producing goods and commodities. To distribute their goods and commodities industrialists and manufacturers had to arrange for the distribution of their products over a large geographical area and bring the finish product / commodity much closer to the actual consumers. This could only be possible by having a large distributors network. Therefore, manufacturers used wholesalers as intermediaries to distribute their goods and commodities. But since there were many companies manufacturing the same goods and commodities how could they force the distributors, they sell their products? This could be done if the manufacturing companies and industrialists could communicate directly with the consumers and force the distributors to stock their products and commodities. Herein comes advertising.

It could communicate directly with the consumers. If the manufacturers could communicate directly with the consumers or the end-users of their goods and commodities and convey a sense that the consumer was buying a unique brand, then they could force the distributors to stock their products. How could branding a product (such as giving it a name, design, identity) made such a big difference? Brierley notes that 'branding [could] add value to the products over and above their use value: it [could] restrict the power of wholesalers and re-asserted the manufacturer's power to control prices' (Brierley, 2002, p. 10). Once the consumers began demanding a certain brand from the retailers, the distributors were forced to stock the products that were advertised.

The print media became the conduit for carrying advertisements. However quite early on, most of these advertisements were in the form of simple announcement only. It was difficult to differentiate one product from the other. Differences between products could be established through different pricing, packaging, and the use of unique logos etc. It was only around the late nineteenth and the beginning of the twentieth century that advertisements transformed from merely informing consumers about products and services to actively persuading them to buy it through branding. Advertisements transformed from 'information' copy to 'persuasion' copy and advertising professionals like Theodore F. MacManus (1872-1940), Thomas J. Barratt (1841-1914), James Walter Thompson (1847-1928), Edward Jordan (1882-1958), John Orr Young

(1886-1976), David Mackenzie Ogilvy (1911-1999), Rosser Reeves (1910-1984) marked this transition period in which ads were transformed from providing information to persuading consumers.

By the 1920s advertising had achieved the status of a professional discipline. New research techniques were being introduced in the field of advertising to understand the ways in which consumers behaved, and to make advertising more precise and exact in terms of reaching out to its target audience. Advertising agencies that had already emerged by this time, now began to flourish, and consolidate.

9.2.4 Advertising in India

In the Indian subcontinent, modern advertising as we know it, began towards the end of the eighteenth century with the publication of *Hickey's Bengal Gazette* which started publication from Calcutta (now Kolkata) in January 1780. This was a newspaper started by James Augustus Hickey and was the first ever newspaper to be published from India. *Hickey's Bengal Gazette* mostly 'advertised trade, legal notices as well as matters of personal nature like people looking for employment' (Chaudhuri, 2007). But the circulation of newspapers at this time was mostly limited to the English people and newspapers were dependent on government patronage. Since *Hickey's Gazette* often published scurrilous gossip as news, Hickey was sent to prison and his press was confiscated. However soon enough, newspapers like *Asiatic Mirror*, *Oriental Star*, *Bengal Hurkaru* started publication.

As Arun Chaudhuri notes, 'towards the end of the 18th century advertisements carrying illustrations were quite common' (Chaudhuri, 2007, p. 8), and all the newspapers in the three presidencies of Bombay, Calcutta and Madras carried 'advertisements on transfers, situations wanted and situation vacant' (Chaudhuri, 2007, p. 17). So, what was being advertised in the newspapers towards the end of the nineteenth century in India? Arun Chaudhuri writes that newspapers would carry news about the arrival and departure of ships to England or to the ports of the Far East. As he notes, 'books occupied a lot of advertising space... there were advertisements on a whole host of things that came in from Europe — hats, clothes, handkerchiefs, wines, and tobacco' (Chaudhuri, 2007, p. 51). It is generally assumed that the advertisements were mostly composed by the editor.

9.2.5 Advertising in the 20th Century

Towards the end of the nineteenth century, photography became popular in India. And with time, advertising developed and began to appear in various other forms. Advertisers began

to experiment with typography, fonts, and started inserting text, pictures, illustrations, diagrams etc into the advertising copy. Newspapers began to develop their infrastructure for inserting advertisements in their sheets. Print advertisements began to carry illustrations regularly, and ‘artists working for newspapers here did the entire studio related work that has to precede printing an advertisement in a newspaper’ (Chaudhuri, 2007, p. 97). Illustrations were generally reproduced from wooden blocks. The artists were either traditional artisans or the newly minted students from art schools such as the Bombay Art School which was established by the Parsi entrepreneur Sir Jamshedji Jeejeebhoy.

In 1854, a wealthy Bengali merchant Hiralal Seal started the School of Industrial Art in Calcutta which taught etching, engraving on wood, metal, and stone; art that would have extensive use in the advertising industry, because while the advertisements in the newspapers were composed using movable types, the illustrations were reproduced from wooden blocks. This was followed by the development of the lithography in India. This method of printing allowed for a wide range of experimentations with colours. But printing in colour was a costly affair and most newspapers would refrain from using it. With the development of the consumer market and a growing middle class that was gaining employment in the colonial administration, advertisements in newspapers began to offer a wide variety of consumer products such as bicycles, gramophones, foods, beverages and even toys. Brands developed and brand marketing picked up pace.

With the beginning of the twentieth century advertisements for motorcars began to appear in India, and ‘by the first decade of the 20th century it had become a common practice to have a picture alongside the text for advertisement — even when advertisements were small in size’ (Chaudhuri, 2007, p. 130). Getting ad, proofreading the ad copy, and printing demanded undivided attention and eventually in 1905, B. Dattaram set up the first advertising agency in India. An emerging Indian middle class was beginning to exercise its choice when it came to consumer products such as clothes, hair oils, tooth powders, books, tobacco, pipes, and patent medicines. But the overall trends in advertising in India followed the trends set in the USA and the United Kingdom. Print advertising remained the most important source of revenue for the newspapers.

However, the rising tide of Indian nationalism began to gather steam towards the beginning of the twentieth century. The Indian freedom struggle also affected the business of printing and publishing. The Swadeshi movement resulted in the publication of many dailies,

weeklies, and monthlies and even bi-monthlies. The new century introduced a new avenue for the placement of advertisements: the outdoors. The post first world war period saw a great development in the field of outdoor advertising. Hoardings and billboards began to dot the landscape of Indian cities.

By the 1920s cinema was introduced in India. And a new medium was born. However, advertising films would become popular much later. The print advertisements began to mature and instead of highlighting the utility of the product or the commodity they began to emphasize upon the Indian consumers' aspirations and lifestyles. In 1928, another renowned advertising agency DJ Keymer began to operate from the city of Calcutta and a year later in 1929 the famous advertising agency J Walter Thompson opened its office in Bombay. In 1931, J Walter Thompson (JWT) produced India's first advertising film — an ad film for General Motors. One of the most popular advertising agencies in a post-colonial India was Clarion Advertising Services Private Limited which was formed after the Advertising agency DJ Keymer shut its Calcutta office. Clarion Advertising agency went on to work for big clients like the ITC (Imperial Tobacco Company) and Dunlop, the tyre manufacturing company.

9.2.6 Advertising Films

But while Indian films had reached an unparalleled level of finishing, ad films were still a far way off, because the technical difficulties involved in producing a film remained a constraint' (Chaudhuri, 2014, p. 177). Therefore, few ad films were produced in the 1950s. Another reason why advertising agencies mostly preferred placing advertisements in the print medium (such as newspapers and magazines) was because advertising agencies 'lacked the infrastructure to handle film production' (Chaudhuri, 2014, p. 178). While the print advertising copy could be visualized immediately, ad films required screenplay, the dialogues that would accompany the visuals. Besides the scenes so written had to be shot with a movie camera. Then the film had to be edited and dubbed before it could be released in theatres. This was the reason why sometimes film producers and directors could directly approach the clients with the offer of making their advertisement films.

While the artists of the advertising industry came from finishing schools like the JJ School of Arts in Bombay there were no training institutes that could train the technicians in the art of filmmaking. Therefore, most of the ad agencies would prefer to outsource the film-making part of the advertisement to well-known film producers in return for a commission. This was to change with the inauguration of the Film & Television Institute of India (FTII) in Pune in 1960.

The institute was placed under the Ministry of Information & Broadcasting. From the 1960s, advertising agencies began to provide full spectrum of services to their clients ranging from making advertisements, running public relations campaigns, to managing public events.

9.2.7 Research in Advertising

Very little attention had been paid to research in advertising and consumer behaviour in post-independence India. Advertising and consumer research go hand in hand. Hindustan Lever Limited (HLL) was the first company to employ marketing research in the country. It was necessary to know about consumer preferences. With knowledge about consumer preferences, companies could design, shape or reshape and even introduce new products as per the requirements of its consumer base, and consequently ‘by the early 1960s, JWT and Clarion opened independent marketing research departments to provide deeper insight into consumer psyche for clients’ (Chaudhuri, 2014, p. 107).

Money began to be spent on understanding the consumer behaviour. This helped the advertising agencies to mark their target audiences more accurately through proper and scientific media planning. And with such research in advertising, ‘advertising professionals were coming round to the opinion that in order to be effective, a campaign had to be engaging; to be ‘fun’; that a direct sales pitch was not enough’ (Chaudhuri, 2014, p. 252). Some of the most famous advertising professionals in India have been Subhas Ghosal, R.P. Gupta, Bal Mundkar, Nargis Wadia, S. K. Kooka, Umesh Rao, Arup Ray, Alyque Padamsee, Gerson daCunha, Kersey Katrak, Ayaz Peerbhoy, among others.

9.2.8 Advertising and Indian Television

With the coming of the radio, popular radio programmes that broadcast songs from Hindi films began to garner great number of advertisements. With the growing popularity of radio programmes, the government of India created *Vividh Bharati*, as a popular radio channel catering to the entertainment needs of the Indian listeners. Television became popular from the mid-1980s when serials like *Hum Log* (Vasudev, 1984-1985), *Yeh Jo Hai Zindagi* (Shah, 1984), *Idhar Udhar* (Mahendroo, 1985), *Buniyaad* (Sippy & Swarup, 1986-1987), *Ramayana* (Sagar, 1987) and *Mahabharata* (Chopra & Chopra, 1988) were telecast. Indian viewers began to connect with the medium of television in a way never seen before in India.

Then came liberalization. Liberalization was a shot in the arm for the advertising industry. With liberalization and deregulation, foreign brands made an entry into Indian markets. And the Indian consumer markets saw a overabundance of consumer products, each vying for

the viewers' attention. A well-off Indian middle class meant that a readymade consumer market was available. To absorb the advertising budgets of the companies on offer, Indian newspapers began to introduce newspaper supplements which would be full of advertisements. The 1990s also saw the introduction of the satellite television channels. The state broadcasting channel *Doordarshan* began to face stiff competition from private TV channels like ZEE TV, Star Plus, Sony which began to broadcast television serials. And with television, advertisements could be shot like short movies or films.

Now with the internet, online advertisements have combined all the elements of the print, radio, and television. Online advertisements often carry hyperlinks that direct the consumers and buyers to the websites selling the products. Often you must have noticed unwanted / unsolicited emails. These are known as spam mails or simply spam. Receiving unsolicited emails is so common these days that Gmail actually has a folder by the name of spam wherein all unsolicited emails are received and then deleted after a certain period of time.

James E. Norris speaks of two significant changes in the field of advertising. One was the realization in the beginning of the twentieth century that advertising must behave responsibly towards society in general and to business in particular. This meant that advertising as a business and as a profession must honour some ethical principles. It must respect public taste and honesty in its operations. The second significant change was the emergence of the advertising agency in the early 1900s. Manufacturers were mostly concerned with making things and selling them. They had no idea about how to communicate with people effectively. Herein came in the advertising agencies. They began to offer services that would allow the manufacturers and sellers to reach out to more and more people in an effective manner.

For big manufacturers advertising also became the means of restricting the entry of other competitors into the market. For example, big manufacturers could adopt several techniques to maintain their own hold on the market and prevent their competitors from finding a foothold in the market. They could control the distribution outlets. They could sell their own goods and commodities at a very low price to drive away competition. They could control the patent for a good or commodity and prevent any imitator from entering the market. And then the big manufacturers could also resort to increased budget for advertising thereby making it difficult for their competitors to make any profit. As Brierley notes, 'the prohibitive cost of advertising can be anti-competitive' (Brierley, 2002, p. 9) because a new entrant in the market must invest more money to compete with already established brands.

While advertising has a simple function that of communicating information about products, services, and ideas to buyers, sometimes advertisements can become controversial. When does it happen? Advertisement become controversial when they give you misleading information about a product. Or when they use unfair means of selling a product or service or an idea. We will discuss these points later.

9.2.9 Advertising, Advertisement, and Advertising Agencies

Let's differentiate between advertising, advertisements, advertiser, and advertising agencies. Advertising is the activity or profession of producing advertisements for commercial products or services whereas advertisements are the messages that are produced. An advertiser is the person or an organization on whose behalf the advertisement is created. He or she pays for creating the advertisements. And since not all of us can prepare an advertisement on our own, we need people who can do so on our behalf. Herein comes the advertising agencies. They produce TV advertisements, radio jingles of print advertisement for their clients. Advertising works when someone (the advertiser that is, a company or an individual) needs to communicate advertisement.

9.2.10 Let Us Sum Up

In this Unit, we discussed the evolution of advertising both in India and in the West. We understood how advertising is essentially a modern phenomenon which emerged towards the beginning of the industrial revolution. We have understood how advertising evolved over the last century and has become a presence everywhere at once.

9.3 Learning Outcomes

It is expected that after reading the Unit you should be able to define advertising, comprehend the ways in which it has evolved both in India and the West, and understand how the industrial revolution played an important role in consolidating the practice of advertising. Moreover, you should be able to know the history of advertising in post-independence India.

9.4 Glossary

SMS – Short Messaging Services

Etching – Selectively dissolve the surface of something with a solvent to produce a desired design or effect or an impression made from an etched plate

Surfeit – A supply or amount of something that is more than needed; an excessive amount

Engraving – Making engraved or etched plates and printing designs from them

9.5 Sample Questions

Objective Questions

1. SMS stands for _____ (a) short messaging service (b) smart messaging service (c) small messaging service (d) smart message short
2. OTT stands for _____ (a) Over the Top (b) Over the Temple (c) On the Television (d) Over the Television
3. Communication process needs sender, message, channel and _____ (a) communicator (b) advertiser (c) receiver (d) encoder
4. All advertisements generally identify their _____ (a) sponsors (b) clients (c) public (d) Board of Directors
5. In ancient Greece, people were hired to announce the arrival of merchants selling their merchandise. (T/F)
6. An advertisement is a form of persuasive communication with the public. (T/F)
7. _____ invented movable types.
8. The English newspaper _____ was carrying small advertisements of a personal and retail nature.
9. The roots of mass advertising are embedded in the _____.
10. With the development of the idea of the _____ poor citizens were to be provided with low-cost housing, free health and education.

Short Answer Questions

1. What are the four elements of the communication process?
2. Define Advertising.
3. What are the fundamental reasons for advertising?
4. How did people in ancient Greece advertise their products?
5. Who invented the movable types?

Long Answer Questions

1. How did advertising develop over time in the West?
2. Examine the role of the Industrial Revolution in the evolution of advertising.
3. Explore the emergence of advertising in India.

9.6 Suggested Learning Resources

Brierley, S. (2002). *The Advertising Handbook*. New York: Routledge.

Chaudhuri, A. (2007). *Indian Advertising 1780 to 1950 A.D.* New Delhi: Tata McGraw-Hill Publishing Company Limited.

Chaudhuri, A. (2014). *Indian Advertising: Laughter and Tears 1950 - 2013*. New Delhi: Niyogi Books.

Unit - 10: Types of Advertisements

Structure

10.0 Introduction

10.1 Objectives

10.2 Types of Advertisements

10.2.1 Classification based on the Media Used

10.2.2 Classification based on Geographical Area / Reach

10.2.3 Classification based on Target Audience

10.2.4 Other Types of Advertising

10.3 Learning Outcomes

10.4 Glossary

10.5 Sample Questions

10.6 Suggested Learning Resources

10.0 Introduction

How do we make sense of so many advertisements that we get to see every day on our television sets, in our homes, our streets and roads, on our buses and other means of transport? There are many ways of classifying advertisements. For example, we can classify advertisements based on the medium through which the advertisement is broadcast or disseminated. We can also classify advertisements based on the target audience of the advertisement. This means classifying advertisements based on the people for whom it is made. In this Unit, we will learn about the different types of advertisements.

10.1 Objectives

The objectives of the Unit are to:

- be familiar with the different types of advertising
- study the classification of advertising based on the media used
- understand the classification of advertising based on geographic area
- explore the classification of advertising based on the target audience

10.2 Types of Advertisements

As students of this course, it is important that you are familiar with the different types of advertisements. All of you must be used to watching and reading advertisements in the electronic and print media. As we told you, in the Unit we will learn more about advertising. Let us first look at the classification of advertisements. The different types of advertisement may be classified as follows:

1. Classification based on the media used
2. Classification based on the geographic area
3. Classification based on the target audience.



Figure 1. Classification of Advertising

10.2.1 Classification based on the Media Used

All the advertisements that are printed on various print materials are part of **Print Advertising**. For example, consider all the advertisements that one gets to read in newspapers, magazines, posters, banners, brochures, fliers, pamphlets etc., They are examples of print advertisements.

Out of Home Advertising: Consider the advertisement that you get to see outside your home. You see advertisements on the street and the roads, on bus stops, inside auto-rickshaws and vehicles. Further, consider the huge hoardings that we see on the roads and near busy traffic intersections of our cities and towns. Recall the advertisements that we see painted on walls and

other public places. You must have seen huge balloons with advertising messages floating in busy areas of your city. All these advertisements qualify as out-of-home advertising. Another name for **Out-Of-Home (OOH) advertising** is Outdoor advertising.

Broadcast Advertising: Next, consider the advertisements that are broadcast electronically. They are deemed as Broadcast Advertising. An advertisement on the radio must be broadcast several times before it sinks into people's mind. In much the same way, an advertisement on television is broadcast several times a day over a long period of time before people can remember the advertisement. Advertisements on television are for products that have a national/regional presence, that is, they are available for purchase throughout the region or the country. In contrast advertisements on the local radio channels/local television channels are essentially for small businesses spread out over a small geographical area.

New Media Advertising: The New Media Advertising uses the media tool such as social media and other online platforms to communicate its advertising messages. The new media advertisement combines the best of the print, the television, and the radio advertisements. You must have encountered this advertisement whenever you go online to check your email or when you log into your social media accounts on Instagram, Facebook, or Twitter etc.

10.2.2 Classification based on Geographical Area / Reach

Local Advertising: Let us move on to the next major classification of advertisement. Sometimes advertisement can also be classified based on their geographical reach. If an advertisement is available only locally, that is, it is placed in such a way that only people near about the advertisement can read or see it then it is deemed as a local advertisement. An example is the advertisement that we see inside shops. They have limited reach. They are also called as retail / local advertisements. The advertisements of your local grocery shop or the jewellery shop in your neighbourhood will be called local advertisements or retail advertising. This is a cost-effective mean of reaching out to the buyers in the neighbourhood.

National Advertising: There are some advertisements that have a national reach. These are advertisements for products that have a national presence. Such advertisements represent National Advertising. Therefore, correspondingly these advertisements are available across the country. Consumer products available nationally, that is across the country will resort to national advertising.

Global Advertising: Advertisements that reach beyond the borders of a country and are available across many countries are deemed to be examples of Global Advertising. Do you know

that many big multi-national companies often make advertisements that can be printed, or broadcast across many countries simultaneously? Generally, these advertisements require huge sums of money and finances.

10.2.3 Classification based on Target Audience

What is the target audience? To answer this question, you must find out who your advertisement is meant for? Who is your potential buyer? Who, do you think, will be interested in buying your product, service, or idea? If you know the answer to this question, you will know who or what your target audience is. As Wells, Moriarty & Burnett note, “character of the target audience has a direct bearing on the overall advertising strategy, especially the creative and the media strategy” (Wells, Moriarty, & Burnett, 2007, p. 16).

Brierley points out that because of the nature of the communication process, advertisers deal in masses, not individuals. The purpose of classifying and positioning consumers is to “measure those things that consumers have in common, to target advertising and marketing campaigns at them, and to measure and predict the human behaviours” (Brierley, 2002, p. 27). This eventually led the advertising agencies to find more and more about the consumers so that they could be targeted with advertising messages more accurately. But this is easier said than done. And advertising agencies must incur huge amount of expenses to find out about the target audience for a particular product or commodity.

The purchaser of a product or a commodity may not always be its end-user. For example, parents buy cereals, nappies, and creams but the product is for the use of the child. However, with newer technologies it is becoming easier to understand consumer behaviour and as such advertising agencies and manufacturing companies, shopping malls, airlines and social networking websites can gather a lot of personal information about their buyers. With this information, they are better able to find their target audiences. Consider for example an ordinary toothpaste and a toothpaste for sensitive teeth. While the campaign for the former may include everyone, the campaign for the sensitive toothpaste must target people with tooth sensitivity only.

Consumer Advertising: We are mostly familiar with consumer products hence we are familiar with consumer product advertising. Advertisements for consumer products for example such as shampoos, hair oils, food stuff etc is Consumer Advertising. Much of consumer advertising is targeted at individual and families. The intention of consumer advertising is mostly to introduce or reintroduce daily use consumer products, such as toothpastes, cooking oils etc.

Our television, radio and newspapers are full of consumer advertising. These can be anything from mobiles and automobiles and household appliances, to home electronic devices, clothes, books and even movies.

Trade Advertising: Not all forms of advertising are directed at the ordinary household consumers alone. For there are some advertisements that are directed towards other wholesalers and retailers. It is called Trade Advertising. But why wholesalers and retailers? For this we must understand that not all products reach us directly. Even though when we buy a product or commodity from the market, the shopkeeper must buy the same product from a wholesaler. And in turn the wholesaler must place the order for purchase from the manufacturing company.

In many instances, the product or the commodity reaches the consumers through this way only. Companies often must resort to trade advertising. In trade advertising the target audience are the wholesalers and retailers. In this way, through advertising they expect the traders to stock the product or commodity in their shops and warehouses. In trade advertising the message is directed toward other traders / dealers / brokers / sellers rather than to the consumers directly.

What kind of advertising appeal do they make on their advertisements to the wholesalers and traders? Since the wholesalers and retailers are not going to use the product themselves but instead would like to buy the product or commodity in bulk to resell it, the advertising appeal would not harp or emphasize upon the product or commodity's usefulness. Instead, in these types of advertisements, the advertising message emphasizes upon profits margins, discounts, bulk purchase offers, promotional support etc. Again, these advertisements would not appear in television or radio. Instead, these types of advertisements appear in trade journal or magazines, so that they can target the wholesalers and retailers.

Professional Advertising: Professional Advertising is directed at professionals, for example, computer engineers, doctors, civil engineers etc. Pharmaceuticals companies, medical equipment manufacturers resort to advertising to health professionals. Computer periphery manufacturers may want to communicate their messages to Information-Technology (IT) companies and professionals. Cement manufacturers and building material manufacturers may want to communicate to builders, construction companies and civil engineers. These advertisements are informational and deal about the efficacy of product advertised. The circulation of these type of advertisements is restricted to their target audience only. As such these advertisements appear in niche journals only.

Brand Advertising: Brand Advertising is perhaps the most visible form of advertising we are familiar with. These advertisements focus on building long-term brand identity or image of the company. Very often, celebrities from the film industry or sports are chosen as brand ambassadors for a product or service.

Industrial Advertising: Industrial Advertising refers to advertising messages that are directed at manufacturers buying raw materials or equipment used in their own manufacturing process. Consider for example, a company that manufactures cars must purchase car tires on a bulk basis. So therefore, a car tire manufacturing company would like to advertise its product to a company which is in the business of car manufacturing. The same goes for the car paint. A paint manufacturing company would like to advertise its brand of paint to a car manufacturing company. It makes sense, as the car manufacturing would need regular supply of the product if it is in the business of selling cars. Business to business advertising is advertising messages sent from one business to another.

In industrial advertising, advertisements may be sent through direct mail such as brochures, postcards, or catalogues etc. A company manufacturing office stationery items may want to advertise its products directly in offices in the business district instead of resorting to television advertising which may be costly for it. In this form of advertising, the message is aimed at reaching employees of a business who are responsible for making purchase decisions such the decision of buying office stationery or furniture. In business-to-business advertising the advertising message is designed and directed toward other businesses rather than to the end consumer.

Public Service Advertising: You may be familiar with the pulse polio campaigns run by the Department of Health and Family Welfare under the aegis of the Ministry of Health and Family Welfare. This is by far the best example of Public Service Advertising. The public service advertisements are designed to generate awareness on certain issues among the public. The intention of these advertising campaigns is to bring about a change in people's attitude towards issues of public concern such as for example the immunization of children with polio vaccines. The intention of this type of advertising is not to earn profit but to bring about a change for the betterment of the society.

Other examples of social advertising campaigns are family planning campaigns, HIV-AIDS awareness campaigns, consumer awareness campaigns, *Swachh Bharat Abhiyan* etc. Some of the themes of the public service advertising have been concerned with women's safety, water

conservation, wildlife protection, promotion of tourism etc. The intention of these advertise campaign is to reach to the largest group possible so that citizens may become aware of them.

10.2.4 Other Types of Advertising

At times of elections, you must have seen advertisements on television endorsing one political party or the other. At other times, you must have seen print advertisements in the leading national dailies pitching one political party or the other. This is perfectly normal in democracies. In democracies, political parties need to reach out to their electorates and make them see their point of view. Such type of advertising is called **Political Advertising**, and they may communicate either a candidate's or a political party's point of view. Such form of advertising is common in much of the western world.

You must have also seen **Financial Advertising**. Public limited companies often must enlist investors. They must convince the investors about investing in them. These advertisements carry details about the company such as their credit rating (that is how secure the company is as an investment), the details of the public offer, the risk factors that go with the company etc. This is an example of financial advertising.

10.3 Learning Outcomes

At the end of this Unit, you should have become familiar with the types of advertising, the different mediums that are used for advertising, and you must have also become familiar with the concept of target audiences used in advertising.

10.4 Glossary

Brochures: A small book usually having a paper cover

Retail: The selling of goods to consumers; usually in small quantities and not for resale

Efficacy: Capacity or power to produce a desired effect

Electorates: The body of enfranchised citizens; those qualified to vote

Immunization: The act of making immune (especially by inoculation)

10.5 Sample Questions

Objective Questions

1. Paper-based advertising would qualify as (a) Outdoor Advertising (b) Street Advertising (c) Social Advertising (d) Print Advertising
2. The flagship toothpaste brand of Colgate-Palmolive Company is (a) Rexona (b) Prudent (c) Pepsodent (d) Colgate.
3. The _____ are designed to generate awareness on certain issues among the public.
4. Character of the _____ has a direct bearing on the overall advertising strategy, especially the creative and the media strategy.
5. Professional Advertising is directed at _____.
6. We can classify advertisements based on the medium through which the advertisement is broadcast or disseminated. (T/F)
7. Another name for Out-Of-Home (OOH) advertising is _____ advertising.
8. The local radio channels are essential for small businesses spread out over a small geographical area. (T/F)
9. Character of the target audience has a direct bearing on the overall advertising strategy. (T/F)
10. The purchaser of a product or a commodity may not always be its end-user. (T/F)

Short Answer Questions

1. What is consumer advertising?
2. Define print advertising.
3. What is meant by out-of-home advertising?
4. What do we mean by industrial advertising?
5. What is broadcast advertising?

Long Answer Questions

1. Discuss in detail the classification of advertising based on the medium used.
2. Examine the classification of advertisements based on their geographical reach.
3. What is target audience? How is advertising classified based on target audience?

10.6 Suggested Learning Resources

Brierley, S. (2002). *The Advertising Handbook*. New York: Routledge.

Chaudhuri, A. (2007). *Indian Advertising 1780 to 1950 A.D.* New Delhi: Tata McGraw-Hill Publishing Company Limited .

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Unit - 11: Advertising Ethics

Structure

11.0 Introduction

11.1 Objectives

11.2 Advertising Ethics

11.2.1 Surrogate Advertising

11.2.2 The Advertising Standards Council of India

11.2.3 Advertising Agencies Association of India (AAAI)

11.2.4 Revisiting the Ethical Part in Advertising

11.3 Learning Outcomes

11.4 Keywords

11.5 Sample Questions

11.6 Suggested Learning Resources

11.0 Introduction

Every profession or business seeks to adopt and honour some moral and ethical principles. Likewise advertising also grapples with many moral and ethical issues. Is it all right to advertise products that in the long run may damage a person's health? Should advertising be allowed to use pictures and texts that may be deemed as offensive to certain people or groups? Is it proper to advertise inside schools and other educational places? Can advertising make exaggerated claims about the efficacy of a product or a service? Is it all right to make claims in advertising which are not true?

11.1 Objectives

The objectives of this Unit are to:

- introduce the concept of ethics in advertising
- explain the idea of surrogate advertising
- familiarize you with the working of the various agencies and associations associated with the field of advertising in India

11.2 Advertising Ethics

Now we know what we mean by advertising. But what does ethics mean? What is advertising ethics? Ethics means that branch of human knowledge that deals with moral principles. Ethics tells us about the distinction between right and wrong. When we say something is 'unethical', we generally mean to say that morally it is not right. We also need to distinguish between what is legal and what is moral. By legal we mean that something is permitted as per law. Therefore, what is illegal is not sanctioned by law. Likewise, what is ethical is generally thought to be fair, decent, and principled. Unethical means that something is not right morally. But we must understand the difference between ethical and legal. Consider for example, being disrespectful to your elders may be unethical but not illegal. You break no law if you do not show respect to elders, but it will be an unacceptable social behaviour.

Let us consider for example, that what is ethical may not have universal values. Ethical judgments are based upon certain values and interests that are not universally agreed upon. Different cultural systems may possibly have different interpretations of what is ethical and what is not ethical. Sometimes cases have come across of advertisement that made dubious claims about their products. At other times, certain advertisements were found to be deeply offensive and vulgar.

Wells, Moriarty, and Burnett (2007) speak of the six issues that essentially deals with the question of ethics in advertising. They are advertisements that are offensive, objectionable, unpleasant, or distasteful; advertisements that perpetuate stereotyping of individuals, races, castes, communities, or nationalities; advertisements that create body image problems for the consumers; advertisements that deploy dubious targeting strategies; advertisements that make dubious claims; advertisements that sell controversial products.

Offensive advertising generally makes use of inappropriate visuals that may be racist, communal, or sexual. While we cannot agree on what constitutes good taste, but visuals that are explicitly sexual, display nudity, make vulgar comments or suggestion or imply sexual innuendos or suggestions are generally deemed to be offensive.

Critics have pointed out that advertising also promotes wasteful consumption which drains the resources of a poor country and perpetuate materialism. Consumers swayed by visuals

in the advertisements often buy things they do not need. And scarce resource like wealth are squandered on wasteful expenditures.

Some advertisements perpetuate and or reinforce stereotypes about castes, communities, or gender. A stereotype “is a representation of a cultural group that emphasizes a trait or group of traits that may or may not communicate an accurate representation of the group” (Wells, Moriarty, & Burnett, 2007, p. 76). A stereotype is a visual shorthand. Advertising often resorts to visual shorthand to convey meaning to save on time. But stereotypes end up perpetuating formulaic concepts and images. Women are generally shown as younger and playing supportive role for men; elderly women are mostly absent in advertisements.

Advertisements often feature men and women with perfect bodies and personalities. As Wells, Moriarty and Burnett note, “advertising has been criticized for glorifying glamorous looks in both men and women” (Wells, Moriarty, & Burnett, 2007, p. 79). Advertising plays on people’s insecurities about the way they look, to sell grooming products. Sometimes advertising targets children which is the most vulnerable group. Children are often unaware of the genuineness of the advertising messages and may fall prey to fake claims. Being young, children are unable to evaluate the claims.

Not all the claims made in advertising may be true. Advertisements are prone to making tall claims about the efficacy of products and services of their clients or sponsors. To crack down on the dubious claims being made by quacks who were promising cure for every disease, the Government of India passed *The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954* (India). This act prohibited advertisements of certain drugs for treatment of certain diseases and disorders, besides prohibiting other misleading advertisements relating to magic remedies.

Finally, another problem area is advertising for products which are controversial such as chewing tobacco, cigarettes, and alcohol. In 2003, the government of India passed *The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003*. The Act not only prohibits the advertisement of cigarettes and tobacco related products but also provides for the regulation of trade and commerce, production, supply, and distribution of cigarettes and other tobacco products.

11.2.1 Surrogate Advertising

Another problematic area is that of surrogate advertising. Surrogate advertisements are indirect advertisement of goods or services whose direct advertising is prohibited by law. This is a form of advertising which is used to promote products like cigarettes and alcohol, in the disguise of another product. For instance, companies manufacturing and selling products like cigarettes and alcohol may resort to launching brands with similar sounding names and looks. Their intention is to subconsciously remind the buyers about their product. It becomes difficult to control these forms of advertisements because the message in these advertisements is subtle and hidden. For example, a banned product may be sold under the brand name of a music CD (compact disc) or DVD (digital video disc), playing cards, apple juice, fashion and clothing line and even drinking water!

In June 2022, the Department of Consumer Affairs which functions under Ministry of Consumer Affairs, Food and Public Distribution issued *Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022*. The Central Consumer Protection Authority (CCPA) has defined ‘surrogate advertisement’ as advertisement for goods, product or service, whose advertising is otherwise prohibited or restricted by law, and which circumvent prohibitions or restrictions by portraying their advertisement to be for goods, product or service, which are not prohibited by law (Affairs, 2022).

11.2.2 The Advertising Standards Council of India

To deal with the issue and challenges of ethics in advertising the Advertising Standards Council of India (ASCI) has adopted a code for self-regulation in advertising. A few words about the council. The Advertising Standards Council of India was established in 1985. It is a voluntary self-regulatory organization. It aims to promote honest advertising and fair competition. While it seeks to protect the interests of the consumers it deals with all those who are concerned with the profession of advertising such as advertising agencies, the media, and the advertisers (that is people on whose behalf advertisements are placed in the media). Its principal aim is to maintain and enhance people’s confidence in the profession of advertising. If advertisements go on making false claims, they will lose people’s confidence, and advertising as an art and service will suffer enormously. Therefore, preventing harmful or false advertisements from public circulation serves advertising in the long run!

Honouring ethics builds trust among consumers of the product or the services. If a company lies or uses deception to sell its product or services, then people will eventually stop

buying the product or using its services. Being ethical is profitable in the long run. Trust is earned by being ethical. So, should commitment to ethics be voluntary or should it be imposed from outside? It is generally held that while laws should be imposed (as they have the sanction of the state) commitment to ethics should be voluntary and self-imposed. So, the profession of advertising also works under certain ethical principles. Most of these ethical principles have been framed by organizations that seek to protect and advance the interest of advertising.

The Advertising Standards Council of India (ASCI) works through self-regulation. This means that its members, who are mostly advertising agencies and advertisers adhere to certain moral principles when creating and or broadcasting advertisements. The council promotes the idea that advertisements should be truthful and honest to the buyers and consumers. Secondly the advertisements should be within the limits of decency and acceptable standards of public taste. Thirdly advertisements should not be used to promote products that are harmful or injurious to society or individuals. Fourthly advertisements should be free from plagiarism and promote fair competition. That is, to increase sale and sell its products, it need not run down its competitors unfairly. These are the ethical practices adopted by the Advertising Standards Council of India (ASCI).

11.2.3 Advertising Agencies Association of India (AAAI)

The Advertising Agencies Association of India (AAAI) is a national organization of advertising agencies formed in 1945 to promote their interests also seeks to ‘encourage and preserve a high standard of professionalism in all aspects of marketing communications’ and to ‘encourage and maintain a high level of business and professional integrity amongst advertising agencies and their suppliers’ (Advertising Agencies Association of India, 2016).

In 2021, the computer giant company *Microsoft* came out in support of ethics framed by the Institute of Advertising Ethics. The following is an excerpt from the principal guidelines issued by the Institute of Advertising Ethics. They are as follows:

***PRINCIPLE 1:** Advertising, public relations, marketing communications, news, and editorial all share a common objective of truth and high ethical standards in serving the public.*

***PRINCIPLE 2:** Advertising, public relations, and all marketing communications professionals have an obligation to exercise the highest personal ethics in the creation and dissemination of commercial information to consumers.*

PRINCIPLE 3: Advertisers should clearly distinguish advertising, public relations, and corporate communications from news and editorial content and entertainment, both online and offline.

PRINCIPLE 4: Advertisers should clearly disclose all material conditions, such as payment or receipt of a free product, affecting endorsements in social and traditional channels, as well as the identity of endorsers, all in the interest of full disclosure and transparency.

PRINCIPLE 5: Advertisers should treat consumers fairly based on the nature of the audience to whom the ads are directed, and the nature of the product or service advertised.

PRINCIPLE 6: Advertisers should never compromise consumers' personal privacy in marketing communications, and their choices as to whether to participate in providing their information should be transparent and easily made.

PRINCIPLE 7: Advertisers should follow federal, state, and local advertising laws, and cooperate with industry self-regulatory programs for the resolution of advertising practices.

PRINCIPLE 8: Advertisers and their agencies, and online and offline media, should discuss privately potential ethical concerns, and members of the team creating ads should be given permission to express internally their ethical concerns.

PRINCIPLE 9: Trust between advertising and public relations business partners, including clients, and their agencies, media vendors, and third-party suppliers, should be built upon transparency and full disclosure of business ownership and arrangements, agency remuneration and rebates, and media incentives (Depalma, 2021).

However, these are not the only issues concerning ethics in advertising. Of late, advertising has been involved in the issue of diversity and body image issues. For example, critics have pointed out that advertising promotes and glorifies glamorous look in men and women. Some advertisements are aimed at promoting ideal body images which are difficult to attain for the ordinary people. Advertisements are also accused of promoting insecurities among people about their colour, shape, height and looks. These insecurities are then used to push beauty products.

At other times, critics have also pointed out that stereotypical images of races and communities have also been used in advertisements. Critics have also pointed out that there is no diversity of races, minority ethnic communities and cultures when it comes to representation in advertising. Moreover, advertising to children remains another problematic area. Children are unable to differentiate between facts and exaggerated claims being made on behalf of the product. Therefore, they may fall prey to these sorts of advertising.

11.2.4 Revisiting the Ethical Part in Advertising

One of the first principles of ethics in advertising is to ensure that the advertising message is true. The message is not a half-truth or misleading in any way. The basic ingredient in any advertising is and should be speaking truth to the people. An advertising that is true to itself will earn trust for itself and for the field of advertising as well. Even more important is to ensure that there is no misleading wordplay that misleads the consumer. A wordplay is a repartee, wit or banter, such as: Relief from headaches ... *temporarily*. As Norris writes, ‘you should get into the habit of judging a piece of copy not by what it actually says, but by what the reader is most likely to think it says... in advertising it doesn’t pay to kid others’ (Norris, 1990, p. 457).

Another important principle to remember is to ensure that the advertising message is within the limits of decency. An advertisement that appears vulgar or is deemed to be as such will damage the product and the reputation of the advertising agency. As Norris reminds, ‘an ad that says something that is offensive to people, even unintentionally, turns people off’ (Norris, 1990, p. 459).

11.3 Learning Outcomes

At the end of this Unit, you should have learned about advertising ethics and understood the difference between law and ethics, the necessity of ethics and the various codes of ethics in advertising.

11.4 Keywords

Unethical: Not conforming to approved standards of social or professional behaviour

Offensive: Causing anger or annoyance

Dubious: Open to doubt or suspicion

Inappropriate: Not suitable for a particular occasion etc

Innuendo: An indirect (and usually malicious) implication

11.5 Sample Questions

Objective Questions

1. _____ means that something is not right morally.
2. _____ act prohibits advertisements of certain drugs for treatment of certain diseases and disorders and prohibits misleading advertisements.
3. _____ are indirect advertisement of goods or services whose direct advertising is prohibited by law.
4. ASCI stands for _____
5. The AAAI stands for _____
6. Unethical means that something is not right morally. (T/F)
7. We cannot agree on what constitutes good taste. (T/F)
8. A stereotype is a visual shorthand. (T/F)
9. _____ are often unaware of the genuineness of the advertising messages and may fall prey to fake claims.
10. _____ advertisements are indirect advertisement of goods or services whose direct advertising is prohibited by law.

Short Answer Questions

1. What is ethics?
2. What do you understand by unethical?
3. What is surrogate advertising?
4. How do advertising regulating bodies work?
5. What is a misleading advertisement?

Long Answer Questions

1. Differentiate between law and ethics.
2. What are the issues that essentially deal with the question of ethics in advertising?
3. Describe the ethical principles prescribed by the Advertising Standards Council of India.

11.6 Suggested Learning Resources

Affairs, D. O. (2022, June 10). *The Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022*. Retrieved December 02, 2022, from Consumer Affairs: <https://consumeraffairs.nic.in/en/latestnews/guidelines-prevention-misleading-advertisements-and-endorsements-misleading>

Wells, W., Moriarty, S., & Burnett, J. (2007). *Advertising Principles and Practices*. New Delhi: Prentice Hall of India Private Limited.

Unit - 12: How to create advertisements/storyboards?

Structure

12.0 Introduction

12.1 Objectives

12.2 How to create advertisements/storyboards?

12.2.1 Understanding the Working of an Advertising Agency

12.2.2 Departments of an Advertising Agency

12.2.3 Client-Agency Relationship

12.2.4 Creating a Print Advertisement

12.2.5 Creating a Radio Advertisement

12.2.6 Revival of the Radio in India

12.2.7 Creating a TV Advertisement through Storyboards

12.3 Learning Outcomes

12.4 Glossary

12.5 Sample Questions

12.6 Suggested Learning Resources

12.0 Introduction

While you must have seen or heard a variety of advertisements on television, radios, in magazines and newspapers, an advertisement generally is prepared differently for different mediums. Since it needs expertise and knowledge of the medium to make advertisements, herein comes the advertising agencies. Before understanding the ways in which advertisements are made, we need to know about the advertising agencies. From B. Dattaram, the first Indian advertising agency that was established in Bombay in 1905, advertising agencies have come a long way.

12.1 Objectives

The objectives of the Unit are as follows:

- to understand how advertisements are made
- to gain an idea about the working of an advertising agency

- to appreciate the client-advertising agency relationship
- to understand how advertisements for print, radio and television are made
- to comprehend what is a story board

12.2 How to create advertisements/storyboards?

12.2.1 Understanding the Working of an Advertising Agency

In India we have indigenous advertising agencies as well Indian branches of foreign advertising agencies. Let us understand the various department of a typical advertising agency. Not everyone working in an advertising agency is directly involved in making an advertisement. Therefore, there are different departments tasked with different responsibilities of an advertising agency. However, the bigger the advertising agency, the greater number of departments it will have. Smaller advertising agencies tend to have fewer departments and staff members are required to multi-task. A typically big advertising agency will have a board of directors. They will oversee the working of a General Manager (GM) or the President of the advertising agency.

To assist the President of the advertising agency there will be several vice-presidents, each looking after one area such as marketing services, management & finance services, creative services, and accounting services. Each senior official will be responsible for one aspect of creating an advertisement. But not everyone will be engaged in the creative aspect of it. For example, not everyone who makes a film gets to act in front of the camera. There are people who work behind the camera as well. Likewise, there are various departments in an advertising agency and not every department is tasked with creating an advertisement.

12.2.2 Departments of an Advertising Agency

First let us look at the **Contact Department**. This department is tasked with the responsibility to find new clients but also to manage the existing clientele. It is headed by a senior executive. They are the first point-of-contact for the client if they want the agency to make an advertisement for them. And as such, this department represents the advertising agency to the client. The contact department supplies necessary information about the agency to the clients. Their main task is not just to add new clients but also to retain old ones. They usually work as a *liaison* between the client and the advertising agency. Sales promotion is their responsibility.

The **Accounts and Finance Department** looks after the accounting matters such as preparing invoices. An invoice is an itemized statement of money owed for services rendered by the advertising agency. The account & finance department is tasked with the responsibility of sending regular reminders for the payment of bills to the clients. Clearing the bills for services rendered to the advertising company is also the task of this department. Filing income tax returns and paying taxes in a timely manner is again the responsibility of this department.

The **Art Department** is where all the creative action of an advertising agency takes place. It is packed to capacity with artists and creative people. The main responsibility of this department is to turn the advertising message into a self-communication imagery such as a photograph or an illustration etc. This department prepares the visuals and the layout for the print advertisements. It is usually headed by an Art Director. But in some agencies the artwork is often outsourced to freelance artists.

The **Copy Department** prepares attractive advertising copies and is headed by the Copy Chief. Typically, people such as copy writers and copy supervisors work in the copy department. This is the largest department in an advertising agency.

No advertising agency can work without knowing anything about the product, the consumer market and consumer preferences. So, for this task, advertising agencies have a **Research Department**. This department is tasked with the responsibility of gathering critical information about consumer preferences and audience choices and learn about the more effective means of reaching out to the consumers. The staff who work in this department may include investigators, statisticians, analysts, data collectors, field workers etc. Their job is to make sense of the data gathered from the field and present it to the advertising agency which can shape and reshape its advertising strategy based according to the ground realities. The research department comes under the supervision of the marketing services of an advertising agency. Big advertising companies generally prefer to have their subsidiary companies do the data collection.

The **Public Relations Department** is tasked with maintaining cordial relationships between the clients, and the media. It also addresses the complaints of the clients and tries to solve them as soon as possible. Besides the task of the PR department is to earn goodwill for the ad agency and maintain its reputation. While the PR department is headed by the Public Relations Officer (PRO), it essentially functions under the management.

The **Production Department** comes into play after the Copy and the Art departments have done their work. The production department produces final advertisements for the market.

The **Media Department** is responsible for selecting the best medium for the advertisement and deciding the media plan for the client. An advertisement may be broadcast over the television and radio and may also be released in newspapers and magazines at the same time. All these decisions are taken after considering the nature of the product. The media department schedules the advertisement over the medium chosen. An advertising agency may not always have all these departments. Big advertising agencies may go for more staff members and departments while smaller advertising agencies may work with smaller teams and fewer departments.

12.2.3 Client-Agency Relationship

Happy clients prefer to stay with their advertising agencies. This happens only when the advertising agency and the client understand each other well. For this to happen, both the client and the advertising agency need to be honest with each other. The building block of a good client-agency relationship is trust and transparency. Both the client and the advertising agency should have clearly defined goals as to what the advertising campaign is required to achieve. The client must provide all the necessary information about the product or service to the advertising agency to help it understand the product better. This helps the advertising agency to frame its advertising campaign.

The client should know that unnecessary bargains may affect the quality of work produced by the advertising agency. The bills of the advertising agency should be cleared on time. The advertising agency must be given sufficient time to develop an advertising campaign. On the other hand, the advertising agency must honestly strive to provide what the client is paying for. The client's involvement at every stage becomes necessary to avoid confusions and arguments. It should not make advertisements for the client's competitors. The advertising agency must always discuss the fees and the services it will provide in advance to avoid disputes later. If the advertising agency is undergoing any big change within, then it must be conveyed to the client.

To launch a successful ad campaign, the agency must know the client's business, its strength, its weaknesses, and its unique selling point (USP). The goals that are to be achieved must be clearly communicated to the client. The client must know clearly what the advertising campaign will and will not be able to achieve.

12.2.4 Creating a Print Advertisement

A print advertisement that is to be published in a magazine or a newspaper or as a flyer, brochure or poster must not only be colourful and eye-catching, but the text must also connect

with the reader. The building block of a print advertisement may include illustrations or graphics, a tagline (a tagline is a brief phrase that conveys the brands' message and or value), a body copy (a body copy is the text that explains the details of the main idea of the advertisement), perhaps a background image, and of course the name and logo (a logo can be shapes texts and or images that depicts the name of the company). All these elements must be arranged in such a way that no part overwhelms the other parts; each complements the other.

We will reiterate the ways in which a print advertisement is made. A print advertisement is first visualized through a series of rough drawings. In the rough sketches or drawings, the advertising agency tries to place all the required elements of the advertisement. This may include the slogan, the logo, the tagline, and even pictures or illustrations. Care is taken to ensure that all the elements complement each other. There must be harmony between all the elements of the print advertisement. If not, then one element may completely overshadow the other elements, and readers may be diverted from the message of the advertisement.

Hence a print advertisement goes through many stages before it is ready for the printing press. In the initial stage, the client comes with a brief. The brief is what the client wants the advertising agency to do for it. It could be designing a print advertisement for the launch of a new product or the re-launch of an old product. Advertisement agencies often resort to mind-mapping. Mind-mapping involves finding all possible ideas that go with the brief and expectations. The advertising agency and the client must understand each other and their expectations from each other. Once the brief has been finalized the agency moves on to the ideation stage. This is the stage when ideas come to life!

The advertising agency sketches several advertising copies. The basic spread and layout of the design is chalked out. The elements of the advertising copy such as the slogans, the illustrations are finalized. Often the artists give a full presentation to the internal members of the advertising agency and inputs are taken from the concerned members. At the third stage of the print advertising copy is shared with the concerned client and the feedback is taken. All the designs are subjective and what may look good to the advertising agency may not always impress the client. But once the client is happy with the general concept of the advertising copy, then the advertising agency proceeds on to the final stage. The suggestions of the client are incorporated into the advertising copy and then the artwork is finalized. Then the advertising copy is ready to go to print.

12.2.5 Creating a Radio Advertisement

For radio advertisements, the main idea of the advertisement is to be conveyed aurally. Therefore, radio advertisements are made for the ear! We generally listen to radio when we are doing something. In radio advertising, the client buys airtime, and the radio advertisement may be made on nominal charges. Therefore, compared to television advertisement, an advertisement on the radio is much more affordable.

There are different types of radio advertisement. Consider for example the **Radio Live Reads**. In this type of advertisement, the Radio Jockey (RJ) reads out your advertisement in a conversational style. This is an effective means of communication because the listeners are familiar with the RJ and therefore are more likely to engage with the advertisement. In the **Radio Sponsorship** Advertisements, the RJ may read out the names of the sponsors before, during and after the radio programme. The sponsored programme could be a news programme or a sporting event or even news about the traffic. By far, we are most familiar with the third type of radio advertisements: **The Radio Jingle**. In this type of advertisement, the advertisement is sung out like a song. These types of advertisements come often at regular intervals throughout the day. **Radio Testimonials** are another form of radio advertisements. In this type of advertisements, an ordinary person shares his or her experience about the use of a particular product or service. Finally, there's another type of radio advertisement, the **Straight Read**. In this type of radio advertisement, the announcer, or the Radio Jockey (RJ) simply reads out the benefits of using a particular brand or a product.

12.2.6 Revival of the Radio in India

The late 1990s has seen a revival of the radio. Many cities in India have two or three FM radio stations. While the reach of these FM radio stations is limited since they are available on within the vicinity of the city limits, they have become important conduit for the dissemination of the advertising messages. FM radio stations have a variety of programmes with which they engage with their listeners. Since the radio advertisements are played out throughout the day, these advertisements often become popular among the youth.

A good script can engage with the audience effectively. Besides, being a cost-effective means of advertising, radio jingles have great recall value because of their repetitions. Listeners tend to remember radio advertisements for a long time. The advertising price on a radio station is influenced by several factors such as the production costs, the listener base, the time duration of the radio advertisement as well as the frequency of the broadcast on the radio station. First the

script is prepared. The advertising message is dubbed and recorded often to the accompaniment of music. Often, a radio advertisement is prepared as a jingle - that is, the entire advertisement is prepared as a short song based on an easily recognizable tune, because people find it easy to remember advertisements if they sound like songs!

12.2.7 Creating a TV Advertisement through Storyboards

An advertisement for the television is prepared much like a film. A television advertisement goes through three stages: pre-production, production, and post-production. In the pre-production stages, the concept of the advertisement is detailed out. That is, exactly what message do the advertisers want to emphasize and convey through their advertisement. This concept is then developed into a story. But a story must be written down in the format of screenplay. And the screenplay is essentially dialogue and descriptions of characters and the sets. How does it translate into visuals? How does the director visual these sequences? Herein comes the storyboards.

Have you ever read a comic strip like *Chacha Chaudhury*, or *Tinkle* or *Tintin*. That is much like your storyboard! Storyboards are sketches or illustrations that are handmade either by the directors or by other artists to give the technical crews (such as the camera crew) and the actors an idea about what the sequence to be shot will consist of or look like. It is essentially visualizing a scene as seen through the eye of the camera.

A storyboard is ‘a shot-by-shot visual programming of the suggested action of the script...it demonstrates graphic visualization for the producer, director of photography and the director of special effects’ (Hart, 1999, p. 24). But it is to be remembered that a storyboard is required not just for shooting film or ad-films but also animations. Among the things that are to be included in a storyboard are the direction in which the characters are moving, close-ups of faces if the shot requires a close up-shot of the characters. The storyboard is essentially there to help the film makers visualize their scene and see how it will look before getting down to the task of shooting.

This allows all the stakeholders such as the camera crews and the actors to see how the scene will be shot with the camera. So therefore, a storyboard is sequential art just like a comic strip and is concerned with the illustration or depiction of a storyline. It also represents the line of dynamic movements dictated by a given script. By going through the storyboards, the camera crew can see how the given scene has been visualized by the director and how that shot is to be shot, through which shot or what camera angle. So, through the storyboard ‘enough detailed

information is presented to satisfy the director's needs plus those image indicators that the director of photography will want to interpret for the director' (Hart, 1999, p. 41). But why is it used? Because a film can be visualized in any number of ways by the camera crew, the artists, the director, and the special effects team. And each one of them will come out with a different visualization for the same scene!

During the production stage, the studio is booked, technicians are hired, and the shooting takes place. Later, in the post-production stage, the editing of the advertisement takes place. Music track is laid over the visual, dubbing is carried out and the ad is now complete. Now for the broadcasting part. Advertising agencies often provide a package deal in which they not only prepare the advertisement but also take care of the television slots for broadcasting the advertisements.

12.3 Learning Outcomes

At the end of this Unit, you should know how different departments of an advertising agency work, the journey of an advertisement from conceptualization to visualization, and the idea of a story board and how it is important for making advertising films.

12.4 Glossary

Liaison – A channel for communication between groups

Subsidiary – Functioning in a supporting capacity

Flyer – An advertisement (printed on a page or in a leaflet) intended for wide distribution

Jingle – A comic verse of irregular measure

12.5 Sample Questions

Objective Questions

1. _____ was the first Indian advertising agency that was established in Bombay in 1905.
2. The _____ is tasked with the responsibility to find new clients and manage the existing clientele.

3. The _____ is where all the creative action of an advertising agency takes place.
4. The _____ prepares attractive advertising copies and is headed by the Copy Chief.
5. The _____ is tasked with maintaining cordial relationships between the clients, and the media.
6. The _____ department of an ad agency looks after the accounting matters such as preparing invoices.
7. The _____ department of an ad agency is tasked with maintaining cordial relationships between the clients, and the media.
8. Both the _____ and the advertising agency should have clearly defined goals as to what the advertising campaign is required to achieve.
9. A _____ advertisement is first visualized through a series of rough drawings.
10. There must be _____ between all the elements of the print advertisement.

Short Answer Questions

1. Describe the function of the copy department.
2. Explain the need of a research department in an ad agency.
3. What is the role of the ad agency's art department?
4. What is a radio jingle?
5. What is a storyboard?

Long Answer Questions

1. What is the process of creating an advertisement for print?
2. Explain the stages through which a television advertisement is created.
3. Describe the different types of advertisements for a radio.

12.6 Suggested Learning Resources

Brierley, S. (2002). *The Advertising Handbook*. New York: Routledge.

Chaudhuri, A. (2007). *Indian Advertising 1780 to 1950 A.D.* New Delhi: Tata McGraw-Hill Publishing Company Limited.

Chaudhuri, A. (2014). *Indian Advertising: Laughter and Tears 1950 - 2013*. New Delhi: Niyogi Books.

Hart, J. (1999). *The Art of the Storyboard: Storyboarding for Film, TV, and Animation*. Burlington: Focal Press - An imprint of Elsevier.

Unit - 13: Scriptwriting for TV and Radio

Structure

13.0 Introduction

13.1 Objectives

13.2 Scriptwriting for TV and Radio

13.2.1 Understanding the format of production in Radio and TV

13.2.2 Difference between print and broadcast language

13.2.3 Writing script for radio

13.2.4 Let Us Sum Up

13.3 Learning Outcomes

13.4 Keywords

13.5 Sample Questions

13.6 Suggested Learning Resources

13.0 Introduction

Mass media is used to disseminate information to a large and diverse group of audiences for the desired impact. But along with the selection of a particular mass medium, the format in which the message is designed is also important to maximize the effect depending on the target audience. Hence, just like printed newspapers follow specific guidelines for writing to disseminate the most important information within the limited space available, radio and television broadcasts follow somewhat similar guidelines. Although, it can be added here that writing for radio and television is different from writing for print, given the difference in technology. Prioritizing content depending on the time and space available is similarly followed in all the mediums. Scriptwriting is like news or editorial writing for print media, but due to the fleeting nature of the broadcast media, the language is simpler.

13.1 Objectives

The objectives of this Unit are to:

- overview of the importance of script writing

- get acquainted with the different guidelines to be followed for scriptwriting for radio
- learn rules for writing scripts for television
- conceptualize and write scripts for radio and television

13.2 Scriptwriting for TV and Radio

Scriptwriting is a shot-by-shot description for a television production or a radio production. Some radio programs are unscripted, while some are scripted. Scriptwriting starts with thorough research and recce on the subject or story. The scriptwriter should also consider the target audience, the language, the budget, and logistical support before writing the script. Sometimes even a very well-written script fails due to a lack of infrastructure and proper execution. Broadcast scriptwriting also refers to writing for eyes and ears. It is impossible to pause and rewind the live broadcast and listen to it once again to clarify any doubts. Hence, a radio or television script cannot use difficult, confusing language. It should also use short and simple sentences. There is an unsaid rule in scriptwriting for radio and television as "KISS" - Keep it short and simple.

Check your progress:	
1. Scriptwriting starts with thorough research and recce on the subject or story	True/ False
2. Broadcast scriptwriting also refers to writing for eyes and ears.	True/ False

13.2.1 Understanding the format of production in Radio and TV

When we wake up in the morning, we either crave for the early morning newspaper or turn on the television. Some people have the habit of listening to radio broadcast. With the emergence of the internet, we can now access all forms of electronic as well as print news on our smartphones. As we enjoy these formats of news and entertainment sources, a basic idea about how they are crafted will also ensure better literacy around how media messages impact their audience.

At the very onset, we should clear ourselves that while print newspapers are only for our eyes, radio and television content is produced for our eyes and ears. Hence the element of sound and visuals also complement the news and program delivery. Therefore, unlike the writing style

of newspapers and magazines, radio and television programs are more conversational and directed toward the audience.

As listeners, it would be helpful if we understood how news programs are scripted. While going through this unit, you would be advised to watch and listen to some television and radio programs to reflect on your learned points. In this unit, learners will also understand why specific programs are scripted while others are unscripted. The main mantra in radio or television is to catch the audience's attention.

13.2.2 Difference between print and broadcast language

The language used in print newspapers differs from the broadcast language used in radio and television. This is due to the difference in the format of the medium. While print mediums can be read repeatedly at one's own pace and time, radio or television broadcasts are fleeting mediums. Hence, the language used in these broadcasts should be clear, concise, and straightforward. The script for radio and television is written for the ears and eyes. Writing for radio is even more difficult than writing for television. In television, much information can be presented with visuals, but radio scripts ultimately depend upon audio. This makes radio writing more challenging than any other kind of writing.

Have you come across any radio or television news program or reporting using difficult words that are hard to pronounce and even to listen? This kind of jargon, technical terms, and long words that are difficult to pronounce and easy to grasp are avoided in radio and television scripts.

13.2.3 Some basic points to be noted while writing scripts for radio and television:

- The language used in children's programs will differ from that used for youth or news-based programs.
- In print media, space constraint decides the report's length; in radio and television, the time and duration of the program are considered while writing the script.
- One golden rule used in radio and television scriptwriting is using one idea per sentence.
- Each sentence should also be very brief with simple language. As human beings, we do not use long sentences when we talk or hold conversations. Hence, in radio and television, conversation style of language should be used.
- Sentences should also be simple and direct. Moreover, in print media reports, readers can be provided with a lot of information they may read depending on their convenience. But

in the case of radio and television, the audience cannot be loaded with many details to avoid losing interest in the program.

- The script writer for radio or television should also practice reading the script aloud. This will help understand the transitions, timing, information flow, etc.

Check your progress:	
1. Radio writing is more challenging than any other kind of writing.	True/ False
2. Radio and television scripts should use one idea per sentence.	True/ False

13.2.3 Writing script for radio

As mass media consumers, we come across different media formats such as print newspapers, magazines, radio, television, or even film. Each of these mediums has a different presentation style for its content. This presentation style is dependent on the kind of audience they are targeting, and the technology being used. While print media publishes hard news, opinion pieces, articles, human interest stories, photo features, travelogues, and even short stories, these are presented on radio and television differently. Any program production for radio uses spoken word, music, transitions, and sound effect. Since radio does not have the liberty to use visuals, the script for radio entirely depends on the sound elements to give a visual description to the audience.

13.2.3.1 Rules for writing script for radio

The different kinds of programs produced for radio are:

- Radio Talk Shows,
- Interviews,
- Panel Discussions,
- News Bulletin,
- Music Shows,
- Radio Drama,
- Radio Documentary,
- Phone In Programs Etc.

Each of these programs is produced depending on the requirement and preferences of the audience at a different time of the day. This is very different from the print medium, which dedicates content to its audience according to pages. Unlike the advertisements in newspapers

and magazines, radio advertisements are of 10 seconds or 30 seconds duration in between the programs. Accordingly, a radio talk show may be 4 to 9 minutes long, and a radio documentary may be 15 minutes duration. The script for each of these program formats is written accordingly. Some programs, like the panel discussion or phone-in programs, may be unscripted. At the same time, interviews, radio dramas, and news bulletins are scripted. Further, live broadcasts like sporting commentary or live reporting from an incident are unscripted and spontaneous. Hence, the presenter should be knowledgeable enough to describe the event or happenings in lively language with adequate information for the optimum use of the duration provided.

In the case of the print medium, written words, images, and graphical representation enhance the reading experience. However, in radio, the audience depends on the sound effect, ambiance sound, background music, and voice modulation of the presenter to experience and visualize the event. The language used in print media is different from the aural medium. As learners, you should use words like 'yesterday,' 'last week,' or 'last month' instead of dates in the radio script. Again due to the absence of visuals on the radio, the script should use visual examples from real life for the listeners to imagine the length or height of something. For example, "The trade centre is as tall as Qutub Minar and as huge as a football field" should be used to describe the area of "the trade centre" instead of giving its measurement in square feet.

Complex sentences should always be avoided in radio and television scripts. The listeners will not be able to follow the meaning once the sentence completes, and they cannot rewind it to listen again. Again, while describing the quantity of anything, instead of the exact denomination, an approximate figure should be quoted for the ease of the listeners. For example, when the script needs to include information about the number of people voting for the assembly election, instead of "about 16 and half lakh of voters have cast their votes" it is better to use "more than 16 lakhs voters have cast their votes."

13.2.3.2 Sample radio script

Script on domestic violence during COVID-19 crisis (Shadow pandemic)
(Duration 22 minutes):

	Narration	Sound effect	Transition	Duration
1.	VO (Voice Over) This pandemic and the nationwide lockdown have led to an increase in domestic violence cases.	Slap sound Woman's scream sounds, Door banging sound	Fade In, fade out, silence	30 secs
2.	VO (Voice Over) Several cases have been reported	Sad music	Fade In, fade out, silence	30 secs
3.	VO (Voice Over) Some went unreported too	Sad music continues	Fade In, fade out, silence	30 secs
4.	Sound byte of an NGO spokesperson	Ambiance sound	Fade In, fade out, silence	5 minutes
5.	Sound byte of a victim	The ambience sound fade out sad music	Fade In, fade out, silence	5 minutes
6.	Sound byte of another victim	Sad music fades out Ambience sound continues silence	Fade In, fade out, silence	5 minutes
7.	Sound byte of an NGO spokesperson	Sad music fades out Ambience sound continues silence	Fade In, fade out, silence	5 minutes
8	VO (Voice Over) We will keep on reporting on a similar issue in our next episode. Keep listening to our FM channel for more such informative radio documentaries	Radio signature tune	fades in and continues till silence at the end	30 secs

Check your progress:	
1. Radio entirely depends on the sound elements to give a visual description to the audience.	True/ False
2. Some programs, like the panel discussion or phone-in programs, may be unscripted, while interviews, radio dramas, and news bulletins are scripted.	True/ False

13.2.4 Rules for writing script for television

In today's world, television has a vital role to play in our daily lives. The audience is engulfed in television, from watching entertainment shows to television news debates. Due to its audio-visual nature, it dramatically moulds our perception of everything from consumable goods to political ideologies. Hence, the scriptwriters for television are responsible for deciding which visuals to show and which to avoid. Television production contents are somewhat like the radio programs, such as news bulletins, soap operas, documentaries, music shows, panel discussions, interviews, etc.

The language used in television scripts is like the language written for radio. As television has the advantage of visuals assisting the presenter or spoken words, a detailed description can be avoided in TV scripts. Once the script gets ready with simple language, one idea per sentence, it is edited with the inclusion of visuals, graphics, and bytes of resource persons. There are also various kinds of news content, such as breaking news or flash, dry anchor read, anchor-visuals, anchor-live, etc.

Check your progress:	
1. Television does not impact moulding our perception about everything from consumable goods to political ideologies.	True/ False
2. The language used in television scripts is like the language written in newspapers.	True/ False

13.2.4.1 Breaking News or Flash

When the news covers an incident as soon as it takes place and is presented as quickly as possible, it is called breaking news or flash. This breaking news or flash news is not a detailed report, only some preliminary information in a sentence or two. The breaking news is provided to inform the audience about the latest happenings.

13.2.4.2 Dry Anchor Read

Another news bulletin format is when the news presenter reads the news without any visuals. This usually happens as a follow-up of breaking news when the news presenter receives additional information for the ground reporting but without the visual materials. Sometimes graphics are put in to enhance the viewing experience of the audience.

13.2.4.3 Anchor-Live

After the breaking news is broadcast and the presenter has presented the anchor-dry read as well, and some live phone link is established on the ground, it is called anchor-live. The bulletin producer may conduct a live telephone interview or live phone report from the ground reporter from the place of the incident. In this case, the news report does not have any visuals to support the story.

13.2.4.4 Anchor-Visuals

In the live broadcast, the anchor presents the news with appropriate supporting visuals when more visuals are received in the newsroom. This stage of news presentation is called anchor-visuals.

Television scripts are written like radio scripts, the only difference being that you are writing for the ears and eyes here. So, it is easier compared to radio script writing. As most of the description will be provided through visuals and sound bites, the presenter is not burdened to speak in detail. Active voice should be preferred for writing a television script rather than passive voice. One golden rule for writing a television script is to avoid "by" in a sentence.

Example:

“The head of the department has uploaded a notice to the website.” (Active voice)

"A notice has been uploaded to the website by the head of the department." (Passive voice)

Hence, this makes the script active and conveys the message easily to the listeners. Further, present tense should be used even if reporting in the evening news bulleting about an incident that happened in the morning. This will make the news sound fresh and new.

Check your progress:	
1. Breaking news or flash news is a report with some preliminary information in a sentence or two about the incident when it happens.	True/ False
2. Active voice should be preferred for writing a television script rather than passive voice.	True/ False

13.2.4 Let Us Sum Up

As we have come across different formats of writing scripts for the broadcast media, both television and radio, we can now state it is very different from that print media. Although the news elements and the inverted pyramid style are followed in both print and broadcast formats, the language is more active in the latter. A newspaper or magazine reader can flip back the page

and read the printed text again, but it is not possible in the case of a live news bulletin. The listener of radio and television programs cannot go back and forth once and if they have access to recorded content. Hence, radio and television broadcasts must be appropriately understood by the listeners as and when they listen. The main mantra for a good script for both radio and television is the use of simple and short sentences in active voice. Heavy words and jargon or technical terms should be avoided as far as possible for easy understanding by the listeners.

Although visuals support television content to help the audience understand the news better, radio completely depends on sound elements and the presenter's voice. Hence, radio scripts are the most difficult to write as they are meant for the ears only with no support of visuals. Every script should be written after thorough research on the target audience and the topic. This will keep the listeners interested till the end of the program. But writing scripts for television is challenging as the audience remembers anything shown on television more. Hence, there is no scope for the mistake. The scriptwriter should check everything before broadcasting it. Moreover, the scriptwriter decides the choice of visuals and graphics to enhance the story and make it visually attractive. Hence, the spoken words should be complemented by the visuals, and they should align with the theme.

13.3 Learning Outcomes

At the end of this Unit, you should have become aware about scriptwriting for radio and television.

13.4 Keywords

Script Writing, Radio, Television, Radio talk shows, News bulletin, panel discussions, Dry-anchor, Anchor-visuals

13.5 Sample Questions

Objective Questions

1. Which of these is not a program format of radio?

- a) Radio Talk Shows
 - b) Columns
 - c) Panel Discussions
 - d) News Bulletin
2. What decides the length of a report on the radio?
- a) Space
 - b) Duration
 - c) Presenter
 - d) Visuals
3. What should be used in the language for writing radio and television scripts?
- a) Active voice
 - b) Weather
 - c) Use of heavy words
 - d) Use of jargon
4. When the news presenter reads the news without any visuals, it is known as:
- a) Anchor lead
 - b) Dry Anchor
 - c) Anchor-Visual
 - d) Anchor
5. When the news presenter presents some live phone link from the ground, it is called:
- a) Anchor live
 - b) Dry Anchor
 - c) Anchor-Visual
 - d) Anchor
6. The listener of radio and television programs can:
- a) Go back and forth to the program
 - b) Not go back and forth through the program
 - c) Understand technical words
 - d) Understand complex sentences
7. The Script should have the following:
- a) One idea per sentence
 - b) Maximum idea per sentence

- c) Passive language
- d) Uncommon words

8. The Anchor –visuals are:

- a) Anchor presents the news with his/her face on the screen.
- b) Anchor is visually pleasing
- c) Anchor presents the news with appropriate supporting visuals
- d) Anchor presents the news without visuals

9. Which of these is not a format for a radio program?

- a) Photo feature
- b) Radio Drama
- c) Radio Documentary
- d) Phone In Programs

10. The rule of radio and tv scriptwriting is KISS which means:

- a) Keep it Short and Simple
- b) Knowledge Information Short Script
- c) Keep it a Short script
- d) Knowledge Information Simple Script

Short Answer Questions

1. What do you understand by writing for broadcasting?
2. What are the different kinds of radio programs?
3. What is the difference between writing for radio and writing for television?
4. Why should we use active language in radio scripts?
5. Why can radio listeners not rewind and listen to radio broadcasts repeatedly?

Long Answer Questions

1. Discuss in detail the rules of script writing for radio.
2. Elaborately write about scriptwriting for television.
3. Explain the difference between writing for broadcast media and print media.

Activity

- 1) Write a short script for a 4-minute radio program on pulse polio immunization.

13.6 Suggested Learning Resources

Berger, Arthur Asa. *Scripts: Writing for Radio and Television*. Sage: 1990.

IMC MANUU Production - AV/E-content Script Writing Techniques:

<https://www.youtube.com/watch?v=8GUiBrQgpMw>

Tips for Writing TV Scripts: YouTube - <https://www.youtube.com/watch?v=fLoB75fCy90>

Unit - 14: Writing for Newspapers

Structure

14.0 Introduction

14.1 Objectives

14.2 Writing for Newspapers

14.2.1 Hard News and Soft News

14.2.2 Nutgraph

14.2.3 Inverted Pyramid Style

14.2.4 Other Writing Formats

14.2.5 Writing Headline and Lead

14.2.6 Tips for Writing Good Newspaper Reports/Articles

14.2.7 Let Us Sum Up

14.3 Learning Outcomes

14.4 Keywords

14.5 Sample Questions

14.6 Suggested Learning Resources

14.0 Introduction

Before learning about newspaper reporting and writing tools, we should know the basics of news and news reporting. It is often said that “News is what somebody wants suppressed, rest all is publicity.” News is also an update on new events and occurrences, or new developments to an event, something unusual or extraordinary, and above all, is of human interest. Thus, news gathering requires some degree of investigation no matter what topic you are writing on. Otherwise, you are reduced to being a stenographer and thus end up doing PR for someone. News gathering and writing, therefore, require you to be bold and brave and have a 'nose for news,' besides command over the language.

14.1 Objectives

The objectives of this unit are to:

- understand what news is and how news-report writing differs from other forms of writing

- examine the difference between Hard News and Soft News
- explain Nutgraph
- explore Inverted Pyramid Style and other forms of writing
- learn about writing Headline and Lead
- know important points to keep in mind in newspaper writing

14.2 Writing for Newspapers

Let us now look at the various aspects of writing for newspapers. In the earlier Units, you have already studied about reporting and presenting news. In this Unit, we will concentrate on the writing process for newspapers. If you wish to take up a career in newspaper reporting, you will find this information very useful.

14.2.1 Hard News and Soft News

A piece of breaking news, some sensational political development, a mishap, or news related to conflicts, politics, crime, or businesses are usually clubbed as 'Hard News.' Announcements of election dates, a politician ditching his party to join another, an accident, reports on casualties due to a natural calamity, an incident of murder, etc., are examples of hard news.

Soft news, on the other hand, includes lesser important stories, that is, reports that are not very critical or urgent. A feature on the life and works of Anand Kumar, a teacher in Bihar, who prepare students, many of them from a poorer background, for engineering entrance tests; the story of an animal lover in your city who feeds street dogs and other straying animals; are examples of human-interest stories that may be important but are not urgent and hence comprise soft news. Entertainment, fashion, glamour world updates, and other related reports are also clubbed under soft news. Timeliness is very crucial for hard news as the information may turn "stale" in a few days. Hence, it must be reported immediately. Soft news, in contrast, usually has a longer shelf-life.

It should be noted here that these distinctions are more for our understanding and are not always definitive. Some stories combine some elements of hard and soft news to present a holistic picture, what we sometimes call the Big Story. For example, breaking news (i.e., hard news) on the collapse of a flyover or bridge in Kolkata or Morbi (Gujarat) can be a news peg

(justification or basis) for a Big Story or detailed Feature on the urban infrastructure or the corruptions in tendering processes.

14.2.2 Nutgraph

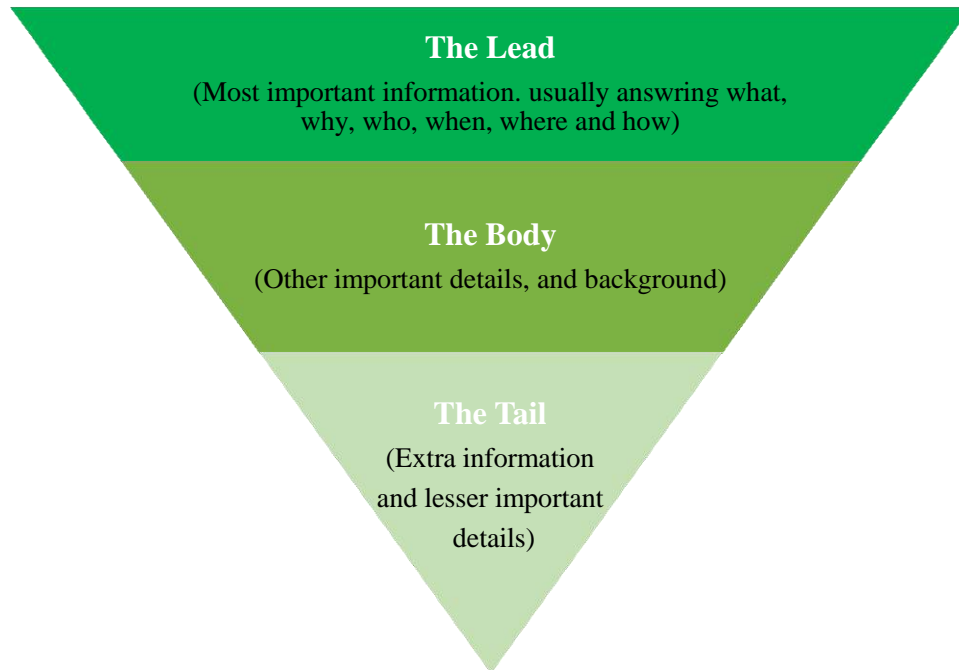
The Nutgraph or Nutshell of a story is a brief paragraph that gives a summary of the news or story like a capsule or the shell of a nut, hence the name. In hard news, mainly when the reports are written in an inverted pyramid format, the Lead or the Introductory paragraph gives a summary of the report. Features, on the other hand, usually follow one or two anecdotes aimed at providing context and perspective before telling what it is about. For example, in a report on a farmer committing suicide due to debts, instead of directly giving figures on farmers' suicides, a Feature on the subject usually begins with examples of one or two farmers and then tells us exactly what the story is about in a nutshell. Nutgraph is usually the second, third, or subsequent paragraph in a feature story.

14.2.3 Inverted Pyramid Style

The inverted Pyramid Style is one of the most popular forms of writing news reports and is mostly used for writing hard and breaking news. It is so called as the structure of the report is such that the most important piece of information is placed at the top, that is, in the Leading paragraph (or simply Lead), followed by the other important details and context/background in the Body, and gradually tapers to least important parts in the Tail.

It is the most useful format for writing news reports as most readers of newspapers do not read the full paper line-by-line but skims through the pages, taking a glance at headlines and proceeding to read the lead paragraph or Introduction (or simply Intro) if the news is of some interest. An average reader will move to the following paragraphs only if he finds the information (in the headline and Intro) interesting or important. The inverted pyramid style of writing consequently makes sure that the readers get the crucial bit of information in the quickest time, and those serious about it will proceed to read further.

This style further helps the page designers and desk editors to delete paragraphs if there were space constraints in the paper or the news was not so important to give more space. It is hence most helpful in providing straightforward updates on events and other important news and is consequently most suited for daily reporting or writing press statements. It is also criticized for being too factual and artless, lacking imagination and creativity, and blurting out information directly.



14.2.4 Other Writing Formats

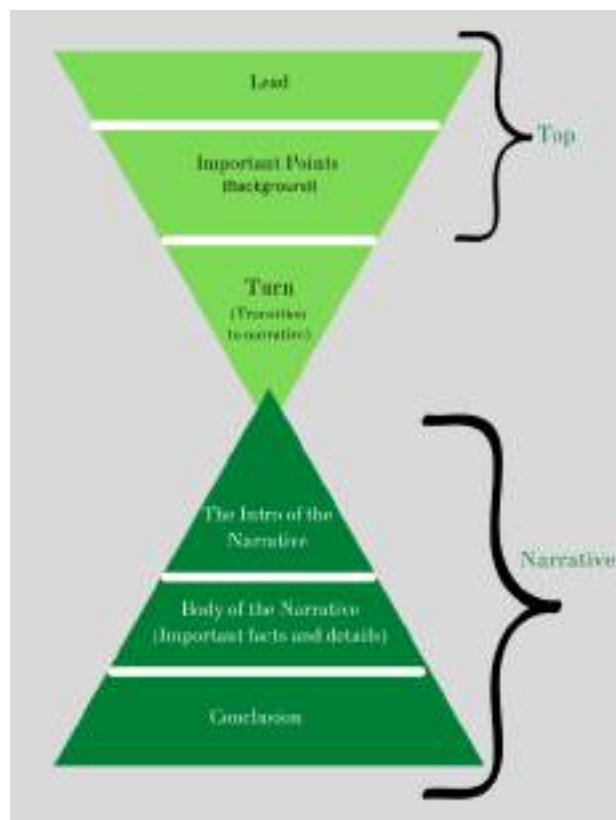
As pointed out above, an inverted pyramid structure may not be suitable for writing Features or Long Form narratives that demand that you hold the attention of the readers for a longer time by enticing them to read the article in full by giving teasers and sprinkling it with interesting and important information here and there, but not divulging everything till the very last.

14.2.4.1 Feature Style: Articles that go beyond reportage to give different aspects of an issue and are hence in-depth stories are referred to as Feature Story in journalistic jargon. They are usually longer than news reportage and thus required to hold the readers' attention for a longer period. Hence, features typically do not follow the simple inverted pyramid structure but are written in Narratives or in ways that readers find interesting. Feature writing requires better writing skills, a good vocabulary, and in-depth research to know the different layers related to the topic.

While typical reportage is short (300 to 500 words on average), Features are longer and can be anywhere from 800 to 2000 words. More extended essays of 3000 words or longer (like 5000 or more words' essay in The Caravan) are called Long Read or Long Form journalism but are otherwise like Features in style and format. Features and Long Forms usually do not follow the inverted pyramid structure, are flexible with format and style, and usually have a conclusion.

14.2.4.2 Narrative Style: The narrative style of storytelling is a standard format used for writing Features where events are explained in a chronological way, that is, a description of as things happened, but in greater detail, covering different aspects, unlike inverted reportage. Anecdotes and accounts of witnesses besides the field experience of the reporter are weaved into the Narrative.

14.2.4.3 Hourglass: Hourglass method is the often-used format for feature writing. However, many journalists may not even be aware of the name but use it unknowingly. Newspapers and magazines often cover significant events from different angles, where the current event turns into a peg for more meaningful stories and features focusing on various aspects. The story usually begins like an inverted pyramid with the Lead and the important points in the following paragraphs that can be together clubbed as the Top (of the hourglass). But instead of the Tail ending the reportage, there is Turn in the story. It proceeds to weave a larger narrative around it, describes the finer details, and elaborates on the implications before connecting the dots at the end once again. The whole story looks complete, contextual, comprehensive as well as descriptive, and usually has a conclusion to make. In this sense, the Hourglass method is a combination of the Inverted Pyramid and Narrative style. It also appears as two pyramids joined by bringing their narrower ends together.



14.2.4.4 Diamond Structure: The diamond structure usually begins with an anecdote that acts as a “hook” and weaves in many details, like multiple pyramids are merged. However, they all progressively taper to one endpoint, connecting different dots to the hook or the anecdote with which the story had begun. This is also a commonly used format for writing brief Features and OpEd pieces.

14.2.4.5 Christmas Tree: Christmas tree style is another format of writing features, particularly long forms, where the lead or Intro of the story lays down a base to a series of twists and turns and is full of anecdotes, trivia, fine points, and details that are largely ignored by most observers. The narrative built must be exciting and enticing to hold the attention of the readers for a reasonably long time.

Long reads can sometimes run into 15-20 pages or more (like in *New Yorker* or *The Caravan*), but even in standard weekly magazines, stories are sometimes up to 4-5 pages. They cover different aspects in detail and weave a narrative while connecting them to the larger thread. Hence not just the subject has to be very pertinent. However, the investigation/research behind it must be very thorough, and finally, the writing style, the command over language, and vocabulary have to be impeccable. Christmas tree format may resemble the Diamond structure to an extent. But the latter is very condensed, while the former is spread like a Christmas tree and covers every possible aspect in detail.

14.2.4.6 Section Technique: Section technique resembles a lot of inverted pyramid style, but instead of one inverted pyramid, there are a series of stories neatly written in different sections, each usually just connected by a common theme or a thread. For example, on Independence Day, a newspaper may have a full-page story on what independence means to people, where experiences of a working woman, a farmer, a doctor, a student, a homemaker, a corporate employee, a business tycoon, etc. are published. These stories have no direct link with one another and are usually separated by asterisks or in separate boxes. Sometimes, a brief Intro is written to explain the theme or thread following it. Unlike the Christmas tree format, each section is clearly independent here with its own Intro or Lead, Body, and Kicker or ending.

14.2.4.7 List Technique: The list technique begins with a summary lead, then gives a brief background – till here it resembles an inverted pyramid only – but then it proceeds to give a list of key points (bullet points), sometimes chronologically. This is a very handy method of writing a background story, usually placed in a Box or giving a chorology of events. For example, when the Supreme Court finally announced the verdict in the long-pending Babri

Mosque-Ram Temple title suit, most papers gave a timeline of the case highlighting the important twists and turns chronologically for readers understanding.

14.2.4.8 Five Boxes: The five boxes story usually have the following: (i) an enticing Lead or “hook” that may be an anecdote, an image or a description; (ii) nutgraph; (iii) a paragraph that functions like a second Lead by introducing the remaining points; (iv) other details and background information; and finally (v) Conclusion that has to be Kicker whether it is a quotation, a comment, a summary of the events, or an image.

14.2.4.9 Interpretive Journalism: As the name suggests, Interpretive Journalism requires going beyond basic reportage to provide a breakup of what is happening, interpreting the facts and data available on board. By dissecting information related to events, a journalist tries to give context to the event as well as explain the possible implications. While sometimes, there are allegations of being biased, Interpretive Journalism often helps reveal new facts, unearth scams, and help general readers understand things in simple language. It is used to write analytical pieces, Explainers, and OpEds.

14.2.4.10 Literary Journalism: Literary journalism is the mid-way bridge between literature and journalism. While literature is fiction purely based on imaginations or those inspired by real-life events but still qualifies as fiction, journalism is said to be a reportage of events. On the other hand, literary Journalism is based on facts. It qualifies as non-fiction, but the language used is literary, filled with metaphor, figurative language, and vocabulary intended to impress. Journalists working on literary-journalistic pieces must have impeccable language skills, vocabulary, and creative imaginations to become good literary journalists. One must remember, though, that literary journalism is journalism nonetheless and hence requires all the skills and features for a good reportage. It must be based on solid research, thorough interviews, and investigations and is fact-driven.

14.2.5 Writing Headline and Lead

14.2.5.1 Headlines: The first thing a reader looks at in a newspaper story is the title of each report or story, called the headline. How interesting and informative the headline is, alone decides whether the reader will proceed to read the information further or move to another headline. The story's headline is the most important part of a news report. It is usually a phrase, not a complete sentence, though sometimes quotations are also used as headlines. It is generally written in bold and bigger font size to make it distinct and grab attention. It may occasionally run

into three or more columns. Often the headlines are also aimed at giving an angle to the report based on the position of the media/editor.

In the age of online media, where news portals' revenue depends on the number of hits it gets on their pages, headlines are aimed at enticing readers/browsers to click on them. Instead of revealing too much, it is aimed at creating excitement and consequently acts as bait to induce them to click on them to check the news. Such eye-catching headlines are termed "clickbait."

Based on what it encompasses, headlines can be of a variety of types: Label headline, Descriptive headline, Quotation headline, Comment headline, and Question headline.

Headlines are sometimes supplanted by a 1-2 lines Subheading to give a glimpse of the story and supplement the headline. While headlines are usually a phrase and not complete sentences, subheading is often complete sentence.

14.2.5.1.1 Dos and Do Not's for writing a good headline:

- Good headlines are eye-catching but do not get overboard in creating sensation or get repetitive.
- Remember your intended readers, for example, if they are serious and educated readers or common masses. This will explain why headlines in The Times of India are much simpler and why they are intriguing and exciting in The Indian Express. In The Hindu, it is often straightforward and factual.
- Headlines are mainly in the present tense and avoid auxiliary verbs.
- Jargons should be avoided, although popular acronyms can be used.
- Numerals should be used instead of words.

14.2.5.2 Lead:

The opening paragraph of a story or news report is called the Lead in journalistic language. Journalists and editors also refer to it as Intro (short for Introduction). The Intro or Lead of a news report is considered the second most important part of an article, after the headline, as a good lead determines whether the reader will further read the piece or be turned off. In inverted pyramid style reportage, the Lead gives the breaking news in a few lines, usually answering the 5 Ws (what, when, where, why, who) and 1 H (how) questions.

14.2.5.2.1 Based on the structure or contents, the Intro or Lead can be classified as follows:

Summary/Digest/Capsule Lead – Gives a summary of the news report, best suited for inverted pyramid-style news. As the story's main points are given in a crisp paragraph, it is also referred to as Digest or Capsule Lead.

Punch/Caption Lead – When a lead is so written, it has a high impact on the reader and makes the reader think about the subject. Caption lead becomes handy when the report is hard-hitting or aims to create sensation or excitement.

Circumstance Lead – Circumstances surrounding the story are described instead of directly giving news. It is handy in writing narrative and features.

Descriptive Lead- When the Intro is descriptive or explanatory, it is called a Descriptive Lead.

Astonisher Lead – When the Intro is written in such a way that in a few lines (not exceeding 30 words or so), it captures the attention of the reader by telling something unexpected, it is called Astonisher Lead.

Historical Lead – When references to some historical events are drawn.

Literary (allusion) Lead – when references to some literary texts are drawn in the Intro of a story/

Quotation Lead – Begins with a quotation by a person related to the story that either is a critical take on the subject, sets the story's tone, or gives a perspective to the event. Although it has become cliché, sometimes quotations from famous personalities in history, like a couplet of Mirza Ghalib or lines from the plays Shakespeare, are also used if it helps tell the story better (especially if it is a narrative or literary piece). Quotations can be either Direct or Indirect.

Question Lead – When the Intro begins with one or a handful of questions, set the tone of the story.

Staccato Lead – When short sentences, phrases, clipped words/dialogues are used in an Intro of a story, separated by punctuations (commas, dashes, or marks of exclamations) to set the mood of the story, they are called Staccato Lead. This kind of lead is not very common but is sometimes used in features, long forms, narrative or literary pieces for an impact.

Contrast Lead – When two things, persons, or events are compared at the beginning of the story to create a contrast, it is called Contrast Lead. The two events or figures can be contemporary, or someone/something from present times can be compared with

historical/mythical events/persons. For example, when a politician makes a hasty decision that impacts millions without considering the impact on people, he is compared to Muhammad Tughlaq, or a xenophobic leader is often compared to Hitler.

You Lead – When the writer addresses the reader directly in the Lead, it is called You Lead.

14.2.6 Tips for Writing Good Newspaper Reports/Articles

- Make sure that the article is newsworthy; that is, it is relevant and adds to the debate on the subject. More significantly, the readers find it Interesting.
- The headline should be captivating. Write a working headline at the start, but revisit it after you have finished writing the whole report, and make sure it best describes your story; else, revise/rewrite it.
- For a story/report to be good, keep the focus on one idea, and be clear about what you intend to say. If you are unclear about the subject/story, you will not be able to write a good story.
- After the headline, devote some time to writing the Intro or Lead. Decide carefully what kinds of leads would best suit your story.
- If you are writing a Feature, the Nutgraph would be as critical; hence devote some time to writing a crisp and comprehensive paragraph that gives the main story.
- Articles should be exciting and of human interest.
- Newspapers are mostly read by common readers who may not be knowledgeable or experts. Hence use simple language and avoid jargon as much as possible (if used, explain it in the following sentence) unless you work for a magazine that caters to certain kinds of readers. Keeping in mind the demography of readers is hence crucial.
- Write short, simple, and crisp sentences as much as possible; and small paragraphs.
- Each report should answer the 5 Ws and 1 H; otherwise, it will be considered incomplete.
- As much as possible, use Active Voice in sentences.
- Self-edit your copies before sending them to the editor. Read the article carefully to make it concise and engaging; check if some paragraphs would make better sense if placed elsewhere.

- Check for typos and grammatical mistakes. There are many online software to check your basic grammar and punctuation; take help from those (check Grammarly.com if you have not yet).
- Cross-check all data and vital information provided in the story, and be sure about the sources of the data (Are they reliable enough lest you are held responsible for forgery and manipulation?)
- Use quotes liberally in news reports instead of writing what may be labeled as biased opinions/interpretations. But cross-check if the person is saying it is true (the information provided is critical). Quotations need to be attributed appropriately as well.

14.2.7 Let Us Sum Up

News is an update on new events and occurrences or new developments to an event, and above all, it is of human interest. But one should remember that information and sources that are too forthcoming are often aimed at publicity. Journalists should hence have a nose for news and have clarity on the subject before proceeding to write. In this age of over-flow of information, it has become even more imperative to conduct thorough research and investigation due to the abundance of fake news and disinformation. Based on the type of news, it can be hard or soft news. Hard and breaking news is often written using the inverted pyramid structure. In contrast, soft news features various other techniques, including hourglass, diamond structure, Christmas tree structure, Section style, etc., used. These are written in narrative style or sometimes using literary or figurative language.

The headline is one of the most important parts of a news report as it determines whether the reader will further read the story. Headlines need to be creative and attractive to grab the reader's attention (what we call in internet lingo as click-bait). Sometimes subheading is used to supplement the headline. After the headline, the Introductory paragraph – called Lead or Intro - is most crucial as it gives a glimpse of the article. Based on the content and type, leads can be categorized as Digest/Summary Lead, Astonisher Lead, Contrast Lead, Quotation Lead, Staccato Lead, Punch Lead, Question Lead, Historical Lead, You Lead, Circumstance Lead, etc.

Some of the essential and handy tips for writing a good newspaper article include keeping a focus on one idea or theme, having clarity on the subject, avoiding jargon, using simple sentences, taking the help of software to check grammar, and self-editing, and cross-checking data and facts. Further, avoid your biases from creeping in, and attribute quotes appropriately.

14.3 Learning Outcomes

At the end of this Unit, you should have become well-versed with the different formats of writing for newspapers.

14.4 Keywords

Newspaper, Reporting, Hard News, Soft News, Feature, Lead, Tips for writing

14.5 Sample Questions

Objective Questions

1. Which of the following is not true?
 - a) News is often what somebody is trying to hide.
 - b) Information that comes easily is often meant for publicity.
 - c) Human interest stories always find readers.
 - d) A good journalist should have a nose for news.
2. The phrase 'Nose for News' implies:
 - a) A journalist who pokes his nose in every matter without proper understanding.
 - b) A journalist misses the important subject as he is busy chasing trivial issues.
 - c) An instant understanding of the newsworthiness of a thing or event.
 - d) Reports about the nose in particular and health issues in general
3. Hard news is so called as:
 - a) They cover difficult and scientific subjects.
 - b) The language of the report is so complicated that it is difficult to understand.
 - c) It is news about important and breaking events.
 - d) Reports are very long, sometimes above 2000 words or more.
4. Timeliness of a news report refers to:
 - a) An event that happened sometime in the past, like a month or a year ago.
 - b) A historical event that is, something that happened a few centuries ago.
 - c) The immediacy of the event, that something that has just happened.

d) Something that has not happened yet, but may happen soon.

5. Nutgraph refers to:

- a) The concluding paragraph of the news report.
- b) Use of Infographics in a news report.
- c) The news peg of that becomes the basis for in-depth stories.
- d) A concise paragraph that gives the focus of the news story.

6. In the Inverted Pyramid structure, the most important parts of the story comes at:

- a) In the Lead
- b) Main Body
- c) Tail
- d) Subhead

7. Which of the following is not a type of Lead?

- a) Astonisher
- b) Diamond
- c) Digest
- d) Caption

8. Which of the following is not a format of news-story writing?

- a) Hourglass
- b) Five Boxes
- c) Christmas Tree
- d) Staccato

9. Clickbait is a kind of..... That allures readers to click on links.

- a) Feature
- b) Soft Story
- c) Headline
- d) Lead

10. Attributing Quotes correctly is consideredin journalism.

- a) Ethical practice
- b) Harming sources
- c) Unethical
- d) Passing the buck

Short Answer Questions

1. Distinguish between hard news and soft news.
2. What do you understand from Narrative Journalism?
3. What do you understand from the Hourglass format of writing?
4. List down some of the points we should remember when writing a headline.
5. Write a short note on the Inverted Pyramid Style.

Long Answer Questions

1. What is the importance of a Lead? Briefly describe different kinds of leads used in news report writing.
2. What points one needs to keep in mind to become a good news writer?
3. Briefly elaborate on some of the formats used in writing features.

Activity

- 1) Take any newspaper and try to identify hard and soft news. Further, see if you can identify the kinds of Leads that have been used.
- 2) Have you ever written any news reports? Try to write a reportage using the Inverted Pyramid style; and a feature on someone in your neighbourhood doing interesting or noble work.

14.6 Suggested Learning Resources

Carole Rich (2010). *Writing and Reporting News: A Coaching Method*, Wadsworth.

David Winterson (2010). *Reporting and Editing Process*, Centrum Press.

K. M. Shrivastava (1987). *News Reporting and Editing*, Sterling Publishers.

Virbala Aggarwal (2012). *Handbook of Journalism and Mass Communication*, Concept.

Unit - 15: Reports and Editorials

Structure

15.0 Introduction

15.1 Objectives

15.2 Reports and Editorials

15.2.1 News Reports

15.2.2 Beat Reporting

15.2.3 Data Journalism

15.2.4 Feature

15.2.5 Opinion Columns or Commentaries

15.2.6 Review writing

15.2.7 Interviews

15.2.8 Obituaries

15.2.9 Letters to the Editor

15.2.10 Let Us Sum Up

15.3 Learning Outcomes

15.4 Keywords

15.5 Sample Questions

15.6 Suggested Learning Resources

15.0 Introduction

In the last Unit, you learned about different formats we may use for writing news reports. We also briefly learned about hard and soft news and features. In this Unit, you will learn about different types of newspaper writing. The newspapers give us daily and new updates on important events. They also publish commentaries and editorials, in-depth articles, and features to provide readers with a better understanding of important events and occurrences. Moreover, they also publish interviews with famous personalities, politicians, government ministers, etc. Accordingly, articles published in newspapers can be categorised as: News Reports (hard news or soft news), Features, Editorials, OpEds (Perspective/Commentary/Opinion Articles), and Analytical Pieces, Reviews (Film reviews, book reviews, etc.), Interviews, Letter to Editor and Obituaries. Data Journalism has become another popular segment cutting across different beats in the last decade.

15.1 Objectives

The objectives of this Unit are to understand:

- the different types of newspaper writing
- news reports and beat reporting
- features, editorials, OpEds, and analytical pieces
- the characteristics of editorial writing
- how to write good analytical and perspective pieces
- opinion columns in the age of the internet
- book and film reviews
- letter to the editor and obituaries

15.2 Reports and Editorials

Different kinds of articles are published in the newspapers. Let us look at each one of these articles:

15.2.1 News Reports – Quick updates on new events, incidents, or new development, often presented in the inverted pyramid style, where the most important bit of information is at the top. As discussed in the earlier unit, this news can be hard news or soft news. A piece of breaking news, new political development, an accident or disaster, crime-related news, or business or international affairs are usually dubbed as 'Hard News.' News related to lifestyle, entertainment, celebrity, or something which does not require immediacy is termed 'Soft News'.

15.2.2 Beat Reporting – Like every other field, journalism too requires specialisation. A reporter covering crime needs to have knowledge of penal codes and criminal procedure, or similarly, to report on international relations, one needs to understand international politics and diplomacy, and so on. It should be mentioned here that one need not be a lawyer to report on crime, or a doctor to report on health, or have master's in international relations to become a diplomatic journalist. But one should have at least a basic understanding of the field. These journalistic specialisations or genres are called "Beat" in journalistic jargon. Thus crime, politics, business, health, sports, environment, foreign affairs, and diplomacy, investigation, education,

government, aviation, infrastructure, districts, rural, entertainment, fashion, etc. While crime, sports, politics, business, and entertainment have always been popular and important beats, in recent years, environment and health have emerged as critical beats too. During the corona pandemic, practically every reporter was doing stories related to it. Still, the demand for health-beat reporters increased manifold as they would understand the nuances of health guidelines issued, the challenges the administration faced, and the health-related repercussions of the disease due to their long years of experience.

15.2.2.1 Investigative Reporting – Any type of reporting requires some degree of research and investigation. But most leading newspapers also have a dedicated team of investigative journalists, who work on special stories once they get a clue of some wrongdoing, corruption or scam from “sources” or whistle-blowers for weeks and months, sometimes over a year or so, to get a “scoop” or exclusive investigative story. Journalists working on investigative stories must be sharp and the best in their field. While investigative reports are time-consuming and sometimes reach a dead end, getting a scoop is considered a career highlight for any journalist. You get recognition and may receive awards, but it can sometimes get risky. There have been many instances when journalists have been arrested or even murdered because of their stories.

15.2.2.2 Entertainment Journalism – Entertainment journalism, sometimes called Page 3, includes all aspects of entertainment, popular culture, lifestyle, gossip about celebrities' personal lives, etc. It is sometimes referred to as "Page 3" journalism as traditional news related to popular culture and entertainment came on page 3 of newspapers.

15.2.2.3 Business Journalism – Business is considered one of the most important beat in any newspaper. Journalists working on the business beat track developments related to businesses and finances and the overall economy of the country. While there are newspapers, sometimes called “Pink Papers,” that focus on business news, like *The Economic Times*, *The Business Standard*, *The Hindu Business Line*, etc.; other newspapers like *Times of India*, *The Indian Express*, *Deccan Chronicle*, etc. have few dedicated pages daily for news related to businesses, stock market, and other economic related affairs.

15.2.2.4 Crime Reporting – Crime is considered one of the most popular beats in any newspaper. Traditionally when a “Cub Reporter” joins the newspaper afresh, she/he would be asked to work for sometimes on the crime beat as this beat finds itself at the intersection of society, politics, and businesses. Young reporters learn the tricks of the game here as you get to

see the dark underbelly of the society from close quarters, deal with the police, criminals, lawyers, families of victims and accused, etc., and go through hundreds of pages of documents, FIR copies, charge sheet, and court judgments.

15.2.3 Data Journalism – Some detailed and investigative reports have always used data, graphs, and charts to substantiate their stories. However, the advancement of new technologies has made data-crunching easier and more accessible, from Spreadsheets like Excel at the most basic level to data analysis software like SPSS, R, Python, and several other online sites. Similarly, data visualisation can be easily done on several online sites (e.g., Canva, Infogram, Visme, etc.), easily embedded in blogs and news portals, or shared on social media. What makes data visualisation with the help of software engaging is that you get interactive mappings and infographics rather than old-style images of graphs. Data-driven reportage has led to a new and exciting journalism field called Data Journalism.

15.2.4 Feature – A more detailed and in-depth story covering different aspects of a topical or newsworthy subject. Different formats of writing features too have been discussed in the earlier Unit. Feature stories are crucial as they give readers perspectives and in-depth insights on the important events of the week/month. For example, in 2015, India and Bangladesh finally agreed to a swap-deal that allowed enclaves in the two neighbouring countries to be integrated after almost 70 years of partition. One of the Hindustan Times journalists, Furquan Ameen Siddiqui, travelled to a few such enclaves on the Indian side to write a feature on the lives and everyday difficulties of people living in those enclaves (one sample is attached here).



15.2.5 Opinion Columns or Commentaries – News reports are based on actual events, statements, and facts and are supposed to be objective and free from the reporter or editor's biases. Opinion columns or articles, in contrast, are analysis of news reports based on available data, documents, and events and usually has a tilt based on the ideology or point of view of the reporter, Editor, or newspaper. Opinion pieces or Commentary are broadly of two kinds – Editorial and OpEd (Opposite the Editorial). Most newspapers usually have two middle pages assigned for Opinion columns – the left page is called the editorial, and the right page is OpEd. Opinion pieces that broadly express the Editor's point of view and the newspaper/media are called Editorials.

The Left-most column(s) on the Editorial pages are usually without a byline (name of the author) as it is considered as the viewpoint of the newspaper, while some other columns are written by experts and columnists that broadly agree with the standpoint of the newspaper on the subject. Articles on the OpEd pages are usually opinions, and analytical pieces that appear on the “Opposite the Editorial” page figuratively too, are viewpoints that are not in agreement with the paper but are still encouraged for nuanced debate and discussion on the subject. Based on the nature and purpose of Opinion columns, they can have one of the following objectives: Interpret or Explain the situation/event, persuade, criticise, appreciate, or indulge in campaign and advocacy.

Reviews of films, books, or match analyses are opinion pieces too, but often they have other assigned pages in a newspaper. Usually, they do not appear in the opinion columns, although sometimes they may if the issue is very relevant, for example, when the match-fixing scandal came up or on the retirement of Sachin Tendulkar, many papers published columns in Opinion pages.

In terms of format and analysis, all opinion and analytical articles and commentaries are the same, although there is no one-fixed format for writing them. Nevertheless, Opinion columns too will have an Introduction or Lead, the main Body (usually divided into a few paragraphs), and a definitive conclusion. However, they differ from one another based on the standpoint of the newspaper. For example, a column critiquing the economic policy of the BJP government by a professor with left-leaning may appear on the OpEd page of *The Indian Express* or *The Pioneer*, but a similar article may be published in the Editorial section of *The Hindu* or *The Wire*. It should also be noted here that even though similar categories are present in online media, those divisions are often blurred, and articles are seen as "Opinion" columns. Blogs (discussed in detail

in the subsequent Block) have become synonymous with opinion columns online. Commentaries are usually published with a disclaimer that “views are personal and do not represent the stand of this publication” or something to that effect. Attached below is one sample of a brief Opinion piece.

<p>Who is responsible for the failure in Afghanistan?</p>
<p>Today, August 19, Afghanistan celebrates its Independence Day to mark the 1919 victory of King Amanullah Khan in the Third Anglo-Afghan War. This year, however, it is not sure if Afghans will be in a celebratory mood after witnessing how rapidly their elected, civilian government collapsed with the Taliban capturing power in Kabul on August 15.</p> <p>With the United States withdrawing its troops, the Taliban was expected to gain an upper hand, but none expected the civilian government, government institutions, especially the 300,000 strong Afghan forces, to crumble like a house of cards. The US has rightly been criticised for the timing and the manner of its withdrawal from Afghanistan which has led to chaos across the country.</p> <p>A Lack Of Understanding</p> <p>This failure can be attributed to how the US treated Afghanistan as a colony, undermining its government, to the point of keeping it in the dark about the February 2020 deal, particularly on the question of the release of over 7,000 Taliban prisoners.</p> <p>What has brought things to such a pass is Washington's lack of understanding of Afghanistan, its people and cultural sensitivity, the lack of coordination between the Afghan army and Nato forces, and the heavy reliance of local forces on US air power. This was why once the air support was withdrawn the Afghan army personnel could not hold ground for long.</p> <p>Also, in its zeal to instil democracy, the West failed to realise that rather than a centralised presidential system of governance which led to tension among regional leaders, what suited Afghanistan more was a federal system. The December 2001 Bonn Conference and the subsequent Loya Jirga of 2004 called most warlords and important tribal leaders, except those associated with the Taliban, thus wasting an opportunity to form an inclusive government.</p> <p>Taliban Regroups</p> <p>For a brief period in the 2001 it seemed that stability and prosperity would return to Afghanistan as the Taliban was forced to retreat to the Af-Pak region. However, indiscriminate night raids, target killings, and mindless bombing of village gatherings made the US and the civilian government in Kabul unpopular. This distrust was particularly evident in the Pashtun-dominated rural areas in the East and South, bordering Pakistan and Iran, respectively.</p> <p>The Taliban, which had covert support from Pakistan's Inter-Service Intelligence (ISI), capitalised on this to regroup and it soon became a strong force in rural areas, with sleeper cells in urban centres, including Kabul.</p> <p>Corruption And Infighting</p> <p>To make matter worse, successive governments in Kabul were plagued with massive corruption. Even as most Afghans remained poor, ministers, governors and top bureaucrats lived luxurious lives.</p> <p>Ashraf Ghani, the President who fled Kabul on August 15, was also accused of running the government with his small circle of western-educated technocrats, thus sidelining regional leaders. Afghanistan remains an ethnically-divided society and Ghani aggravated those fault lines rather than forging alliances.</p> <p>In addition to these charges, allegations of fraudulent elections and infightings among politicians further eroded the trust in the civilian government.</p> <p>Missed Opportunities</p> <p>As it became clear that the US wanted to withdraw at any cost from Afghanistan, and the Taliban was gaining international legitimacy, the Ghani administration failed to grab the opportunity.</p> <p>A few rounds of intra-Afghan talks yielded little except an 'agreement' to continue the talks. A sticking point was the nature of the government: while Kabul insisted on continuing as an Islamic Republic, the Taliban insisted on an 'Islamic Emirate' where the constitution and laws will be based on the Sharia.</p> <p>While many see the Taliban as rural, and conservative mullahs who act as Pakistan's proxy, the war-hardened Taliban have learned the tricks of diplomacy, bargaining, and, most importantly, optimum use of international media as well as social media while remaining firm in its belief and commitment to what it sees as righteous cause.</p> <p>The Ghani government was also slow on facilitating the process for forming a transition government to accommodate the Taliban into the system. He was more focused on elections and delayed the negotiations.</p> <p>As the world waits with baited breath to see how the Taliban will run Afghanistan, it must not be forgotten that the people of Afghanistan have been failed by the United States, its international coalition partners and the political elite of Kabul.</p> <p>If Reyaz is Assistant Professor, Aliah University, Kolkata, and has been focusing on Afghanistan for a decade now. Twitter: @journalistreyaz.</p> <p><i>Views are personal and do not represent the stand of this publication.</i></p>
<p>Article originally published in <i>Money Control</i> on 19 August 2021: https://www.moneycontrol.com/news/opinion/who-is-responsible-for-the-failure-in-afghanistan-7361111.html</p>

15.2.5.1 Characteristics of Editorial Writing

- A good opinion column will be readable and comprehensive. Even though experts write opinion columns, they are meant to explain, in brief, the subject to the general reader (unless it is published in some academic journal) and more importantly, convince them of the viewpoint of the writer.
- While the writer has the freedom to argue in favour of his/her standpoint, those must be factual and written lucidly to be convincing.
- While analytical, Editorials and other opinion columns can be critical of the policies or standpoints of the government, minister, or any community leader as long as a valid argument is presented against them.
- It should also be remembered that critical columns are necessary for the government for course corrections on policy matters. However, the objective of being critical is to encourage discussions on the subject. Hence, the criticism should be constructive and factual because of ideological differences.
- Opinion columns usually have a recent news/event as its peg; that is, they are an explanation or analysis of recent news and hence have a very short shelf-life.
- A good editorial or opinion piece will focus on issues rather than personalities and will avoid name-calling, besides being factual and supported by data.
- Good editorials engage issues, not personalities, and refrain from name-calling or other petty persuasion tactics.

15.2.5.2 Points to Keep in Mind When Writing an Opinion Piece

- Choose a newsworthy (something that has been in the news in the last few days) and an exciting topic.
- Also, keep the deadline in mind, as once the news cycle ends and a new, more newsworthy event occurs, newspapers or online portals may not be too keen to publish analysis on the stale topic.
- Do background research and collect information.
- If required, talk to relevant people, although it is not essential for writing Opinion pieces like news reports.
- Write your opinion in a clear, lucid style. It should be crisp and convincing.
- If you are countering an Opinion, state it briefly and clearly before refuting it.

- The refutation should be convincing and factual.
- If the article or position you are otherwise refuting has some positive takeaways, acknowledge that as well, lest you appear blinkered by your ideology.
- Reiterate the key phrases and points in the article, so it is registered in the reader's mind and reinforced.
- If your Opinion piece discusses some problem, do not just criticise it; offer practical, doable solutions too.
- The concluding paragraph should have a solid punch to leave an impact and should connect with the Intro.
- Opinion pieces should ideally be not very long. Newspapers' columns usually have fixed word limits (500, 600, 800). Editorials are usually 500 words. Online articles can be longer, but they should not be made so just for the heck of it unless the article or topic demands it.

15.2.5.3 Editorials in the Age of the Internet – In the age of cyber media, the style and format of writing commentaries and opinion columns have changed too. To begin with, most newspapers had daily two page fixed for commentaries (Editorial and OpEds), and thus only a select number of opinions and articles could be published. Editors had the difficult job selecting them and were often accused of biases and favouritism. The space-limitation has become redundant with the coming of online-news portals and the online versions of traditional papers. If they so wish, editors can publish as many articles daily as they wish, and articles can also be slightly longer if required. OpEds have become synonymous with Blogs, although both are not exactly the same.

Moreover, it has been found that articles with clear standpoints, if argued well, and those that make some controversial or sensational remarks tend to get more hits online as they are shared within particular echo chambers or social circles subscribing to a particular ideology and belief. Online editors hence prefer shorter articles that make substantial and convincing arguments and have some lines that attract the readers' attention, and they share them on social media. They often put clickbait headlines.

15.2.6 Review writing – Most newspapers and magazines have allocated spaces for film and book reviews on certain days of the week. Film reviews usually come on Fridays, while Book reviews come on Sundays. While reviews are also a kind of opinion and analytical piece, they require specialised skills and subject expertise. For example, if a new book on the political

developments in Telangana is published, usually it will be reviewed by an author, professor, expert, or senior journalist who has followed Telangana politics for many years and has written extensively on it (articles or books). Similarly, weekly film reviews are written by film reviewers, occasionally by professors and researchers working on the areas of cinema or mass communication or on topics covered in that film. For example, a medieval historian may write an analytical piece on the depiction of Alauddin Khalji in *Padmawat* or Akbar in *Jodha Akbar*.



A sample of a book review, originally published in *The Open Magazine* in August 2018: <https://openthemagazine.com/lounge/books/lets-talk/>

15.2.7 Interviews – Newspapers sometimes publish interviews of newsmakers to get their point of view on the news, or sometimes interviews of famous personalities are also done on their works, achievements, and life in general. Interview-based reports can be published in two ways – in Q&A format or written in the form of a story/article with quotes used at places.



Our position is that we will do anything for the educational betterment of Haryana in particular. This is a social university, but it was primarily for the nation. The Ministry of Higher Affairs has assumed as that if the centres are converted into universities, the minority character will be taken care of. These centres have not yet been given their due share of funds, but when they become universities, I am sure that the Haryana State Foundation under which the universities will function, will be able to get larger grants. This will be beneficial to a great degree, especially in minority dominated pockets. In the Gurgaon region, we will start a B.Ed. course by October or November (this year).

The academic standard, AMU witnessed in free considerably, which is a big concern for many students as many of them come from a poor economic background.

There has been a 30-40% hike in some courses since we start to generate funds from internal resources. There have been no fee hikes in AMU for the last 12 years. We realize that the bulk of our students are from under-privileged families, so we do not want to impose too much of a financial burden. That is why when I received some complaints from students and parents, we capped down the hike. I think the hike is not unacceptably large.

Last year, there were problems when the student union elections were conducted. What is the status of the elections this year?

I am a firm believer in democratic traditions, but it will all depend on the situation in the University. When I am convinced that the student union will follow their charter of duties and run institutions as per and over the University, I will see what can be done. Interaction and student representation in all facets of university life is a must, but students must know where their responsibilities start and their privileges end. There was a lot of lawlessness in the University after we formed the student union, it was a lesson for me and we are taking corrective steps.

You raised the issue of law and order, recently you had written a letter to the student community about the 'katta culture' and the need to curtail it. What kind of steps have you taken?

One of the big problems in the University was unauthorised occupants in halls of residence. Some of them were 'katta things' and I think we have managed to get rid of them. We will make sure that entry is only for bonafide students and are going to take very strict measures against unauthorised occupants. So that itself will prevent this 'katta culture' from penetrating and influencing the students. In fact a large number of students were being frightened and intimidated. I would say that the bulk of the students support the measures we have taken to clean out the hovels of the illegal occupants, who were generally armed.

You have also focused on developing sports facilities, a hockey ground and possibly even a golf course?

I don't want to spend any of the AMU money on a golf course, but if we get sponsors we will do so. I want to give AMU students the best that is available. One is the only university (in India) with a riding club. We have 19 basket ball courts, 10 volleyball courts, whereas only two existed before I came. We also have the artificial hockey ground. We have made considerable progress and have brought games to the doorstep of our students.

Your appointment of retired Major General G G Dhillon as the Centre for West Asian Studies had raised many eyebrows. People see it as people retired from the army or civil services intruding into academics. How would you respond to that?

Firstly, the West Asian Studies Centre is going to be the nucleus, the starting point for establishing our new centre for international affairs. Secondly, let me tell you General Dhillon's track record in the academic field. He already has a doctorate, is an expert in the Chinese language and has served for three-and-a-half years in China. So this is only one of the steps we are taking to the revitalisation of the Faculty of International Affairs. He will not remain in West Asia Department. Get me a better qualified man, and I will hire him, but I found General Dhillon to be best qualified for pushing through our agenda of forming this faculty as soon as possible.

Recently in an interview you said that institutions like AMU and IITs in three other countries, suggesting in a way that they require people either from the Army or administrative background to discipline them. Doesn't that reinforce a few stereotypes?

No, firstly I did not want to include IITs at all, I only talked about the conditions in the Aligarh Muslim University. You are aware that we have had some problems. Let me also tell you that I was not imposed by anybody, the community elected me because they wanted a change and I shall be telling about their change for the betterment of our students and make sure that AMU were again become the best name it was in the academic field.

The Interview was originally published in *Tehelka* on 11 September 2013: <https://web.archive.org/web/20160304093355/http://tehelka.com/2013/09/i-was-not-imposed-on-amu-the-community-elected-me-as-they-wanted-a-change/>

15.2.8 Obituaries – An article written on the death of a famous person about his/her achievements and contributions to society in whatever field he worked, as well as about life, its mundane activities, and daily struggle, is called an Obituary or simply Obit in journalistic jargon. On death, most people remember the good sides of the person in an obit, but a really good writer

sometimes writes obituaries which do not get celebratory but even point out the shortcomings of the person.



The screenshot shows a news article from Beyond Headlines. The title is "Motherland 'Unfortunately' Rejected Husain in Life; Honoured in Death". The article features a photograph of a man in a white turban and a dark suit, likely MF Hussain, standing in front of a large, colorful painting. The text of the article is partially visible on the right side of the screenshot.

The article was originally published in *Beyond Headlines* on 10 June 2011 on the death of painter MF Hussain: <https://beyondheadlines.in/2011/06/motherland-unfortunately-rejected-husain-in-life-honoured-in-death/>

15.2.9 Letters to the Editor – Letter to the Editor has been an important section of newspapers and has historically worked as a feedback mechanism for them. In the internet and social media age, people tend to post comments directly beneath the article or post comments on social media platforms more. However, the relevance of the "letter to editors" remains even now, particularly for newspapers and magazines that continue to publish snippets of the comments they get for their reportage and opinion pieces. It should be noted here that most newspapers publish only a fraction of the letters they get, and that, too, only relevant portions. Letters to the Editor should be brief, written in a crisp manner, and stick to objective responses to the article rather than trying to convince about own point of view. It should also mention the article – title and date – and summarise the point that the letter is intended to refute or appreciate.

15.2.10 Let Us Sum Up

Besides reports on daily events and new developments, newspapers also publish commentaries and editorials, in-depth articles, features, and newsmakers' interviews to better understand important affairs and events happening around us. Reporters are usually assigned separate desks for better division and organisation of work and more importantly, to develop a better understanding and expertise on the issues they cover. These divisions are termed as beat in journalistic jargon. Accordingly, politics, crime, society, sports, health, education, business,

entertainment, lifestyle, etc., are different beats. Features provide detailed reportage from different perspectives, while commentaries and editorials help us analyze them. Writing perspective pieces or opinion columns requires expertise on the subject matter, a better grasp of situations, and, more significantly, sharp analytical skills to see beyond the obvious. Book and film reviews are also sorts of analytical articles, but usually, they are published separately from the two opinion pages – Editorial and OpEd. Obituaries, letters to the editors, and classifieds (paid spaces/ads) are other categories found in newspapers.

15.3 Learning Outcomes

At the end of this Unit, you should have learned about reports and editorials.

15.4 Keywords

Beat reporting, Editorial, Feature, Book Review, Commentary, OpEd, Data journalism, crime reporting, business journalism

15.5 Sample Questions

Objective Questions

1. Which one of the following is paid by contributors in newspapers?
 - a) OpEd
 - b) Classified
 - c) Feature
 - d) Soft news
2. What does ‘Scoop’ mean in journalism?
 - a) Special kind of spoon used for taking out and measuring ice cream
 - b) Soft news
 - c) Exclusive news
 - d) Content marketing software
3. What does Page 3 stand for?

- a) Entertainment and lifestyle journalism
 - b) Special investigation
 - c) News related to corporate
 - d) Anchor stories
4. What does “Pink Paper” mean?
- a) Magazines that focus on fashion, celebrities, and entertainment
 - b) Newspapers are called Pink Papers
 - c) Business newspapers are called Pink papers
 - d) None of the above
5. What does “Cub Reporter” mean?
- a) Reporters covering wild-life
 - b) Young and inexperienced journalist
 - c) Reporters covering the crime beat
 - d) None of the above
6. Why do opinionated articles tend to get more hits online?
- a) Experts and intellectuals read commentaries.
 - b) Famous columnists share their articles on social media.
 - c) People like and share articles that subscribe to their viewpoints.
 - d) People like controversies.
7. Which of the following is not Pink Paper?
- a) Financial Times.
 - b) Wall Street Journal
 - c) Washington Post.
 - d) The Economic Times
8. What does Obit stand for?
- a) Obituaries
 - b) Orbit, implying office circle
 - c) Yellow Journalism
 - d) News flash on the margin of the front page
9. Pick the odd one out.
- a) Commentaries
 - b) Feature

- c) Data Journalism
- d) Scoop

10. Why does the editorial have no byline?

- a) Writers want to remain anonymous, fearing the government's crackdown.
- b) Columns are published without a byline.
- c) The viewpoint of the newspaper.
- d) That is not correct; names are mentioned at the end.

Short Answer Questions

1. What do you understand from beat reporting?
2. What is Data Journalism?
3. Write a short note on crime reporting.
4. How has cyber media influenced OpEds?
5. Write a short note on Boo Review writing.

Long Answer Questions

1. What is the difference between Editorial and OpEd? Elaborate on some of the features of opinion pieces suggesting ways to write good columns.
2. Elaborate on how commentaries are different from news reports.
3. Film reviews are different from Page3 reporting. Explain.

Activity

- 1) Have you ever written letters to the Editor? Try sending a few brief and concise letters to editors. Who knows, they may publish your letter.
- 2) Take any national daily and try to mark reports under different beats. See how many beats you can count in a paper.
- 3) Quickly go through the Data Journalism handbook (name and URL provided in the Reading List) and see if you can visualise infographics from any raw data.
- 4) Try writing an analytical column on any pertinent issue and send it to some online media for publication.

15.6 Suggested Learning Resources

Carole Rich (2010). *Writing and Reporting News: A Coaching Method*, Wadsworth.

C. Gillan and H. Evans (2010). *Essential English for journalists, editors, and writers*. Random House.

K. M. Shrivastava (1987). *News Reporting and Editing*, Sterling Publishers.

R.M. Knight (2010). *Journalistic writing: Building the skills, honing the craft*. Marion Street Press.

The Data Journalism Handbook 1, produced by European Journalism Centre, <https://datajournalism.com/read/handbook/one>

Unit - 16: Editing for Print and Online Media

Structure

16.0 Introduction

16.1 Objectives

16.2 Editing for Print and Online Media

16.2.1 Understanding the importance of editing

16.2.2 Difference between print and online language

16.2.3 Importance of style sheet in editing

16.2.4 Let Us Sum Up

16.3 Learning Outcomes

16.4 Keywords

16.5 Sample Questions

16.6 Suggested Learning Resources

16.0 Introduction

News organisations disseminate news reports gathered and drafted primarily by reporters, but these reports are polished by editors. A news report cannot go out to print or in an online page without being verified and screened by the editors. There are editors at various levels performing various jobs to make the final report go into publication. Hence, editing plays a vital role in a news organisation. The hurried reports filed by reporters for both print and online media are edited, maintaining the style sheet of the organisation. The team of editors examines the reports, checks their headlines, orientation of the story, all attributions, and language used in it. In this way, some stories are chucked out, giving space to only the most newsworthy stories and pictures in print and online format. In this Unit, we will learn about the importance of editing in print and online media and various editing techniques.

16.1 Objectives

The objectives of this Unit are to help the learners to:

- overview of the importance of editing for print and online media

- get acquainted with the different guidelines to be followed for editing
- learn the use of language and space in providing balance to the story.
- understand the disadvantages of poor editing for print and online media.

16.2 Editing for Print and Online Media

Editing is an integral part of newspaper production. It refines the reports filed by the reporters and makes them readable by placing them in designated spaces depending on their news worth. Usually, reporters covering various incidents file their reports in an unpolished manner. The sub-editor fine-tunes these reports, checking the newspaper's grammar, facts and attribution, and style guide before sending it to print. The desk editors or sub-editors polish the final copy by editing and keeping only the necessary portion of the news report depending on the space available in the newspaper. Some news reports are also received from the news agencies, and if the editing is not performed, all the newspapers will publish the story in the same language. Hence, in the case of news agency stories, the headlines and language are sometimes changed, keeping at par with the newspaper's style and ideological leanings. Despite all these efforts of the sub-editor or the desk editor, the news report is credited to either the news agencies or the reporter.

Check your progress:	
1. Editing refines the reports filed by the reporters and makes them readable.	True/ False
2. Some news reports are received from news agencies that require editing.	True/ False

16.2.1 Understanding the importance of editing

Editing is essential for various reasons. Some of these reasons are cited below:

- Editing also helps tighten the report by removing unnecessary words or sentences while keeping the information desired to be sent intact. This is also helpful in placing the stories within the space allotted for them in the newspaper. The report filed may be a lengthy one, but through proper editing, it can be shortened as per requirement without losing its news worth.
- Editing helps bring clarity to the report's language depending on the readers' preference and cognitive level.

- Editing is also necessary to check the syntax, grammar, and spelling errors.
- Editing is also necessary to maintain the balance and flow of the report. The report needs to be drafted abiding by the style guide of the news organisation. The editor should also check the facts, names, and attribution mentioned within the story before sending it for publication.
- Editing also helps in writing catchy headlines to the drawing attention of the readers. Further, it also helps select appropriate pictures from the available pictures clicked by the reporter to complement the news report.

Check your progress:	
1. Editing also helps tighten the report by removing unnecessary words or sentences.	True/ False
2. Editing does not help maintain the report's balance and flow.	True/ False

16.2.2 Difference between print and online language

Editing is a skilful exercise of aligning the grammar correctly and providing a balance to the report. In the case of a print report, as the text are static and cannot be used for navigating to other related pages, the report may not include keywords. As most newspapers these days have online portals and publish their news items, using keywords in the news report is an added advantage. Further, editing technique for both print and online media is not similar. The pictures and text should be used to optimize the appearance of these news items in Google searches. Hence, the headlines, captions, and lead paragraphs written for online news articles should be keyword rich. The readers should find the report during their searches of related keywords used in the report. This method of incorporating "keywords" within the text ensures more readers find the article during their searches.

The techniques of writing interesting headlines or leads that attract the audience in a print newspaper will not help the online appear in search engine searches. While in the newspaper, readers select the news story from the way it is presented in the broadsheet, in Google searches, multiple other stories are presented because of the keyword search. Hence, the headline of the story should inform the search engines about the content of the story. It is the editor's job to edit the same story for both print and online media, simultaneously keeping this point in mind. Instead of using abstract and literary language, online articles should use concrete ideas.

If you are searching for any news article online, as a frequent internet user you just type a particular keyword instead of the whole headline. Hence, the editor of an online news portal should think like a user. The article should avoid literary catchphrases in titles to make it user-friendly and easily searchable. The article should be user-friendly having a lot of other access points using titles, artwork, body text, and credits. In an online article, the following elements play an important role in attracting the reader. Pictures, graphics, and visuals draw the attention of the reader. Hence, even before reading the headline or body of the content, the reader gets an idea about the story from its accompanying visuals. Due to the paucity of space in online newspapers, ample use of visuals and graphics is possible, unlike in printed newspapers.

Check your progress:	
1. The headlines, captions, and lead paragraphs written for online news articles should be keyword rich.	True/ False
2. Pictures, graphics, and visuals are not important in an online report.	True/ False

Rules for editing:

Editing is a meticulous job of cleaning, tightening, and removing unnecessary words from the report to make it concise and readable for the common readers. The rules for copy editing can be summarised into 5 Cs like:

- a) clear
 - b) concise
 - c) consistent
 - d) comprehensible
 - e) correct.
- Readers do not prefer to read a news story that lacks clarity. Hence, edit the report to give it a balanced structure that is readable and easy to follow.
 - While the wordy or text-heavy report is not preferred, a report lacking important information around 5Ws and 1 H is also not acceptable. The editor's job is to check if the report has 5Ws and 1 Hs in its lead para.
 - Headlines should be checked and edited to make them crisp and appropriate. To make it attractive, if the headline loses its meaning, then it is poor editing.
 - The editor should edit and remove inappropriate, biased language from the report. This will give readers a negative impression of the news organization's policies.

- The editor should ensure the use of correct information. Any erroneous facts being published will leave a wrong impression among the readers and hamper the image of the news organisation.
- The editor should also check the legal repercussions of the report to be published and check for the removal of defamatory language.
- The editor should communicate with the reporter in the case of confusing reports, verify their sources, consult with the senior editorial staff, and correct the language and facts, if required, to meet the newspaper's style. If the editor only checks the language and corrects spellings, then the job is half done.
- The editor should make it a habit to always follow a dictionary and a thesaurus to find correct meanings and alternative words. A good pocket-sized dictionary or seeking help from an online dictionary is a good choice for clarification of doubts.

Check your progress:	
1. Editing gives the report a balanced structure that is readable and easy to follow.	True/ False
2. The editor is not responsible for checking the legal repercussions of the report to be published.	True/ False

16.2.3 Importance of style sheet in editing

Before starting your career in the newspaper as a sub-editor or desk editor, you should be aware of specific guidelines that each newspaper or news organization follows in its style of reporting. This guidance is in the form of style books or do's and don'ts in each organization. Sometimes these style guides are also available in the form of booklets. These stylebooks are drafted and finalized by the editorial team of the newspaper and are followed by the sub-editor religiously.

These style books are:

- A document that guides the language and punctuation editing.
- Sub-editors and reporters follow these guidelines while writing the news story.
- It helps online and print newspaper maintains their distinct style and identity.
- It helps the editor or reporter to clear their doubts while reporting a story and draft the story in a balanced manner.

- Experienced editors, although they know the principles of good writing, must follow these style guides once they shift to a new newspaper.
- Some style guides of important newspapers are taught in journalism schools as general guidelines for writing and editing reports, for example, the **Associated Press Stylebook** and **Libel Manual**. Besides the **BBC News Style Guide**, the **Chicago Manual of Style**, and the **American Psychological Association Style (APA)** are also followed.

Check your progress:	
1. A style book is a document that guides the language and punctuation editing.	True/ False
2. It helps the editor or reporter to clear their doubts while reporting a story and draft the story in a balanced manner	True/ False

Proofreaders' Marks	
OPERATIONAL SIGNS	TYPOGRAPHICAL SIGNS
→ Delete	<i>ital</i> Set in italic type
○ Close up; delete space	rom Set in roman type
⊖ Delete and close up (use only when deleting letters <i>within</i> a word)	bf Set in boldface type
stet Let it stand	lc Set in lowercase
# Insert space	Caps Set in capital letters
eq # Make space between words equal; make space between lines equal	sc Set in small capitals
hr # Insert hair space	wf Wrong font; set in correct type
ls Letterspace	X Check type image; remove blemish
¶ Begin new paragraph	✓ Insert here or make superscript
□ Indent type one em from left or right	∧ Insert here or make subscript
] Move right	PUNCTUATION MARKS
[Move left	∧ Insert comma
] [Center	∨ ∨ Insert apostrophe or single quotation mark
⌈ Move up	“ ” Insert quotation marks
⌋ Move down	○ Insert period
fl Flush left	set ? Insert question mark
fr Flush right	∣ Insert semicolon
≡ Straighten type; align horizontally	∨ or ∣ Insert colon
∥ Align vertically	= Insert hyphen
tr Transpose	M Insert em dash
sp Spell out	N Insert en dash
	⌈ ⌋ or () Insert parentheses

The above list is taken from figure 2.6 of the 17th edition of the Chicago Manual of Style
 (Source: <https://www.chicagomanualofstyle.org/help-tools/proofreading-marks.html>)

Proof-reading: Proofreading is done once the final copy is ready after language editing. At this stage, the proof-reader checks only spelling, punctuation, font style, etc. The proof-reader does

not make any changes in the structure or language of the report. The proof-reader uses some symbols in the proof copy for corrections accordingly before the copy makes it to final print. These symbols are presented above in the figure (source: Chicago Manual of Style).

16.2.4 Let Us Sum Up

In this Unit, we learned about the importance of editing in a newspaper or an online news portal. We have also learned the difference between editing in print and online media and how similar they are in certain respects. Moreover, we have also understood the basic guidelines for editing a news story. We have realised how important an editor's job is in making a story clear and presentable with correction of language, and the use of appropriate pictures, images, and graphics. We have also learned the importance of keywords in an online story, which helps navigate other related content.

Further, in the last section of this unit, we have come across the concept of the style guide and the use of a dictionary and thesaurus in good editing. As editors, now you will be able to notice if a newspaper report has any factual or grammatical errors. The editor should also build up their sources to verify the facts stated in the news report by the reporter.

16.3 Learning Outcomes

At the end of this Unit, you should have gained an understanding into editing for print and online media.

16.4 Keywords

Editing, Concise, Clarity, Attribution, Verification, Keywords, Style books, Proof-reading

16.5 Sample Questions

Objective Questions

1. Which of these is the job of the editor?
 - (a) Polishing the report.
 - (b) Writing the report.
 - (c) Clicking pictures for the report.
 - (d) Taking interviews.
2. Which of the following is not done by editors?
 - a) Check their headlines.
 - b) Check the orientation of the story.
 - c) Check the attributions.
 - d) Getting first-hand information from the ground.
3. Editing helps in _____.
 - a) Creating the story.
 - b) Conducting interviews.
 - c) Tightening the report by removing unnecessary words or sentences.
 - d) Filing the report for a news organisation.
4. What helps fit the reports within the available space in a newspaper?
 - a) Making the story attractive.
 - b) Editing and removing unnecessary words and phrases.
 - c) Use of heavy words.
 - d) Use of jargon.
5. Editing brings _____.
 - a) Popularity in the newspaper.
 - b) Authority to the newspaper.
 - c) The clarity in the language of the report.
 - d) Popularity to the editor.
6. An editor should ensure _____.
 - a) Use of technical terms.
 - b) Lengthy reports.
 - c) Keywords in an online news story.

- d) Use complex literary language in an online news story.
7. The online report can be made user-friendly by_____.
- a) Using lengthy sentences.
 - b) Using controversial words in the title.
 - c) Using unrelated stories in the headline.
 - d) Avoiding literary catchphrases in titles.
8. Which of these is not related to editing?
- (a) clear
 - (b) concise
 - (c) clever.
 - (d) correct
9. Which of these should be ensured during editing?
- (a) Correct attributions and facts.
 - (b) Knowledge of reporter.
 - (c) Biased reporting.
 - (d) Building sources.
10. Which of the following is not guided by a style book?
- (a) To maintain a distinct style and identity of the organisation.
 - (b) To guide the language and punctuation editing.
 - (c) To draft the story in a balanced manner.
 - (d) To practice biased reporting.

Short Answer Questions

1. What do you understand by editing for print media?
2. Why is editing important for newspapers?
3. What is the difference between print and online news editing?
4. What are the 5 Cs of editing?
5. What is proofreading?

Long Answer Questions

1. Discuss in detail the rules of editing.
2. Elaborately discuss the importance of a style book in a news organisation.

3. As a regular internet user, how do you search for news stories in the internet? What do you expect from an online news story? Explain the difference between any news story you have read online and its printed version in a newspaper.

16.6 Suggested Learning Resources

‘The Chicago Manual of Style, 17th Edition’. *The Chicago Manual of Style Online*,
<https://www.chicagomanualofstyle.org>.

Ravindran, RK. (1999). *Handbook of Reporting and Editing*. Anmol Publications Pvt. Limited.

Saxena, A. (2007). *Fundamentals of Reporting and Editing*. Kanishka Publishers.

Singh, B. P. (2011). *News Editing*, Anmol Publication.

Unit - 17: Types of Social Media

Structure

17.0 Introduction

17.1 Objectives

17.2 Types of Social Media

17.2.1 Brief History

17.2.2 Different Types of Social Media

17.2.2.1 Social Networks

17.2.2.2 Professional networks

17.2.2.3 Blogging

17.2.2.4 Micro-blogging

17.2.2.5 Video Sharing/Streaming

17.2.2.6 Audio Streaming/Podcasting

17.2.2.7 Photo Sharing

17.2.2.8 Social Gaming

17.2.2.9 Collaborative projects

17.2.2.10 Social Bookmarking

17.2.3 Let Us Sum Up

17.3 Learning Outcomes

17.4 Keywords

17.5 Sample Questions

17.6 Suggested Learning Resources

17.0 Introduction

We often refer to internet-based media or cyber media as New Media, but the term new is relative for each age. Only about half a century ago, television was considered a new media. However, there are slight distinctions between internet-based or cyber media and social media. While social media sites are part of the broader cyber media, not all cyber media can be termed as social media. New portals like *The Wire*, *Scroll.in*, etc. are part of the cyber media but are not simply social media networks, although all of them may have separate accounts of different social media platforms. The term 'social media' implies any medium or platform that encourages sociability online, that is, a medium that helps users virtually interact and engage. These can be a

website, an application or App, or a software program used for social networking, for example, Facebook, Twitter, YouTube, TikTok, etc.

17.1 Objectives

The objectives of this Unit are to acquaint the Learners with:

- basic concepts of cyber media and social media
- brief history and developments of various social media platforms
- different types of social media based on functionalities

17.2 Social Media

The term 'social media' came into vogue to define interactive technologies or software that created, facilitated, and encouraged sharing of ideas or information within a network of people or virtual communities. The scope of social media gradually expanded to incorporate various online platforms that connect people in some way, from video streaming sites like YouTube to personal blogs.

According to Merriam-Webster Dictionary, social media are “forms of electronic communications (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).” Carr and Hayes define social media as "Internet-based channels that allow users to interact opportunistically and selectively self-present, either in real-time or asynchronously, with both broad and narrow audiences who derive value from user-generated content and the perception of interaction with others."

The advent of print, no doubt, was revolutionary and led to new consciousness from Europe to the rest of the world. Television and radio also helped reach the vast population, but the response or feedback mechanism in all of them remained restricted. Cyber media, on the other hand, allows for greater participation and engagement. For example, if you read an article in the Times of India with which you do not agree or have some contentions, you can post your comments there. In fact, you can post as many comments as possible or respond to other comments on the article too.

Further, readers can share their comments on their own social media accounts or go to the Timeline of the media platforms or the reporter and editor and put comments there as well. Consequently, while newspapers have readers, television has an audience, and radio has listeners, that is, a user remains a consumer. However, on social media, you are a user or a browser and not just a passive consumer. Even a common user with very little technical skill can also be a content creator on social media. You can start your own blogs and write articles, use Twitter to share your brief views, or make host videos on TikTok and share it with the world. A user can thus be a Prosumer (Producer+Consumer) if he so wishes, particularly on social media.

Social media imitates the real world in the virtual space and is thus a reflection of reality though it may or may not always be accurate. Research shows that many people create fake profiles on social media, and often their alter-ego is reflected in the virtual world due to the anonymity the internet provides. Further, social media has become a dangerous source of misinformation.

The common features of social media platforms are:

- custom-made profile,
- virtual social networks,
- internet-based,
- user-generated contents
- interactivity

Check your progress:	
1. Online Social Networks imitate the real world in virtual space.	True/ False
2. Social media has made access to information more participatory.	True/ False

17.2.1 Brief History

In the first generation of websites, often called Web 1.0, contents were primarily static and read-only. The beginning of the 21st century also heralded the era of Web 2.0, where new generations of software and programs made websites more interactive and user-friendly. The content generation too did not remain one-way as has been the norm with most mass media innovations, from newspapers to radio and television. Web 2.0 thus truly revolutionised the methods of communication and made it more democratic and participatory than any medium has ever been.

GeoCities (1994), Classmates.com (1995), and SixDegrees.com (1997) were pioneers in social media platforms as we understand the term today, although Weblogs, Email Services, and Online Messaging services too did contribute towards the creation of the virtual networked publics. In fact, SixDegrees, founded by Andrew Weinreich, is often regarded as the first social network platform in a true sense that allowed users to create profiles in their own names and list their friends and family members. At the end of 2000, when it was shut down after it lost its sheen despite initial success, it had over a million users. SixDegrees was relaunched after a few years and currently positions itself as “The Most Exclusive Invite Only Social Network Where You Will Meet Amazing People Based on Your Interests,” but it has not been able to gain the same popularity. The 2000s saw the launch of My Space, Friendster, Hi 5, Orkut, Facebook, and LinkedIn, among others. Although My Space and Orkut (owned by Google) got initial success, Facebook pushed all informal social media platforms down by the end of the first decade of the 21st century. LinkedIn and Twitter also created their own niche spaces, former as a professional network and later for micro-blogging. Blogger, the first interactive blogging site, was launched in 1999 and was acquired by Google in 2003.

Check your progress:	
1. In Web 1.0, the contents were primarily dynamic, allowing greater interactivity.	True/ False
2. SixDegrees is regarded as the first social network platform	True/ False
3. Now defunct, Orkut was owned by Microsoft.	True/ False

17.2.2 Different Types of Social Media

Based on their usage and functionality, social media can be categorised into various domains:

- Social networks
- Professional/Business Networks
- Blogging
- Microblogging
- Video Streaming
- Audio Streaming/Podcasting
- Photo Sharing
- Collaborative projects

- Social Gaming
- Social Bookmarking

It should be mentioned here that these divisions are more for understanding than rigid blocks and may overlap or fall into more than one category. Below are brief descriptions of a few popular examples.

17.2.2.1 Social Networks

Popular social networking platforms in India include Facebook, Instagram, Snap Chat, Google+. Each successful social media platform has its USP that made them famous in the first place. However, the common feature of these social networks is that, as the name suggest, they are used for socialising, and are often meant for informal settings. However, professionals, too, may be using them among their networks.

Facebook: Facebook was launched by Mark Zuckerberg, a young Harvard College student, along with his fellow college friends Dustin Moskovitz, Eduardo Saverin, Chris Hughes, and Andrew McCollum in 2004. It started as a virtual social network for college students, and its membership was initially only for Harvard students, and gradually expanded to other American universities and, finally, from 2006 to anyone above age 13. As of the second quarter of 2022, Facebook has 2.93 billion monthly active users, according to Statista. India alone accounts for 239.65 million Facebook users and thus is their biggest market, ahead of the United States even.



(Screenshot of various social media apps)

Facebook has become a popular social networking site for young and old alike, but have also been accused of data manipulation and data theft in recent years. Facebook later acquired Instagram and messaging service WhatsApp. In 2022, the parent company was rebranded as Meta.

Besides allowing users to create a personal profile, Facebook also has the option of creating Pages for a wider reach for businesses, institutions, organisations, or even individuals. It also allows for the creation of Groups based on shared interests which can be private or public. Facebook also has a Messenger option and has enabled video chat/conference options too. After acquiring Instagram, it has also allowed for syncing of Messenger of both platforms besides enabling sharing tools. Facebook generates revenues from advertainments and has also opened a marketplace for prospective buyers and sellers.

Instagram- Instagram started primarily as Photo and (short) video-sharing social networking but has now enabled longer video-sharing options as Reels. It was first launched for iOS only in October 2010 by Kevin Systrom and Mike Krieger and allowed only square (1:1 aspect ratio) photos and videos. It became an instant hit, and within two months, it got over one million users and crossed the 10 million-mark in a year. By the middle of 2018, Instagram had over a billion users. By April 2012, it was launched for Android, and in 2016 window versions were also launched.

Meanwhile, in April 2012, Facebook Inc. acquired it, and gradually its services have been integrated with Facebook, allowing users to share the same posts from one to another. Even Messenger of both Facebook and Instagram have now been integrated. Instagram is now a subsidiary of Meta after Facebook Inc has been rebranded.

These are US-based social networks, but several countries like China and Russia have their own social networks. Sina Weibo is often referred to as the "Twitter of China." RenRen was once pitted as a counterpart to Facebook, but it has stagnated. Russian social networks like VK (*Vkontakte*) and OK (*Odnoklassniki*) are popular in Russia and some of the countries of the former Soviet republics.

17.2.2.2 Professional networks

Professional or business networking sites also function the same way as social networks, except that the networks here are primarily professional and linked to businesses. LinkedIn is one of the most famous and certainly the biggest business-networking and employment-oriented platform. Functionally, it is very similar to Facebook but is used more for professional networking, finding suitable candidates, job hunting, etc.

LinkedIn was launched in December 2002 by Reid Hoffman in California, along with the support of teams from PayPal and Socialnet.com. By August 2004, it reached a million users and by 2007 crossed the 10 million-mark. The company was acquired by Microsoft Corp in 2016 and

is now its subsidiary. As of 2022, the company claims to have over 850 million users across more than 200 countries. Not all of them are active regularly on the platform though. The United States has the highest number of LinkedIn users, followed by India and China.

17.2.2.3 Blogging

A blog is short for Web Log or simply Weblog. Web log or Blog is an online diary or journal of an individual, a group or community, or an organisation. Based on the interest, purpose, or objective for which a Blog has been launched, a Blog can just be an online platform to share our ideas or opinions, photographs or videos on a topic or multiple topics. It can also be a record of events or updates of a group, party, or organisation.

For example, someone interested in food or fashion can start a food or fashion blog, a heritage enthusiast can maintain a blog on heritage sites, documenting their history and importance through write-ups and photographs.

If one has access to the internet (and a good mobile camera), one can start blogging without spending any extra money on blogging platforms like Blogger.com, WordPress, Medium, Tumblr, Wix, and Weebly. Free blogs usually have a sub-domain that runs on the main website (e.g. <http://double-dolphin.blogspot.com/>). One can take an annual domain subscription and have a unique domain name of choice too. Blog posts can have social media links to share them on other platforms besides the comment section to engage readers.

It should be noted here that with the technological advancements, the difference between a website and a professionally run blog is blurred when it comes to technology, thus making its use more widespread through user-friendly dashboards of the blogging platforms. Many people also use their social media and business network accounts like LinkedIn and Facebook as blogs, writing long posts and inviting comments.

When blogging is done entirely through video, that is, instead of texts and photos, crisp videos are used for blogging; it is sometimes also referred to as Vlog, where V stands for video. Vlogging can be done on the platforms mentioned above as well, but video-streaming sites like YouTube, Facebook, and Instagram Reel are more suitable for them. Vlogging has become very popular in the past few years with quality smartphones available at affordable rates.

17.2.2.4 Micro-blogging

As the name suggests, microblogging implies very brief blogs. The term became popular with the launch of Twitter, a social media platform that initially allowed only 140 characters in

one tweet. Microblogs are usually quick and concise responses to a new development and is aimed at direct interaction with the audience.

The advantages of micro-blogging are that one can write small posts at regular intervals, and hence can be less time-consuming. One can quickly respond to new developments or breaking news and is mobile-friendly. However, not everything can be said in a few words. Thus, there are occasions when politicians and celebrities are marred into controversies because their single tweet or social media post was misconstrued out of context. Although Twitter is the most popular micro-blogging platform, Chinese Sina Weibo, and Russian VK are also important microblogging networks.

Jack Dorsey, Biz Stone, Noah Glass, and Evan Williams cofounded Twitter in 2006 in California, and by 2012 it had over 100 million users worldwide. At the beginning of 2022, Twitter had over 396.5 million users. With about 8.85% of the total social media user base, Twitter is the 16th most popular social media worldwide.

Twitter initially allowed only 140 characters tweets, but it was doubled in 2017, and now users can send up to 280 characters tweets. It also allows audio and video tweets, but it is restricted in duration for general users.

Twitter did not have Edit options like Facebook, Instagram, etc., to edit your post; hence, once posted, tweets cannot be changed even if there is a typo or spelling error. In September 2022, Twitter rolled out the Edit button option for select verified users for 30 minutes to make minor corrections. This has been the most-sorted request to Twitter by influential users, and in the testing phase Twitter will label “Edited Tweets” with an “icon, timestamp, and label so it’s clear to readers that the original Tweet has been modified.” In fact, Twitter made it clear that “Tapping the label will take viewers to the Tweet’s Edit History, which includes past versions of the Tweet.”

17.2.2.5 Video Sharing/Streaming

Online platforms that allow users to upload and save videos watch uploaded videos and can even allow video live streaming will fall under this category of online video platform (OVF). The most significant advantage of using an OVF for sharing videos is that it saves the internet bandwidth and thus practically eliminates the cost of video-hosting. These videos can easily be embedded on any website or blog and shared easily on all social media and messaging platforms.

Founded in 1997 by Chase Norlin, ShareYourWorld.com was the first video-sharing website, but due to the slow internet then, it could not gain much success. Launched in 2004,

South Korea-based Pandora TV was the first video-sharing site to give users unlimited upload spaces and attached advertisements for revenue generation.

YouTube was launched in 2005 by Steve Chen, Jawed Karim, and Chad Hurley and is headquartered in California. In October 2006, it was acquired by Google and has since become a subsidiary of its parent company Alphabet. YouTube is undoubtedly the largest and most popular video-sharing website, with 2.1 billion monthly active users as of September 2022. India has more YouTube users than any other country in the world, with an estimated 225 million accounts (the USA is second with 197 million users). Anyone with a Gmail account can launch a YouTube channel, and once verified with a One-Time password (OTP), users can upload videos of any length or even live-streaming.

France-based **Daily Motion** is another video-sharing platform, like YouTube. Both these platforms allow users to upload videos for free, and the revenue generated from advertisements seen while watching videos are shared with the content generators. In contrast, Vimeo is another American video-sharing platform based on the subscription model and charges content-producers for its tailor-made software, video-editing tools, and video sharing. Many documentary filmmakers and producers of quality content prefer Vimeo over free platforms. As of 2021 end, Vimeo has 260 million users, and about 1.6 million of them are subscribers.

Launched in 2017, the Chinese App **TikTok**, which specializes in short videos, became an instant hit among amateur content creators and revolutionized the way video-watching habits of social media users. It made instant social media stars in nooks and corners of the country and worldwide. As of 2021, TikTok crossed over a billion users worldwide and is believed to be one the fastest growing App in the world. However, it has also faced criticism for leaking data to the Chinese government, impacting people's minds psychologically, spreading misinformation, etc., and has faced complete or partial bans in many countries, including India, Iran, Pakistan, Indonesia, Afghanistan, etc.

Facebook and Instagram have also enabled video sharing and live streaming options and now occupy a large market share. While Facebook has emerged as an essential platform for Live videos, Instagram particularly caught up with short videos and Reels.

Live streaming has emerged as another vital function, particularly after the pandemic when webinars have come into vogue. Twitter integrated Periscope for live streaming, while

Twitch, LiveStream, StreamYard, YouNow, and TikTok Live, besides applications like Zoom, have become essential streaming platforms.

17.2.2.6 Audio Streaming/Podcasting

Audio streaming and sharing, often called Podcasts, have become popular too in the past decade. SoundCloud, Anchor.fm, Castbox, Audioboom, Buzzsprout, Transistor, Apple Podcast, PodBean, etc. are some podcasting platforms. Sound Cloud allows for limited hours of free uploading but starts charging for Pro-level services, while Anchor.fm works more like a YouTube kind of model. While many media in India and across the world have increasingly started podcasting, SunoIndia, Audiomatic, Headphone, Awaz.com, Khabri, etc. are some of the Indian podcasting platforms.

You can also listen to podcasts on Google Podcasts, Apple Podcasts, Spotify, etc. Club House and Twitter Spaces are the two latest entrants in the audio-streaming space that allows for online webinars or discussions in audio mode only. While for Club House, one needs to download a separate App and make accounts for hosting and listening to discussions, Twitter Spaces can be hosted by regular Twitter users, and anyone with a Twitter account can participate in those discussions.

17.2.2.7 Photo Sharing

Some social networks specialize in photo sharing and archiving. Flickr is undoubtedly one of the most famous image-hosting platforms, although it also allows for video sharing. Launched in 2004, it was once very popular among amateur and professional photographers for keeping, sharing, and archiving Photographs online. Social media platforms like Instagram and Facebook can also do the same function and get more traction online.

17.2.2.8 Social Gaming

High-speed internet connectivity has allowed for playing online games with and against each other virtually. For example, you can team up and play Fifa multiple players with two players attached to the same gaming console or remotely connected in two places. Alternatively, you can choose an opponent from available interested players online and play games virtually. Social gaming has led to the emergence of virtual networks of peers having common interests though psychologists have cautioned against teenage getting manipulated through those virtual social networks.

Some games are also played online through social networks, sometimes enabled through Facebook, for example, Mafia Wars, FarmVille, etc.

17.2.2.9 Collaborative projects

When a group of like-minded people, or those with similar objectives, come together to work on a project, it is termed a collaborative project. Wikipedia is the best example of a collaborative project where contributors, writers, photographers, record keepers, etc., from across the world voluntarily come together and work to make information accessible for free. Open-source software and browsers, like Mozilla Firefox, are some other examples.

17.2.2.10 Social Bookmarking

Social Bookmarking is an application that allows users to discover online resources, organize, annotate, edit, tag, and share web documents. Interested users can check those publicly available bookmarks by searching keywords or based on popularity. Social bookmarking tools are handy for students and researchers in finding resources online and have advantages over traditional search engines. Launched in 2003, Delicious made social bookmarking popular, though it has now stopped service after Pinboard acquired it in 2017, offering similar subscription services.

Some of the popular social bookmarks include:

- **Flipboard:** A content aggregator site that lets users collect, categorize and group content from multiple sources, and share them.
- **Pinboard:** Personal management with the help of tags
- **Digg:** News Aggregator
- **Diigo:** For bookmarking Web Pages and highlighting key points for ready references
- **Pinterest:** Aggregator and bookmark for images that has both mobile and online versions available
- **Pocket:** For saving web resources using tags for future references and sharing.
- **Reddit:** Posts that can either be text or a web link for voting and engaging in comments and threads.
- **Scoop.** It is a content curation website that allows professionals and businesses to research any topic and publish content.

Check your progress:	
1. Twitter earlier allowed tweets of only 160 characters.	True/ False
2. Vimeo is a video streaming site that has a subscription model.	True/ False
3. Twitter Spaces are used for video conferences	True/ False
4. Wikipedia is a good example of a collaborative project.	True/ False
5. VK is referred to as the "Twitter of China"	True/ False

17.2.3 Let Us Sum Up

Any medium or platform that encourages sociability online, that is, a medium that helps users virtually interact and engage, can be termed social media. These can be a website, an application or App, or a software program used for social networking, for example, Facebook, Twitter, TikTok, YouTube, etc. Based on their functionalities, social media can classify as social networks, video streaming sites, social bookmarking, business networks, etc.

Social media allows greater participation and engagement and hence is considered more democratic, although there are also greater chances of spreading misinformation online. Nonetheless, even a common user with very little technical skill can become a creator of content on social media and can start a blog and write articles or use Twitter to share their opinion. However, social media has also increased misinformation across the world.

17.3 Learning Outcomes

At the end of this Unit, you should have become aware about the different types of social media.

17.4 Keywords

Social Media, Facebook, YouTube, Social Bookmarking, Instagram, Blog, Twitter, IG Reel

17.5 Sample Questions

Objective Questions

1. Which one is NOT a Blogging platform?
 - a) WordPress
 - b) Medium
 - c) Tumblr
 - d) Flipboard
2. Which one of these is a subsidiary of Alphabet?
 - a) Facebook
 - b) WhatsApp
 - c) YouTube
 - d) Instagram
3. VK is a popular social media platform based in:
 - a) France
 - b) Russia
 - c) China
 - d) Saudi Arabia
4. Which one of these is not a typical Vlogging medium?
 - a) TikTok
 - b) YouTube
 - c) Instagram
 - d) LinkedIn
5. Which one of these can be used for audio-only webinars?
 - a) Club House
 - b) YouTube
 - c) We Chat
 - d) Medium

Short Answer Questions

1. Write a short note on Social Bookmarking.
2. What do you understand from the term social media influencer?
3. Write a short note on Podcast.
4. What do you understand from the term microblogging?

Long Answer Questions

1. What do you understand from the term social media? How is social media different from cyber media?
2. Elaborate on the evolution of social media?

Activity

1. If you still do not have accounts on the following social media, try setting up one and check if you enjoy browsing it: Facebook, Instagram, Twitter.
2. Try any of these Blog platforms, and make some posts of your interests, who knows you can be the next social media influencer: WordPress, Blogger, Medium.

17.6 Suggested Learning Resources

Kawasaki, Guy and Peg Fitzpatrick. *The Art of Social Media: Power Tips for Power Users*. Portfolio: 2014.

Social Media: Britannica - <https://www.britannica.com/topic/social-media>

5 Types of Social Media: YouTube - <https://www.youtube.com/watch?v=AH5B6eZ1AZg>

Unit - 18: The Impact of Social Media

Structure

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18.0 Introduction

When social media began to make its presence felt in the first few years, social scientists and communication experts began to term it democratizing, participatory, emancipatory, and saw the new media as a revolutionizing tool heralding new dawn. From the Arab Spring to Occupy Wall Street and the anti-corruption Anna Hazare-led movement in India, commentators wrote celebratory columns on the role of cyber media and social media in those movements. The internet, they argued, has truly made the earth a global village, and that social media has created a network society.

However, as the years passed, we also saw the flip side of social media and its role in disinformation campaigns worldwide. World over, right-wing forces have manipulated social media to spread hatred as the new age has already been termed the Age of Rage. Psychologists have also pointed to how the use of social media can be addictive, and how it may impact the child's psychology, making them more vulnerable and increasing their anxieties. Whatever views

one may have on social media, there is no denying that it has impacted practically every aspect of our lives, society, politics, how businesses are done, and even our shopping habits. Let us discuss them one by one.

18.1 Objectives

The objectives of this Unit are to explore the following:

- impact of social media on society and politics
- impact of social media on youth, in particular
- positive aspects of the social media
- how social media has spread fake news and increased hatred
- impact on businesses and social media marketing
- how social media impact the news cycle and media
- social media influencers
- concerns about Data Security

18.2 The Impact of Social Media

18.2.1 Impact of Social Media on Society and Politics

Social media has greatly impacted and revolutionized our interactions with peers and society. Research shows that for teenagers in their formative years, peer validation and negative comments influence their psyche. Young and old alike want to keep a positive virtual presence, and many take extreme steps. While social media may have developed on social networks and an individual may have hundreds, if not thousands, of "Friends" online, it has also increased the isolationist tendencies and anxieties among them.

Cyberbullying of teenagers, particularly young women, is another phenomenon that has become a cause of concern in recent years. Spreading photoshop pictures and deep-fake videos of a girl because she refused your advances, or maligning her image by sharing personal or false information amount to cyberbullying. It is a punishable crime but is quite rampant, as is the fake emails and messages on social media promising to get you good jobs, or announcing that you have won lakhs and crores in some lottery, or princess of some small country going through civil

war is waiting for you. One needs to be careful of these abuses of social media, otherwise, one too becomes a victim of a hoax. Cyberbullying has also led to increased anxieties, and there have been instances of extreme cases when for revenge or teaching lessons to female journalists and activists, they were virtually "auctioned" as a game online where their photographs were shared, and derogatory words were used against them.

It is not, though, that social media have only negative aspects. In this age of globalization, as our family and friends travel and settle across the world for jobs and better opportunities, social media often becomes an easy way of keeping in touch. You see someone achieving something or travelling to a new place, and you "like" and "comment," thus engaging in a brief interaction. Similarly, it reminds you of someone's birthday or anniversary, and you may wish him or her and exchange words. Because of social media, even if you have not directly spoken with someone for months, or even years because of your busy life, you remain updated about each other.

Check your progress:	
1. Validation from peers on social media has become a source of gratification for many.	True/ False
2. Spreading Photoshop pictures and deep-fake videos of a girl cannot be termed cyberbullying.	True/ False

18.2.2 Alternative Spaces for Groups and Individuals on the Margins

The internet and social media have made the world a global village, and virtual social networks have become part of our lives. The rapidly globalizing world has thus helped build and strengthen what scholars like Jan van Dijk and Manuel Castells termed the "network society." Consequently, social media have emerged as an important public sphere and encouraged "internet activism." There is no doubt that the internet, in general, and social media, in particular, have given forums to voices that were often ignored. Social media groups and pages focussing on communities or issues have successfully created a niche audience for themselves. YouTube channel *Dalit Camera*, *Round Table India*, or *The Mooknayak* have successfully highlighted the concerns and issues of Dalits and other backward communities.

Similarly, websites like *TwoCircles.net*, *Maktoob Media*, *Muslim Mirror*, and others, keep focus on Indian Muslims. Websites focusing on other niche areas, for example, *The News Minute* focusing on South India, *Live Law*, and *Bar & Bench* focussing on legal matters, etc.

There are similarly Facebook pages and groups with thousands, and sometimes lakhs of members/followers that encourage debate on specific issues. These became possible as virtual social networks encouraged people to voice their points of view openly as a “community” and consequently helped in mobilizing large groups once they were able to create momentum. The Arab Spring of 2010-11, the anti-corruption movement led by Anna Hazare and Arvind Kejriwal in India, the Shahbag protests in Bangladesh in 2013, the Gezi Park protests in Turkey in 2013, the anti-Hijab campaign in Iran in 2022, and several such movements across the world owed a large degree of their success to social media and cyber media.

18.2.3 Political Manipulations

Social media has also changed how elections are fought, and parties that adapted to new methods of campaigning and reaching out to the masses have had greater successes worldwide. The successes of the Bharatiya Janata Party (BJP) in the last decade and the Aam Aadmi Party (AAP) in electoral politics are attributed to a large degree by how they managed their social media campaigns. There have, however, also been allegations on political parties and big tech companies like Facebook of collusion and sharing of what is termed as Big Data that helped them manipulate elections' outcomes by selectively targeting groups and communities and influencing their views through political advertisements and showing them certain kinds of posts only, giving rise to what is called as “filter bubbles”.

In 2018, international media like *The Guardian* and the *New York Times* revealed how an international political consulting company Cambridge Analytica collected the Facebook data of millions of users without their consent and used them to manipulate the election. They were accused of interfering in the 2016 Presidential elections in the USA, which Donald Trump won, and interfering in the Brexit referendum in the same year. The 2019 documentary, *The Great Hack* on Netflix, was based on the misuse of Facebook data by Cambridge Analytica. Similar allegations of manipulation of Big Data and hijacking social media have also been labelled by parties and activists in India.

Check your progress:	
1. Social media played a significant role in the Anna Hazare-led anti-corruption movement.	True/ False
2. Cambridge Analytica leaked data from Facebook to manipulate voters during elections in many countries.	True/ False

18.2.4 Fake News and Misinformation

As mentioned above, social media can also be manipulative and used for propaganda through consistent disinformation and misinformation campaigns. Rumours always spread like wildfire, but social media like Facebook and WhatsApp spread them even faster to the most significant number of people than has ever been possible. What has become even more lethal is when people with vested interests or political parties mainly use social media for their disinformation campaigns. The difference between misinformation and disinformation is that the former is often done unknowingly and unintentionally, that is the sender naively believes it to be true, while the latter is intentionally spread despite knowing it to be false. These are generally termed fake news in common parlance.

Laskar and Reyaz define ‘fake news’ as “baseless allegations or conjectures published in the guise of a genuine story with a deliberate aim to misinform a particular section of its audience for the desired effect,” adding further, “these are conventionally, intentionally and verifiably false viral posts based on fictitious accounts made to look like news reports/news articles to mislead the reader.”

Spreading misinformation for propaganda is not a new or recent phenomenon, but the term fake news has gained currency in recent years and has damaged the credibility of social media sites. From once being hailed as democratizing and participatory, social media is blamed mainly for spreading hatred against ethnic and religious minorities and has further deepened the social fault lines. To make matters worse, political parties have exploited the medium to spread their propaganda, and thus social media have been blamed for contributing to rising authoritarianism and religious fundamentalism.

During the COVID-19 pandemic, fake news received such a massive spike, forcing researchers and policymakers to caution against what has been termed an Infodemic, and they have advocated in favour of increasing media literacy. Even educated people fall for hoax messages and fake claims, and they share those on social media without verifying them if it aligns with their ideological biases. For example, during the lockdown in 2020, several false claims attributed to members of a particular organization were spread on social media, most of which were later found to be false or propaganda against the group. In the past, there have been occasions when such rumour mongering has led to communal tensions in several parts of the country. The WhatsApp forwards on child kidnappers have created such a panic in India’s hinterland that it has led to many cases of lynching.

Another term that has become popular in the recent decade is "post-truth." The Cambridge Dictionary defines Post Truth as "relating to a situation in which people are more likely to accept an argument based on their emotions and beliefs, rather than one based on facts." The current age is hence often referred to as the Post Truth Era, where what may be true based on objective facts and figures are less important than what people believe to be true or are made to believe since the latter shape not only public opinion but also policies.

18.2.5 Impact on Businesses and Social Media Marketing

Like every other thing, the impact of social media can be seen in businesses too. Social and cyber media have emerged as important media for advertisements and marketing for most products. Prospective buyers are often lured into buying new products from promotional see on social media or because they saw a positive review by a social media influencer, celebrity, or expert.

Online advertisements use a complex algorithm of AI (artificial intelligence) to target a particular section of the audience. For example, you browse for budget mobile phones under fifteen thousand rupees online. The next moment you see every website you open showing Flipkart or Amazon ads with budget mobile phones. Facebook or Instagram also similarly use AI based on your browsing and social media habits to show you ads or reels to entice you to buy some product.

Further, all companies create social media pages to advertise their products and reach millions of users. Social media platforms like Facebook have, in fact, created a dedicated section called "Marketplace." Instagram too, allows sellers to create pages for sale and use clickbait to take them to their Shopping page. Similarly, WhatsApp Business allows the option of putting catalogues or menus and has now enabled the Payment option.

Further, professional networking sites like LinkedIn and job-portals like Naukri.com, TimesJobs.com, etc. help with recruitment. In fact, companies use their social media accounts as well to advertise for their vacancies to reach prospective candidates.

Check your progress:	
1. When vested interests intentionally spread unverified information, knowing it to be false, it is called disinformation.	True/ False
2. Post-Truth Era is when what may be accurate based on objective facts and figures are less important than what people believe to be true or are made to believe since the latter shape not only public opinion but also policies.	True/ False

3. Reviews on social media greatly influence our purchasing choices.	True/ False
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18.2.6 How Social Media Impact the News Cycle and Media

Social media has evolved into a critical public sphere, often influencing, and shaping public opinion. Social media trends and hashtags often shape the headlines of newspapers and determine the prime-time panel discussions on news channels. Concerns have, however, been expressed on how IT cells of different political parties or members of groups try to hijack the hashtags and social media trends.

More importantly, social media has increasingly become a news source for many people. Research shows that most users' mobile-screen time has grown over the last few years. On average, Indians spend nearly five hours on mobile phones, mainly on messaging apps, short videos, and browsing social media posts. All media organizations target social media users to reach larger audiences and readers.

18.2.7 Social Media Stars

Every few months, social media get viral content making new social media stars overnight. The viral video of *Bachpan ka pyaar* brought instant fame for a young boy from a village in Chhattisgarh, Sahdev Dirdo landing him with the opportunity to be part of a song with singer Badshah. Similarly, *Kacha Badam* made Bhuban Badyakar, a peanut seller from a village in West Bengal social media star bringing him fame and some money.

Besides, TikTok started a new phenomenon that has led to the rise in video content on social media. From celebrities to village folks, everyone seems to have turned into amateur actors and have started producing short videos, dancing to the tunes of popular numbers, mimicking viral dialogues, and even making short films and series. Then there are social media influencers, those with thousands and lakhs of followers on social media because of the interesting or informative content they post regularly, from many stand-up comedians to teachers like Khan Sir and others like Dhruv Rathee who have become famous by making simple videos.

18.2.8 Concerns about Data Security

An important point to note about social media is that most of it is free; that is, users hardly pay any money to use them, whether it is messaging Apps like WhatsApp and Telegram, mail services like Gmail, or social networks like Facebook, Instagram, etc. Critics have noted, with concerns, that “if you are not paying for the product, (then) you are the product!” It implies that social media platforms provide these free services to collect meta-data of individual users

that collectively form what we know as Big Data. A complex algorithm is used to exploit this big data with the help of artificial intelligence or AI for targeted marketing products and political manipulations. The 2020 Netflix documentary *The Social Dilemma* delves into this aspect of social media.

Experts have also flagged the concerns of data breach and data privacy as there are occasions when a particular site is hacked and all personal information, including private photographs, contact details, and at times even bank and credit card details get into the hands of fraudsters. There are occasions when you get luring mail or short message giving you some exciting offers and requesting you to click on links that lead to fraud or data being hacked. One hence needs to be extra cautious when using social media.

Check your progress:	
1. In this age of social media, trending hashtags often influence the news cycle and topics of panel discussions.	True/ False
2. People with a large number of following on social media are often called Social Media influencers.	True/ False
3. Data privacy is at huge risk on social media and has even put people's lives at risk.	True/ False

18.2.9 Let Us Sum Up

Social media was once hailed as a new public sphere that encouraged "internet activism." It was appreciated for its role in ushering in positive changes and appeared democratizing and participatory medium. Cyber and social media truly made the world a global village and turned it into a "network society." However, social media soon showed its ugly side when it became the primary platform for spreading fake news, propaganda, and hatred against vulnerable communities. The current age is often referred to as the Post Truth Era where what may be true based on objective facts and figures are less important than what people believe to be true or are made to believe since the latter shape not only public opinion but also policies.

Social media has also increased peer pressure on people as they seem to extract some gratification from validation from social media friends. Cyberbullying has also increased anxieties, besides fraudsters trying to cheat people using social media platforms. Hence experts have raised concerns regarding online data privacy.

However, social media have also changed many people's lives, making them celebrities overnight or allowing them an alternate source of income from videos they make. Besides, social media marketing has been a proffered option for companies as prospective buyers often choose products based on online reviews. More significantly, increasingly, social media has shaped the news cycle and has also emerged as an important source of news for most people.

18.3 Learning Outcomes

At the end of this Unit, you should have become aware about the impact of social media.

18.4 Keywords

Social Media, Cyberbullying, Fake News, Post Truth, Social media Influencer, Network Society, Alternative Media

18.5 Sample Questions

Objective Questions

1. Which of the following movements did not use social media for mobilization?
 - a) Occupy Wall Street
 - b) Chipko Movement
 - c) Arab Spring
 - d) Shahbag Movement
2. In the Post Truth Era, becomes more important than facts.
 - a) belief
 - b) data
 - c) leaders
 - d) research
3. The full form of AI is:
 - a) Artificially Intelligent
 - b) Artificial Intelligence
 - c) Artificially Intelligence
 - d) Advanced Intelligence
4. The Netflix documentary *The Social Dilemma* is on:
 - a) Rise of the Facebook Empire
 - b) Cambridge Analytica Data leak controversy
 - c) Fake news infodemic
 - d) Dangers of AI-based manipulations of individuals

Short Answer Questions

1. Write a short note on Cyberbullying.
2. What do you understand from the term post-truth?
3. Write a short note on Social Media Marketing.
4. Explain how social media impact the news cycle.

Long Answer Questions

1. Elaborate on how social media and Big Data have impacted the electoral campaigns.
2. Fake news infodemic has become lethal in the post-truth era. Elucidate.

Activity

1. As part of the previous unit's activity, you were asked to set up different social media profiles. Do you think you have got addicted to social media? If you are asked to go through social media detoxification by deleting or disabling your accounts or at least stop using them for a month or so. Can you do it? Try it and note down the changes you observe.
2. If you have access to Netflix, check the two documentaries mentioned above – *The Social Dilemma* and *The Great Hack*.

18.6 Suggested Learning Resources

- K. A. Laskar and M Reyaz (2021). Mapping the Fake News Infodemic Amidst the COVID-19 Pandemic: A study of Indian Fact-checking Websites. *Journal of Arab & Muslim Media Research*, Vol. 14, No. 1, pp. 93-116. https://doi.org/10.1386/jammr_00026_1.
- Manuel Castells (2000), *The Rise of the Network Society*, Oxford: Blackwell Publishers.
- M Reyaz (2021). 'New Media, Identity and Minorities: The Role of Internet in Mainstreaming of Muslims in India'. In *Inhabiting Cyberspace in India: Theory, Perspectives, and Challenges*, edited by Simi Malhotra, Kanika Sharma, & Sakshi Dogra, pp. 57-68. Singapore: Springer. https://doi.org/10.1007/978-981-15-9934-7_6.
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- Van Dijk (2006), *The network society: Social aspects of new media*. London: Sage Publications.
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Unit - 19: Introduction to Cyber Media

Structure

19.0 Introduction

19.1 Objectives

19.2 Introduction to Cyber Media

19.2.1 Characteristics of Cyber Media

19.2.2 Different Types of Cyber or Digital Media

19.2.3 Business/Professional Management System

19.2.4 Let Us Sum Up

19.3 Learning Outcomes

19.4 Keywords

19.5 Sample Questions

19.6 Suggested Learning Resources

19.0 Introduction

Cyber media, online media, digital media, web media, etc., usually mean the same thing, that is, media or platforms related to the internet and communication technologies. For example, online news portals like Scroll.in and The Wire, e-commerce websites like Amazon and Flipkart, e-learning platforms like Byju's and Unacademy, Payment gateways like PayPal and PhonePe, interactive maps like Google Maps, browsers like Chrome and Mozilla Firefox, Email services like Gmail and Outlook, social media like Facebook and TikTok, PMS or Project Management System like Jira, Zoho Projects, Trello, Microsoft Project, etc. are all broadly part of cyber or digital media as they work through internet services.

Social media is consequently part of cyber or digital media. However, not all cyber media platforms can be termed social media. Cyber media has practically impacted every aspect of our life, from how we communicate to banking services to how we do shopping, or how we book a taxi via Uber and Ola or study online. In fact, manufacturing industries have increasingly also turned to automation and robotization with the help of highly sophisticated software.

19.1 Objectives

The objectives of this Unit are to:

- provide brief Introduction to Cyber Media
- understand the characteristics of Cyber Media
- study different Types of Cyber Media
- examine the impact of Cyber Media
- explain Cyber Crimes

19.2 Introduction to Cyber Media

The dictionary meaning of cyber is “connected with electronic communication networks, especially the Internet.” In other words, it is a medium or platform for information exchange using digital or world-wide-web. Organizations or people use cyber media to communicate with readers or audiences and make their work automated, faster and smoother.

The term ‘cyber’ is usually used as a prefix to things or ideas related to the internet, like cybercafé, cyberspace, cybercrime, cybersecurity, cyber-attack, or cyber media. Cyber cafes were thus businesses that allowed people to browse the internet on a computer for an hourly charge or some subscription. Cyberspace is the virtual space or "cloud" where electronic data are stored digitally. Cyber Media thus implies online or digital media. The term is derived from 'cybernetics' that Norbert Wiener coined.

19.2.1 Characteristics of Cyber Media

Multimedia – An important feature of cyber media is its ability to integrate various mediums. For example, newspapers can only print texts or photographs, TV can broadcast videos, and radio only has sound. On the other hand, online media can facilitate multimedia stories with a combination of texts, photographs, infographics, podcasts, and videos.

Interactivity – Cybermedia, in contrast to traditional media, is considered interactive. Not just the social media and news portals with Comment sections, but even an average website usually has a Chat/Contact page that allows browsers/readers to reach out to the content creators or writers.

Accessibility – Online media are usually available across the globe via the world wide web or the internet and is thus not limited to a particular geography or borders unless the respective governments put in some firewalls. A browser can therefore browse the websites of *Al Jazeera* or *The Quint* from India, London, or New York. There is no restriction on time as well. For example, TV programmes usually have a schedule on which programmes are broadcast, but on OTT platforms, one can log in anytime according to his convenience and, if one wishes, can binge-watch the whole season in one go instead of waiting for the next episode.

Another advantage of a digital system is that users can log in remotely and access the network and hence work from home, on the go, during vacation, or practically anywhere so long as he has access to the internet. Suppose you are a network engineer, for example. You do not have the restriction of sitting at a workstation with a computer to access the database. If you have a laptop and smooth internet connectivity, then wherever you are, that place is your workstation. It is not just office work; universities allow students to access the library's online database remotely, or you can do banking transactions, pay electricity bills, or shop online on the go.

Scalability – Fast internet service, AI, sophisticated project management systems, supply chain management software, integrated financial management system, etc., have helped integrate the working environment and have helped companies in scaling up and expanding their bases besides making workouts more efficient.

Prompt services – Sophisticated online communication system has enabled the faster, smoother, and more prompt transfer of information and goods.

No restriction on space/memory – Virtual cloud space allows users to store data online. Most services give a certain GB of free data storage and then charge a subscription fee. Maintaining and archiving records have thus become more systematic. Earlier companies needed to maintain several registers and store them carefully, year-on-year. Tailormade software has reduced time spent on them as one needs to just make entries and many complex calculations are done automatically. Accessing these data remotely and, more importantly, finding old records with keywords have made the work easier besides saving them digitally.

19.2.2 Different Types of Cyber or Digital Media

Based on their functionality, cyber media or digital media can be of different types:

- Social Media (already discussed in the first two units of this block)
- Digital Communications (will be discussed in detail in the subsequent unit)
- Websites

- Search Engines and Aggregators
- News Portals
- E-learning
- E-Contents
- E-Commerce
- E-Banking and Payment Gateways
- Business/Professional Management System (HRMS, IFMS, PMS, etc.).

19.2.2.1 Websites: Websites comprise a specific domain name that opens a digital diary of a sort and has a collection of virtual pages, usually on different aspects of the same theme or topic, and those or systemically organized and linked to one another. For example, the website of Maulana Azad National Urdu University (MANUU) has a fixed domain (<https://manuu.edu.in/>). It has different pages containing information on the university, various university departments, seminars, other events, admission, examinations, library, etc.

Initially, most websites were “static”; that is, web page information was not updated in real-time. By contrast, news and other websites are usually "dynamic" in nature and can be updated in real-time. Most websites these days are hybrid of the two; that is, even static websites may have some sections which can be updated regularly. For example, a school or university websites usually have most of its pages as static which are updated once and may not require the daily update. However, the Notice section or Admission and Examination sections remain dynamic. Most websites also have contact sections and shortcuts to their social media pages.



19.2.2.2 Search Engines and Aggregators: Search Engines are websites that use complex AI algorithms for web searches. Google.com is the most popular search engine. Bing, Yahoo, and Yandex are some other search engines. DuckDuckGo and StartPage are considered some of the most secure and private search engines.

In contrast to search engines, an Aggregator is a software that uses AI algorithms to collect data on a related topic or theme. The aggregator can be called Meta Search Engine, which uses complex coding to segregate data on specific keywords. For example, job aggregator, news aggregator (Google News), or service aggregator (Uber, Urban company, Zomato, etc.). Job boards/portals are websites where job postings are done either directly by employers or on their behalf by recruitment agencies like Naukri.com, TimesJobs.com, etc. On the other hand, a job aggregator is a meta search-engine that looks for openings on various job portals, as well as LinkedIn and company websites where vacancies may have been announced based on your key words and throw a result. Trivago does something similar for hotel rooms by checking other hotel-booking sites and consequently shows you different prices for the same hotel listed on other sites.

19.2.2.3 News Portals: News portals are dynamic websites that are in effect news media like any other traditional press, but only the medium is virtual or online instead of print or TV. News portals have also had their phases, from earlier being the simple online version of existing newspapers or TV channels (e.g., websites of Times of India and NDTV) to creating space for unique digital-only news portals like The Quint, Scroll, The News Minute, Vice, Brut Media, etc. The one clear advantage that digital news platforms have is that they create a niche market for themselves; for example, Alt News focuses on busting fake news, India Spend focuses on data-driven stories, The News Minute covers South India in depth while TwoCircles.net or Muslim Mirror keeps the focus on Muslims in India.



Screenshots of the websites (news portals) Al Jazeera and The Wire taken on 25 October 2022

19.2.2.4 E-learning: Although the real potentials of E-learning (where E implies Electronic) could only be realized during the pandemic, e-learning had gradually begun to take shape in the last decade. Educational institutions and governments have been encouraging online courses with recorded video tutorials, online-study materials, doubt-clearing sessions via video conferencing, and online evaluation tests. While video conferencing platforms like Zoom, Google Meet, MS Team, Cisco Webex, etc. are important tools for video-conferencing, Learning Management Systems (LMS) are software that integrates the different aspects of learning activities from imparting video lectures to sharing study materials, taking attendance, giving tests and even evaluating them, and are hence very useful. Some popular LMS include Google Classroom, Canvas, Moodle (open source), Blackboard Learn, Schoology, etc.

Private ed-tech companies like Udemy, Byju's, Unacademy, and White hat Jr, among others, offer several short-term online courses. The UGC launched many online professional courses in the last decade, including under the aegis of Massive Open Online Courses (MOOCs) that offered free online courses on some subjects at UG and PG levels. After the pandemic, they have allowed some universities to run online UG and PG courses like Distance mode and have made those degrees be awarded as equivalent to regular courses.

While concerns have been raised on the quality of online courses, for students who want to supplement their studies with add-ons or those students who cannot take admission in regular courses, these online courses can be beneficial. Even for regular students, e-learning and LMS are increasingly becoming part of the package.

19.2.2.5 E-Content: The rise of cyber media and websites has made it necessary for practically every business to have their websites, which has given rise to a new kind of professional known as 'content writers'. Say a website like Bank Bazar will have contents about different baking and insurance products with hyperlinks to buy from them from their official sites. Similarly, travel ticket and hotel booking platforms like MakeMyTrip or Yaatra.com have details about different hot and off-beat destinations, places of interest, how to reach, things and food to try, Dos and Donts, etc. Similarly, companies giving loans to buy Fast-moving consumer goods (FMCG) products like *Bajaj Finserv* have details and reviews of different mobiles, televisions, refrigerators, laptops, etc. with Amazon, Flipkart, or other links to purchase them through their websites. Besides easy-to-read languages, e-contents usually comprise keywords that increase their chances of getting more Hits. It should be mentioned here that e-content is a generic term and can be used for even online study materials and general contents found online.

19.2.2.7 E-Commerce: Electronic commerce or E-commerce is the process of purchasing and selling goods and services online. E-commerce is not simply an online shop, although online shopping is a term that is often used. E-commerce integrates internet marketing, mobile commerce, supply chain management, inventory management, online banking, electronic fund transfer systems, automated data collection, and artificial intelligence or AI.

Like regular businesses, e-commerce can also be B2B (Business to Business), B2C (Business to Consumer), C2C (Consumer to Consumer), and so on. One of the most popular forms of e-commerce or m-commerce (m for Mobile) is an online marketplace like Amazon and Flipkart. Vendors can list their products online, and consumers can purchase those delivered to their doorsteps or at designated delivery points. Everything under the sun, from mobile phones and laptops to books and spices, is available on these E-commerce websites. There are product-specific delivery Apps like Blinkit and BigBasket for groceries, vegetables, fruits and FMCG products; Nykaa for fashion and wellness products, mainly targeting women customers; LensKart for eyeglasses, lenses, and other optical products; Urban Company for availing different kinds of services including haircut, appliances repair, hose cleaning, pesticides, MakeMyTrip or IRCTC for booking travel tickets and hotels.

App-based taxi aggregators like Uber and Ola use GPS locations to book the nearest cab for you and send it to your pickup point. Food delivery Apps like Zomato, Swiggy, and Magicpin are similar restaurants and cafés aggregators that allow you to book food items online and get them delivered to your doorsteps.

19.2.2.8 E-Banking, UPI, and Payment Gateways: E-banking – and now increasingly mobile banking – has made the whole banking process smooth and fast, making it possible for different kinds of services. To withdraw money, you do not need to visit the bank-branch even and can withdraw money from ATMs. If you must transfer money to someone’s account, you can transfer them online via different modes of fund-transfer - National Electronic Fund Transfer (NEFT), Real Time Gross Settlement (RTGS), Immediate Payment Service (IMPS), or Unified Payments Interface (UPI).

UPI is an instant-payment system that allows peer-to-peer and person-to-merchant transactions and has become very popular in India in the last couple of years. PhonePe, GPay, BHIM, PayTM, and Amazon Pay are some of the popular UPIs, although several other banks have launched their own UPI services. While UPI is linked to your bank account and the money is directly transferred to the beneficiary, an E-wallet or digital wallet is a virtual money purse

where you transfer money in advance from your account, and that money can be used for online payments from paying bills to purchasing from e-commerce websites. PayTM, PhonePe and Ola Money are some of the e-wallet services available in India.

For E-commerce, one needs merchant services that facilitate the processing of payments for online transactions. PayPal, RazorPay, PayUBiz, BillDesk, CCAvenue, and Instamojo are some of the popular payment gateways. In shops and other places where payments are made through Debit or Credit cards, POS (Point of Sale) Machines are used for swiping the card and completing the transactions, often after giving a PIN. These POS machines are also connected via the internet (GPRS or Wifi) to the seller's bank account.

19.2.3 Business/Professional Management System

Integrated and advanced software networks have made practically every aspect of our business and professional work more systematic and efficient, besides making a centralized management system possible. There is a specialized software system for different admin, management, and manufacturing aspects, including integrated finance management, human resource management, project management, supply chain management, etc.

19.2.3.1 Features of Professional Management Systems:

Some of the standard features of these professional management systems include:

- Centralized management
- Efficient
- Helps keep track of inventories
- Faster and smoother
- Scalability
- Saves time
- Easy to track
- More organized data collection and documentation
- All data in one place
- Instant reports can be generated at any given time
- Better project planning
- Scheduling work
- Task allocation
- Encourages collaboration and teamwork

- Better communication
- Easy to use

19.2.3.1 Types of professional management systems

Based on the nature of work, professional management systems can be of the following types:

- Project Management System (PMS) – Jira, Zoho Projects, and Microsoft Project,
- Hotel Operating System (HOS) or Property Management System (PMS)
- Integrated financial management system (IFMS)
- Human Resource Management System (HRMS)
- Supply Chain Management System
- Warehouse Management Software Systems (WMS)
- Fleet Management System (FMS) for managing commercial vehicles (useful for transportation companies and institutions having a large number of vehicles)
- Inventory management system
- Process Control System
- School information management systems

19.2.4 Let Us Sum Up

Online media, digital media, web media, and cyber media are generic names that imply any internet-based communication platform accessed through computer or mobile phones. From websites and news portals to social media, digital payment gateways to project management systems, E-learning platforms to E-commerce websites all comprise cyber media. Integrated software systems have made our work easier and brought services to our doorsteps. From booking cabs on Uber to food on Zomato, from making online purchases on Flipkart to booking flight tickets on MakeMyTrip, from scheduling repairing of an air conditioner on Urban Company to completing an online diploma in social media marketing, cyber media have indeed brought services to fingertips. More significantly, centralized digital management systems like integrated HRMS, PMS, WMS, FMS, etc. have made those services possible together.

19.3 Learning Outcomes

At the end of this Unit, you should have understood cyber media.

19.4 Keywords

Cybermedia, digital communication, payment gateway, project management system, E-commerce, E-learning

19.5 Sample Questions

Objective Questions

1. Which of the following does not imply online electronic communication?

- a) New Media
- b) Cyber Media
- c) Digital Media
- d) Multimedia

2. Cloud, where electronic data are stored digitally, is also called:

- a) Cybermedia
- b) Cyberspace
- c) Cyberdrive
- d) Cybernetics

3. Which of these is not a news portal:

- a) The Print
- b) Wired
- c) Vice
- d) Google News

4. Which of these is not a search engine?

- a) Bing
- b) DuckDuckGo
- c) Tor
- d) Yandex

5. Which of these is not a type of website?

- a) Dynamic
- b) Static
- c) Hybrid
- d) Kinetic

6. Which of these is not an Edu-Tech company?

- a) Udemy
- b) Byju's
- c) Unacademy
- d) Verge

7.) The full form of MOOC is:

- a) Mass Open Optimal Communication
- b) Massive Open Online Content
- c) Massive Online Open Course
- d) Massive Online Open Communication

8. What is the full form of UPI?

- a) Unified Pay Interface
- b) Unified Payment Interface
- c) Unique Payment Interface
- d) Union Pay Interface

9. Which of these is not a Project Management System?

- a) Jira
- b) Zoho
- c) Trello
- d) Microsoft Teams

10. What is the full form of LMS?

- a) Literature Multi Stage
- b) Learning Management System
- c) Learning Managing System
- d) None of the above

Short Answer Questions

1. What are the advantages of cyber media?
2. Distinguish between Search Engines and Aggregator. What are their uses?
3. Write a short note on content writing.
4. What do you understand from Static and Dynamic websites? Elucidate.
5. What do you understand from LMS? How is it useful?

Long Answer Questions

1. Elaborate with examples of how a project management system can help streamline and expand businesses.
2. Explain how digital communication has revolutionized the banking system.
3. What do you understand from E-commerce? Elaborate on how technology has changed the way businesses are done.

19.6 Suggested Learning Resources

Abhay Chawla (2021), *New Media and Online Journalism: Handbook for Media Studies*, Pearson Education.

Michael Branding (2021). *Social Media Marketing*, My Publishing Empire Ltd.

Steve Hill and Paul Lashmar (2014), *Online Journalism: The Essential Guide*, Sage.

Stuart Allan (2006), *Online News: Journalism and the Internet*, McGraw-Hill Education.

Unit - 20: Digital Communication

Structure

20.0 Introduction

20.1 Objectives

20.2 Digital Communication

20.2.1 Different Types of Digital Communication

20.2.1.1 Email

20.2.1.2 Instant Messaging

20.2.1.3 Chatbots

20.2.1.4 Video Calling and Conferences

20.2.1.5 Concerns of Data Privacy and VPN

20.2.2 Let Us Sum Up

20.3 Learning Outcomes

20.4 Keywords

20.5 Sample Questions

20.6 Suggested Learning Resources

20.0 Introduction

Communication can be loosely defined as the transmission of information from one person (sender) to an individual or a group (receiver) in the form of signals – gestures, sounds, or both. If these signals need to be sent to a long distance or relayed to many people at one time, we need to turn them into electric signals. Earlier, these signals were sent in analog form through wires like telephones. However, there are chances of distortions, interferences, disturbance, and security breaches. If the same electric signals are converted into digital forms (that is, binaries of 0 and 1), they can be broadcast to a larger audience much more safely and clearly.

Communication that involves the digital transmission of signals or codes is broadly termed digital communication. Digital data are transferred from point to point through communication channels like fiber optics, wireless communication channels, computer buses, etc.

20.1 Objectives

The objectives of this Unit are to cover the following topics:

- understanding of Digital Communication
- features of digital communication
- different types of digital communication
- Email, Messaging and Video Conferencing
- Live Chats and Chatbots
- concerns about Data privacy and VPN

20.2 Digital Communication

Some of the features of digital communication are:

- One can choose whom to talk to and when to speak and respond. You are not always bound by time. You can leave a video or audio message, and the person can respond according to convenience.
- In digital communication, data are transmitted instantly without any delay.
- Usually, one must make a digital account on any platform to use its service; that is, your unique digital ID containing your basic personal information. These are primarily password-protected.
- Through video conferences, one can see as they talk to a person sitting thousands of kilometers away. But these interactions are still virtual as the person is not physically with you.
- The use of emojis has grown manifold with digital communication when people use a particular kind of emoticons to express their feelings, particularly during chatting.
- Digital data can be stored, copied, edited, and reused. Messages sent on social media, photographs and videos shared, and likes and comments on others' posts are all encoded as data (sometimes encrypted) and stored in the servers of the concerned service providers, whether WhatsApp or Facebook, or Gmail.

- Digital communication helps you connect, network, and meet with liked minded people, share information, discuss, and collaborate if you wish to, virtually or in real life. One can connect virtually and remotely even if you are in two different continents.
- Most digital communication platforms are inexpensive, and often cost nothing more than a decent internet service and a smartphone or computer. Some services may require you to buy subscriptions.

20.2.1 Different Types of Digital Communication

Based on its nature and functionality, digital communication can be of different types. These include (but are not limited to):

- Email (Gmail, MS Outlook, Yahoo Mail, Proton Mail)
- Instant Messaging (Messenger, WhatsApp, WeChat, Telegram, Signal)
- Chatbots
- Video calling (Zoom, Skype, Google Hangout)
- Online Meetings (Zoom, Google Meet, MS Teams)
- Social Media (already discussed in Unit 1)
- Blogging (already discussed in Unit 1)

20.2.1.1 Email: Electronic mail (E-mail), or simply email was conceptualized as a digital mailing service that will transmit messages or information within seconds across continents and thus make physical mailing/postal services redundant. Most email services allow the user to compose emails, save them as a draft, send or schedule them, receive emails, and store them. Emailing within a small group or network had begun by the 1960s itself, and in 1971 ARPANET (Advanced Research Projects Agency Network) in the United States used “@” to denote and define email Ids of different individuals. Emailing services within organisation and networks had begun by 1970s at least in companies like CompuServe, IBM, Xerox, Hewlett-Packard, etc., and in 1983 Simple Mail Transfer Protocol (SMTP) was established by ARPANET. However, the email services as we know them today really started in a big way by the middle of the 1990s with the launch of free webmail services like Hotmail and RocketMail in 1996.

In 1996, Hotmail was founded by Sabeer Bhatia and Jack Smith while RocketMail was launched by Four11 Corporation. Interestingly, while Microsoft purchased HotMail in 1997, Yahoo acquired RocketMail in the same year (rebranding it as still running Yahoo Mail). Microsoft ran Hotmail as MS Hotmail while they also had a separate Outlook mailing service.

Microsoft Outlook started as a mail-client in 1997 and a personal information management service and used more by paid subscribers as a mailing platform for their institutional email services. In 2007, MS decided to phase out Hotmail brand by launching Windows Live Mail in 2007 and later integrating it with Windows Live Web Messenger. By 2013, MS decided to have one Outlook.com service for all Email, and by 2015, it was brought under the Office365 package. Hotmail and RocketMail were disrupters for emailing services in the mid-1990s, and almost a decade later, Gmail (from the stable of Google.com) created similar ripples in the market. Now practically everyone has at least one Gmail id.

On April 2004, when Gmail launched, it provided 1 GB of free data to all users (which was doubled on its first anniversary in 2005), which was significantly higher than all its competitors. Gmail also had a more simplified interface and many added features, including the ability to send bigger attachments. Users can now have up to 25 GB of free data (and pay more if they want more data storage).

Gmail, Outlook, AOL mailing services, and Yahoo Mail remain among the top free mail service providers. But increasingly, there have been demands for more secure email services, even if they charge you certain subscription fees, particularly among those who are concerned about the breach of data privacy or deal with important or sensitive information that they do not want the service providers, their clients, or governments to see. Among such clients, Proton Mail has gained a reputation in the last few years. Launched in 2014, Proton Mail is end-to-end encrypted Swiss-based webmail. It provides initial services for free, like Gmail (but the data limit is still 1GB), and charges for “Plus” and “Unlimited” access.

Other than these free email services, one can now easily have email ids of one’s liking. For example, if someone named Reyaz buys a subscription of a domain name (say Reyaz.com), then he can set up email ids like mail@reyaz.com or contact@reyaz.com, or anything@reyaz.com). Similarly, one can have an institutional id of the firm, company, or NGO. Generally, you need a mail-client to access those emails. There are several free mail-clients available in the market, but MS Outlook, eM Client, Mail Bird, Zoho, and Gmail (for a subscription) are more popular.

20.2.1.2 Instant Messaging: Online messaging services are used for sending and receiving Instant Messages (IM) in real-time and have given rise to the phenomenon of online chatting. Instant messaging services began in the 1990s and use the "push" to send technology that makes it markedly different from emailing. Besides, emojis or emoticons are added to

express emotions, mainly by youngsters. IM applications are sometimes called Chat Apps, Messaging Apps, Social Media Messenger, etc. Some of the popular voice-over-IP (VoIP) and IM Apps are WhatsApp, Telegram, WeChat, Signal, Facebook Messenger, Google Hangout, etc.

SMS or “Short Messaging Service” also sends messages instantly. However, it uses the Mobile network and usually charges you per SMS of certain characters (or use an SMS pack). In contrast, IM Apps use internet service and are otherwise free. IM had another advantage over SMS because it allowed for group chat and thus caught the attention instantly.

Internet Relay Chat (ICQ), AIM (AOL’s IM), Yahoo Messenger, and MSN Messenger (Windows Live Messenger), among others, were some of the earlier experiments with online instant messaging. Yahoo and MSN messenger services became relatively popular by the 1990s and early 2000s for new internet users and those still learning online chatting. However, IM, by its nature, is a platform made for mobile phones with internet facilities (what we call Smart Phones). Hence, those IM services were ahead of time. BlackBerry launched the instant messaging service for its phones in 2005 and became an instant hit. BlackBerry Messenger, more famous by its acronym BBM, later also allowed video calls. However, the App was available exclusively for BlackBerry sets, attaching some degrees of exclusivity and status symbols for many.

The launch of android phones first and later WhatsApp IM, revolutionized the mobile market in general and messaging services in particular. Viber (2010), Line (2011), and We Chat (2011 – China based) are some other IM Apps launched around the same period. Before WhatsApp started calling services, Viber and Hike (another VoIP free App launched by an Indian Kavin Bharti Mittal in 2012 and was shut down in 2021) were more popular in India for making calls to other countries, particularly gulf nations, where WA calling is still barred in most countries.

WhatsApp: WhatsApp is an American instant messaging, voice-over-IP (VoIP) App owned by Meta Inc. (Facebook), although it was founded by two former employees of Yahoo, Brian Acton, and Jan Koum, in 2009. It was acquired by Facebook (Meta Inc) in February 2014. With over 2 billion active users, WA remains the most popular IM App, followed by We Chat of China, with 1.3 billion. WA clicked over others because it kept improving and even borrowing features from other social media platforms – not just IM Apps – bringing it into the league of social media platforms, not just IM App. It started with instant messaging and soon allowed attachment services for the photo (and later even PDF documents and videos). The next major

feature added to WA was (audio) calling service over IP, and later video calls too. WA today allows group conversation, and status posting (similar to SnapChat and Instagram stories). It has now added the feature of snaps being deleted after the receiver has seen them (like SnapChat). WA also promises to be end-to-end encrypted, and there is also an integration of some of the features with other Meta Apps. Another feature added to WA is the "Payment" option, while in WA Business, there are even more added features.

WeChat: WeChat is an IM and mobile payment App developed by the Chinese company Tencent Holdings. It is regarded as the “Super app” or the single “app for everything” as its features include messaging services, Public Account, Enterprise WeChat (like WA Business), social feeds “Moments” (like stories/status), We Chat Pay Digital, "Mini Programs" that allow users to have own sub-app within the main WeChat App, “WeChat Channels” for sharing short video clips, etc.

In June 2020, the Government of India blocked We Chat, TikTok, and other Chinese apps. WeChat is also banned in Russia. President Trump had announced to ban on the app in the United States, but later it was revoked by President Joe Biden.

Telegram: Telegram is Russia's response to the IM market, although its international headquarter is registered in the British Virgin Islands, and operations are mostly managed from Dubai. It was developed by two brothers, Nikolai Durov and Pavel Durov, in 2013 and is a cross-platform enabled like WA or We Chat and claims that its chatting texts are completely encrypted. However, questions have been raised in the West against its abuse by the Russian government. It also allows audio, and video calls and sharing of large files – that is, even full feature-length films can be easily sent through Telegram as an attachment. The most popular feature of Telegram is "Channels" which allows groups and organizations to easily broadcast the same message to a large group. These “channels” are public, and Telegram users can add themselves easily by searching. For example, if you are interested, you can join the telegram channel of The Print or Alt News or search for channels that send interesting news daily. Besides emojis and stickers, Telegram also has the "Poll" option, and one can do quick surveys using the platform.

Signal: Many of you may not have heard about the messaging app Signal, which is also a cross-platform IM and VoIP service app. The features of Signal are similar to WhatsApp or Telegram. However, unlike others, it is owned by the non-profit Signal Foundation and is fully encrypted. It has been recommended by many experts as one of the most secure messaging

services. It is often used by those who are concerned about breaches of data privacy or dealing with sensitive information.

Slack: Slack is an IM designed specifically for business and professional communication. Within Slack, you can form groups and subgroups based on assigned tasks and have discussions over a thread, all of which help co-workers better communicate over different projects in an organized manner. It was launched in 2013 by a Canadian software company.

20.2.1.3 Chatbots: Chatbots are software that helps conduct live-chat for a company or organization on behalf of an actual human. It is like programmed robots (hence “bots”) or “dialogue system” that chats on behalf of the organization, responding with standard responses as fed into the database. From the organization's point of view, chatbots can be helpful as it reduces the human workforce (and hence the cost behind it) and does a decent job of finding responses from the database of FAQs (frequently asked questions), although it can sometimes get frustrating for a complainant if you are looking for a specific answer that is not fed in the system. However, malicious chatbots (that is, programmes so coded) are used by rivals to disrupt your online event or conversation in chatrooms/webinars by sending spam (unwanted links, often pornographic content). Besides websites and Apps, chatbots can also be set via IM apps like WhatsApp and Telegram.

20.2.1.4 Video Calling and Conferences: Although most IM apps like WhatsApp, Telegram, Signal, etc, have also added features of video calling, they did not initially begin as video calling apps. Although experiments with video conferencing had begun many decades earlier, it was not until the 1990s that IP-based video-calls could be successful. Videoconferencing via computers and laptops with the help of webcams and headphones soon caught up and was used widely for formal interviews and personal conversations with family and friends living abroad. Apple’s iChat (later discontinued) and Skype became famous. Skype was originally developed by Niklas Zennström of Sweden and Janus Friis of Denmark in 2003 but was later acquired by Microsoft in 2011. Apple also launched FaceTime later for video-calling. Google Hangout, Google Duo, and Zoom also became popular in the last decade. Although these apps have messaging/chatting options too, they are primarily used for video calls/conferences, and messaging features are used as a supplement during the conversation if required.

Zoom is an American video-conferencing app launched in 2013 by Eric Yuan, a former employee of Cisco (that specialized in video conferencing for businesses) and had already turned profitable by 2019. Zoom allows unlimited one-to-one video calling and recording. However, if

it's a video conference with more than two people, then only 40 minutes of capping and a maximum of 100 participants are permissible (several tailor-made subscription options are available beyond that). Further, one can directly broadcast from Zoom to video streaming platforms like YouTube or Facebook, a feature still not enabled in Google Meet. However, YouTube is part of the same parent company Alphabet.

During the pandemic, video conferencing apps (usually with a large group of percipients) like Google Meet, MS Teams, and Zoom, besides hosts of other apps (like LiveStream, and Stream Yard specifically for webinars) caught the attention of internet users. In fact, the COVID-19 pandemic has made Zoom, Google Meet and webinars household names, and even a primary school student can easily log into these apps and attend sessions/classes.

20.2.1.5 Concerns of Data Privacy and VPN: Although digital communication has revolutionized the way human beings communicate, from social media interactions to chatting and internet-protocol-based audio and video calling, experts have also expressed concerns about the security of a large amount of data that all of willing or unintentionally contribute to, called Digital Footprint. Big Data, as it is called, is bound to be misused by companies looking for specific markets as well as governments. There have been direct links between the control over digital data and the rising authoritarianism worldwide, forcing many to become sensitive to sharing data online. Virtual private network (VPN) is a software that allows users to bypass firewalls and obscure their digital footprint, thus making it difficult for agencies to track them online.

Internet browsers like Tor work similarly. However, there are paid as well as some free services of VPN available that many people use to make their online identity invisible. It is like using, say Internet calling card from Canada to use it in Dubai to call someone in India. So, the person receiving a call in India will get the ISD extension of Canada and not UAE. Similarly, VPN bounces your IP address from the server in one country to a few others in such a haphazard way that tracking the system's IP address from where the user originally logged in becomes extremely difficult, even though it is not impossible to trace them. There are different kinds of VPNs that work in different ways, but the result is like what is explained above.

20.2.2 Let Us Sum Up

Communication that involves the digital transmission of signals or codes is broadly termed as digital communication. Digital data are transferred from point to point through

communication channels like fiber optics, wireless communication channels, computer buses, etc. In digital communication, data are transmitted instantly without delay, and users generally have a unique digital ID for logging and sharing information online. Digital communication encompasses social media interactions, email services, instant messaging, internet-protocol-based audio, and video calls, video-conferencing and webinars, online chatting, blogging, etc. However, as social media platforms like Facebook, Instagram and blogging have already been discussed in the Unit 1 of this block, the focus of the present unit was on other modes of digital communication, including Email, instant messaging, IP based audio and video calls, chatbots, etc. This unit also gave a brief background on the evolution of important and popular communication apps, including Gmail and Proton Mail (for emailing), WhatsApp, Telegram, WeChat and Signal (for IM), Skype, Zoom, and other video callings/conferencing apps, etc.

20.3 Learning Outcomes

At the end of this Unit, you should have gained an understanding into digital communication. You should have learned about the different instant messaging services and the internet protocol.

20.4 Keywords

Digital, Instant messaging, VPN, Internet protocol, Digital communication

20.5 Sample Questions

Objective Questions

1. Which of the following is not an important component of communication?
 - a) Sender
 - b) Receiver
 - c) Leader
 - d) Signal
2. The binaries of 0,1 are associated with _____ transmission
 - a) Data
 - b) Digital
 - c) signal
 - d) internet

3. Which of the following is not required for digital communication?
 - a) Time-bound
 - b) internet
 - c) Unique ID
 - d) Office
4. Which of the following is not an Email service?
 - a) Mail.com
 - b) Outlook
 - c) Proton
 - d) Slack
5. Which of the following is not an IM platform?
 - a) Signal
 - b) Messenger
 - c) Hangout
 - d) TikTok
6. Which of the following is not suitable for Live video conferencing?
 - a) Zoom
 - b) Google Meet
 - c) Stream Yard
 - d) WhatsApp Video
7. Dialogue-system that lets company have live chats are called:
 - a) Chatbots
 - b) Instant Messaging
 - c) Siri
 - d) WhatsApp Business
8. I in IM stands for:
 - a) Immediate
 - b) Instantly
 - c) Instant
 - d) Important
9. Microsoft Hotmail was cofounded by:
 - a) Bill Gates
 - b) Sabeer Bhatia
 - c) Mark Zuckerberg
 - d) Eric Yuan
10. The full form of VPN is:
 - a) Vast Public Network
 - b) Virtual Public Net
 - c) Virtual Private Network
 - d) Void Private Network

Short Answer Questions

1. Explain how digital communication is different from analog communication.
2. What are the important features of Digital Communication?
3. Write a short note on the use of chatbots.
4. Explain the usage of VPN.
5. How is SMS different from IM?

Long Answer Questions

1. Write an essay on the evolution and use of the emailing service.

2. Video conferencing apps emerged as an important tool during the COVID-19 pandemic. Discuss with examples.
3. Write an essay on the evolution of instant messaging software. What are its advantages?

20.6 Suggested Learning Resources

Chris Thomas 2022, November 1), 'The 10 Most Essential Digital Communication Channels for Business,' *Talkative*, <https://gettalkative.com/info/communication-channels>

Lauryn Preston (n.d.), 'What is Digital Media?' <https://www.digitallogic.co/blog/what-is-digital-media/>

Leah A Lievrouw and Sonia Livingstone (2005). *The Handbook of New Media*, Sage.

Unit - 21: Media and State

Structure

21.0 Introduction

21.1 Objectives

21.2 Media and State

21.2.1 Harold Innis and the Bias of Communication

21.2.2 The Four Theories of the Press

21.2.3 Growing Interest in Media Effects

21.2.4 The Four Phases of Media Affects

21.3 Learning Outcomes

21.4 Glossary

21.5 Sample Questions

21.6 Suggested Learning Resources

21.0 Introduction

The role of the state regarding the press has been either to protect the freedom of the press or to restrict it. But to properly understand the ways in which the state and the press interact with each other, we must understand that the press doesn't and cannot operate in a vacuum. And a press is invariably influenced by its surroundings.

21.1 Objectives

The objectives of this Unit are to understand:

- the relationship between the state and the media
- how the relationship between the media and the state have evolved
- the theories of Harold Adam Innis
- the four theories of the press
- the four phases of the study on media effects

21.2 Media and State

The press imbibes the dominant values of its political and socio-economic system. Its principal assignments and tasks — that of reporting, collating, disseminating news and information arises from and is aimed at the public. There must be laws that protect its functioning. And at the same time there must be guidelines and or roadmaps that prevent the press from committing excesses of its own.

21.2.1 Harold Innis and the Bias of Communication

One of the first theorists who spoke of the media's influence upon the organization of the state's powers was Harold Innis (1894 – 1952). Innis taught political economy at the University of Toronto and has made lasting contribution in the fields of communication theories, and the role of the media in shaping the state. His two books on communications are *Empire and Communications* (1950) and *The Bias of Communication* (1951). His major ideas suggest that the shape of the state and its institutions are majorly influenced by the medium of communication. Innis suggested that the means of communication (and transportation) influenced the ways in which empires and states developed and functioned. Innis sought to answer the questions such as how did the media technologies operate? How did they contribute to the formation of the state systems and societies? And most importantly, how did the media and its accompanying technologies facilitate the structures and organizations of power at various times in human history? Harold Adams Innis has shown that the *medium* through which information is circulated in a society is more important and therefore has more impact than the content itself.

Innis presented the idea of the inherent bias of communication and media technologies. He divided the media into time-biased and space-biased media. Each of these media have favoured one form of power over another at some point of time in human history. Consider for example the time-biased media. Harold Innis included the stone tablets, hand-written manuscripts and even the oral tradition of communication as time-binding media. While we no longer need stone tablets and clay-stones to communicate, yet for a very long time in human history they were the only means of communication available to humans. These forms of communication could last a longtime but made no room for change or innovation. They could last generations but had a limited reach. They favoured stability and the extension of traditions. In ancient times, they favoured the central authorities in large empires. How? For example, the stone edicts issued by the emperor, or the king had to be honoured and left little or no room for

political autonomy for the governors or people who ruled on behalf of the king or the emperor. This also allowed for political stability. Traditions formed in this way would last generations and favoured social, political *status-quo*.

Innis wrote that mediums like such as parchment, clay or stone could survive for a long time and were thus durable in character. Whereas mediums such as papyrus and paper were less durable and light in character. Thus, they were more suitable for the administration and trade.

In contrast, was the space-biased media such as papyrus and the paper. This form of communication was short-lived. Messages conveyed through it could spread out over a large geographical area but didn't last long to survive the ravages of time. Since it didn't survive for too long, they favoured innovation and decentralization. For example, messages (edicts, orders, decrees) from the central authority that were communicated through papyrus or paper did not last too long and opened space for autonomy for the governors from the central authorities. The space-based media favoured autonomy and decentralization.

Harold Innis presented the example of the ways in which media technologies brought far-reaching changes in medieval Europe. Again, consider the ways in which the use of paper and the printing press ushered in a new age of reason and debate in Europe. Before the printing press came into existence, the Medieval church exercised unlimited powers over the faithful Christians. The Bible was handwritten, and this made it expensive. This meant that only a few had access to it. The medieval church thus exercised complete monopoly over religious edicts which could only be communicated by the clergy class.

Then came the printing press around the 1450s. With this invention, bookmaking became cheaper and thus accessible to more people. The faithful Christians were encouraged to read the Bible and thus the monopoly that the church exercised over religious knowledge was finally weakened. Dan Laughey notes, 'Christian beliefs could be gleaned first hand, rather than from more corruptible, second-hand sources such as the clergymen' (Laughey, 2008, p. 32). However, many critics have criticized the sweeping generalizations that were offered by Harold Innis regarding communication technologies. Critics have pointed out that Innis generalized many of the contentions regarding the interactivity between the state and the media technologies, and his theories had limited capabilities beyond the Western world.

21.2.2 The Four Theories of the Press

Let us look at the other ideas and theories that speak of the state and the media. We will use the four theories of the press to understand the possible interactions that takes place between

the press and the state in modern times. In 1956, communication scholars Fred S. Siebert, Theodore Peterson and Wilbur Schramm presented their theories related to the functioning of the press. Fred S. Siebert was teaching at the School of Journalism and Communications at the University of Illinois. Theodore Peterson was associated with the University of Illinois. Wilbur Schramm was teaching at the Stanford University.

Each of the theories outlines the ways in which the press normatively functioned within a given political system. We must remember that the four theories of the press were presented at a time when the world was divided into warring camps led by the United States of America (USA) on the one side and the Union of the Socialist Republics (USSR) on the other. The second world war had ended with the defeat of Japan and Germany, but a new war phase of hostility called the Cold War had begun between camps led by the USA and the USSR. A war hysteria had been building up in the world and the rivalry between the two superpowers was felt across much of the globe.

Their formulation regarding the normative functioning of the press is called the four theories of the press. By normative, we mean relating to or dealing with the norms. The scholars theorized about the ways in which the press of the day supposedly operated in given political systems. They proposed the four theories which are as follows: 1. Authoritarian theory 2. Libertarian theory 3. Social responsibility theory and 4. Communist Soviet theory. We will take up the theories now. The theories focus on the philosophies behind the different types of the press in existence in the world after the end of the Second World War. The theories presented a comparative study of the different press system that existed then. As the authors noted, 'the press always takes on the form and coloration of the social and political structure within which it operates' (Siebert, Schramm, & Peterson, 1963, p. 1).

In the authoritarian theory of the press, the theorists proposed that authoritarianism requires proper and direct control over the press. The press must follow the command of those in power. To understand this, we must understand authoritarianism as the rejection of political plurality. In authoritarianism, the ruling elite preserves power for itself and refuses to share it democratically with the people. Additionally, the media is regarded as adjunct to power. The press becomes merely an extension of the authority of the state. Therefore, in authoritarian states, the press functions directly under the tutelage of the government. The press is bereft of any power to criticize the state and its functioning. Control of the press may not always be direct. And sometimes the government may exercise control through a variety of means such as law and

legislation, suspension of publication, taxation, an enforceable code of conduct etc. The media is 'free' if it does not question those in authority, avoids criticizing the power structure, and doesn't deviate from the norms.

The Libertarian theory regards the press as a marketplace of ideas where there should be minimum checks and balances on the power of the media. Truth will eventually come out from the competitive exposure of alternative points of views. The press acts as the watchdog of liberty and as a means of control of abuse of power. The state shuns all censorship, and the press adopts various forms of self-regulation without the control of the state. The ownership of the press is open to all, and the press is under compulsion to publish anything. Further, there are no legal restrictions of the collection of information.

In the Social-Responsibility theory, the press is envisaged as having limited freedom. While the press is relatively free in its operations, it has certain social responsibilities. The theory envisages the right to freedom of speech and expression as not an absolute right. This theory imagines that 'one's right to free expression must be balanced against the private rights of others and against vital society interest' (Siebert, Schramm, & Peterson, 1963). The media functions freely albeit it must reconcile freedom with responsibility. While the theory accepts that a press is essential for the exercise of democratic politics, the press must also abide by certain standards of conduct and codes. So therefore, while the press functions under private ownership it is responsible to the society at large.

Lastly, the authors proposed the Soviet-communist theory. The theory envisaged the state control of the press under the communist states of the USSR and East Europe. It conceived of state ownership of the press. Freedom of the press is restricted like in the authoritarian systems, but the press is owned by the government, instead of being privately owned. The theory envisages that the press must advance the interests of the working class and must not be privately owned. The principal functions of the press should be education, information, motivation, mobilization. And the press must endeavour to present the world to its readers through the Marxist-Leninist principles. Finally in accord with working class solidarity, the press 'should support progressive movements at home and abroad' (McQuail, 1991, p. 119).

21.2.3 Growing Interest in Media Effects

One of the reasons why researchers were interested in the media was to find, study and analyse the effects that the media purportedly had on people. However, research interest in the media and its effects began to gain ground only towards the end of the First World War. It was

believed that if the press and the media could influence people's attitudes, perceptions, and beliefs, if it could influence the people's consumption habits through advertising, then it could also influence its voting habits. This ultimately became the concern for the media researchers immediately after the end of the Second World War.

21.2.4 The Four Phases of Media Affects

Denis McQuail (2010) summarized the research into the effects of the media into four phases. In the first phase beginning from the 1900s to the outbreak of the Second World War, researchers deemed the media as an all-powerful entity that could overthrow governments, inspire, and instigate revolutions. It was further assumed that media's content affected people to act in similar ways. However, Denis McQuail has pointed out, that these views were not based any scientific investigations but on fear and reverence of the press and the enormous popularity that the media had among the common people.

Beginning from the 1930s, the second phase suggested that media was not the all-powerful entity that it was assumed to be. With scientific tools and more comprehensive methods of investigations, media researchers like Paul Lazarsfeld and J. Klapper posited that there was 'no direct link between media stimulus [media messages] and audience response' (Jensen, 2012, p. 154). Large scale mass communication field experiments were conducted to ascertain the extent of media's influence. The results showed that media had a very limited role in influencing people. Findings like these led to the development of the limited-effects media theory. Some of the highlights of the findings of this period were that media rarely had a direct influence on individuals. The potency of the media's message was weakened by the receiver's family, friends, coworkers, and social groups. Opinion leaders appeared more influential than the media itself. People did not wholeheartedly agree with the media. Instead, they sought out those media (and messages) that agreed with them.

The third phase began from the 1960s. This period was marked by assertions that the media was indeed powerful not because of the influence that it exercised on the individual but on the society. These claims were driven by the political economy approach. This period is marked by the emergence of large multinational media conglomerate in much of the developed world, and they wielded powerful influence over governments. Even if the media's messages had limited appeal, the media conglomerate wielded disproportionate influence over public affairs, owing to their size and reach.

The fourth phase beginning from the 1980s onwards is marked by the view that media's content (and message) is 'negotiated' by the consumers, audiences, readers, spectatorship alike. Qualitative reception studies by Ian Eng, Stuart Hall among others have explored the ways in which meaning in the media's message is negotiated by the receivers. This phase has lately seen the introduction of social media platforms, internet access and connectivity, digital divide, and data colonialism. Jensen notes, this phase may require us to reconsider our understanding of media's 'effects' considering the effects of a dense arrangement of 'networked forms of communication in the case of mobile, ubiquitous and pervasive media' (Jensen, 2012, p. 155).

21.3 Learning Outcomes

At the end of this unit, you know about the ways in which the media and political system interact and influence with each other, the ideas of Harold Adams Innis and the bias of communication and the four theories of the press.

21.4 Glossary

Imbibe – take in, absorb

Vacuum – The absence of matter; An empty area or space

Status-quo – The existing state of affairs

Tutelage – The training or instruction provided by a teacher or tutor

Eschew – Avoid and stay away from deliberately; stay clear of

Hysteria – State of violent mental agitation.

Normative – Relating to or dealing with norms.

Authoritarianism – A form of government in which the ruler is an absolute dictator (not restricted by a constitution, laws or opposition etc.).

Bereft – Not present or included (despite being expected, required or desired)

21.5 Sample Questions

Objective Questions

1. *The Bias of Communication* was authored by _____.

2. The _____ through which knowledge and information is circulated has more impact of societies than the character or _____ of that knowledge of information.
3. _____ and _____ posited that there was no direct link between media stimulus [media messages] and audience response.
4. Qualitative reception studies by _____ and _____ among others have explored the ways in which meaning in the media's message is negotiated by the receivers.
5. _____ has summarized the research into the effects of the media into four phases.
6. _____ has shown that the medium through which knowledge and information is circulated has more impact of societies than the character or *content* of that information.
7. _____ that emphasize time are those that are durable in character.
8. In the authoritarian theory of the press, authoritarianism requires proper and direct control over the press. (T/F)
9. The Libertarian theory regards the press as a marketplace of ideas where there should be minimum checks and balances on the power of the media. (T/F)
10. In the Social-Responsibility theory, the press is envisaged as having limited freedom. (T/F)

Short Answer Questions

1. Who wrote *Empire and Communications* and *The Bias of Communication*?
2. Who presented the idea of the inherent bias of communication and media technologies?
3. Who proposed the four theories related to the functioning of the press?
4. What is the Libertarian theory of the press?
5. Who has summarized the research into the effects of the media into four phases?

Long Answer Questions

1. Describe the bias of communication as espoused by Harold Adam Innis.
2. Explain the four theories of the press.
3. What are the four phases of the study in media effects?

21.6 Suggested Learning Resources

Laughey, D. (2008). *Key Themes in Media Theory* (Indian Reprint, 2008 ed.). New Delhi: Raat Publications.

McQuail, D. (2010). *Mass Communication Theory*. London: Sage Publications.

Unit - 22: Media and Democracy

Structure

22.0 Introduction

22.1 Objectives

22.2 Media and Democracy

22.2.1 Development of the Media

22.2.2 Emergence of Democratic Governments

22.2.3 The Frankfurt School

22.2.4 Louis Althusser and the Ideological State Apparatus

22.2.5 Noam Chomsky, Edward S. Herman & the Politics Economy Approach

22.2.6 Stuart Hall and the Encoding / Decoding of Messages

22.2.7 The Unfinished Business of Media and Democracy

22.3 Learning Outcomes

22.4 Glossary

22.5 Sample Questions

22.6 Suggested Learning Resources

22.0 Introduction

Democracy is government of the people, by the people, for the people. And the media are just means of communication and transferring meaning (through texts such as news reports, editorials, opinion pieces in newspapers or magazines or TV channels, films, stories, radio broadcasts etc.). By the word ‘meaning’ we mean sense or understanding. Carah and Louw define meaning as ‘the elementary block of human communication [wherein] meanings take shape in language, images, gestures, and rituals. Meanings indicate how we make sense of ourselves, each other, and the world we live in’ (Carah & Louw, 2015, p. 3). Further Carah and Louw add that ‘meanings are created via the negotiation we undertake with each other to create social relationships, institutions and even shared ways of life’ (Carah & Louw, 2015, p. 3).

22.1 Objectives

The Objectives of this Unit are as follows:

- to highlight the importance of media in a democracy
- understand the development of the media
- examine the emergence of democratic governments
- to study the Frankfurt School and their contributions to media studies
- to discuss Louis Althusser and the ideological state apparatus
- to study Noam Chomsky and the political economy approach
- to understand Stuart Hall and the encoding and decoding of messages

22.2 Media and Democracy

Why is the media important in a democracy? How we act and react to meanings (and events) essentially depends on how we understand and make sense of meaning (and events). And herein come the media. Much of our perceptions about people, places and events are shaped by what we see on television and the internet, read in newspapers, magazines, and hear on the radio. So therefore, what we understand about the world and the people in it depends largely on what the media tell us about them. And there's a distinct possibility that those who have the resources to own, organize and regulate the media can also shape our perceptions about people, places and events based on their own interests. Therefore, the media is central to democracy because it can generate and influence consent and organize our participation in public life.

22.2.1 Development of the Media

Graham Murdock writes that 'many of the social institutions and patterns of everyday life with which we are familiar assumed their present forms in the four decades between 1880 and 1920' (Murdock, 2012, p. 49). Consider for example the invention of the wireless telegraphy. This invention allowed for a vast amount of information to travel over long distances. Words could be converted into electrical signals, made to travel over land or sea and then the electrical signals could be reconverted back into words. These ingenious methods of conveying messages transformed the newspaper industry. In much the same way, the invention of the modern photography allowed the modern society to 'show' rather than 'tell'. Photography could convey

what words couldn't. A picture could be worth a thousand words. The invention of the Gramophone revolutionized the ways in which music could be produced and consumed. With a gramophone, an artist could now be present in different places at the same time! And then the invention of the cinema was to change the world forever. These inventions could also facilitate the operations of the big businesses (that had come to dominate the world economy after the Industrial Revolution), and the modern states (that were promising welfare schemes such as cheap housing, jobs, education, better health services, pensions, etc., for their citizens). The modern states systems wedded to the idea of public welfare and responsible governments were making strides by promising greater economic assistance for their citizens. Importantly, since governments were to be run on public opinion, modern communication and media systems could facilitate the ways in which government sought public support for their actions.

22.2.2 Emergence of Democratic Governments

The Industrial Revolution bequeathed us with the factory system that symbolized 'mass production of standardized good' (Murdock, 2012, p. 50). At the heart of the modern economic system was the consumer, whose wants and desires were central to the mass production system. The modern practices of advertising and public relations developed and flourished in the twentieth century largely as part of coordinated efforts of the big multi-national companies to communicate with the sovereign consumer. As Murdock notes 'modern governments too were in the business of selling' (Murdock, 2012, p. 50). With the emergence of democracies in much of Europe, governments were now required to win public approval through the voting system. Governments were now required to run only on public opinion and political parties were required to win public support for themselves. The popular media became the arena where public policies could be discussed and talked over to win public support. But we must remember that even though much of the popular media of the time became the place for discussing public policies, the media itself remained privately owned, and there was distinct possibility of public opinion being shaped by the class that owned the popular media. So even though the popular media became the conduit for discussing public affairs, the media itself was being run for profit because it remained in the hands of a few. Much of the critical discourse related to the development of the press which began in the latter half of the 20th century has been about its ownership.

22.2.3 The Frankfurt School

Media researchers have sought to observe the functioning of the press in modern democracies. One of the earliest attempts to study the popular mass media was by the Frankfurt

School. The Frankfurt School denotes a group of intellectuals who were associated with the Institute for Social Research in Frankfurt in Germany during the 1930s and were using new methods to study the popular culture, media, and society during the inter-war period. Some of the intellectuals associated with the School were Walter Benjamin, Max Horkheimer, Erich Fromm, T. W. Adorno, Herbert Marcuse and Leo Lowenthal. Members of the school developed interdisciplinary approach to the study of large corporations and the monopolies that they wielded, the industrialization of culture, the rise of fascism, the decline of personal liberties, and the individual within the capitalist system. Eventually many of the German intellectuals had to seek refuge in the United States when the Nazis came to power in Germany. In the USA, these intellectuals became associated with the Columbia University. After the end of the Second World War, they resumed their intellectual pursuits. The Frankfurt School intellectuals were the first theorists to examine the role that popular media played in shaping thoughts, behaviours, and politics. They presented media as an instrument of power wielded by those in authority to maintain the *status-quo*. They examined the politics of cultural texts such advertising, films, newspapers, and radio broadcast, etc.

The philosophers of the Frankfurt School drew attention to the culture industry which they defined as institutions that produced meaning and which used it manage mass populations. The Frankfurt theorists referred to the commercialization and industrialization of culture under the capitalist system. They noted that the content of the popular media was no different from the mass-produced commodity items being churned out by the factory system. But most importantly, the culture industry provided the means of legitimacy to exploitative capitalist societies. In the view of the Frankfurt School intellectuals, the popular mass media was an important agent of socialization and essentially mediated politics covertly even as they wielded a wide range of political, social, economic, and cultural effects on people. Mass culture produced by the mass media was essentially pushing individuals to conformity to the dominant patterns of thoughts, actions and behaviours leaving no room for the individual to exercise dissent.

As Germans living in the era when Nazism was coming to the fore, they witnessed firsthand the rise of authoritarianism in Germany and the popular mass media which played a crucial role legitimizing Fascism. While in exile in America, they saw the American popular culture as espoused by its popular media to be no different. The American popular culture and the popular media were equally ideologically driven, and their principal task was to promote

values of the American capitalist system. The only role that the mass media offered to individuals was to be passive and silent consumers.

In retrospect, while the Frankfurt School intellectuals did in fact introduce new revolutionary ideas about the functioning of Western democracies and the mass media within them, they generally didn't consider that the individual could in fact present resist the dominant messages in the mass media.

22.2.4 Louis Althusser and the Ideological State Apparatus

A similar approach towards the popular media and popular culture is espoused by the French philosopher Louis Althusser (1918-1990). Louis Althusser wrote extensively on the ways in which ideologies function in each society. According to Althusser, for the state to exist it must continuously reproduce the conditions for its existence. These conditions can be produced either through force or through consent. The state can reproduce the conditions of its existence through force or what Althusser calls 'the Repressive State Apparatuses (RSA)' such as the state institutions that can hand out punishment to people. On the other hand, the same objective may also be achieved without resorting to violence or coercion. This may be done by inserting an individual in his or her given position through Ideological State Apparatuses (ISA) such as the family, religious organizations, educational institutions, and the media. In this way, the state, the ruling class, and the hegemonic power of the state reproduces itself - by hiding forms of repression and inserting individuals into the power structure through the ideological state apparatuses.

Views such as those expressed by the Frankfurt School intellectuals and thinkers like Louis Althusser are limited because they generally assume that audiences as passive recipient of messages only and imagine the individual as a helpless being who can be manipulated by large corporations and is unable to offer resistance or express dissent. These views essentially generalize an individual as a helpless consumer of media's messages with no role in the process of meaning-making. This view accorded a limited role to the individual in participating in a democracy. However, over the course of the latter part of the twentieth century, new ideas were being developed coupled with the introduction of newer media technologies.

Some media scholars saw that even though the large corporations owned the media, the roles of the large corporation in the process of meaning-making were limited. They couldn't exercise complete control over the ways in which the public interpreted the meaning of the messages of the media. That is, the audience was heterogeneous and could even interpret

meaning in ways that could be contrary to expectations of the intention of the senders. The audience (as the consumer of the media's messages) could not be overwhelmed by the large corporations, or the oppressive governments as had been envisaged by the Frankfurt School.

22.2.5 Noam Chomsky, Edward S. Herman & the Politics Economy Approach

Noam Chomsky is a linguist, philosopher, and social critic and a professor of linguist, whereas Edward S. Herman (1925 - 2017) was a media scholar and an economist. Together they authored the book *Manufacturing Consent: The Political Economy of the Mass Media* published in 1988. The book contributes the propaganda model and outlines the ways in which media operates in democracies specifically in America. In the book, the authors argue that the American mass media was a powerful ideological institution that could carry out propaganda function through the market forces, self-censorship, without resorting to coercion.

The two authors outlined the way in which news is filtered at various stages before reaching the public. The first filter was the ownership of the media. Since news gathering and news broadcasting is hugely expensive, not everyone can operate a news or media outlet. Media outlets need vast resources to be economically viable, and for this they need large corporations to finance them. Thereby the ownership shifts to big corporations.

The second filter is that of advertising. Since revenues comes from advertising not subscriptions, the media outlet become more amenable to the interests of their advertisers. The advertisers' choices could decide the success and failure of the media. The free market restricts the free press more than an oppressive government.

The third filter is the sourcing of news. The authors point out that news is heavily subsidized by the large bureaucracies of the state. Since gathering news is expensive, and the media cannot have reporters everywhere, they are open to getting news directly from bureaucracies (as press releases). The authors noted that large bureaucracies could finance the mass media, and thus gain access to the media. Through their contribution they could reduce the cost of gathering and producing news.

The fourth filter is the flak which refers to 'negative responses to media statements or program (Chomsky & Herman, 1988, p. 26)'. Media outlets are afraid of receiving flak as it may drive away advertisers and even lead to expensive lawsuits. Finally, the last filter is of using anti-communism as a mechanism for the control of the press. Chomsky and Herman pointed out that the fear of Communism had 'contributed to elevating opposition to communism to a first principle of Western ideology and politics (Chomsky & Herman, 1988, p. 29).

22.2.6 Stuart Hall and the Encoding / Decoding of Messages

Let us talk about the views of Stuart Hall (1932-2014). Hall was a Jamaica-born British cultural theorist and one of the founding members of the British Cultural Studies or the Birmingham School of Cultural Studies. His ideas are more explicitly mentioned in the communication model that he proposed. This model is known as the Encoding/Decoding model. When sending a message, a sender may use signs, words, visuals, videos, and images which s/he believes can be understood in exactly the way the sender wants. But a message when received may also be interpreted in ways that the sender did not want to. A message may also be interpreted contrary to the intention of the sender. The receiver may interpret meaning that may be different from the intention of the sender. This was idea quite different from those espoused by the Frankfurt thinkers.

A second major innovation in the idea that viewers could make their meaning from a given message was the introduction of new media technologies that could allow interactivity between end-users and producers of media messages. When the Frankfurt School had expressed its views, the popular media played a hegemonic role as the only producer of meaning. However, with the coming of the internet and social interactivity platforms and the social media, the audience could now play an active role in creating content and meaning for itself and for others as well. With newer media technologies, the audiences can participate in meaning-making and the monopoly so far exercised by big corporations and oppressive governments has been lost.

22.2.7 The Unfinished Business of Media and Democracy

This is not the end of the debate on media and democracy. While the social media and the interactive media have been liberatory, the social media and the participatory media have often been accused of storing large amount of information about their end-users. This information is then used by the multinational companies to fashion messages and meanings that are tailor-made often with grave social, economic, and political implications. In this way, the end-user is still subjected to manipulation albeit in a new form of control. As Carah and Louw note, ‘the more audiences participate, the more they contribute to the development of networks, flows of meaning and collections of data that enable the more reflexive and real-time management of audiences’ (Carah & Louw, 2015, p. 6). In other words, the more the citizens used social media to organize, the easier it was to monitor their opinions online. Thus, while the interactive media has allowed for greater transparency of social and political institutions, they have also developed

their own vast network of surveillance through which large corporations and governments can monitor their online behaviours.

22.3 Learning Outcomes

At the end of this Unit, you should have learned about media and democracy, the ideas of the Frankfurt School, Louis Althusser, Stuart Hall and familiarized yourself with the interactions between media and democracy.

22.4 Glossary

Ingenious – Showing inventiveness and skill

Bequeath – Leave or give by will after one's death

Sovereign – Greatest in status, authority or power

Conduit – A passage or a medium

Political economy – The branch of social science that deals with the production and distribution and consumption of goods and services and their management

Fascism – Extreme right-wing, authoritarian, intolerant, racist or nationalistic views or behaviour

22.5 Sample Questions

Objective Questions

1. _____ revolutionized the ways in which music could be produced and consumed.
2. _____ wrote extensively on the ways in which ideologies function in each society.
3. Frankfurt School refers to a group of German intellectuals who were associated with the _____ in the German city of Frankfurt.
4. The state can reproduce the conditions of its existence through force or what Althusser calls _____.

5. Noam Chomsky and Edward S. Herman have authored the book _____ in 1988.
6. _____ revolutionized the ways in which music could be produced and consumed.
7. The fourth filter is the flak which refers to ‘negative responses to media statements or program. (T/F)
8. Meanings are created via the negotiation we undertake with each other to create social relationships, institutions, and even shared ways of life. (T/F)
9. Much of our perceptions about people, places and events are shaped by what we see read and hear. (T/F)
10. The modern practices of advertising and public relations developed and flourished in the twentieth century. (T/F)

Short Answer Questions

1. What is democracy?
2. What has the Industrial Revolution bequeathed us?
3. What is encoding / decoding of messages?
4. Name some of the intellectuals associated with the Frankfurt School.
5. How many news filters were proposed by Chomsky and Hermann in their propaganda model?

Long Answer Questions

1. What is the major contribution of the Frankfurt School in media studies?
2. Analyze the contribution of Stuart Hall in communication studies.
3. Discuss the contributions of Louis Althusser in understanding popular culture.

22.6 Suggested Learning Resources

Carah, N., & Louw, E. (2015). *Media & Society: Production, Content & Participation*. London: Sage.

Chomsky, N., & Herman, E. S. (1988). *Manufacturing Consent: The Political Economy of the Mass Media*. New York: Pantheon Books.

Unit - 23: Laws and Ethics in Media Practice

Structure

23.0 Introduction

23.1 Objectives

23.2 Laws and Ethics in Media Practice

23.2.1 The Press and the Indian Constitution

23.2.2 Press Council of India (PCI)

23.2.3 The Prasar Bharati Broadcast Code

23.3 Learning Outcomes

23.4 Glossary

23.5 Sample Questions

23.6 Suggested Learning Resources

23.0 Introduction

Ethics has been defined as the philosophical study of moral values and rules and is usually relegated to the domain of the private. That is, its enforcement is often left to individual will. Consider for example the ethics of being kind to strangers. While it is morally and ethically right to be kind to strangers, to respect your elders, legally there are no laws that would require people to be so. Law is the domain of the state and its machinery. Ethics is the domain of the individual and his or her conscience. Principles have evolved time as to what is ethically right and wrong, permissible, and impermissible. Sometimes, law and ethics overlap, sometimes they do not.

23.1 Objectives

The objectives of this Unit are as follows:

- to help understand the difference between law and ethics
- study the need for ethics in media and media practices
- understand the role of the Press Council of India
- examine the guidelines as issued by the press council from time to time

23.2 Laws and Ethics in Media Practice

Every business, profession must deal with moral and ethical questions as to what is right and or wrong. And journalism is no different. Consider for example the Hippocratic Oath. It is an oath taken by physicians to observe medical ethics deriving from Hippocrates - regarded as the father of medicine and the author of the Hippocratic oath (circa 460-377 BC). Among the many things that a physician swears by he or she also swears that ‘Whatever I see or hear in the lives of my patients... I will keep secret’ (Government of USA, 2012). So therefore, whatever the physician hears or sees in the lives of his or her patients is privileged communication, and the physician is not supposed to disclose it.

Again, consider advertising which also functions certain moral and ethical principles regarding questions as to what should be advertised and how it should be advertised. In a similar manner journalism and media practices also function under certain moral and ethical considerations. During his or her work a journalist may often receive information that concerns the public good. But very often disclosing the source of their information may prove detrimental not just to their profession, but also to the safety of their source. And journalists are required to protect their sources. However, at times, a journalist may be required by law to reveal his or her source to serve law enforcement and the cause of justice. As Paranjoy Guha Thakurta notes, ‘journalism is concerned with promoting ethical decision-making and behaviour’ (Thakurta, 2018, p. 3). The journalist both reports on the society and for the society. As Guha points out, ‘the function of the mass media – sourcing, reporting and dissemination of information — both arises from and targets the public (Thakurta, 2018, p. 3).

Should there be ethical regulations on the functioning of the press? We must also know that like any other institution, the press is also required to pay taxes, submit to financial audits, follow traffic regulations.

23.2.1 The Press and the Indian Constitution

The Constitution of India does not explicitly mention the word ‘press’ but the Supreme Court has observed that the freedom of the press is implicit in Article 19(1)(a) of the Indian constitution which guarantees freedom of speech and expression, albeit with certain restrictions. Let us examine article 19 of the Indian constitution.

Article 19(1)(a) gives freedom of speech and expression to the citizens of India. The right as guaranteed by the constitution also implies the right to propagate those views and expressions. This right is available to everyone not just journalists.

The first amendment to the US constitution asks the Congress not to make any law respecting an establishment of religion. It also prohibits any restrictions on the free exercise of religion. It prohibits any abridgement of 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 (United States Government).

The first amendment to the US constitution mentions the word 'press' explicitly, the Indian constitution does not. During the constituent assembly debates, the founding fathers of the Indian Republic assumed that giving rights to the press would eventually create a dual form of rights; those available to the citizens and those given exclusively to the press. In the spirit of the times, which was to create an equal society with equal rights for everyone, the Republic's founding fathers ushered in an age of equality in which the ordinary citizen had as much rights as the press. Let's examine the reasonable restrictions on the right to freedom of speech and expression as mentioned in the Indian constitution. As per Article 19(2), the reasonable restrictions that can be imposed on exercise of the freedom of speech and expression relate to:

- sovereignty and integrity of India,
- the security of the state,
- friendly relations with foreign states,
- public order, decency, or morality,
- in relation to contempt of court,
- defamation,
- incitement to an offence.

As such the press operates and exercises its freedom in much the same circumstances as an ordinary Indian citizen. There is no privilege for any particular section of the population. Who decides on the reasonableness of the restrictions that can be imposed on the right to freedom of speech and expression? That is for the Indian courts to decide.

Democratic states tend not to encroach upon the liberty of the press. They facilitate the functioning of the press through self-regulation. That is, the press is given the liberty to regulate its own behaviour without external control or monitoring.

23.2.2 Press Council of India (PCI)

The Press Council of India (PCI) is a semi-judicial autonomous body with the directive to preserve the freedom of the press and to maintain and improve the standards of newspapers and the news agencies in India.

The PCI came into existence with the Indian Press Council Act, 1965. However, it was abolished during the Emergency that was imposed on the country in 1975. The Press Council Act was re-enacted in 1978 and the Press Council has continued to function since then. What was the need for a press council? And what purposes and functions does it serve?

The press is regarded as the fourth pillar of a democracy. The other pillars being the legislature, the judiciary, and the executive. While the legislature is tasked with making laws that reflect the will of the People; an impartial executive administers the law. An independent judiciary dispenses justice and acts as a check on the abuse of power. An independent press could watch over all the others pillars and brings to notice abuses of power and corruption.

If the press is to exercise its role of effectively and function as the watchdog of public interest, then it must have a secure and guaranteed freedom of expression, unchained and unimpeded by any authority. But it can claim this role only if it exercises its own powers with a due sense of responsibility. Therefore, to act responsibly and with due care for the public interest, the press must also hold firmly to standards of journalistic ethics and maintain high standards of its own professional conduct. If it is to act as a watchdog, then it must put its own house in order first. But who will define what is journalistic ethics? This has been left to the press alone. As a well-intentioned initiative the government passed the Press Council Act of India 1978 which led to the establishment of the Press Council. Herein as per its mandate, the Press Council was given the following objectives and functions. They are as follows:

- a. to preserve the freedom of the Press as well as to maintain and improve the standards of Indian newspapers and news agencies
- b. to assist newspapers and news agencies to uphold their autonomy
- c. to build up code of conduct for newspapers, news agencies and journalists
- d. to make sure that the press adhered to the maintenance of high standards of public taste and to nurtured both the rights and responsibilities of citizenship
- e. to support a sense of responsibility and public service among all engaged in journalism

- f. to evaluate developments that were likely to limit the supply and dissemination of news of public interest
- g. to review cases of help received by any newspaper or news agency in India from any foreign source
- h. to carry out studies of foreign newspapers, their circulation and impact
- i. to promote functional relationship among all engaged in the production or publication of newspapers / news agencies
- j. to concern itself with developments such as concentration of ownership of newspapers and news agencies which may affect the freedom of the press
- k. to undertake studies as entrusted to the Council and to express opinion on any matter referred to it by the Central Government
- l. to do such other acts as may be incidental or conducive to the discharge of the above functions (Government of India)

The Power to Censure:

The Press Council functions without fear or favour. It has been given the right to censure or to rebuke formally in case where the press was found exceeding its duty. This is called the power to censure. If the Council believes that a newspaper / news agency / editor / journalist has violated any standards of journalistic ethics, then the Council may censure the newspaper / the news agency / the editor / journalist and disapprove their conduct. This becomes a potent tool in the hands of the Council to disapprove misconduct in the press.

The Composition of the Press Council:

The composition of the Press Council allows it to be representative of broad sections of the society. The Council consists of a chairman and 28 other members.

The chairman of the press council of India is nominated by a committee made up of the Chairman of Rajya Sabha, (in practice the Vice President), the Speaker of the Lok Sabha and a person elected by the members of the Council. Thirteen (13) members are nominated from among the working journalists out of which six should be editors of newspapers and the remaining seven should be working journalists. Six (6) members are nominated from among people who own the business of managing newspapers. One member is nominated from the news agencies. Three (3) members should have special knowledge in the fields of education and science, law and literature and culture. To fulfil this criterion, one member each is nominated by

the University Grants Commission (UGC), the Bar Council of India and the Sahitya Academy. The Speaker from Lok Sabha nominates five (5) MPs. Two are nominated from the Rajya Sabha.

PCI Guidelines:

The Press Council Act of 1978 requires the press council to build code of conduct for newspapers, news agencies and journalists. And from time to time, the Press Council of India has issued guidelines to help the press maintain the standards of journalism. The Press Council has emphasized upon the principles of accuracy and fairness and issued guidelines pertaining to advertisements, astrological predictions, references to caste, religion, and community. It has cautioned against criticizing judicial acts, and reporting news pertaining to judicial proceedings.

The Council has emphasized upon the need to separate conjecture, comments, and facts. It has also issued guidelines for journalists when reporting communal clashes and disputes and cautioned against the glorification of social evils. The council has restated the norms and parameters for investigative journalism, and the right of the press to comment on public officials, the issue of privacy of public figures, and issued procedures for reporting on suicide, natural calamities, child abandonment etc.

The press can register its complaint of harassment against any state or central government, organization or even an individual with the Press Council of India. Similarly, the Press Council can also receive complaints against the press for any violation of the ethical principles.

Given this situation, we must also understand that the state and its laws may simultaneously both restrict and facilitate the functioning of the press. Whereas laws such as those relating to defamation and sedition may sometimes restrict the functioning of the press, at other times, laws such as those relating to the right to information have enabled the press to ferret out corruption in public places and place them in the public domain. As such, what are the ways in which the press and the state act and interact with each other? We can reach conclusion through an examination of some of the laws that operate upon the press in India. These are not an exhaustive list of the laws that operate on the press in India, but it will give a fair idea about the eco-system within which the press operates in India.

23.2.3 The Prasar Bharati Broadcast Code

In a similar vein, the Broadcasting Corporation of India or the Prasar Bharati notified in May 2022, the programme code of Prasar Bharati (All India Radio and Doordarshan). The programme code does not permit any program that offends good taste, is indecent or defamatory;

contains censure of friendly countries; attacks religions or communities; is disapproving of religious groups or which encourages communal attitudes or stirs up violence, or is likely to be harmful to public order; encourages anti-national attitude; affects the sovereignty and integrity of India and the security of the State; qualifies as contempt of Court; casts slurs on the integrity of the President, Governors and the Judiciary; depicts the National Flag, National Emblem, National Anthem and Map of India improperly; may cause discord in Centre-State relations; contains unwarranted publicity or glorification of individuals and institutions/organizations; is in breach of general orders issued by the Central Government for regulating content under relevant statutory provisions; is likely to provoke an offence or disregards the Copyright Act,1957; insults individual in person or certain groups, and affects the social, public and moral life of the country; promotes superstition, dogma or blind belief and hampers development of scientific temper and spirit of inquiry; worsens social inequities and evils like caste, child marriage, dowry, alcohol and substance abuse; presents certain ethnic, linguistic and regional groups in a slanderous way; slanders women by being indecent, or derogatory to women, or is likely to corrupt, or injure the public morality; portrays violence against children, women and senior citizens; advocates ecological spoliation or has been produced by causing cruelty to animals and destruction of the environment (Prasar Bharati, 2022).

Section C of the Norms of Journalistic Conduct issued by the Press Council of India speaks about certain laws related to the Indian press. They are quite numerous and only some of the laws pertaining to the press have been reiterated here. They are as follows:

- *The Press and Registration of Books Act,1867* requires for the regulation of the printing-presses and newspapers and for the registration of books and newspapers.
- *The Official Secrets Act, 1923 (Act No.1923)*
- *The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954* seeks to control the advertisement of certain drugs, and prohibits the advertisement of remedies alleged to possess magic qualities.
- *The Working Journalists and Other Newspapers Employees (Conditions of Service and Miscellaneous Provision) Act,1955* seeks to regulate service conditions of working journalists and people employed in the press.
- *The Young Persons (Harmful Publications) Act, 1956* seeks to prevent the distribution of publications harmful to young people.
- *The Copyright Act, 1957* imparts protection to copyright.

- *The Contempt of Courts Act, 1971* seeks to define the powers of courts in cases of contempt of courts.
- *The Indecent Representation of Women (Prohibition) Act, 1986* seeks to prohibit indecent representation of women.
- *Right to Information Act, 2005* seeks to provide right to information to citizens to promote accountability in public authority.

23.3 Learning Outcomes

At the end of this Unit, you should know about the laws and ethics related to the press in India, the Press Council of India, its composition and its powers, journalistic codes and issued by the Press Council.

23.4 Glossary

Privilege – A special advantage, immunity or benefit not enjoyed by all

Amendment – A statement added to revise or improve a document (a bill or constitution etc.)

Reasonable – Showing reason or sound judgment

Ferret – Search and discover through persistent investigation

Exhaustive – Performed comprehensively and completely; not superficial or partial

Defamatory – (used of statements) harmful and often untrue; tending to discredit or malign

Conjecture – Speculation; an opinion based on incomplete evidence.

Contempt – Lack of respect

23.5 Sample Questions

Objective Questions

1. The Hippocratic Oath refers to medical ethics. (T/F)
2. Democratic states tend to facilitate the functioning of the press through self-regulation. (T/F)
3. In India, the Press Council of India is a quasi-judicial autonomous body. (T/F)

4. The Press Council consists of a chairman and _____ other members.
5. The press is regarded as the fourth pillar of a democracy.
6. Article _____ guarantees freedom of speech and expression to all Indian citizens.
7. Press Council has been given the right to censure or to rebuke formally. (T/F)
8. _____ members have special knowledge in the fields of education and science, law and literature and culture.
9. The Press Council Act mandates the press council to build code of conduct. (T/F)
10. The press can register its complaint of harassment with the Press Council of India. (T/F)

Short Answer Questions

1. What is ethics?
2. Which act guarantees the freedom of the press in India?
3. What is the First amendment of the US Constitution?
4. How many members are there in the Press Council of India?
5. Which act mandates the Press Council to build code of conduct?

Long Answer Questions

1. Evaluate the powers of the Press Council of India?
2. What is meant by censure? How can the Press Council use it?
3. Describe the composition of the Press Council of India.

23.6 Suggested Learning Resources

Thakurta, P. G. (2018). *Media Ethics: Truth, Fairness and Objectivity*. New Delhi: Oxford University Press.

Unit - 24: Media and Social Change

Structure

24.0 Introduction

24.1 Objectives

24.2 Media and Social Change

24.2.1 Daniel Lerner and the Passing Away of Traditional Society

24.2.2 Everett M. Rogers and the Diffusion of Innovations

24.2.3 Wilbur Schramm and National Development

24.2.4 Satellite Television Instructional Experiment

24.3 Learning Outcomes

24.4 Glossary

24.5 Sample Questions

24.6 Suggested Learning Resources

24.0 Introduction

Towards the end of the Second World War, there were several attempts by governments the world over to harness the power of the media for social change, to promote technical advancement and to use the media for disseminating messages related to health, education, family planning etc.

24.1 Objectives

The objectives of this Unit are to understand:

- the interactions between media and social change
- the concept of national development through the mass media
- field experiments such as the Satellite Instructional Television Experiment (SITE), the Kheda Communication Project (KCP) and The Jhabua Development Communication Project (JDCP)

24.2 Media and Social Change

Scholars like Daniel Lerner (1917-1980), Wilbur Schramm (1907-1987) and Everett M. Rogers (1931-2004) have proposed the idea that media could be harnessed for the process of modernization and that that media could be used as an agent of socialization and democratization. The media could aid governments' efforts in population control measures, raise awareness about health and sanitization and disease control. Ideas such as these led to the evolution of the field of development communication which refers to the use of communication to facilitate social, political and economic and cultural development.

24.2.1 Daniel Lerner and the Passing Away of Traditional Society

Daniel Lerner is well known for his theory of modernization. He conducted field experiments in the Middle East and presented his views in the book *Passing of a Traditional Society: Modernizing the Middle East* published in 1964. According to the theory as proposed by Daniel Lerner, poor countries could effectively modernize and become developed if they could effect change in the personalities of their people. The crucial aspects of modernity were rationality and empathy (or understanding and entering another's feelings) which could allow people to adapt modernity efficiently in a rapidly changing world. Modernization meant urbanism (the culture or way of life of people who live in cities), high levels of literacy, the participation of the media and, of course empathy. For Lerner, the modern mass media was the key to modernization, and the radio, television, newspapers, and magazines could act as a catalyst for the process of modernization. If the mass media in newly independent countries could inform the masses about the modern world and the about the experiences of modernity itself — empathic individuals would begin to yearn for modernity and would help in transforming their traditional societies into modern societies.

24.2.2 Everett M. Rogers and the Diffusion of Innovations

Another scholar who has contributed to the field of development communication was Everett M. Rogers (1931-2004). Everett M. Rogers proposed the theory of Diffusion of Innovations. Diffusion means the act of dispersing or diffusing something. Innovation means novelty or the act of starting something for the first time. The basic premise states that any new information (or innovation such as adopting birth control measures, or new farming techniques or acquiring new habits of health and or hygiene etc.,) will spread in each social system in a gradual and staggered manner. The adopters or users of the innovation can be divided into

innovators, early adopters, early majority, late majority, and the laggards. The innovators are willing to try out the innovation and are willing to take risk with the innovation. The early adopters know about the need to change and are comfortable with new ideas. The early majority may adopt the innovation only after seeing the proof that the innovation works. The late majority are doubtful and will adopt the innovation only after it has been accepted by the majority. Finally, the laggards will be the last to adopt the change and innovation. So therefore, the communication process for development must be aware of these categories of people and the communication message must be suitably designed to meet the needs of the different groups. For example, the innovators need very little convincing for adopting change. The early adopters do not need information to change. The early majority needs to be convinced through the success stories of others. The late majority might need information and information about how many people have adopted the innovation successfully. Finally, the laggards, must be convinced through facts and figures, pressure through peer-groups and fear appeals.

24.2.3 Wilbur Schramm and National Development

Wilbur Schramm is credited for establishing the field of communication studies and bestowing upon the field of communication studies the respectability and legitimacy of a subject. Schramm is credited with institutionalizing research in the field of communication. He visited countries like El Salvador, India, Samoa, Indonesia, Tanzania, Uganda, Niger, Pakistan, and Israel. As Arvind Singhal has noted, Schramm believed that communication could play an important role in the national development of the newly independent nations by adding on to the information resources of schools, helping the development agency field workers to make new contact with the local population, and to encourage people ‘to expose themselves and their children to learning opportunities’(Singhal, 1987, p. 19).

Wilbur Schramm was interested in applying new scholarly perspectives to the field of communication and in designing communication campaigns for the public, keeping in mind the cultural context of the receivers. For Schramm, national development didn’t mean national wealth as measured through the Gross Domestic Product (GDP). He looked upon national development as a process of social transformation which involved changes in the economic and social structures. According to Schramm, there was interdependence between the communication system and the social, political, and economic structures especially if the country was going through the complex process of social change.

For Schramm, social change was national development. Further, Schramm posited that economic growth could be accelerated by the processes of communication development. As he noted, that when a country embarked upon economic development it required quicker information from the farther away parts and quicker orders to more scattered centers. Knowledge had to be gathered from all across the country and had to be shared more widely throughout the country. Information had to be communicated more swiftly 'because the national system is moving towards a level of functioning that will always require wide and swift communication'(Schramm, 1963, p. 34). With better communication system a country would be able to take informed decisions more quickly and accurately.

Schramm also emphasized that a development program should be designed to take care of local sensitivities and be acceptable to the people at large. According to Schramm, mass media could be used to 'widen horizons, raise aspirations, focus attention, create a climate for development, and feed the interpersonal channels' (Westley, 1974, p. 27). For Schramm, the media could provide a modern society with different means for solving problems. But critiques have said that the models of development espoused by Wilbur Schramm did not consider the diversities of developing countries and largely measured the indices of development on the standards set up by Western Europe and north American countries.

Schramm also noted that development of communication may not necessarily lead to democratic politics. He noted that efficient communication could work well for a dictator if when seized the monopoly over communication. But communication development could also provide 'the conditions for wider participation if the political philosophy permits it'(Schramm, 1963, p. 55). However, Schramm's model of development met with limited success in the Third World countries. Schramm reportedly undertook many field trips to El Salvador for the educational television project and headed a team that was 'invited by the Indian government to counsel on developing the infrastructure for mass communication in India'(Singhal, 1987, p. 18). The team recommended the establishment of the Indian Institute of Mass Communication (IIMC).

24.2.4 Satellite Television Instructional Experiment

One of the first field experiments conducted in India to test the feasibility of using mass communication for the purpose of development was the Satellite Instructional Television Experiment (SITE) conducted in the 1970s. It was jointly designed by the Indian Space Research Organization (ISRO) and the National Aeronautics and Space Administration (NASA) of the USA.

The purpose of the project was to broadcast development messages to rural spectatorship in India. The objective was to educate people by broadcasting messages through satellites and gain some expertise in the field of satellite communication. The satellite experiment ran for a year and covered 2400 villages in 20 districts across the states of Bihar, Karnataka, Andhra Pradesh, Madhya Pradesh, Rajasthan, and Orissa. Under the experiment, television programmes had two broad categories: (a) educational programmes that essentially targeted the school going children (b) instructional programmes that was meant for illiterate or newly educated adults. The instructional programmes were broadcast for four hours each day for over a year. They broadcast TV programmes related to improved methods of agriculture, family planning, nutrition, health, and hygiene etc. The TV programmes were broadcast in Hindi, Oriya, Telegu and Kannada. The overall objectives were to understand the role of the development communication on rural communities; the degree of change in knowledge, attitude of the audiences, the acceptability and benefits derived from TV as a medium; the socio-economic background of the audiences; and the maintenance and functioning of the satellite television.

24.2.5 Kheda Communication Project (KCP)

Another elaborate field experiment in development communication was the Kheda Communication Project (KCP), managed by the Space Applications Centre, Ahmedabad, and Development and Education Communication Unit (DECU) of Space Application Center (CAS). The Development and Educational Communication Unit is an arm of Indian Space Research Organization and aims to impart training to personnel for using satellite-based communication systems.

It was a participatory development programme launched in Kheda, district in the Indian state of Gujarat. The project was launched in 1975 and continued till 1990. About 650 television sets in public places across Kheda to ensure that they remained accessible to everyone. Audiences were encouraged to participate in the content development. The broadcast programmes dealt with social issues like alcoholism, minimum wages for workers, the evils of caste discrimination, family planning, widow remarriage, gender equality and the advantages of cooperatives societies. TV serials, folk dramas and even puppet shows were used to communicate development messages to the people. In 1985 the Kheda Communication Project received that International Programme for the Development of Communication (IPDC) - United Nations Educational Scientific Cultural Organization (UNESCO) Prize for Rural Communication. The project came to an end in 1990.

24.2.6 The Jhabua Development Communication Project (JDCEP)

The Jhabua Development Communication Project was launched in the mid-1990s in Madhya Pradesh's Jhabua, and its main objective was to provide satellite-based development communication support to rural development projects in Jhabua. While the area is rich in mineral resources, the population which is predominantly tribal has low levels of literacy and high infant mortality rates. Agriculture remains the principal occupation of the people. The development communication programme was launched by the Development and Education Communication Unit (DECU) of Space Application Center (CAS), Ahmadabad. Entertainment programmes with development messages were broadcast to the population. Television sets, satellite dish, and video cassette recorders (VCR) were extensively used in the project and installed in places easily accessible to everyone. Programmes on topics such as agriculture, rural development, Panchayati Raj, forestry, health and education were broadcast to the population. Talkback terminals were installed and used to ensure that the audience could provide feedback on the programmes directly to the media producers. Assessment revealed major knowledge gains by JDCEP viewers in the development programmes.

24.3 Learning Outcomes

At the end of this Unit, you should have gained an understanding of media and social change.

24.4 Glossary

Innovation – The act of starting something for the first time; introducing something new

Feasibility – The quality of being doable

24.5 Sample Questions

Objective Questions

1. Daniel Lerner presented his views in the book _____ published in 1964.
2. _____ proposed the theory of Diffusion of Innovations.
3. Schramm posited that economic growth could be accelerated by the processes of_____.

4. _____ was one of first field experiments conducted in India to test the feasibility of using mass communication for the purpose of development.
5. According to Daniel Lerner, the crucial aspects of modernity were rationality and empathy. (T/F)
6. For _____ the modern mass media was the key to modernization.
7. For Everett M. Rogers any innovation will spread in a given social system in a gradual and staggered manner. (T/F)
8. The innovators are willing to try out the innovation and are willing to take risk with the innovation. (T/F)
9. Wilbur Schramm looked upon national development as an ongoing process of social transformation. (T/F).
10. According to Schramm, a better communication system in a country would enable it to take informed decisions quickly and accurately. (T/F)

Short Answer Questions

1. Who proposed the Diffusion of Innovations theory?
2. What does SITE stand for?
3. What does UNESCO stand for?
4. What does the KCP stand for?
5. Who wrote the book *Passing of a Traditional Society: Modernizing the Middle East* published in 1964?

Long Answer Type Question

1. Describe the ideas expressed by Daniel Lerner in his book *Passing Away of a Traditional Society*.
2. Explain the theory of Diffusion of Innovations as defined by Everett M. Rogers.
3. Can the mass media be used for the process of national development? Give your views.

24.6 Suggested Learning Resources

Laughey, D. (2008). *Key Themes in Media Theory* (Indian Reprint, 2008 ed.). New Delhi: Raat Publications.

McQuail, D. (2010). *Mass Communication Theory*. London: Sage Publications.

Maulana Azad National Urdu University

Programme: BA

V Semester Examination

BAEN502DST: Media & Communication Skills

Time: 3 Hours

Total Marks: 70

Note: This question paper consists of three parts: Part – A, Part-B and Part-C. Number of words to answers each question is only indicative. Attempt all parts.

Part–A contains 10 compulsory questions of multiple choice/fill in the blank/very short answer type question. Answer all questions. Each question carries 1 mark. (10x1=10 marks)

Part-B contains 08 questions of which students are supposed to answer 05 questions. Answer each question in approximately 200 words. Each question carries 06 marks. (5x6=30 marks)

Part-C contains 05 questions of which students are supposed to answer 03 questions. Answer each question in approximately 500 words. Each question carries 10 marks. (3x10=30 marks)

Part –A

- i. Body language is a form of verbal communication. (True / False)
- ii. Oral communication is also known as verbal communication. (True / False)
- iii. Pointing fingers while talking is not a good gesture of communication.(True / False)
- iv. Written communication is a form of non-verbal communication. (True / False)
- v. Maintaining eye contact while giving a speech is a means of effective communication.
- vi. In the magic bullet theory, what is considered as a gun?
a) Media b) Audience c) Message d) All the above
- vii. Media effect can be assessed at _____ level.
a) community b) family c) societal d) All the above
- viii. Good media criticism should always..... []
a. warn us that ads sell us things we don't need
b. condemn our emotional reactions to media
c. reveal negative aspects of media
d. offer analysis based on reason
- ix. Media acts as a _____ mirror to society. []
a) limited b) selective c) discriminating d) None of these
- x. Media literacy means the ability to.....
a) prepare for a career in media b) understand and use media
c) create professional media d) read and write

Part-B

2. Explain the types of media with examples.
3. Define media and discuss its advantages.
4. Write a short note on ethics in media.
5. Discuss how print media is different from cyber media.
6. Write a short note on communication barriers.
7. Explain why 'Writing' is the most important of all the communication skills.
8. Write a brief note on verbal communication.
9. Briefly comment on online advertisements.

Part-C

10. Explain the correlation between newspapers and advertisements with appropriate examples.
11. 'Media is a powerful means of communication'. Discuss.
12. What are the merits and demerits of 'Social Media'? Explain.
13. Write an essay on 'Media Writing' with suitable examples.
14. Write a comprehensive note on promotional advertisements with examples.
