

UNIT-II

MASS MEDIA

STRUCTURE

This chapter shall cover the following main points:

1. What is Mass Communication?
2. Definitions of Mass Communication
3. Characteristics of Mass Communication
4. Role/ Functions of Mass Communication
5. Impact of Mass Communication
6. Elements of Mass Communication
7. Channels of mass communication include
8. Tools of Mass Communication
9. What is Print Media?
10. History of Printing:
11. Introduction to Print Media
12. Newspaper Printing in India
13. What is Electronic Media?
14. Hard and Soft Networks
15. History Of the Radio
16. History Of The Television
17. Present Scenario of Radio and television:
18. 3-Tier Broadcasting
19. New Services
20. Role of Electronic Media
21. Reach Of Radio
22. Reach of Doordarshan

23. Future of the Radio and Television

24. FM and Privatization of Radio

25. Private television channels

• LEARNING OBJECTIVES

By the end of this unit, the students will learn about

- Mass Communication in detail. The topic under Mass Communication includes Definition, Characteristics, Roles or functions, Impact, Elements, Channels, and tools of Mass Communication. In short, the students will learn all the basics of Mass Communication which they need to know at this level.
- The next topic that is covered in this unit is Print Media. Students will learn about the history of printing, definition, and introduction of printing in India along with the newspapers and their existence in India.
- The concept of Electronic Media is also covered in this unit. Hard and soft networks are explained in short. Students will learn about the history and present scenario of Radio and Television.
- Students will gain knowledge about the role of Electronic Media. It covers the reach of radio and television as a medium of information. It also covers the future of Radio and Television.
- Students will also get the knowledge about the FM on the radio along with the privatization of radio.
- This unit also covers the privatization of television channels.

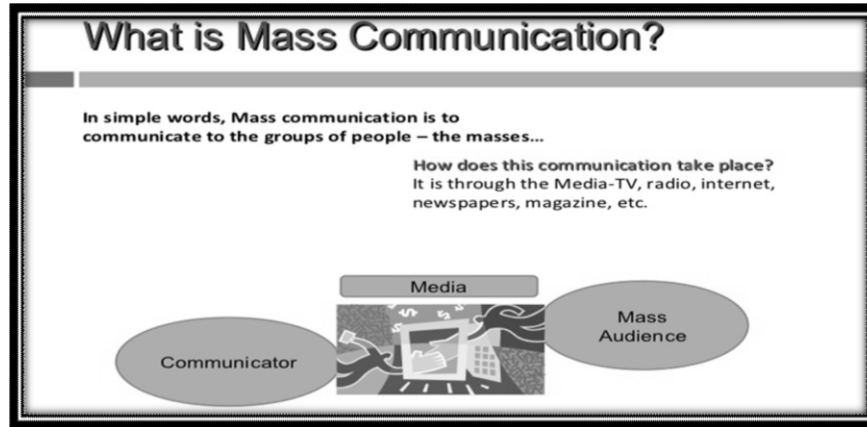
WHAT IS MASS COMMUNICATION?

Mass communication is the process of imparting and exchanging information through mass media to large segments of the population. It is usually understood for relating to various forms of media, as these technologies are used for the dissemination of information.

Mass communication differs from other forms of communication, such as interpersonal communication and organizational communication, because it focuses on particular resources transmitting information to numerous receivers. The study of mass communication is chiefly concerned with how the content of mass communication persuades or otherwise affects

the behavior, attitude, opinion, or emotion of the people receiving the information.

Mass Media

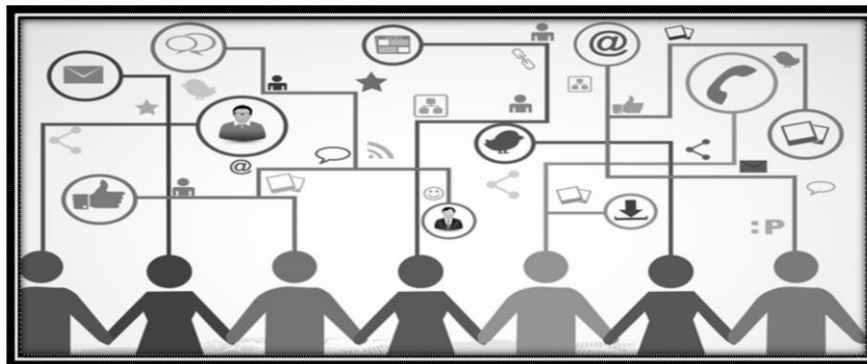


Normally, the transmission of messages to many persons at a time is called mass communication. But in a complete sense, mass communication can be understood as the process of extensive circulation of information within regions and across the globe.

Through mass communication, information can be transmitted quickly to many people who generally stay far away from the sources of information. Mass communication is practiced in multiple mediums, such as radio, television, social networking, billboards, newspapers, magazines, books, film, and the Internet.

In this modern era, mass communication is being used to disperse information at an accelerated rate, often about politics and other charged topics. There are major connections between the media that is being consumed, via mass communication, and our culture, contributing to polarization and dividing people based on consequential issues.

DEFINITIONS OF MASS COMMUNICATION:



Littlejohn and Foss define mass communication as “the process whereby media organizations produce and transmit messages to large

public and the process by which those messages are sought, used, understood, and influenced by an audience”

McQuail states that mass communication is, “only one of the processes of communication operating at the society-wide level, readily identified by its institutional characteristics”

Schramm refers to this as a “working group organizer”

According to **Smith, Lasswell & Casey** Mass Communication refers to “who says what, through what channels (media) of communication, to whom, [and] what will be the results”

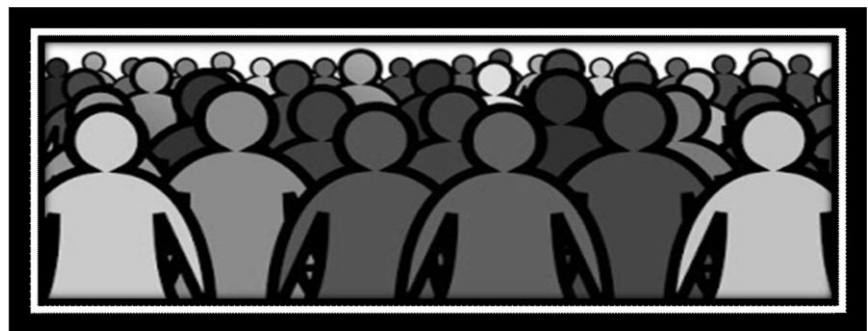
Barker defines Mass communication as ‘the spreading of a message to an extended mass audience through rapid means of reproduction and distribution at a relatively inexpensive cost to consumers’.

Mass Communication is defined as ‘any mechanical device that multiples messages and takes it to a large number of people simultaneously’

Mass communication is the term used to describe the academic study of various means by which individuals and entities relay information to large segments of the population all at once through mass media.

Mass communication can also be defined as a process whereby mass-produced messages are transmitted to large, anonymous, and heterogeneous masses of receivers’. ‘Mass-produced’ means putting the content or message of mass communication in a form suitable to be distributed to a large number of people. ‘Heterogeneous’ means that the individual members of the masses are from a wide variety of classes of the society. ‘Anonymous’ means the individuals in the mass do not know each other.

CHARACTERISTICS OF MASS COMMUNICATION

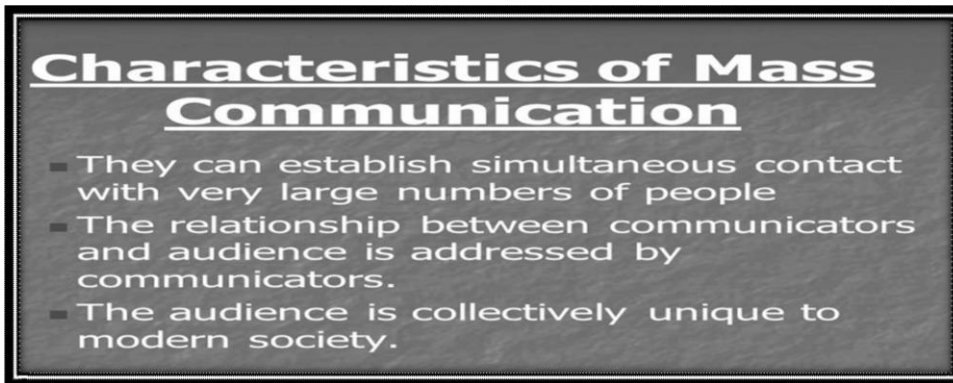


Mass communication is very similar to other forms of communication. It involves people, messages, channels, noise, etc. However, it possesses the

following special characteristics or features in addition to the characteristics of mass communication.

A large number of audiences: The most important characteristic of mass communication is that its audiences are relatively large. Audiences of mass communication may exceed millions after millions.

Heterogeneous audiences: The audiences of mass communication are not only large in number but also heterogeneous and anonymous. Its audiences may belong to different ages, religions, sections, and groups.



Scattered audiences: The audiences of mass communication are scattered in a vast geographical area, even in the whole world. So its audiences are far away from the source of information.

Personally unknown audiences: In mass communication, messages flow to scattered external audiences. Usually, the audiences are personally unknown to the communicator.

Common messages: Mass communication delivers the same messages simultaneously to a vast and diversified audience. Whoever wishes and can afford the media, can easily receive the message from the mass communications channels.

Use of mechanical or electronic media: Mass communication relies on mechanical or electronic media to address large and diverse audiences. The media include radio, television, films, newspaper, posters, leaflets, etc. Mass communication does not take place through face to face or telephonic conversation.

Rapid and continuous dissemination: Another distinct characteristic of mass communication is the speedy and continuous dissemination of the message. Various media of mass communication like radio and television transmit messages instantly. Numerous copies of films, newspapers, books, and magazines can be distributed across the vast

geographical area within a few days. Moreover, modern mass communication occurs continuously where messages are sent on a schedule.

Absence of direct feedback: In mass communication, there is no direct feedback from the receivers. It is mainly because the receivers of mass communication are far away from the source of information. For this, mass communication is regarded as a mostly one-way communication process. However, in some causes reactions of audiences can be known for their subsequent behaviors.

Requiring professional help: Developing and designing the message of mass communication requires the help of professional communicators. The professional communicators include reporters, editors, actors, authors, writers, official spokespersons, and so on. These professional communicators design, edit and disseminate news, entertainment, dramas, advertising messages, public reactions messages, and political campaigns.

Use of modern technology: Modern mass communication requires the use of various specialized modern technologies such as a computer, computer network, fax, mobile phones, broadcasting media, printing devices, etc. for effective preparation and distribution of the message.

ROLE/ FUNCTIONS OF MASS COMMUNICATION

Mass communication doesn't exist for a single purpose. With its evolution, more and more uses have developed and the role it plays has increased greatly. **Wright** characterizes seven functions of mass communication that offer insight into its role in the day to day activity.



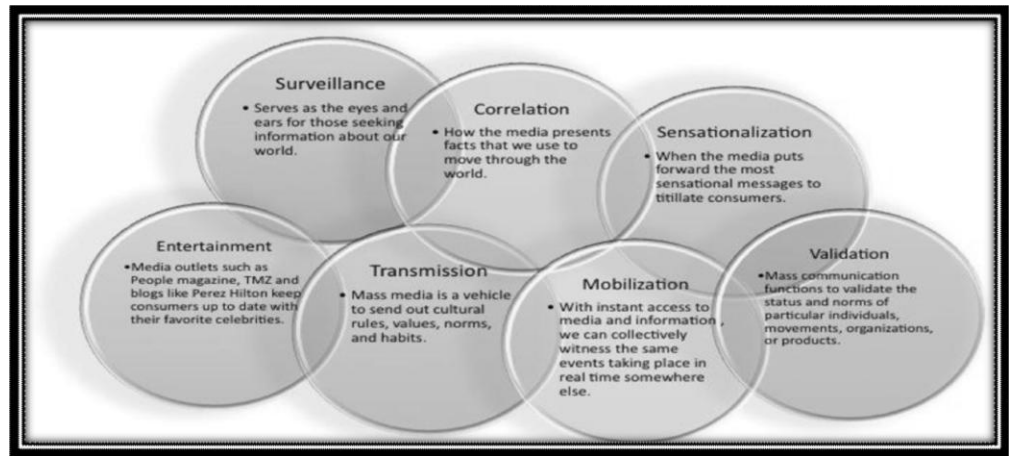
1. Surveillance. The first function of mass communication is to serve as the eyes and ears for those seeking information about the world. The internet, televisions, and newspapers are the main sources for finding out what's going around in the country and the world as a whole. Society relies

on mass communication for news and information about daily developments. It reports the weather, current issues, the latest celebrity gossip, and even start times for games. News apps have made mass communication surveillance instantly accessible by sending notifications to smartphones with the latest news.

2. Correlation. Correlation addresses how the media presents facts that an audience use to move through the world. The information received through mass communication is not objective and without bias. But most of the time the news or information that is shared by mass communication is correct and hence chances for news being biased are less. The information can be checked and rechecked on several platforms before confirming them.

3. Sensationalization. There is an old saying in the news industry “if it bleeds, it leads,” which highlights the idea of Sensationalization. When the media puts forward the most crucial and important messages to titillate consumers then that news is called Sensational news or news that would create sensationalization among audiences. . **Elliot observes**, “Media managers think in terms of consumers rather than citizens. Good journalism sells, but unfortunately, bad journalism sells as well. And, bad journalism-stories that simply repeat government claims or that reinforce what the public wants to hear instead of offering independent reporting -is cheaper and easier to produce”

4. Entertainment. Media outlets such as magazines and entertainment blogs keep an audience up to date on the daily comings and goings of favorite celebrities. An individual uses technology to watch sports, go to the movies, play video games, watch YouTube videos, and listen to iPods daily. Most mass communication simultaneously entertains and informs. People often turn to media during their leisure time to provide an escape from boredom and relief from the predictability of their everyday lives. People rely on media to take them places that they could not afford to go or imagine, acquaint audiences with bits of culture, and make them laugh, think, or cry. Entertainment can have the secondary effect of providing companionship and/or catharsis through the media.



5. Transmission. Mass media is a vehicle to transmit cultural norms, values, rules, and habits. Mass media plays a significant role in the socialization process. A person looks for role models to display appropriate cultural norms, but all too often, not recognizing their inappropriate or stereotypical behavior. Mainstream society starts shopping, dressing, smelling, walking, and talking like the person in the music video, commercial, or movies. Culture, age, type of media, and other cultural variables affect the factor as to how mass communication influences society and as to how an individual perceives and absorbs the culture.

6. Mobilization. Mass communication functions to mobilize people during times of crisis. Think back to the World Trade Center attack. Regardless of one's association with the incident, Americans felt the attack as a nation and people followed the news until they found the perpetrators. With instant access to media and information, one can collectively witness the same events taking place in real-time somewhere else, thus mobilizing a large population of people around a particular event.

7. Validation. Mass communication functions to validate the status and norms of particular individuals, movements, organizations, or products. The validation of particular people or groups serves to enforce social norms. If one thinks about most television dramas and sitcoms, who are the primary characters? What gender and ethnicity are the majority of the stars? What gender and ethnicity are those that play criminals or those considered abnormal? The media validates particular cultural norms while diminishing differences and variations from those norms. A great deal of criticism focuses on how certain groups are promoted, and others marginalized by how they are portrayed in mass media.

Given the power of the various functions of mass communication, one needs to be reflective of its presence in one's day to day life.

IMPACT OF MASS COMMUNICATION

Mass Media



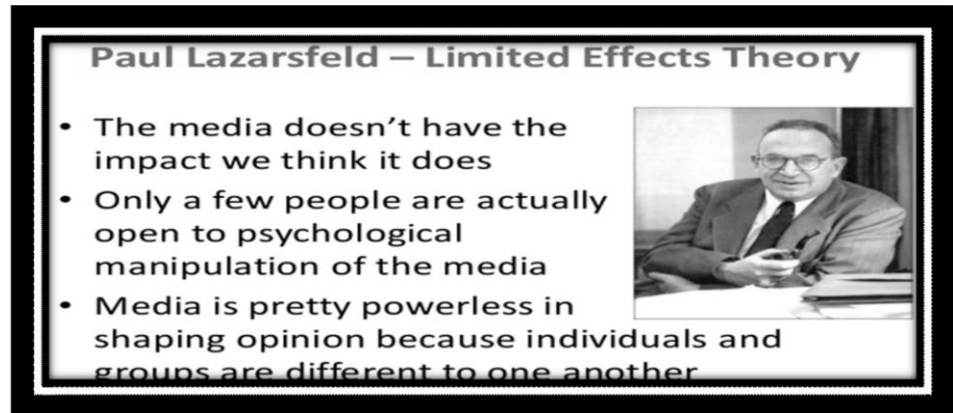
Mass media is communication whether written, broadcast, or spoken that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth. Mass media is a significant force in modern culture. Sociologists refer to this as a mediated culture where media reflects and creates the culture. Communities and individuals are bombarded constantly with messages from a multitude of sources including TV, billboards, and magazines, etc. . These messages promote not only products, but moods, attitudes, and a sense of what is and is not important. Mass media makes possible the concept of celebrity: without the ability of movies, which was not possible in the earlier days. Only political and business leaders, as well as the few notorious outlaws, were famous in the past. Recently actors, singers, and other social elites have become celebrities or “stars.”

The current level of media saturation has not always existed. As recently as the 1960s and 1970s, television, for example, consisted of primarily three networks, public broadcasting, and a few local independent stations. These channels aimed their programming primarily at two- parent, middle- class families. Even so, some middle- class households did not even own a television. Today, one can find a television in the poorest of homes, and multiple TVs in most middle- class homes. Not only has availability increased, but programming is increasingly diverse with shows aimed to please all ages, incomes, backgrounds, and attitudes. This widespread availability and exposure make the television the primary focus of most mass- media discussions.

Three main sociological perspectives on the role of media exist the limited- effects theory, the class- dominant theory, and the culturalist theory.

LIMITED-EFFECTS THEORY

The **limited-effects theory** was given by Paul Lazarsfeld. In his theory Lazarsfeld argues that because people generally choose what to watch or read based on what they already believe, media exerts a negligible influence. This theory originated and was tested in the 1940s and 1950s. Studies that examined the ability of media to influence voting found that well-informed people relied more on personal experience, prior knowledge, and their reasoning. However, media “experts” more likely swayed those who were less informed.



Criticism: Critics point out two problems with this perspective. First, they claim that the limited-effects theory ignores the media's role in framing and limiting the discussion and debate over issues. How media frames the debate and what questions members of the media ask changes the outcome of the discussion and the possible conclusions that the people may draw. Second, this theory came into existence when the availability and dominance of media were far less widespread.

Class-dominant theory

The **class-dominant theory** argues that the media reflects and projects the view of a minority elite, which controls it. Those people who own and control the corporations that produce media comprise this elite. Advocates of this view concern themselves particularly with massive corporate mergers of media organizations, which limit competition and put the big business at the reins of media especially news media. Their concern is that when ownership is restricted, a few people can then manipulate what people can see or hear. For example, owners can easily avoid or silence stories that expose unethical corporate behavior or hold corporations responsible for their actions.

Class Dominant Theory

- This theory suggests that the media projects the views of an elite minority, which controls it. When a minority control output, other groups have no control over what we see and hear, and therefore, no control over how they themselves are represented. Also, those in control can manipulate the media content to suit their own agendas, ensuring that it supports their dominance.

The issue of sponsorship adds to this problem. Advertising dollars fund most media. Networks aim programming at the largest possible audience because the broader the appeal, the greater the potential purchasing audience and the easier selling air time to advertisers becomes. Thus, news organizations may shy away from negative stories about corporations that finance large advertising campaigns in their newspaper or on their stations. Media watchers identify the same problem at the local level where city newspapers will not give new cars poor reviews or run stories on selling a home without an agent because the majority of their funding comes from auto and real estate advertising. This influence also extends to programming.

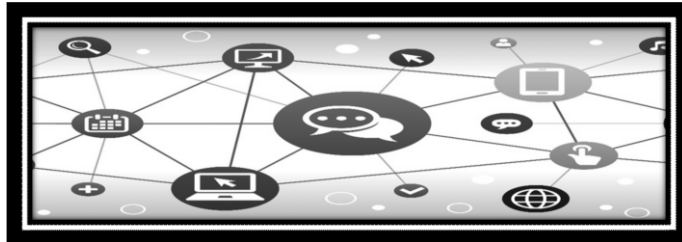
.Criticism: Critics of this theory counter these arguments by saying that local control of news media largely lies beyond the reach of large corporate offices elsewhere and that the quality of news depends upon good journalists. They contend that those less powerful and not in control of media have often received full media coverage and subsequent support.

While most people argue that a corporate elite controls media, a variation on this approach argues that a politically “liberal” elite controls media. They point to the fact that journalists, being more highly educated than the general population, hold more liberal political views, consider themselves “left of center,” and are more likely to register as Democrats.

Media language can be revealing, too. Media uses the terms “arch” or “ultra” conservative, but rarely or never the terms “arch” or “ultra” liberal. Those who argue that a political elite controls media also point out that the movements that have gained media attention—the environment, anti-nuclear, generally support liberal political issues. Predominantly conservative political issues have yet to gain prominent media attention or have been opposed by the media.

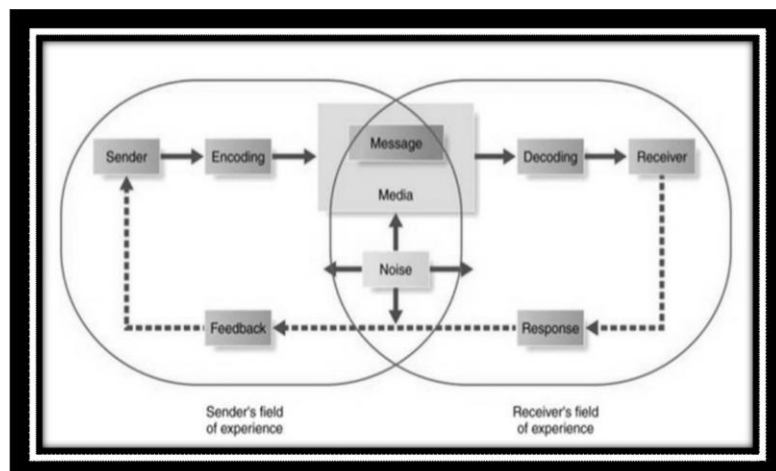
Culturalist theory

The **culturalist theory**, developed in the 1980s and 1990s, combines the other two theories and claims that people interact with media to create their meanings out of the images and messages they receive. This theory sees audiences as playing an active rather than a passive role concerning mass media. One strand of research focuses on the audiences and how they interact with media; the other strand of research focuses on those who produce the media, particularly the news.



Theorists emphasize that audiences choose what to watch among a wide range of options, choose how much to watch, and may choose the mute button on their remote over the program selected by the network or cable station. Studies of mass media done by sociologists parallel text-reading and interpretation research completed by linguists. Both groups of researchers find that when people approach material, whether written text or media images and messages, they interpret that material based on their knowledge and experience. Thus, when researchers ask different groups to explain the meaning of a particular song or video, the groups produce widely divergent interpretations based on age, gender, race, ethnicity, and religious background. Therefore, culturalist theorists claim that, while a few elites in large corporations may exert significant control over what information media produces and distributes, personal perspective plays a more powerful role in how the audience members interpret those messages.

ELEMENTS OF MASS COMMUNICATION



According to the traditional concept, mass communication is a component system made up of Senders, which includes writers, media channels, authors, reporters, producers, or agencies. In other words, these are people who diffuse or transmit messages or content that includes the book content, news, news reports, features, audio-visuals, images, music or advertisements, games, serials, movies through mass media channels consisting of newspapers, books, journals, films, magazines, radio, television, Internet, Smartphones to a large group of receivers, a combination of readers, viewers, citizens or consumers. The content is disseminated through the process of gatekeeping which means filtering of materials and it is done by Media houses, channel owners, producers, editors, or media managers with a chance for feedback in the form of letters to editors, phone calls to news reporters, web-site postings or as audience members of talk shows or television discussions.

The effect of the Mass communication process can be seen through the formation of public opinion, acceptance of certain cultural values or traits shown on television, or particular habits as suggested by Ad Campaigns, or in today's generation through the feedback received on the Social Networking forums of the World wide web and the internet. The Noise could be technical snags, failure of electricity or connectivity, semantic noise, channel noise, etc.

ELEMENTS OF MASS COMMUNICATION

1. Source- The Source or sender of the message in Mass Communication mostly represents the organization/Channel/ Publisher/ Production house, etc where the content is prepared. The source or the sender belongs to a professional media institution or is in media communication. The source creates carried content depending on the nature of the Channel or Channels the media house wishes to use to transmit the message. The source creates the content and encodes the message or content keeping all elements in mind.

However, with the arrival of New Media, individual senders have jumped in creating content on Social networking forums, changing the way Mass communication has been looked at for ages. Thus, a singer or a doctor, or a cook may use the mass communication media himself for propagating a song, a medication, or a recipe.

2. Message- A message in mass communication could be any content created by the source which needs to be reproduced or transmitted through

the media. The message can be a pep talk, an interview, a news debate, a news report, a TV serial, a movie, a documentary, a song, an advertisement, a story in case of a book, film songs on a radio, etc. In the case of newspapers, the message is a report, an article, a feature, etc.

3. Channel- The term channel is the tool used for Mass Communication. Hence, Channels in Mass Communication indicate Mass media. Traditional mass media like radio, television; newspapers, books, brochures, spread the message with an enormous speed far and wide. Today, New Media has revolutionized the speed at which a message can be sent across boundaries of not just villages or states, but countries. Information seems to be diffusing faster through the technological advancement of mass media tools and is available easily for the usage of most people.

Channels of mass communication include:

1. **Print Media-** Newspapers, books, Magazines, Journals, Brochures, Pamphlets, Newsletters, documents, etc.

2. **Electronic Media-** Radio, Television, Fax, Movies/ Cinema, Audio-visuals, etc

3. **New Media-** Cell phones, Smart Phones, world wide web, Internet, Social Networking Forums, OTT (Over the Top Content) etc

4. **Traditional media-** Traditional media also includes folk media or folk communication methods that have prevailed for centuries. These include folk dance, drama, folk songs, and so on which are performed on stage, platforms, or street corners in different villages or cities.

5. **Receiver** – Mass communication is the transmission of the message to a large number of recipients. These receivers are often called a mass audience. The Mass audience is large, heterogeneous, and anonymous. The receivers are scattered across a given village, state, or country. The receiver decodes the encoded content based on his or her psychosocial and cultural background, taste, and capacity of interpretation.

6. **Feedback-** Feedback is the response that the sender gets from the receivers after they have deciphered the received messages. Feedback in Mass Communication can be One Way or Two way depending on the choice of Media.

(a) **One-way Communication** occurs in most Traditional electronic media with an occasional delayed feedback. There is a lack of immediacy here.

(b) Two-way Communication: It is seen in New Media with instant feedback in many cases. Today a small video posted on social networking forums or by huge media houses on their web forums can garner immediate feedback and response on social networking forums such as YouTube, Facebook, Twitter, or Instagram. It may not be as instant as inter-personal communication, however, unlike yesteryears, today feedback is not as delayed as in the case of Traditional Mass Media like printed newspapers, television, or radio. An article on a web newspaper can receive praise or flak as soon as its recipients receive the message and choose to comment, share like, or dislike the same.

7. Gatekeeping- Gatekeeping is the filtration of messages before the release of content by Media houses or individuals in some cases of New Media. So, whether in a newspaper, or a news channel, news arrives through various sources. This news is filtered or controlled at different levels by reporters, journalists, sub-editors, news editors, editors, and the channel owners. Only certain content is allowed to be published while other content is discarded or not given paramount importance. This process is called Gate keeping.

Noise- In mass Communication noise is the disturbance or the barrier that occurs within transmission aspects of the mass-mediated technology used. For instance-

a. In print media, noise will be spelling errors, omitted words or lines or misprinting.

(b) In Electronic Media, any mechanical failure can hamper the message from reaching the audience.

(c) In new media: network or connectivity issues, internet failure, etc can create noise. Semantic noise can also occur in today's mass communication arena, given the fact that technology has grown leaps and bounds. Satellite technology and digital content can be relayed across the world. This can lead to semantic noise which will include socio-cultural barriers, contextual barriers, language barriers, the difference in education level, socio-economic status, etc. A person from an atheistic background could interpret a channel showing the religious-cultural practices of another country in a biased manner. Food habits of one nation or village could be interpreted in a biased way by another nation or village with different food culture.



Different media are involved in the process of mass communication. These media reach every corner of the world and are very powerful. They inform, educate, entertain, and persuade. They help in the transmission of culture and perform the job of surveillance of society. The media are the mass media. The mass media are 'the vehicles of mass communication'. The prominent ones, which have become household names are newspapers, magazines, books, radio, film, television, and more recently, satellite TV and cable TV. Mass media is broadly divided into print media and electronic media. While the print media are the oldest, having a history of about five hundred years, the electronic media are products of the 20th-century technological revolution.

Some of the important tools of Mass Communication are:'

- (a) Newspaper
- (b) Magazines
- (c) Radio
- (d) Television
- (e) Films
- (f) Records
- (g) Internet

All these tools are discussed in detail.

(a) Newspaper : 'Those who do not read the newspaper is uninformed and those who do read the newspaper are misinformed'--**Mark Twain**.



It is the printed means used for conveying current information. The modern newspaper is a combination of elements from many societies and many periods. Even before the birth of Christ, the Romans posted news sheets called 'ActaDiurna' in public places. The Chinese and Koreans were using wood-carved type and paper for printing several centuries before these appeared in Europe. In the sixteenth century, well after printing had come to Europe, the Venetian government printed a small news sheet, which could be purchased for a small coin known as Gazeta. The use of the word 'gazette' to refer to newspapers has survived to this day. Scholars of the history of journalism suggest that many features of the modern newspaper such as the editorial, sports articles, illustrations, political columns, and even comics, were used in one place or another long before the true mass press came into being.

(b) Magazines: Magazine means a 'storehouse of information and thus has a variety of contents in it. Magazines have specific well-defined readers and thus advertisers can reach a specific group of people through them more effectively. The magazines are dependent on advertising and they try to reach particular segments of men, women, film lovers, the young generation, etc through it. Trade and business magazines are also available for people who are working in those fields.



Newspapers, private publishing houses, societies, educational institutions, or some religious organizations publish magazines. Even some government department and political parties publish their regular magazines. Magazines are published weekly, fortnightly, monthly, half-yearly, and even yearly.

One of the earliest magazines known to humans is the *Journal des Scavans* founded in Paris in 1665 and initially, it carried abstracts of books. The golden age for magazines in America came in the late half of the 19th century during which channels of distribution were created as transmission networks. Paper pulp was now cheaper; the printing processes were improved and the invention of linotype facilitated automatic typesetting. Yet another advancement was better photographic reproduction.

Today, magazines are available for every topic under the sun like beauty and fashion, business and commerce, art and craft, education and career, health and grooming, photography, automobiles, electronics, science, and technology, etc. Magazines do play an important role in the field of information, education, and they offer a variety of subjects for the entertainment of their specific readership.

(c) Radio : Guglielmo Marconi of Italy invented a way to transmit sound without using wires. By 1901, Marconi succeeded in creating a wireless communication link between Europe and North America. In 1906, Lee Forest with John Fleming perfected the 'audion' or the vacuum tube, which made clear transmission of voice and music possible. These developments paved the way for the first-ever broadcast that took place on Christmas Eve, in 1906 in the USA. Later it took ten years of hard work to perfect the radio.



Radio established its place very fast in the minds of listeners. Heavy doses of infotainment including music, drama, talk shows, etc

supplemented with the news made radio popular overnight. Soon radio industry developed as a wide-spreading network and by the 1930s radio became the prime mass medium. Radio broadcasting was introduced in India by amateur radio clubs in Calcutta, Bombay, Madras, and Lahore, though even before the clubs launched their ventures, several experimental broadcasts were conducted in Bombay.

Radio programs can be classified into two broad groups

1. **Spoken word programs:** It includes news bulletins, talks, discussions, interviews, educational programs for schools and colleges, specific audience programs directed at women, children, rural and urban listeners, drama, radio features, and documentaries.

2. **Music programs:** which include disc jockey programs, musical performances of all types, and other variety of programs.

(d) Television: Unlike other forms of mass media, television has become one of the most powerful media of mass communication. With a modest beginning in the 1930s, it has grown into a massive network of mass information and mass entertainment in today's world.



The attraction of the 'visual ness' of the medium makes people remain glued to the TV set for hours. Television captures our imagination and is the most complete and dramatic of all mass media. In addition to providing news and events, television also packages fiction, drama, culture, economy, and many other things. Because of this quality Television has been successful to maintain itself as the most sort after media of mass communication. The popularity of television is increasing day by day because of its changing feature and capabilities.

(e) Films : Films refer to all documentary, educational, feature, informational, and advertisement cinemas. A film is considered a mass medium because it reaches a very large audience. It is not as immediate as newspaper, television, or radio, but reaches a large number of people over a

long period. Film does not have a well-defined audience like other major mass media.



It also lacks the overwhelming presence as enjoyed by radio, TV, and newspapers, etc. but still, it has one very big advantage that is it commands attention. Once inside the darkened theatres, audience members forget the outside world and become captive to the charm of the film. The larger than life format of the film from 16mm, 35mm, 70mm, cinemascope to the most recent I-max format provides the film producer absolute control over-emphasis, order of presentation, continuity, dramatic effect, and timing. Thus the film has become a superb medium of entertainment, instruction, and persuasion.

(f) Records: A gramophone record or record is an analog sound recording medium consisting of a flat disc with an inscribed modulated spiral groove starting near the periphery and ending near the center of the disc. Gramophone records were the primary medium used for commercial music reproduction for most of the 20th century.



They replaced the phonograph cylinder in the 1900s, and although they were supplanted in popularity in the late 1980s by digital media, they continue to be manufactured and sold. . Gramophone records remain the medium of choice for many audiophiles and music aficionados, especially in the electronic genre. In 1878, Thomas Edison independently built the first working phonograph, a tinfoil cylinder machine, intending to use it as a

voice recording medium, typically for office dictation. The phonograph cylinder dominated the recorded sound market beginning in the 1880s

Mass Media

(g) Internet: There is rising use of personal computers by individuals at home and in offices. Today, the average person has the skill to use a basic computer in daily life. As the essence of mass communication is that professional communicators operate the media to a large and heterogeneous audience, a computer network in which people send messages to each other will be a different kind of process altogether.



However, where records of memos, messages, and transactions are done, this medium would be considered to be a medium of mass communication. A more likely prospect is that new mass media will develop by coupling computers to modern variants of cable television. Experimental media using this technology have already come into use.

The prevalent language for communication on the Internet is English. This may be a result of the Internet's origins, as well as English's role as the lingua franca.

The Internet can now be accessed virtually anywhere by numerous means. Mobile phones, data cards, handheld game consoles, and cellular routers allow users to connect to the Internet from anywhere there is a cellular network supporting that device's technology. Thus in this way the Internet is used as a tool for mass communication.

PRINT AND ELECTRONIC MEDIA

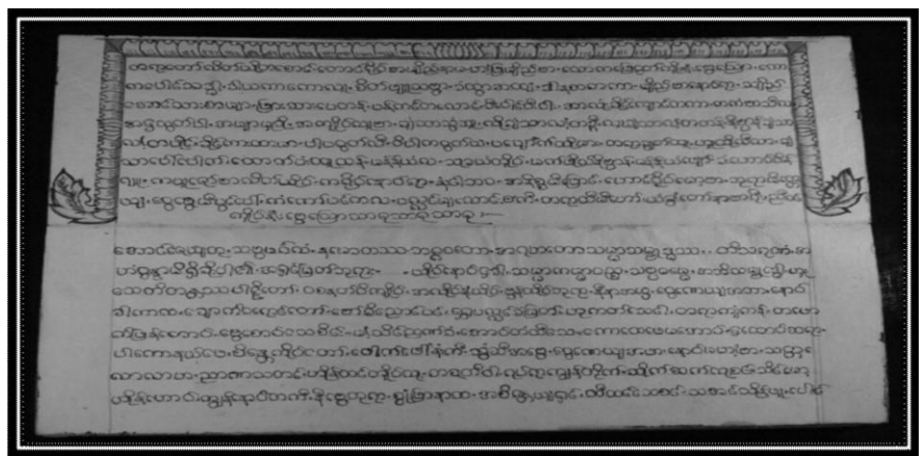
Print Media



What is Print Media? Any written or pictorial form of communication produced mechanically or electronically using printing, photocopying, or digital methods from which multiple copies can be made through automated processes is known as print media. More narrowly, any form of ‘ink and paper’ communication that is not hand-written or hand-typed, including books, circulars, journals, lithographs, memos, magazines, newspapers, pamphlets, and periodicals are termed as Print media.

Newspapers: Print media generally means newspapers. Newspapers collect, edit, and print news reports and articles.

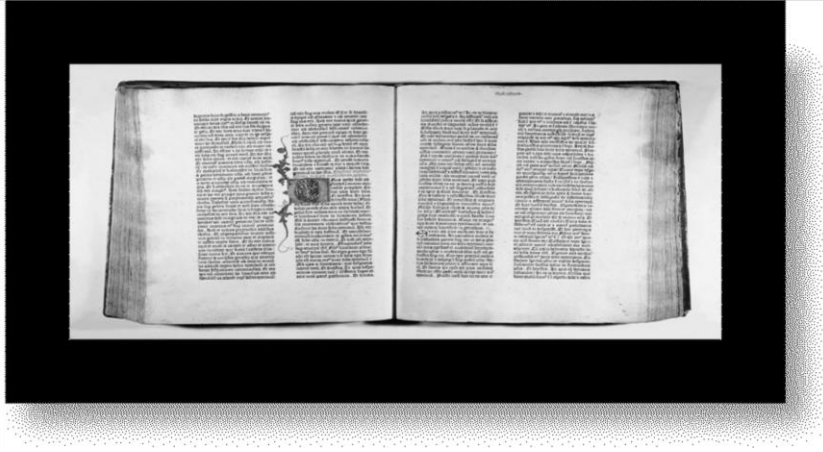
Newspapers Published in the evenings are called eveningers. An individual reads newspapers for information, and entertainment. To keep oneself aware of what is happening around people read newspapers.



History of Printing: Before the invention of paper, ancient men used to write on palm leaves. Such kinds of manuscripts are excavated from heritage sites. The art of printing was first started in China during the Tang Dynasty in 600 AD. The oldest known surviving printed work in a woodblock is a Buddhist scripture of 684 AD which is preserved in Japan now. The first printed book in China was a Buddhist text called “Diamond Sutra” by Wang Chick in 868 AD.



Johannes Gutenberg is considered the father of the printing press. He printed the Bible in 1440 using movable printing blocks. Printing technology came to India in 1556. It was the Jesuit priests who brought this technology to our country. The first book printed in India was in the Portuguese language in Old Goa. It was *Doctrina Christa* by St. Francis Xavier.



The First Newspaper Even during the periods of kings in India and Rome used to print and circulate news as proclamations to the people. In China, they were termed as 'tipao'. These proclamations can be called the first forms of newspapers. "The Peking Gazette", published from China, in 1618 is believed to be the first newspaper. In the initial stages, it was handwritten and distributed among the readers, later it became printed and circulated.



The Peking Gazette continued its publication till the beginning of the twentieth century. According to the World Association of Newspapers, the first newspaper in the modern sense was published by Johann Carolus in 1605 named "Relation aller Fürnemmen und gedenckwürdigen Historien". In 1609, another newspaper was started in Germany called "File". Yet another newspaper in the modern concept was published from Venice called "The

Gazette". The "Oxford Gazette" published in Oxford in 1655 was the first one in the modern sense. "The Times", one of the greatest newspapers in the world started publishing in 1784, by John Walter from London in its previous name "Daily Universal Register"

Introduction to Print Media: Newspapers and History of Printing; The largest circulated newspaper is the "Yomiuri Shim bun" published from Japan. It has a circulation of 1, 45, 57, 000 copies per day. The second and third largest circulated dailies in the world are also published from Japan.



Newspaper Printing in India "Bengal Gazette" or "Calcutta Advertiser" or "Hickey's Gazette" is the first newspaper of India. It was launched on January 29, 1780, by James Augustus Hickey. The first issue had two pages which later increased to four with a size of 35 CMS x 24 CMS.

In the beginning, newspapers faced strong opposition from the governments because they criticized the evil rules of the government. In 1780, the second newspaper was launched from Calcutta "The Indian Gazette". The "Calcutta Gazette" which started publication in 1784 and the "Bengal Journal" which was launched in 1785 were the third and fourth newspapers to come out from Calcutta. The "Madras Courier" (1785) and "Madras Gazette" (1795) were started from Madras. From Mumbai, the "Mumbai Herald" was launched in 1789.



In 1818, Lord Hastings removed strict censorship on the press and Raja Ram Mohan Roy is said to be the person who fought for this. The first language newspaper in India was started in the Kannada language, the “Kannada Samachar”. The first Indian language newspaper published by an Indian was also launched from Calcutta, “The Bengali Gazette” by GangadharBhattacharjee in 1816.

The Gujarati daily “Mumbai Samachar” published from Mumbai is the oldest existing newspaper not only in India but also in Asia. It was established in 1822.

Cultural Awakening and Freedom Movement Towards the end of the 19th century, cultural and social reform movements along with freedom struggle started spreading in India. It prompted the growth of the newspaper industry. “The Times of India” (1861), “The Pioneer” (1866), “The Amrita Bazar Patrika” (1868), “The Statesman” (1875). “The Hindu” (1887) and “The Tribune” (1880) were the important newspapers started during this period. “The Hindustan Times” was started later, in 1923.



In the regional languages, some papers that were launched during that period continue even now as leading papers like “Malayala Manorama” (1888). The pioneer was started by Rudyard Kipling the author of Jungle book from Allahabad.

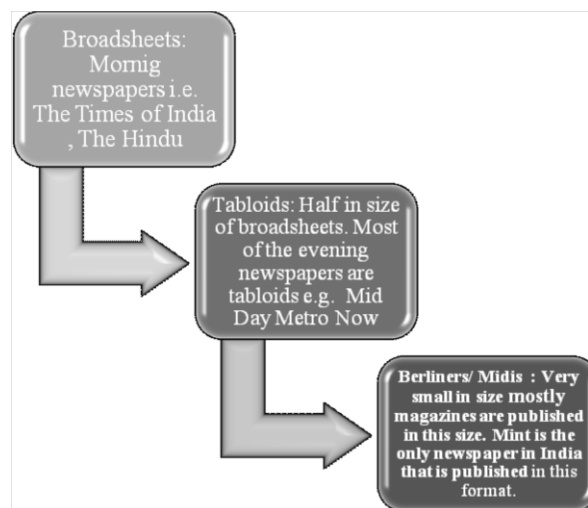


Gandhiji started weeklies such as 'Navajivan', 'Harijan', and Young India and they gave a new boost to the print media.



In India, 41 newspapers are centenarian now. Print media presently is modernized by the technological revolution. Hand composing is replaced by monotype and linotype. Now, desktop publishing is quite common. Color printing also made the newspapers more attractive than before.

Based on the size, newspapers are classified into three categories: a) Broadsheets b) Tabloid c) Berliners/ Midis.



Internet Papers and Editions Now almost all important newspapers have internet editions and people prefer to read that in the fast-moving life. Every newspaper has a website and if an individual visits the website, then they can read multiple editions of that newspaper for free. The newspapers solely published on the internet are called web papers.

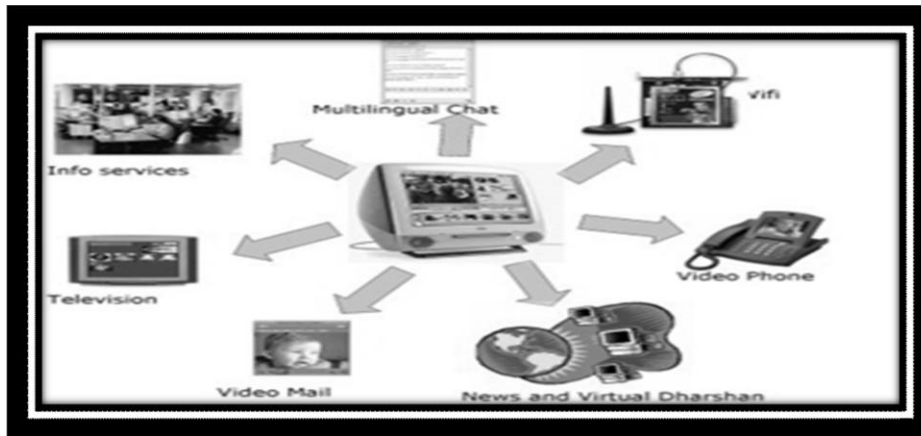
Other Forms of Print Media Newspapers, magazines, and weeklies are other forms of print media. They are published at regular intervals. A

weekly is published once a week and a monthly once a month. A fortnightly is published once in two weeks. A biweekly is published twice every week. A tri-monthly is one which is published every three months. These are also known as quarterlies. Then certain publications come out only once a year which is called annuals.

ELECTRONIC MEDIA

What is Electronic Media?

Electronic media are media that use electronics or electromechanical audience to access the content. This is in contrast to static media mostly print media, which today are most often created electronically, but do not require electronics to be accessed by the end-user in the printed form.



The primary electronic media sources familiar to the general public are video recordings, audio recordings, multimedia presentations, slide presentations, CD-ROM, and online content. Most new media are in the form of digital media. However, electronic media may be in either analog electronics data or digital electronic data format.

Although the term is usually associated with content recorded on a storage medium, recordings are not required for live broadcasting and online networking.

Any equipment used in the electronic communication process e.g. television, radio, telephone, game console, handheld device, etc may also be considered as electronic media

Rapid communication through the latest technology has facilitated speedy information gathering and dissemination and this has become an essential part of modern society. It was Marshall McLuhan who said that electronic technology is reshaping and restructuring patterns of social interdependence and every aspect of our personal life.

The extraordinary information explosion has dramatically shrunk time and distance and has converted the world into a Global Village. Electronic media have transformed communication and one's ability to share store and gain information and knowledge. The widely available media services are changing the pattern as to how individual lives and works and also altering individual perceptions and beliefs.

People must understand these changes and effects to develop electronic resources for the benefit of society. These changes are:

1. It has abolished distances and time in disseminating information, events, and ideas.
2. People's access to information has become easy and universal.
3. External control of information flow has become more difficult.
4. Information exchange has come cheaper and simple.
5. It has become easy to have two-way interaction and exchange of ideas.
6. Wide reach and low reception costs encourage centralized information dissemination.
7. With multi-channels, listeners and viewers have the opportunity to pick and choose among the programs of their likings
8. Politically two-way media are democratic in which each party is equally empowered to raise new issues on an electronic network.

Hard and Soft Networks : "Hard" networks include road, rail, electric, and water supply. These networks have been with the human race for ages. "Soft" networks include computer programs, radio, and television, etc. These are equally important to people as they form a major part of today's society's culture and beliefs.

HISTORY OF THE RADIO

Marconi started radio broadcasting in 1896 with the invention of the first wireless telegraph link. It took ten years since then for the first demonstration of radio broadcasting to establish but it was hard to distinguish words from the music. Another successful demonstration took place from the Eiffel Tower in Paris in 1908. A New York Station transmitted the first radio news bulletin in 1916 on the occasion of the election of the US President. By 1927, broadcasting services were started as a major medium of information



Radio broadcasting in India began as a private venture in 1923 and 1924 when three radio clubs were established in Bombay, Calcutta, and Madras.



The Radio Club in India broadcast the first program in June 1923. The daily broadcasts of 2 to 3 hours consisted mainly of music and talks. These stations had to close down in 1927 due to financial crisis as it failed to get monetary support. . It was followed by the setting up of a Broadcasting Service that began in July 1927 on an experimental basis at Bombay and a month later at Calcutta under an agreement between the Government of India and a private company called the Indian Broadcasting Company Ltd.

Faced with a widespread public outcry against the closure of the Indian Broadcasting Company Ltd or the IBC, the Government acquired its assets and constituted the Indian Broadcasting Service under the Department of

Labour and Industries. Since then, broadcasting in India has remained under Government control.

In 1936, a radio station was commissioned in Delhi. In the same year, the Indian Broadcasting Service was renamed All India Radio (AIR) and a new signature tune was added. The Delhi station became the nucleus of broadcasting at the national level.

All India Radio has come a long way since June 1936. When India became Independent, the AIR network had only six stations at Delhi, Bombay, Calcutta, Madras, Lucknow, and Tiruchirapalli with 18 transmitters, six on the medium wave and the remaining on short wave, Radio listening on the medium wave was confined to the urban elite of these cities.



Radio broadcasting assumed considerable importance with the outbreak of World War II. By 1939, the entire country was covered by a short-wave service and the program structure changed to meet wartime contingencies. During this period, news and political commentaries were

introduced and special broadcasts were made for the people on the strategic northeastern and northwestern borders.

After Independence, the broadcast scenario dramatically changed with 198 broadcasting centers, including 74 local radio stations, covering more than 97.3 percent of the country's population.

Presently, All India Radio broadcasts programs in several languages throughout the day. The function of All India Radio is unparalleled in the sense that it is perhaps the only news organization, which remains active, round-the-clock, and never sleeps. Mostly the broadcasting centers are full-fledged stations with a network of medium wave, short wave, and FM transmission. The external services Division of AIR is a link with different regions of the world through its programs in as many as 24 languages for about 72 hours a day.



Television began in India way back in 1959 as a part of All India Radio when it was formally commissioned on September 15 as an experimental service. It aimed to promote social education and general awareness. It was not until Mrs. Indira Gandhi was in charge of the Information and Broadcasting Ministry that television was commissioned as a regular daily service from 15th August 1965.



Now television transmitters carry Doordarshan signals to almost three fourth of the country's population. On August 1, 1975, a Satellite Instructional Television Experiment (SITE) was launched with the help of an American Satellite for one year when 2400 villages in six states Orissa, Bihar, Rajasthan, Madhya Pradesh, Andhra Pradesh, and Karnataka were exposed to area-specific programs beamed with the help of the satellite. The experiment was successful and was universally lauded. The program content had the three necessary ingredients of entertainment, education, and information.

There was no denying that Doordarshan had become a catalyst to social change. One of the most popular programs of Doordarshan has been the rural program called "KrishiDarshan" which was launched on 26 January 1967. Doordarshan also caters to many schools and universities in the country through its Educational TV and Open University programs.



In 1982, Doordarshan went into color and created its national network through the help of INSAT- I A. Now with the help of INSAT-1B and Microwave facilities, Doordarshan can cater to a very wide area of the country in terms of imparting information and entertainment. Some of the significant presentations have been the IX Asian Games, the NAM summit, the CHOGM conference, Republic Day Parades, Independence Day Celebrations, etc.

Television went commercial from January 1, 1976, and now good numbers of sponsored programs are telecast on Doordarshan, increasing its revenue. On March 22, 2000, INSAT- 3 B was launched under the INSAT series. It has three Ku-band transponders with 12 extended C-band transponders and S-band mobile Satellite service payloads. This will double the capacity, which was earlier, provided by seven transponders of INSAT-2B and INSAT-2C. INSAT-3B, besides providing business communication, development communication, and mobile communication, will also provide a set of transponders for the SwarnaJayanthiVidyaVikasUpagrahaYojana for VidyaVahini, an exclusive educational channel.

PRESENT SCENARIO OF RADIO AND TELEVISION:

Presently, AIR is utilizing satellite services for the transmission of its programs throughout the country with radio networking. With the introduction of Radio Paging Service, FM transmitter has become the landmark of AIR. Today, All India Radio counts among the few largest broadcasting networks in the world to serve the mass communication needs of the pluralistic population of India. The network has expanded gradually, imbibing new technologies and program production techniques.



3-Tier Broadcasting: All India Radio has evolved a three-tier system of broadcasting, namely, national, regional, and local. It caters to the information; education and entertainment needs of the people through its various stations spread over the length and breadth of the country. They provide news, music, talks, and other programs in 24 languages and 146 dialects to almost the entire population of the country. The regional and sub-regional stations located in different states form the middle tier of broadcasting. Local radio and community radio is a comparatively new concept of broadcasting in India. Each of the stations serving a small area provides utility services and reaches right into the heart of the community, which uses the radio to reflect and enrich its life.

New Services: This is All India Radio. The News, read by....." These words ring all over the country every hour, day and night, broadcasting news bulletins in Hindi, English, and 17 regional languages. The bulk of AIR news comes from its correspondents spread all over the country. It has 90 regular correspondents in India and has seven special correspondents/reporters and two hundred and forty-six part-time correspondents stationed in different countries.

Role of Electronic Media: In a democracy, the role of electronic media is not confined to provide information, education, and entertainment. It has to play a greater role. It has to promote citizens' right to information. Further to secure the citizen's civil, political, and social rights. It also has to act as a public watchdog to reveal state abuses.

Public Communication System has been recognized as a public sphere, where widespread debate and discussion can take place. This will provide people information necessary to make informed decisions, and facilitate the formation of public opinion, and can thus enable the citizens to shape the conduct of a government by articulating their views.

The role of electronic media, both radio and television are to be conceived in terms of representing adequately different social interests also. They have to give adequate expression to the full range of cultural-political values in society. Media can help to democratize the relationship between the government and the governed.

Reach Of Radio: All India Radio and Doordarshan are now part of the PrasarBharati, the autonomous broadcasting corporation of India through an Act of Parliament in 1990. The PrasarBharati Board took charge of the administration of All India Radio and Doordarshan with effect from 23rd November 1997. All India Radio presently has more than 200 Radio

Stations including 183 full-fledged stations and nine relay centers and three exclusive VividhBharati Commercial Centers. In all AIR has 310 transmitters and provides radio coverage to a population of 97.3 percent spread over 90 percent area of the country. The External Services Division of All India Radio is a vital link between India and the rest of the world, broadcasting in 25 languages. This Channel works as a night service from 6.50 p.m. to 6.10 a.m. every day.

Reach of Doordarshan: Compared to Radio, Doordarshan's network expansion is impressive in the shortest time possible. In March 1999, Doordarshan -1 had 1000 transmitters and DD-2 or the Metro channel had 57 covering about 87.9 percent of the population and about 74.8 percent of the area.

Future of the Radio and Television: In a developing country like India, a special function of broadcasting should be the coverage of development, its significance, achievements, and problems. People's participation in development activities should be highlighted as also significant work being done by voluntary agencies. The style and methods of news reporting should reinforce the fundamental principles on which national policies are based. The primary purpose of the current affairs programs should be to enl

FM AND PRIVATIZATION OF RADIO:



In recent years two very important developments have taken place in the field of radio and television broadcasting in India. With the advent of television, it appeared that the importance of radio had gradually diminished. This happened for some years and radio ownership and radio

listenership decreased considerably. But it seems that radio is reappearing once again in the form of FM transmission.

The FM transmission stations are working as local stations catering to the local needs of the listeners. The partial privatization of FM broadcasting has also made the radio an important medium of mass communication. The programs broadcast on FM are becoming very popular with the urban youth as the programs cater specifically to them. Moreover, FM broadcasts are also becoming popular in cars and other vehicles. They provide necessary information regarding the roadblocks, traffic, and weather, etc. to the motorists. FM broadcasting has gained a lot of popularity in the last few years.

Private television channels: The second but perhaps the most important development that has revolutionized not only the media system in India but the entire society has undergone a dramatic change is the availability of multiple channels on television either direct through satellite or cable TV.



Doordarshan itself is a multi-channel system having a separate sports channel and a separate educational channel the anvil. But the sea change has occurred because of what is called "sky invasion".

The term "Sky Invasion", refers to the invasion of the households by private channels both Indian and foreign. The speed with which the private channels have expanded in India is an example in itself. The important point here is that this expansion has occurred despite the government. The Indian government never wanted to provide up-linking facilities perhaps being afraid of the cultural invasion. But channels, including Indian channels, started up-linking from foreign soils like Kathmandu and Hong

Kong, and no technology available today can afford to block the downlinking. This "sky invasion" coupled with the rapid expansion of cable networks has converted the entire urban and semi-urban India into a big global village. The number of television owning households has also increased tremendously and it is estimated that about 70% of the urban households and 50% of the rural households today own at least one television set.

SUMMARY

Mass communication is the process of imparting and exchanging information through mass media to large segments of the population. It is usually understood for relating to various forms of media, as these technologies are used for the dissemination of information.

Mass communication can also be defined as a process whereby mass-produced messages are transmitted to large, anonymous, and heterogeneous masses of receivers'. 'Mass-produced' means putting the content or message of mass communication in a form suitable to be distributed to a large number of people. 'Heterogeneous' means that the individual members of the masses are from a wide variety of classes of the society. 'Anonymous' means the individuals in the mass do not know each other.

Wright characterizes seven functions of mass communication that offer insight into its role in the day to day activity. They are Surveillance, Correlation, Sensationalization, Entertainment, Transmission, Mobilization, and Validation.

Some of the important tools of Mass Communication are newspapers, Magazines, Radio, Television, Films, Records, and the Internet.

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The largest circulated newspaper is the "Yomiuri Shim bun" published from Japan. It has a circulation of 1, 45, 57, 000 copies per day. The second and third largest circulated dailies in the world are also published from Japan.

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QUESTIONS

Short Answer Type Questions

1. What is Mass Communication? Give any two definitions given by scholars. Explain its characteristics in brief.
2. Explain the tools and elements of Mass Communication.
3. Explain the channels of Mass Communication. Write a few sentences about the impact of Mass Communication.
4. What is Print media? Explain the history of printing in brief.
5. What is a Hard and Soft Network? Write a short note on the history of Radio or Television.
6. Explain the 3 tier broadcasting in electronic media. Mention the role of electronic media in India.
7. Explain the concept of privatization of news radios and television channels.

Multiple Choice Questions:

1. _____ is usually understood for relating to various forms of media, as these technologies are used for the dissemination of information.
(a) Mass Communication (b) Newspaper
(c) Television (d) Magazine
2. _____ refers Mass communication as a “working group organizer”
(a) Smith, Lasswell & Casey (b) Barker
(c) Schramm (d) McQuail
3. _____ means putting the content or message of mass communication in a form suitable to be distributed to a large number of people.
(a) Mass deposit (b) Mass published
(c) Mass-produced (d) Mass communication
4. Common messages and Scattered audiences are _____ of mass communication.
(a) Types (b) Division
(c) Characteristics (d) None
5. Functions of Mass Communication are _____ and _____.
(a) Surveillance (b) Spying
(c) Detection (d) Sensationalization
6. Limited-effects theory was given by _____.
(a) Paul Lazarfeld (b) Lasswell
(c) Gerbner (d) None
7. The three main elements of Mass Communication are Source, Message and _____.
(a) Newspaper (b) Radio
(c) Channel (d) Magazine
8. OTT stands for _____.
(a) Over The Top Content (b) Over The Team Content
(c) Over The Time Content (d) None

9. _____ in Mass Communication can be One Way or Two way depending on the choice of Media.
- (a) Reply (b) Response
(c) Feedback (d) Argument
10. In mass Communication _____ is a barrier that occurs within transmission aspects of the mass mediated technology used.
- (a) Clap (b) Noise
(c) Light (d) None
11. "Those who do not read the newspaper is uninformed and those who do read the newspaper are misinformed". This definition about newspaper was given by _____.
- (a) Rudyard Kipling (b) Charles Dickens
(c) Mark Twain (d) William Shakespeare
12. Guglielmo Marconi belonged to _____
- (a) Africa (b) Italy
(c) Australia (d) England
13. In 1878, _____ independently built the first working phonograph, a tinfoil cylinder machine, intending to use it as a voice recording medium, typically for office dictation.
- (a) Newton (b) Graham Bell
(c) Thomas Edison (d) Write Brothers
14. The first book printed in India was in the _____ language.
- (a) Hindi (b) English
(c) Tamil (d) Portuguese
15. The Radio Club in India broadcast the first program in _____.
- (a) July 1924 (b) June 1923
(c) June 1924 (d) June 1922

ANSWER

1. (a) 2. (c) 3. (c) 4. (c) 5. (a, d) 6. (c) 7. (c) 8. (b) 9. (c) 10. (b)
11. (c) 12. (b) 13. (c) 14. (d) 15. (b)

