B.A. Mass Communication (I year)
B.M.C.

BMC-108

HUMAN COMMUNICATION

Directorate of Distance Education
Guru Jambheshwar University of Science & Technology
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B. A. Mass Communication (1st year)

MASS COMMUNICATION (BMC 108)

Block: A Unit: I Lesson: 1

INTRODUCTION TO MASS COMMUNICATION

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LESSON STRUCTURE

In this lesson we shall discus about the some introductory aspects of mass communication. Specifically, we shall focus on the concept, nature, and scope of communication. We shall also briefly discuss some definitions of mass communication. The lesson structure shall be as follows:

1.0 Objectives

1.1 Introduction

1.2 Presentation of Content

1.2.1 Mass Communication - An Overview

1.2.2 Concept of Mass Communication

1.2.3 Definitions of Mass Communication

1.3 Summary

1.4 Key Words

1.5 Self-Assessment Questions (SAQs)

1.6 References/Suggested Reading

1.0 OBJECTIVES:

Mass communication is the process of reaching large number of heterogeneous and dispersed people with the same message simultaneously through a technology dependent medium. It is potentially the most influential form of human communication. Mass communicators reach mass audiences via mass media through a complex process called mass communication. Mass communication and other human communication forms have the some similar fundamentals. Mass communication and other human communication forms differ in how media gatekeepers and non-media regulators influence mass media messages. There are impediments to the success of mass communication, which include noise and filters. Also the mass media amplify messages to reach large audiences.

In this lesson, we shall try to discuss some major aspects of mass communication. The objectives of this lesson are:

- *To Have an Overview of Mass Communication*
- *To Know About the Concept of Mass Communication*
- *To Know About Some Definitions of Mass Communication*

1.1 INTRODUCTION:

Communication is a process in which people exchange information, ideas, and thoughts. This exchange takes place through a common system of symbols, signs, and behavior. We also use various means and methods for this purpose. Primarily, these are *auditory means*, such as speaking or singing. We also use *nonverbal means*, such as body language, sign language, paralanguage, touch or eye contact, etc. As a process, communication is also known as: *expressing feelings, conversing, speaking, corresponding, writing, listening and exchanging*, etc.

Compared to communication, mass communication is quite different. The term "mass communication" generally refers to the "massiveness" of the audience reached and also the "massiveness" of the mass media system.

In this lesson, we shall discuss about some introductory aspects of mass communication' Specifically, we shall learn about the concept of mass communication, and some definitions of mass communication.

1.2 PRESENTATION OF CONTENT:

The content of this lesson shall be presented as follows:

- *Mass Communication - An Overview*
- *Concept of Mass Communication*
- *Definitions of Mass Communication*

1.2.1 MASS COMMUNICATION – AN OVERVIEW:

Mass communication is often used loosely to refer to the distribution of information, arts, entertainment, and messages by television, radio, newspapers, magazines, movies, recorded music, etc. Generally, "mass communication" refers to the activities of the mass media as a whole. Many specific features distinguish mass communication from interpersonal, small-group, and other face-to-face communication situations. Mass communication also involves the massiveness in terms of media reach and media operations.

Then there are other features like *size and differentiation of audience, anonymity, simultaneity of reach, and the nature of influences among audience members, etc*.

Live television telecasts of today are a true representation of mass communication. These transmissions are distributed simultaneously and

regardless of individual or group differences to audience members numbering in several tens or even a few hundreds of millions. The audience for newspapers, magazines, and movies is less simultaneous, again smaller and more differentiated. But compared to a letter, phone calls, conversation, group discussion, or public lecture; the mass media produce more massive communication.

Radio provides an excellent example of the changes taking place in mass communication. Before television, radio was a major medium of mass communication. It was available and listened to everywhere; and often national and live. Today commercial radio stations depend on local and regional sources of advertising income. Essentially all radio stations try to attract a special segment of a local or regional audience. Content on radio, whether entertainment materials such as popular songs, stations emphasize local events, personalities, weather, news, and traffic, etc.; reflect a strong local touch. Highly localized and specialized channels now characterize radio. Such channels attract relatively small, relatively differentiated audiences.

A lot of emphasis is placed on the *massiveness of the distribution system and the audience* in mass communication. A lot of attention is given to the mass media because they are the institutional. All mass media involve technological systems capable of producing mass distributed communications for mass audiences.

Communication is symbolic interaction. Mass communication is communication with masses. Mass is defined as *an aggregate of non-interacting entities.*

Mass communication is the field of study concerned with the transmission of information by various means, such as print or broadcasting,

etc. It includes any of various professions involved with the transmission of information, such as advertising, broadcasting, or journalism.

1.2.2 CONCEPT OF MASS COMMUNICATION:

Harold Lasswell's model of communication - WHO says WHAT in WHICH CHANNEL to WHOM with WHAT EFFECT' - is applicable to all communication situations including mass communication. Mass communication differs from other levels of communication in many ways. These include:

- *Multitude of receivers receive the message*
- *Receivers receive messages simultaneously and immediately in most cases; or over a long period of time; or over centuries (as in case of the Bhagwat Gita, the Quran, the Bible or the great classics)*
- *There is no physical proximity in mass communication between senders and receivers as they are hundreds and thousands of miles away*
- *There is a lot of emotional proximity as we mostly identify very closely with many mass communicators*
- *Mass communication is marked by delayed-feedback or no feedback at all.*

Mass communication has the same basic elements- sender, receiver, channels, etc., as in other levels of communication. They are, however, named differently. In mass communication:

- *The sender is called the source,*
- *The multiple receivers are called the audience,*

- *The channels of mass communication are called media or mass media*

Also there are certain additional elements in mass communication. Let us discuss these elements in detail:

THE SOURCE:

In interpersonal and group communication the sender is usually one person. But in mass communication the situation is different. The sender or source in mass communication is usually an organization or institution. It involves a large group of people who are involved in the *conceiving, collecting, processing, encoding and transmission processes*.

For example, we tend to think that newsreaders are the sources of news on radio and television. But there is a long chain of people through whom news passes. Thus the source in mass communication is a group of people with a lot of different expertise. And the people working for the source are all trained in some field or the other. And almost all these activities involve complex technologies, infrastructure and huge investments.

THE AUDIENCE:

Receivers of mass communication or the audience varies according to the medium. For any mass medium, the audience could be a few hundreds, a few thousands, or it may run into millions of viewers, etc.

Whatever the size, each audience is composed of individuals. Each individual member of an audience is exposed to, receives, perceives and retains a message differently according to his or her personal *self-concept* or *frame of reference*.

In mass communication, there are secondary audiences in addition to the primary audiences whom the messages reach in the beginning. The secondary or indirect audiences may be larger than the original audience. So the effect of mass communication reaches far beyond the initial audience.

THE MASS MEDIA:

The first medium of mass communication was the *book*. Books came about 5,500 years ago. In the beginning, books were exquisitely designed, intricately patterned, and ornate and painstakingly hand printed works of art.

All these changed in the mid fifteenth century with the invention of movable types and printing press by Johan Gutenberg. With technological advances, growth of literacy and an increased demand for knowledge and information led to large-scale production and dissemination of books.

The next medium of mass communication was the *newspaper*. Newspapers developed through various stages. The first full-fledged newspaper was brought out in 1625. By the beginning of the 19th century, newspapers had developed into a full-fledged mass medium.

Cinema came in 1895. It soon flourished in to a major mass medium. The next mass medium was radio that came in the early 1920s. A decade later, in the 1930s came television. Audiocassettes and videocassettes came later. And finally, in the 1990s came the Internet. All these mass media have become part and parcel of our lives. And they play important roles in our lives.

From disseminating information in the form of news, to educating us, to entertaining us, and also persuading us, mass media are playing important roles.

Some mass media reach us instantaneously. Some perform multiple functions. We admire some mass media for their credibility. All mass media

together have over come the boundaries of time and space, and turned the world in to a *global village*.

THE MESSAGE (CONTENT):

Mass media provide us *information, news, views, education, entertainment* and *persuasion*. All these form the content of mass media. The content of mass media are designed and developed to fulfill the different needs of the audiences. Often the content or message in mass communication is very general in nature. Sometimes, there is very specific and specialized content in the mass media. This happens when directed at any specific group. But mass media are meant for highly diverse, dispersed and heterogeneous mass audiences. So mass media try to cater to the different needs, varying wants and divergent attitudes of the audiences.

Mass media try to satisfy all audience members through *simplicity* and *commonality*. Research is conducted to find out about the wants and needs of audience members. And accordingly, mass media content packages include information, entertainment, persuasion, and education. This has led to the concepts of *infotainment* or *info-edutainment*.

DELAYED FEEDBACK:

Mass communication is *linear* and *one-way*. And there is no or very little response or feedback. Feedback in mass communication is usually very less and rarely instantaneous. *Delayed feedback* is an unavoidable and problematic aspect of mass communication. To over come this problem, mass media try to introduce an in-built system of feedback in to the programmes.

NOISE:

Distortion or noise is another problematic factor in mass communication. Distortion or noise in mass communication is of two types - *channel noise* and *semantic noise*. Channel noise is any disturbance within the media. This is mostly technical or technology-related. In the printed mass media, channel noise ranges from typographical errors, misspellings, scrambled words, omitted lines or paragraphs, misprinting, etc. Noise in the electronic media includes *static* (sounds during rain or lightening, etc.).

One solution for channel noise is *repetition*. Also television programmes are mostly repeated at least twice. Some programmes, in fact, have more than two repeat telecasts. Repetition works on the *Law of averages,* i.e. if something is missed or not understood the first time, repetition will solve these problems. However, too much of repetition leads to boredom and the message effectiveness is diminished or lost.

Another solution for channel noise is '*perfecting the channel performance*'. Checking and rechecking or proofreading newspaper and magazine stories, reducing static in radio, clearing up hazy pictures on television, etc., are examples of attempts at noise reduction.

Semantic noise or *psychological barriers* are as common as channel noise. They are also equally or more problematic. Semantic noises are related to understanding of the message. Language is a major semantic problem. In fact, linguistic, cultural, and social differences lead to semantic noises.

Mass media content developers try to solve this problem of semantic noise through simplicity. *Clarity, completeness, conciseness, credibility, comprehensiveness, coherency, continuity,* etc. help solve the problem of semantic noise to a great extent.

GATE KEEPING:

Mass media content passes through many persons within the source organization before it reaches the audience. Different personnel are involved in the processes of collection, compilation, presentation, processing, production and finally dissemination of mass media content. All these personnel are referred as gates. And mass media content is *regulated* at each of these stages.

Different media and particularly media organizations adopt specific formats of gate keeping.

1.2.3 DEFINITIONS OF MASS COMMUNICATION:

Mass communication is *omnipresent*. Mass media are found everywhere. Mass communication is *intrusive*. Mass communication is *attractive* and *alluring*. And mass communication is often *excessive* and *repulsive*. Many consider mass communication to be *omnipotent* or all-powerful.

Let us now try to understand mass communication through some definitions. Here is a simple definition:

Mass communication a process whereby mass produced messages are transmitted to large, anonymous and heterogeneous masses of receivers.

Here:

'*Mass produced*' means putting the content in a form suitable to be disseminated to large masses of people using technological means for producing and transmitting the message.

'*Mass'* means a large aggregate of people spread over vast geographical areas. And masses in mass communication are *heterogeneous, anonymous, separated from each other,* and *loosely organized*.

'Heterogeneous' means that the individual members of the *mass* are from a wide variety of classes and categories in society.

'Anonymous' means the individuals in the mass do not know each other. Also the source or sender of messages in mass communication does not know the individual members of the mass.

Eliot Friedson (1953) defined *mass* as follows:

Mass is an aggregation of individuals who are separate, detached and anonymous.

Here is another definition of mass communication:

"Mass communication" refers to the activities of the mass media as a whole, and also refers to the massiveness of certain kinds of communication.

Here is another definition of mass communication:

"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 be defined as:

"The process of reaching large number of heterogeneous and dispersed people with the same message simultaneously through a technology dependent medium."

Here are a few definitions of mass communication:

- Mass communication occurs when a small number of people send messages to a large anonymous and usually heterogeneous audience through the use of specialized communication media.
- *The units of analysis for mass communication are the messages, the mediums, and the audience.*
- Mass Communication represents the creation and sending of a homogeneous message to a large heterogeneous audience through the media. Mass communication studies the uses and effects of the media by many as opposed to the study of human interaction as in other communication contexts.

POINTS TO PONDER OVER:

The Five Core Concepts of Mass Media:

- *All media messages are constructed.*
- *Media messages are constructed using a creative language with its own rules.*
- *Different people experience the same messages differently.*
- *Media have embedded values and points of view.*
- *Media messages are constructed to gain profit and/or power.*

Five Key Questions to Ask:

- *Who created this message?*
- *What techniques are used to attract my attention?*
- *How might different people understand this message differently?*

- *What lifestyles, values, and points of view are represented in or omitted from this message?*
- *Why was this message sent?*

Let us now learn about some key terms:

Mass Communication: Communication (Message) sent from a person/group through a transmitting device (A Medium) to a large audience (Market).

Medium: The means by which a message is delivered to an audience. (Singular) – Example - Internet, radio broadcast etc.

Media: Plural form of the word medium.

Mass Media Industries: The eight types of media businesses: Print Media: Newspapers, Books, and Magazines; Sound Media: Radio and Recordings; Visual Media: Movies, Television, and the Internet.

Convergence: The combining of the communications, electronics and computer industries. This also involves the co-operation of various media industries with each other in order to take advantage (economically) of the newest technology.

Conglomerates: Companies that own media companies as well as unrelated businesses.

Deregulation: The government removal of restrictions on industry and business operations.

Demographics: Demographics covers consumer characteristics including age, sex, income, marital status, occupation, etc.

Viral Marketing: Creating an online message so entertaining that consumers pass it along like a virus.

Public Relations: Creating an interest, understanding or good will towards a company, product or person.

Disinformation: The intentional planting of false information by organizations, agencies or sources.

1.3 SUMMARY:

- Communication is a process in which people exchange information, ideas, and thoughts. This exchange takes place through a common system of symbols, signs, and behavior. As a process, communication is also known as: *expressing feelings, conversing, speaking, corresponding, writing, listening and exchanging*, etc.
- "Mass communication" refers to the "massiveness" of the audience reached and also the "massiveness" of the mass media system.
- Mass communication is the field of study concerned with the transmission of information by various means, such as print or broadcasting, etc. It includes any of various professions involved with the transmission of information, such as advertising, broadcasting, or journalism.
- In mass communication, multitude of receivers receive the message; receivers receive messages simultaneously and immediately in most cases; or over a long period of time; or over centuries (as in case of the Bhagwat Gita, the Quran, the Bible or the great classics); there is no physical proximity in mass communication between senders and receivers as they are hundreds and thousands of miles away; there is a lot of emotional proximity as we mostly identify very closely with many mass communicators, and mass communication is marked by delayed-feedback or no feedback at all.

- The sender or source in mass communication is usually an organization or institution. It involves a large group of people who are involved in the *conceiving, collecting, processing, encoding and transmission processes*.
- For any mass medium, the audience could be a few hundreds, a few thousands, or it may run into millions of viewers, etc. Whatever the size, each audience is composed of individuals. Each individual member of an audience is exposed to, receives, perceives and retains a message differently according to his or her personal *self-concept* or *frame of reference*.
- The first medium of mass communication was the *book*. Books came about 5,500 years ago. In the beginning, books were exquisitely designed, intricately patterned, and ornate and painstakingly hand printed works of art.
- Newspapers developed through various stages. The first full-fledged newspaper was brought out in 1625. By the beginning of the 19th century, newspapers had developed into a full-fledged mass medium.
- Cinema came in 1895. It soon flourished in to a major mass medium. The next mass medium was radio that came in the early 1920s. A decade later, in the 1930s came television. Audiocassettes and videocassettes came later. And finally, in the 1990s came the Internet. All these mass media have become part and parcel of our lives. And they play important roles in our lives.
- Some mass media reach us instantaneously. Some perform multiple functions. We admire some mass media for their credibility. All mass media together have over come the boundaries of time and space, and turned the world in to a *global village*.

- The content of mass media are designed and developed to fulfill the different needs of the audiences. Mass media are meant for highly diverse, dispersed and heterogeneous mass audiences. So mass media try to cater to the different needs, varying wants and divergent attitudes of the audiences. Mass media provide us *information, news, views, education, entertainment* and *persuasion*.
- Distortion or noise in mass communication is of two types - *channel noise* and *semantic noise*. Channel noise is any disturbance within the media. This is mostly technical or technology-related. *Semantic noise* or *psychological barriers* are as common as channel noise. They are also equally or more problematic. Semantic noises are related to understanding of the message. Language is a major semantic problem. In fact, linguistic, cultural, and social differences lead to semantic noises.

1.4 KEY WORDS:

Communication: Communication is a process in which people exchange information, ideas, and thoughts. We communicate by: *expressing feelings, conversing, speaking, corresponding, writing, listening and exchanging*.

Mass Communication: *Mass communication* is often used loosely to refer to the distribution of information, arts, entertainment, and messages by television, radio, newspapers, magazines, movies, recorded music, etc. Mass communication is characterized by the massiveness in terms of media reach and media operations.

Elements of Mass Communication: In mass communication: the sender is called the source, the multiple receivers are called the audience, and the channels of mass communication are called media or mass media.

Source in Mass Communication: The sender or source in mass communication is usually an organization or institution. It involves a large group of people who are involved in the *conceiving, collecting, processing, encoding and transmission processes*.

The Audience: Receivers of mass communication or the audience varies according to the medium. For any mass medium, the audience could be a few hundreds, a few thousands, or it may run into millions of viewers, etc.

The Message (Content): Mass media provide us *information, news, views, education, entertainment* and *persuasion*. The content of mass media are designed and developed to fulfill the different needs of the audiences. Mass media try to satisfy all audience members through *simplicity* and *commonality*.

Delayed Feedback: Mass communication is *linear* and *one-way*. And there is no or very little response or feedback. Feedback in mass communication is usually very less and rarely instantaneous. *Delayed feedback* is an unavoidable and problematic aspect of mass communication. To over come this problem, mass media try to introduce an in-built system of feedback in to the programmes.

Noise: Distortion or noise is another problematic factor in mass communication. Distortion or noise in mass communication is of two types - *channel noise* and *semantic noise*.

1.5 SELF-ASSESSMENT QUESTIONS (SAQs):

1. Write a detailed note on mass communication.
2. Discuss the major elements of mass communication.
3. Discuss the concept of mass communication with the help of definitions.

1.6 REFERENCES / SUGGESTED READING:

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B. A. Mass Communication (1st year)

MASS COMMUNICATION (BMC 108)

Block: A Unit: I Lesson: 2

ELEMENTS OF MASS COMMUNICATION

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LESSON STRUCTURE

In this lesson we shall discus about some major aspects of mass communication. First, we shall focus on the elements of mass communication. We shall also discuss the characteristics and functions of mass communication. The lesson structure shall be as follows:

2.0 Objectives
2.1 Introduction
2.2 Presentation of Content
2.2.1 Elements of Mass Communication
2.2.2 Characteristics of Mass Communication
2.2.3 Functions of Mass Communication
2.3 Summary
2.4 Key Words
2.5 Self-Assessment Questions (SAQs)
2.6 References/Suggested Reading

2.0 OBJECTIVES:

The objectives of this lesson are:

- To Learn About the Elements of Mass Communication
- To Know About the Characteristics of Mass Communication
- To Learn About the Functions of Mass Communication

2.1 INTRODUCTION:

Communication is the process of passing information and understanding from one person to another. The communication process involves six basic elements: sender (encoder), message, channel, receiver (decoder), noise, and feedback. Supervisors can improve communication skills by becoming aware of these elements and how they contribute to successful communication.

In mass communication, these elements have different names. The sender (encoder) is the *source* in mass communication. The message in mass communication is known as *content*. The channel in mass communication is the medium. The multiplicity of receivers (decoders) forms the audience in mass communication. Noise and feedback have no different names mass communication.

Communication and the need to exchange information are no longer constrained by place and time. Email, voice mail, and facsimile have facilitated communications and the sharing of sharing of knowledge. Email is

the computer transmission and storage of written messages. Voice mail is the transmission and storage of digitized spoken messages. Facsimile (fax) is the transmission of documents. Similarly, mass media have benefited from much advancement including telephony, satellite technology, and digital technology among other technological advancements.

Available information technology is revolutionizing the way we communicate these days. Network systems, electronic links along with the various mass media enable us to communicate instantaneously, to retrieve and share information from anyplace, at anytime.

> *Mass communication is communicating with masses. It is distinguished from other forms of communication as it caters to large number of heterogeneous receivers separated from each other both physically and emotionally. Mass communication uses technological systems to produce the message and disseminate it to the multitude of receivers. Mass communication thus overcomes the barrier of time and space.*

We can define mass communication as *the spreading of a message or content to an extended, mixed multiple of receivers, using rapid means of reproduction and distribution, at a low unit cost to the consumer*.

The 'mass' or multitude of mixed receivers in mass communication is called '*audience*'. In case of specific media, the audience is known as readers, listeners, viewers etc.

Mass communication uses many channels. These are called the *mass media* and include newspapers, magazines, books, radio, TV, films, audio records, etc.

In case of Mass communication the source is not a single person. It is a collection of highly specialist people who *decide, prepare, encode and transmit the message.* The message in mass communication is often called '*content*'.

And mass communication plays such an important part in our lives that it has created a '*global village*' with all parts of the globe connected through the mass media.

2.2 PRESENTATION OF CONTENT:

The content of this lesson shall be presented as follows:

- Elements of Communication
- Characteristics of Communication
- Functions of Communication

2.2.1 ELEMENTS OF MASS COMMUNICATION:

Mass communication is an intricate, complicated, difficult, and elaborate process. A major reason behind this complexity is the presence of a wide variety of elements. Now we shall discuss the elements involved in the process of mass communication.

The first element is the *source*. In communication, it is called the *sender* or *communicator*. In communication, the *sender* or *communicator is*

usually an individual. In mass communication, the *source* is not an individual. Here the source is a collection of people including a wide variety of talents.

In general communication situations, the sender not only sends, he or she also receives. But mass communication is usually not a two-way process. Not many receivers in mass communication make any conscious effort to send any feedback. Most of the times the source in mass communication concentrates on constructing the message.

Sources in mass communication make special efforts to collect feedback from the receivers or the audience members.

Also separate groups are involved in the message creation and transmission, as both these things require special talents and technical know-how.

The second element in communication is the receiver. But in mass communication there are large numbers of receivers who receive the message either simultaneously or over a period of time. This large number of receivers in mass communication is called the audience. Individual members of the audience receive the message and decode it to get the meaning. Audience members in mass communication only receive messages. Only very rarely they send feedback. This is because in mass communication, there is no direct contact between the source and the audience members. Feedback in mass communication is often negligible. The next element in communication is the *message*. In mass communication, the message is called the *content*. The message or content in mass communication is usually in a form that all the audience members or participants can easily understand. The content or message can be spoken, written, printed, in visual form, or in audio or audio-visual forms. It could also be in a mixed form.

Then comes the *channel*. In mass communication, the channel is called the *medium*. The media of mass communication are usually *technology-dependent*. Newspapers, magazines, and books depend on printing technology and are called the print media. Radio and television are dependent on electronic production and transmission technologies and are called the electronic media. Cinema depends on complex production and projection technologies. Now days, films are made digitally, transmitted to theatres digitally and are projected digitally.

The next element is the '*feedback*'. This is the reaction of the receiving participants (audience members) to the content sent back to the source. In mass communication, the feedback cannot be sent back to the source through the same channel. The feedback can be sent only through some other channel or tool as available to the audience members. Feedback plays a very import ant role in the process of communication as this helps in the continuation of the process. But there is a distinct lack of feedback in mass communication. Postal services, telephone, sms, e-mail are some modes or tools available to audience members for sending feedback. Some times, content developers in radio, TV, etc., try to introduce a built-in system of feedback by asking questions or running contests.

The next element is '*noise*'. These are nothing but the 'barriers to communication''. These barriers or disturbances could be physical or semantic in nature. Semantic noises are related to understanding of content. These are also called interferences. Physical noise or interference can be controlled by way of technological upgrading and maintenances. Semantic noises can be controlled to a great extent by understanding the information, awareness, and understanding levels of the audience members and creating content accordingly.

Now we understand that mass communication is a complex process. It is often one-directional - moving from top to down from the source to the audience members.

We know that there are four basic *levels*-, contexts-, or *forms of communication*. These levels of communication or forms of communication are distinguished from each other by the number of participants, the degree of closeness among the participants, increased complexity, nature of feedback, etc.

Forms of Communication	No. of Communicators	No. of Participants	Degree of Physical Closeness	Degree of Emotional Closeness	Nature of Feedback
Mass commn.	Many	Many	Low	Low	Delayed
Group commn.	One Immediate	Many	Medium	Medium	
Interpersonal	One Immediate	Two	High	High	
Intra Personal Instantaneous	One	One	High	High	

Distinguishing characteristics of the forms (levels) of communication

8.2.2 CHARACTERISTICS OF MASS COMMUNICATION:

We have discussed how mass communication differs from other forms of communication. Mass communication also has certain unique characteristics that need to be elaborated.

DELAYED FEEDBACK

Unlike in case of intra-, inter-, or group-communication, a great distance separates the source and receivers of mass communication from each other. Thus the audience's response or feedback often is limited and delayed. In many cases there is no or very negligible feedback.

For example, the amount of space devoted to the 'letters to the editor' column is very less as compared to the total amount of space of a newspaper. Also it is delayed and these letters are published only after a few days.

There are varying degrees of delayed feedback ranging from few minutes (internet chat shows), to several weeks or months.

GATE KEEPING

This is again a characteristic unique to mass communication. The enormous scope of mass communication necessitates some control over the selection and editing of the messages that are constantly transmitted to the mass audience. Both individuals and organizations do gate keeping.

For example, the reportorial staff, the editorial staff, the *Ombudsman* exercise control in their individual capacities. (Ombudsman are legal experts who check for elements that could lead to legal problems. Only the Times of India has an Ombudsman among newspapers in India)

Government, Press Councils, Editors' Guild, etc. are organizations exercising control over newspaper content.

Whether done by individuals or organizations, gate keeping involves setting certain standards and limitations that serve as guidelines for both content development and delivery of a mass communication message.

8.2.3 FUNCTIONS OF MASS COMMUNICATION:

Mass communication has three basic functions: i) to inform, ii) to entertain, and iii) to persuade. Additionally it also educates and helps in transmission of culture. Here we shall discuss the three basic functions.

TO INFORM

Dissemination of information is the primary function of the news media. Newspapers, radio and TV provide us news from around the world and keep us informed. Over the years the concept of news has changed. News media do not just "tell it like it is" any more. From mere describing the events, news media have come to include human interest, analysis, and featurised treatment to news.

Journalists are not just 'reporters' now. They have become news analysts who discuss the implications of important news stories. Also more 'soft stories' are filed these days. In addition to dissemination of information news media provide us information and also helps understand the news events, ideas, policy changes, philosophy etc.

TO ENTERTAIN

The most common function of mass communication is entertainment. Radio, television and films are basically entertainment media. Even newspapers provide entertainment through comics, cartoons, features, cross word

puzzles, word jumbles, etc. Entertainment through radio consists of music. Radio also provides entertainment through drama, talk shows, comedy etc.

Television has became primarily an entertainment medium. Even highly specialised channels like news channels, nature and wildlife channels also have a lot of humorous and comic content.

Among all media film is perhaps the only medium concentrating on entertainment. Except documentaries, educational films and art movies, all films are made to provide three hours of escape and entertainment.

TO PERSUADE

Most mass media are used as vehicles of promotion and persuation. Goods, services, ideas, persons, places, events - the range of things that are advertised through mass media is endless. Different media have different features and reach (circulation, readership, listenership, viewership etc.).

Advertisers and ad agencies analyse these features and depending upon the nature of the message and the target audience choose where (in which media) and how (with what frequently, etc.) the message should be placed.

While communication experts have never agreed to any single definition of communication. One of the widely accepted definitions is "*communication is a process in which two or more elements of a system interact in order to achieve a desired out come or objective*". As a process it is dynamic, ever-changing, and unending. What we had read, heard or learned in times long past affect us even today.

Every day we receive, process, evaluate, reject or store hundreds and thousands of bits of information, ideas, and opinion from a wide range of sources. All these bits affect us in some way or the other. Again what we learn today through communication will definitely affect us in the future.

2.3 SUMMARY:

- In comparison to communication that essentially is the activity of sharing, giving, imparting, receiving information, mass communication is "a process in which professional communicators use communication media to disseminate messages widely, rapidly, simultaneously, and continuously to arouse intended meanings in large and diverse audiences in an attempt to influence them in a variety of ways."

- The various elements in mass communication have different names. Sender (encoder) is the source in mass communication. Message mass communication is known as content. Channel mass communication is medium. The multiplicity of receivers (decoders) forms the audience mass communication. Noise and feedback have no different names mass communication.

- Mass communication is the spreading of a message or content to an extended, mixed multiple of receivers, using rapid means of reproduction and distribution, at a low unit cost to the consumer.

- In mass communication, the *source* is not an individual. Here the source is a collection of people including a wide variety of talents. In mass communication is usually not a two-way process. Not many receivers in mass communication make any conscious effort to send

any feedback. Most of the times the source in mass communication concentrates on constructing the message. Sources in mass communication make special efforts to collect feedback from the receivers or the audience members.

- In mass communication there are large numbers of receivers who receive the message either simultaneously or over a period of time. This large number of receivers in mass communication is called the audience. Individual members of the audience receive the message and decode it to get the meaning. Audience members in mass communication only receive messages. Only very rarely they send feedback. This is because in mass communication, there is no direct contact between the source and the audience members. Feedback in mass communication is often negligible.

- In mass communication, the message is called the *content*. The message or content in mass communication is usually in a form that all the audience members or participants can easily understand. The content or message can be spoken, written, printed, in visual form, or in audio or audio-visual forms. It could also be in a mixed form.

- In mass communication, the channel is called the *medium*. The media of mass communication are usually *technology-dependent*. Newspapers, magazines, and books depend on printing technology and are called the print media. Radio and television are dependent on electronic production and transmission technologies and are called the electronic media. Cinema depends on complex production and projection technologies. Now days, films are made digitally, transmitted to theatres digitally and are projected digitally.

- The feedback is the reaction of the receiving participants (audience members) to the content sent back to the source. In mass communication, the feedback cannot be sent back to the source through the same channel. The feedback can be sent only through some other channel or tool as available to the audience members. Feedback plays a very import ant role in the process of communication as this helps in the continuation of the process. But there is a distinct lack of feedback in mass communication. Postal services, telephone, sms, e-mail are some modes or tools available to audience members for sending feedback. Some times, content developers in radio, TV, etc., try to introduce a built-in system of feedback by asking questions or running contests.

- Noise in mass communication are nothing but the 'barriers". These barriers or disturbances could be physical or semantic in nature. Semantic noises are related to understanding of content. These are also called interferences. Physical noise or interference can be controlled by way of technological upgrading and maintenances. Semantic noises can be controlled to a great extent by understanding the information, awareness, and understanding levels of the audience members and creating content accordingly.

- Mass communication is a complex process. It is often one-directional - moving from top to down from the source to the audience members.

2.4 KEY WORDS:

Mass Communication*:* Mass communication is communicating with masses. It is distinguished from other forms of communication as it caters to large number of heterogeneous receivers separated from each other both

physically and emotionally. Mass communication uses technological systems to produce the message and disseminate it to the multitude of receivers. Mass communication thus overcomes the barrier of time and space.

Elements of Mass Communication: In mass communication, the various elements have different names. Sender (encoder) is the *source* in mass communication. Message mass communication is known as *content*. Channel mass communication is medium. The multiplicity of receivers (decoders) forms the audience mass communication. Noise and feedback have no different names mass communication.

Source in Mass Communication: In mass communication, the source is a collection of people including a wide variety of talents. In mass communication is usually not a two-way process. Not many receivers in mass communication make any conscious effort to send any feedback. Most of the times the source in mass communication concentrates on constructing the message. Sources in mass communication make special efforts to collect feedback from the receivers or the audience members.

Audience in Mass Communication: The large number of receivers in mass communication is called the audience. Individual members of the audience receive the message and decode it to get the meaning. Audience members in mass communication only receive messages. Only very rarely they send feedback. This is because in mass communication, there is no direct contact between the source and the audience members.

Content in Mass Communication: The message, in mass communication, is called the *content*. The message or content in mass communication is usually in a form that all the audience members or participants can easily understand.

The content or message can be spoken, written, printed, in visual form, or in audio or audio-visual forms. It could also be in a mixed form.

Media of Mass Communication: The media of mass communication are usually *technology-dependent*. Newspapers, magazines, and books depend on printing technology and are called the print media. Radio and television are dependent on electronic production and transmission technologies and are called the electronic media. Cinema depends on complex production and projection technologies. Now days, films are made digitally, transmitted to theatres digitally and are projected digitally.

Feedback in Mass Communication: Feedback is the reaction of the receiving participants (audience members) to the content sent back to the source. In mass communication, the feedback cannot be sent back to the source through the same channel. The feedback can be sent only through some other channel or tool as available to the audience members. Feedback plays a very import ant role in the process of communication as this helps in the continuation of the process. But there is a distinct lack of feedback in mass communication. Postal services, telephone, sms, e-mail are some modes or tools available to audience members for sending feedback. Some times, content developers in radio, TV, etc., try to introduce a built-in system of feedback by asking questions or running contests.

Noise in Mass Communication: Noises are nothing but the 'barriers". These barriers or disturbances could be physical or semantic in nature. Semantic noises are related to understanding of content. These are also called interferences. Physical noise or interference can be controlled by way of technological upgrading and maintenances. Semantic noises can be controlled to a great extent by understanding the information, awareness, and

understanding levels of the audience members and creating content accordingly.

2.5 SELF- ASSESSMENT QUESTIONS:

1. Discuss the features of the mass communication process.
2. Discuss the elements of mass communication.
3. Discuss the functions of mass communication.
4. Discuss the roles of encoding & decoding in the mass communication process.
5. Discuss the role of delayed feedback in the mass communication process.
6. Discuss the role of gate keeping in the mass communication process.

2.6 REFERENCES/ SUGGESTED READINGS:

- **Mass Communication Theory**; By. *Stanley J. Baran and Dennis K. Davis*. **Wadsworth**, 1997
- **Theories of Mass Communication**; By. *Melvin L. Defleur and Sandra J. Ball-Rokeach*. **Longman**, 1997
- **Text book of Mass Communication and Media**; By. *Uma Joshi*. **Anmol**, 1997
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B. A. Mass Communication (1st year)

MASS COMMUNICATION (BMC 108)

Block: B Unit: II Lesson: 3

MASS MEDIA: WORLD OVERVIEW

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LESSON STRUCTURE

In this lesson we shall first discus about the mass media in the world context. We shall also focus on the history of the mass media the world over. The lesson structure shall be as follows:

3.0 Objectives

3.1 Introduction

3.2 Presentation of Content

3.2.1 Global Scenario of Mass Media- An Introduction

3.2.2 History of Mass Media in the Global Context

3.3 Summary

3.4 Key Words

3.5 Self-Assessment Questions (SAQs)

3.6 References/Suggested Reading

3.0 OBJECTIVES:

The objectives of this lesson are:

- *To have an Introduction to Global Scenario of Mass Media*
- *To Learn About the History of Mass Media in the Global Context*

3.1 INTRODUCTION:

Mass media is a term used to denote, as a class, that section of the media specifically designed to reach a very large audience such as the population of a state or nation. The term “mass media” was coined in the 1920s with the advent of nationwide radio networks, mass-circulation newspapers and magazines, although mass media were present centuries before the term became common.

Mass media denote mass distributors of news and entertainment across media such as newspapers, television, radio, cinema, books and the Internet.

Some commentators view the mass-media audiences as forming a mass society with special characteristics. One such characteristic is the lack of social connections, which render it especially susceptible to the influence of modern mass-media techniques such as advertising and propaganda.

In this lesson we shall discus the mass media in the world context.

3.2 PRESENTATION OF CONTENT:

Mass media is a term that refers to those organized means of dissemination of fact, opinion, entertainment, and other information, such as newspapers, magazines, films, radio, television, the Internet, books, CDs, DVDs, videocassettes, etc. The term "mass media" also refers to the means of mediated-communication reaching a large audience.

In this lesson we shall discus about the history of the mass media in the world context. The content of this lesson shall be presented as follows:

- *Global Scenario of Mass Media*
- *History of Mass Media in the Global Context*

3.2.1 GLOBAL SCENARIO OF MASS MEDIA:

Newspapers and magazines primarily are information-centered mass media, and primarily practice journalism. Radio. TV, and the Internet are more of entertainment-centered mass media. But these also practice journalism to a great extent. Journalism deals with collecting, analyzing, verifying, and presenting information regarding current events, trends, issues and people. Those who practice journalism are known as journalists.

News-oriented journalism is sometimes described as the "first rough draft of history" (according to *Phil Graham*), because journalists often record important events, producing news articles on short deadlines. While under pressure to be first with their stories, news media organizations usually edit and proofread their reports prior to publication, adhering to each organization's standards of accuracy, quality and style. Many news organizations claim proud traditions of holding government officials and institutions accountable to the public, while media critics have raised questions about holding the press itself accountable.

The printed forms of mass media are the newspapers, magazines, and books.

Publishing is the industry concerned with the production of literature or information – the activity of making information available for public view. In some cases, authors may be their own publishers.

Traditionally, the term publishing refers to the distribution of printed works such as books and newspapers. With the advent of digital information systems and the Internet, the scope of publishing has expanded to include websites, blogs, and the like.

As a business, publishing includes the development, marketing, production, and distribution of newspapers, magazines, books, literary works, musical works, software, and other works dealing with information.

Publication is also important as a legal concept; (a) as the process of giving formal notice to the world of a significant intention, for example, to marry or enter bankruptcy, and; (b) as the essential precondition of being able to claim defamation; that is, the alleged libel must have been published.

A book is a collection of sheets of paper, parchment or other material with a piece of text written on them, bound together along one edge within covers. A book is also a literary work or a main division of such a work. A book produced in electronic format is known as an e-book.

In library and information science, a book is called a monograph to distinguish it from serial publications such as magazines, journals or newspapers.

Publishers may produce low-cost, pre-proof editions known as galleys or 'bound proofs' for promotional purposes, such as generating reviews in advance of publication. Galleys are usually made as cheaply as possible, since they are not intended for sale.

A lover of books is usually referred to as a bibliophile, a bibliophilist, or a *philobiblist*, or, more informally, a bookworm.

A magazine is a periodical publication containing a variety of articles, generally financed by advertising and/or purchase by readers.

Magazines are typically published weekly, biweekly, monthly, bimonthly or quarterly, with a date on the cover that is in advance of the date it is actually published. They are often printed in color on coated paper, and are bound with a soft cover.

Magazines fall into two broad categories: consumer magazines and business magazines. In practice, magazines are a subset of periodicals, distinct from those periodicals produced by scientific, artistic, academic or special interest publishers, which are subscription-only, more expensive, narrowly limited in circulation, and often have little or no advertising.

Magazines can be classified as:

- *General interest magazines*
- *Special interest magazines*

Newspaper is a publication containing news, information, and advertising, usually printed on low-cost paper called newsprint. It may be general or special interest, most often published daily or weekly. The first printed newspaper was published in 1605, and the form has thrived even in the face of competition from technologies such as radio and television. Recent developments on the Internet are posing major threats to its business model, however. Paid circulation is declining in most countries, and advertising revenue, which makes up the bulk of a newspaper's income, is shifting from print to online; some commentators, nevertheless, point out that historically new media such as radio and television did not entirely supplant existing media.

Electronic media of mass communication include:

- Radio and Television
- Various types of discs or tape: In the 20th century, these were mainly used for music. Video and computer uses followed.
- Film: most often used for entertainment, but also for documentaries.

- Internet: has many uses and presents both opportunities and challenges. Blogs and podcasts, such as news, music, pre-recorded speech and video)
- Computer games: which have developed into a mass form of media since devices such as the PlayStation 3, Xbox 360, and the Wii broadened their use.

Sound recording and reproduction is the electrical or mechanical re-creation and/or amplification of sound, often as music. This involves the use of audio equipment such as microphones, recording devices and loudspeakers. From early beginnings with the invention of the phonograph using purely mechanical techniques, the field has advanced with the invention of electrical recording, the mass production of the 78 record, the magnetic wire recorder followed by the tape recorder, the vinyl LP record. The invention of the compact cassette in the 1960's, followed by Sony's Walkman, gave a major boost to the mass distribution of music recordings, and the invention of digital recording and the compact disc in 1983 brought massive improvements in ruggedness and quality. The most recent developments have been in digital audio players like the Apple iPod.

The term record album originated from the fact that 78 RPM Phonograph disc records were kept together in a book resembling a photo album.

A music video is a short film or video that accompanies a complete piece of music, most commonly a song. Modern music videos were primarily made and used as a marketing device intended to promote the sale of music recordings. Although the origins of music videos go back much further, they came into their own in the 1980s, when Music Television's format was based

around them. In the 1980s, the term "rock video" was often used to describe this form of entertainment, although the term has fallen into disuse.

Music videos can accommodate all styles of filmmaking, including animation, live action films, documentaries, and non-narrative, abstract film.

Broadcasting is the distribution of audio and/or video signals (programs) to a number of recipients ("listeners" or "viewers") that belong to a large group. This group may be the public in general, or a relatively large audience within the public. Thus, an Internet channel may distribute text or music world-wide, while a public address system in (for example) a workplace may broadcast very limited ad hoc soundbites to a small population within its range.

Television and radio programs are distributed through radio broadcasting or cable, often both simultaneously. By coding signals and having decoding equipment in homes, the latter also enables subscription-based channels and pay-per-view services.

A broadcasting organization may broadcast several programs at the same time, through several channels (frequencies), for example BBC One and Two. On the other hand, two or more organizations may share a channel and each use it during a fixed part of the day. Digital radio and digital television may also transmit multiplexed programming, with several channels compressed into one ensemble.

When broadcasting is done via the Internet the term webcasting is often used. In 2004 a new phenomenon occurred when a number of technologies combined to produce podcasting. Podcasting is an asynchronous broadcast/narrowcast medium, with one of the main proponents being Adam Curry and his associates the Podshow.

Broadcasting forms a very large segment of the mass media. Broadcasting to a very narrow range of audience is called narrowcasting. The term "broadcast" was coined by early radio engineers from the midwestern United States.

Film is a term that encompasses motion pictures as individual projects, as well as the field in general. The origin of the name comes from the fact that photographic film (also called filmstock) has historically been the primary medium for recording and displaying motion pictures. Many other terms exist — motion pictures (or just pictures or "picture"), the silver screen, photoplays, the cinema, picture shows, flicks — and commonly movies.

Films are produced by recording people and objects with cameras, or by creating them using animation techniques and/or special effects. They comprise a series of individual frames, but when these images are shown rapidly in succession, the illusion of motion is given to the viewer. Flickering between frames is not seen due to an effect known as persistence of vision — whereby the eye retains a visual image for a fraction of a second after the source has been removed. Also of relevance is what causes the perception of motion; a psychological effect identified as beta movement.

Film is considered by many to be an important art form; films entertain, educate, enlighten and inspire audiences. The visual elements of cinema need no translation, giving the motion picture a universal power of communication. Any film can become a worldwide attraction, especially with the addition of dubbing or subtitles that translate the dialogue. Films are also artifacts created by specific cultures, which reflect those cultures, and, in turn, affect them.

The Internet (also known simply as "the Net" or "the Web") can be briefly understood as "a network of networks". Specifically, it is the worldwide,

publicly accessible network of interconnected computer networks that transmit data by packet switching using the standard Internet Protocol (IP). It consists of millions of smaller domestic, academic, business, and governmental networks, which together carry various information and services, such as electronic mail, online chat, file transfer, and the interlinked Web pages and other documents of the World Wide Web.

Contrary to some common usage, the Internet and the World Wide Web are not synonymous: the Internet is a collection of interconnected computer networks, linked by copper wires, fiber-optic cables, wireless connections etc.; the Web is a collection of interconnected documents, linked by hyperlinks and URLs. The World Wide Web is accessible via the Internet, along with many other services including e-mail, file sharing and others described below.

Toward the end of the 20th century, the advent of the World Wide Web marked the first era in which any individual could have a means of exposure on a scale comparable to that of mass media. For the first time, anyone with a web site can address a global audience, although serving to high levels of web traffic is still relatively expensive. It is possible that the rise of peer-to-peer technologies may have begun the process of making the cost of bandwidth manageable.

Although a vast amount of information, imagery, and commentary (i.e. "content") has been made available, it is often difficult to determine the authenticity and reliability of information contained in web pages (in many cases, self-published). The invention of the Internet has also allowed breaking news stories to reach around the globe within minutes.

This rapid growth of instantaneous, decentralized communication is often deemed likely to change mass media and its relationship to society.

"Cross-media" means the idea of distributing the same message through different media channels. A similar idea is expressed in the news industry as "convergence". Many authors understand cross-media publishing to be the ability to publish in both print and on the web without manual conversion effort.

An increasing number of wireless devices with mutually incompatible data and screen formats make it even more difficult to achieve the objective “create once, publish many”.

A software publisher is a publishing company in the software industry between the developer and the distributor. In some companies, two or all three of these roles may be combined (and indeed, may reside in a single person, especially in the case of shareware).

Software publishers often license software from developers with specific limitations, such as a time limit or geographical region. The terms of licensing vary enormously, and are typically secret.

Developers may use publishers to reach larger or foreign markets, or to avoid focussing on marketing. Or publishers may use developers to create software to meet a market need that the publisher has identified.

A computer game is a computer-controlled game. A video game is a computer game where a video display such as a monitor or television is the primary feedback device. The term "computer game" also includes games, which display only text (and which can therefore theoretically be played on a teletypewriter) or which use other methods, such as sound or vibration, as their primary feedback device, but there are very few new games in these categories.

There always must also be some sort of input device, usually in the form of button/joystick combinations (on arcade games), a keyboard &

mouse/trackball combination (computer games), or a controller (console games), or a combination of any of the above. Also, more esoteric devices have been used for input. Usually there are rules and goals, but in more open-ended games the player may be free to do whatever they like within the confines of the virtual universe.

The phrase interactive entertainment is the formal reference to computer and video games. To avoid ambiguity, this game software is referred to as "computer and video games" throughout this article, which explores properties common to both types of game.

In common usage, a "computer game" or a "PC game" refers to a game that is played on a personal computer. "Console game" refers to one that is played on a device specifically designed for the use of such, while interfacing with a standard television set. "Video game" (or "videogame") has evolved into a catchall phrase that encompasses the aforementioned along with any game made for any other device, including, but not limited to, mobile phones, PDAs, advanced calculators, etc.

3.2.2 HISTORY OF MASS MEDIA IN THE GLOBAL CONTEXT:

The first step towards mass media was taken with the advent of printing. The first dated printed book known is the "*Diamond Sutra*", printed in China in 868 AD, although it is clear that books were printed earlier. Movable clay type was invented in 1041 in China. However, due to the slow spread to the masses of literacy in China, and the relatively high cost of paper there, the earliest printed mass medium was probably European popular prints from about 1400. Although these were produced in huge numbers, very few early examples survive, and even most known to be printed before about 1600 have not survived.

Johannes Gutenberg printed the first book on a printing press with movable type in 1453. This invention transformed the way the world received printed materials, although books remained too expensive really to be called a mass medium for at least a century after that.

Newspapers developed around from 1605, with the first example in English in 1620; but they took until the nineteenth century to reach a mass-audience directly.

During the 20th century, the growth of mass media was driven by technology that allowed the massive duplication of material. Physical duplication technologies such as printing, record pressing and film duplication allowed the duplication of books, newspapers and movies at low prices to be circulated among huge audiences. Radio (1920's) and television (1930's) allowed the electronic duplication of information for the first time.

USES OF MASS MEDIA:

Mass media can be used for various purposes:

- *Information dissemination.*
- *Journalism.*
- *Enrichment and education.*
- *Entertainment, traditionally through performances of acting, music, and sports, along with light reading; since the late 20th century also through video and computer games.*
- *Advocacy, both for business and social concerns. This can include advertising, marketing, propaganda, public relations, and political communication.*
- *Public service announcements*

NEGATIVE CHARACTERISTICS OF MASS MEDIA:

In mass communication, the mass media produce content from a central point. Then the same identical message is transmitted to numerous recipients. It is claimed this causes certain problems on the kind of messages and information that can be conveyed, such as:

- *An inability to transmit implicit or inferred knowledge,*
- *A focus on the unusual and sensational rather than a restatement of wisdom,*
- *The promotion of anxiety and fear to sell the newspaper / channel, etc.*
- *Inability to deal with complex issues so a need to simplify, etc.*

BRIEF HISTORY OF MASS MEDIA:

1400: Appearance of European popular prints.

1453: *Johannes Gutenberg* prints *The Bible*, using his printing press.

1620: First *newspaper* (or *Coranto*) in English.

1825: *Nicéphore Niépce* took the first permanent *photograph*.

1830: *Telegraphy* is independently developed in England and the United States.

1876: First *telephone call* made by *Alexander Graham Bell*.

1878: *Thomas Alva Edison* patents the *phonograph*.

1890: First *juke box* in San Francisco's Palais Royal Saloon.

1890: *Telephone wires* are installed in Manhattan.

1895: *Cinematograph* invented by *Auguste and Louis Lumiere*.

1896: *Hollerith* founds the *Tabulating Machine Co*. It was renamed *IBM* in 1924.

1897: *Guglielmo Marconi* patents the *wireless telegraph*.

1898: *Loudspeaker* is invented.

1906: The *Story of the Kelly Gang* from Australia is world's *first feature length film*.

1913: The *portable phonograph* is manufactured.

1915: *Radiotelephone* carries voice from Virginia to the Eiffel Tower.

1916: *Tunable radios* invented.

1919: *Short-wave radio* is invented.

1920: *KDKA-AM in Pittsburgh, United States*, becoming the world's first commercial radio station.

1922: *BBC* is formed and broadcasting to London.

1924: *KDKA* created a short-wave radio transmitter.

1926: *NBC* is formed.

1927: *The Jazz Singer*: *The first motion picture with sounds* debuts.

1927: *Philo Taylor Farnsworth* debuts the *first electronic television system*.

1928: The *Teletype* was introduced.

1933: *Edwin Armstrong* invents *FM Radio*.

1935: *First telephone call* made around the world.

1936: *BBC* opened world's first regular (then defined as at least 200 lines) *high definition television service*.

1939: *Regular electronic television broadcasts* begin in the U.S.

1939: The *wire recorder* is invented in the U.S.

1940: The *first commercial television station, WNBT* (now WNBC-TV)/New York starts broadcasting.

1948: *Cable television* becomes available in the U.S.

1951: The *first color televisions* go on sale.

1957: *Sputnik satellite* is launched and *sends back signals* from near earth orbit.

1959: *Xerox* makes the *first photo copier*.

1962: *Telstar satellite* transmits an image across the Atlantic.

1963: *Audiocassette* is invented in the Netherlands.

1965: *Vietnam War* becomes *first war to be televised*.

1967: *Newspapers, magazines start to digitize production*.

1969: *Man's first landing on the moon is broadcast* to 600 million people around the globe.

1970s: *ARPANET*, progenitor to the *Internet* developed.

1971: *Intel* debuts the *microprocessor*.

1972: *PONG* becomes the *first video game* to win widespread popularity.

1975: The *MITS Altair 8800* becomes the *first pre-assembled desktop computer* available on the market.

1976: *JVC* introduces *VHS videotape* - becomes the standard consumer format in the 1980s & 1990s.

1980: *CNN* launches.

1980: *New York Times, Wall Street Journal, Dow Jones* put *news database online*.

1981: The *laptop computer* is introduced by Tandy.

1982: *Philips and Sony* put the *Compact Disc* on the Japanese market. It arrives on the U.S. market early the following year.

1983: *Cellular phones* begin to appear.

1984: *Apple Macintosh* is introduced.

1985: *CD-ROMs* begin to be sold.

1985: *Pay-per-view channels* open for business.

1991: *World-Wide Web* (WWW) publicly released by Tim Berners-Lee at CERN.

1993: *CERN* announces that the *WWW* will be free for anyone to use.

1995: *The Internet grows exponentially*.

1996: *First DVD players and discs* are available in Japan. *Twister* is the *first film on DVD*.

1999: *Napster* contributes to the popularization of *MP3*.

3.3 SUMMARY:

- *Mass media* is a term that refers to those organized means of dissemination of fact, opinion, entertainment, and other information, such as newspapers, magazines, films, radio, television, the Internet, books, CDs, DVDs, videocassettes, etc. The term "mass media" also refers to the means of mediated-communication reaching a large audience.
- The term “mass media” was coined in the 1920s with the advent of nationwide radio networks, mass-circulation newspapers and magazines, although mass media were present centuries before the term became common.
- Some commentators view the mass-media audiences as forming a mass society with special characteristics. One such characteristic is the lack of social connections, which render it especially susceptible to the influence of modern mass-media techniques such as advertising and propaganda.

- Newspapers and magazines primarily are information-centered mass media, and primarily practice journalism. Radio. TV, and the Internet are more of entertainment-centered mass media. But these also practice journalism to a great extent. Journalism deals with collecting, analyzing, verifying, and presenting information regarding current events, trends, issues and people.
- News-oriented journalism is sometimes described as the "first rough draft of history" (according to *Phil Graham*), because journalists often record important events, producing news articles on short deadlines.
- Publishing includes the development, marketing, production, and distribution of newspapers, magazines, books, literary works, musical works, software, and other works dealing with information.
- In library and information science, a book is called a monograph to distinguish it from serial publications such as magazines, journals or newspapers.
- A lover of books is usually referred to as a bibliophile, a bibliophilist, or a *philobiblist*, or, more informally, a bookworm.
- The term "broadcast" was coined by early radio engineers from the midwestern United States.
- Broadcasting to a very narrow range of audience is called narrowcasting.

3.4 KEY WORDS:

Mass Media: Mass media denote mass distributors of news and entertainment across media such as newspapers, television, radio, cinema,

books and the Internet.

Publishing: The term publishing refers to the distribution of printed works such as books and newspapers. With the advent of digital information systems and the Internet, the scope of publishing has expanded to include websites, blogs, and the like.

Books: A book is a collection of sheets of paper, parchment or other material with a piece of text written on them, bound together along one edge within covers. A book is also a literary work or a main division of such a work. A book produced in electronic format is known as an e-book.

Newspapers: Newspaper is a publication containing news, information, and advertising, usually printed on low-cost paper called newsprint. It may be general or special interest, most often published daily or weekly. The first printed newspaper was published in 1605, and the form has thrived even in the face of competition from technologies such as radio and television. Recent developments on the Internet are posing major threats

Magazines: A magazine is a periodical publication containing a variety of articles, generally financed by advertising and/or purchase by readers. Magazines are typically published weekly, biweekly, monthly, bimonthly or quarterly, with a date on the cover that is in advance of the date it is actually published.

Music Video: A music video is a short film or video that accompanies a complete piece of music, most commonly a song. Modern music videos were primarily made and used as a marketing device intended to promote the sale of music recordings. Music videos can accommodate all styles of filmmaking, including animation, live action films, documentaries, and non-narrative, abstract film.

Films: Film is considered by many to be an important art form; films entertain, educate, enlighten and inspire audiences. The visual elements of cinema need no translation, giving the motion picture a universal power of communication. Film is a term that encompasses motion pictures. Many other terms exist - motion pictures (or just pictures or "picture"), the silver screen, photoplays, the cinema, picture shows, flicks — and commonly movies.

The Internet: The Internet (also known simply as "the Net" or "the Web") can be briefly understood as "a network of networks". Specifically, it is the worldwide, publicly accessible network of interconnected computer networks that transmit data by packet switching using the standard Internet Protocol (IP). It consists of millions of smaller domestic, academic, business, and governmental networks, which together carry various information and services, such as electronic mail, online chat, file transfer, and the interlinked Web pages and other documents of the World Wide Web.

3.5 SELF-ASSESSMENT QUESTIONS (SAQs):

1. Discuss the present global scenario of mass media with suitable examples.
2. Discuss the history of mass media in the global context.

3.6 REFERENCES / SUGGESTED READING:

- **Mass Communication Theory**; By. *Stanley J. Baran and Dennis K. Davis*. **Wadsworth**, 1997
- **Theories of Mass Communication**; By. *Melvin L. Defleur and Sandra J. Ball-Rokeach*. **Longman**, 1997
- **Text book of Mass Communication and Media**; By. *Uma Joshi*. **Anmol**, 1997
- **Mass Communication in India;** By *Keval J. Kumar*. **Jaico**, 1997
- **Mass Communication: Theory & Practice;** By *Uma Narula*. **Har-Anand**, 1997

B. A. Mass Communication (1st year)

MASS COMMUNICATION (BMC 108)

Block: B Unit: II Lesson: 4

HISTORY OF MASS MEDIA IN INDIA

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LESSON STRUCTURE

In this lesson we shall discus about the mass media in India. Also, we shall focus on the origin and development of different mass media in India. The lesson structure shall be as follows:

4.0 Objectives

4.1 Introduction

4.2 Presentation of Content

4.2.1 Mass Media in India- An Introduction

4.2.2 Newspapers in India

4.2.3 Radio in India

4.2.4 Television in India

4.3 Summary

4.4 Key Words

4.5 Self-Assessment Questions (SAQs)

4.6 References/Suggested Reading

4.0 OBJECTIVES:

The objectives of this lesson are:

- *To Get an Introduction to Mass Media in India*
- *To Know About the Newspapers in India*
- *To Know About the Radio in India*
- *To Know About the Television in India*

4.1 INTRODUCTION:

Mass media in this country has become a commodity that can be sold and purchased in the market by those willing to accept and pay the price. The brand names that reach to the vast majority of people are concentrated in a few hands and in fact entire world media, like armament industry is joining big conglomerates, which is indeed a dangerous trend. The media trends needs to be exposed, which are in ruthless grip of their owners. The facts are not reported as they happen but how the masters and owners of the media want these to be reported. Newspapers and other mass media play a critical role in expressing the pluralism of the country: its various identities, perspectives and values.

In this lesson we shall discus about the mass media in India. Also, we shall focus on the origin and development of different mass media in India.

4.2 PRESENTATION OF CONTENT:

The content of this lesson shall be presented as follows:

- *Mass Media in India- An Introduction*
- *Newspapers in India*
- *Radio in India*
- *Television in India*

4.2.1 MASS MEDIA IN INDIA- AN INTRODUCTION:

Mass media in India are flourishing today reaching a wide audience. Besides the print media, radio and television; the Internet is playing an increasing role, along with the growth of the Indian blogging community.

Compared with many other developing countries, the Indian press is relatively free and unregulated. In March 2006, India had 62,483 newspapers, including 8512 daily newspapers published in over 100 languages. The largest number of newspapers was published in Hindi (24,987), followed by English (9,064), Marathi (about 3,000), Urdu (more than 3,000), Bengali (more than 3,000), Gujarati (more than 2,500), Tamil (more than 2,500), Kannada (more than 2,000), Malayalam (more than 2,000) and Telugu (about 2,000). The total circulation of all newspapers and periodicals in 2006 was 18,07,38,611 (RNI, 2006). According to the National Readership Survey, 2006, the reach of the press mediun in 2006 was 222 million.

The Hindi daily press has a circulation of over 30 million copies, followed by English with over 12 million copies. There are several major publishing groups in India, the most prominent among them being the Times of India Group, the Indian Express Group, the Hindustan Times Group, The Hindu group, the Ananda Bazar Patrika Group, the Eenadu Group, the Malayala Manorama Group, the Mathrubhumi group, the Sahara group, the Bhaskar group, and the Dainik Jagran group.

India has more than forty domestic news agencies. The Press Trust of India, and the United News of India are among the major news agencies.

Reach of Mass media in India

	All India Reach	*Urban Reach*
Print Media	*25%*	*46%*
Terrestrial TV	*53%*	*80%*
Cable and satellite TV	*20%*	*46%*
Radio	*22%*	*25%*
Cinema	*07%*	*11%*
Internet	*01%*	*03%*

4.2.2 NEWSPAPERS IN INDIA:

The first successful attempt at starting a newspaper in India was made in Calcutta. James Augustus Hickey started the Hickey's Bengal Gazette or the Calcutta General Advertiser in 1780. *The Gazette*, a two-sheet newspaper, specialized in writing on the private lives of the higher officers of the East India Company. He dared even to mount insulting, scandalous, outrageous,

and defamatory attacks on the *Governor-General Warren Hastings* and his wife.

Hickey was sentenced to a 4 months jail term and Rs.500 fine, which did not deter him. After a bitter attack on the Governor-General and the Chief Justice, Hickey was sentenced to one year in prison and fined Rs.5,000, which finally drove him to poverty. This was the first tentative step of journalism in India.

B. Messink and *Peter Reed* published the *India Gazette* in 1781 from Calcutta. The colonial establishment started the *Calcutta Gazette*. The Bengal Journal followed it.

The *Madras Courier* was started in 1785 in Madras, now Chennai. *Richard Johnson*, its founder, was a government printer. Madras got its second newspaper when, in 1791, *Hugh Boyd*, who was the editor of the *Madras Courier* quit and founded the *Hurkaru*. Tragically for the paper, it ceased publication when *Boyd* died within a year of its founding.

In 1795, competitors to the Madras Courier emerged with the founding of the *Madras Gazette* followed by the *India Herald*.

In 1878, *The Hindu* was founded, and played a vital role in promoting the cause of Indian independence from the colonial oppression. Its founder, *Kasturi Ranga Iyengar*, was a lawyer, and his son, *K Srinivasan* assumed editorship of this pioneering newspaper during for the first half of the 20th century. Today this paper enjoys the highest circulation in South India, and is among the top five national English dailies.

Bombay, now Mumbai, surprisingly was a late starter in terms of having its own newspaper. *The Bombay Herald* came into existence in 1789.

Significantly, a year later a paper called *The Courier* started carrying advertisements in Gujarati.

In the first media merger, *The Bombay Gazette*, which was started in 1791, merged with *The Bombay Herald* the following year. This new newspaper was recognized by the then British authorities to carry "official notifications and advertisements".

POST-INDEPENDENCE JOURNALISM

The time after India attained Independence is called the *Age of Consolidation*. This started in 1947 and continued up to about 1985. The current age is the *Age of Uncertainty*, which began in mid-eighties. It coincided with the introduction of the Prasar Bharati (Broadcasting Corporation of India) Bill in 1989.

Press Trust of India (PTI) and United News of India (UNI) are the two primary Indian news agencies. The former was formed after it took over the operations of the *Associated Press of India* and the Indian operations of *Reuters* soon after independence on August 27, 1947. PTI is a non-profit cooperative of the Indian newspapers.

UNI began its operations on March 21, 1961, though it was registered as a company in 1959 itself.

POPULAR NON-ENGLISH DAILIES IN URBAN INDIA IN 2007

Amar Ujala (Hindi)

Anandabazar patrika (Bengali)

Dainik Bhaskar (Hindi; leader in 2005, second highest circulation in 2006 with 20.9 million)

Dainik Assam (Assamese; premier daily published from Dibrugarh and Guwahati in Assam.)

Dainik Jagran (Hindi; highest circulation among dailies 21.2 million readership)

Dinakaran (Tamil)

Dina Thandi (Daily Thanthi, Tamil daily with 14 editions and a circulation of 790,900)

Eenadu (Telugu daily with more than 27 editions and a circulation that is over a million.)

Divya Bhaskar (Gujarati)

Gujarat Samachar (Gujarati)

India Today (weekly; Hindi edition most popular)

Lokmat (Marathi)

Madhyamam (Leading Malayalam daily from Calicut)

Malayalam Manorama (Malayalam News Paper)

Mathrubhumi (Malayalam)

Nav-Bharat (Hindi; published from Madhya Pradesh and Maharashtra}

Tamil Murasu Tamil Daily Evening News Paper

POPULAR ENGLISH DAILIES AND PERIODICALS IN URBAN INDIA IN 2007

The Times of India (Highest Circulation among English dailies with 2.14 million copies)

Hindustan Times

The Hindu

The Telegraph

Deccan Chronicle

The Assam Tribune

The Asian Age

The Economic Times

The New Indian Express

Mid-Day

Deccan Herald

Indian Express

India Today

Outlook

4.2.3 RADIO IN INDIA:

Historically speaking, *Marconi* started radio broadcasting in 1896 with the invention of 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 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 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 (now Chennai). The Radio Club broadcast the first radio programme in India 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 for lack of sufficient financial support.

It was followed by the setting up a Broadcasting Service that began broadcasting in India 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 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 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 programme structure underwent a change 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 has dramatically changed with 198 broadcasting centers, including 74 local radio stations, covering more than 97.3 per cent of the country's population. Presently, it broadcasts programmes in a number of languages throughout the day. The function in of All India Radio is unparalleled in sense that it is perhaps the only news organizations, which remain 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.

Besides, the external services Division of AIR is a link with different regions of world through its programmes in as many as 24 languages for about 72 hours a day.

Radio reach has increased from 23% to 27% of the population in 2006. No of listeners in an average week has increased from 76 million to 119 million in 2006 with a 55% increase.

4.2.4 TELEVISION IN INDIA:

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. Its aim was 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 a period of one year when 2400 villages in six states - Orissa, Bihar, Rajasthan, Madhya Pradesh, Andhra Pradesh and Karnataka were exposed to area specific programmes beamed with the help of the satellite.

The experiment was successful and was universally lauded. The programme 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 programmes of Doordarshan has been the rural programme called "*Krishi Darshan*" 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 programmes. In 1982, Doordarshan went into colour and created its own national network through the help of *INSAT- I A*. Now with the help of INSAT-*1B* and Microwave facilities, Doordarshan is able to 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 CHOGUM conference, Republic Day Parades, Independence Day Celebrations, etc.

Television went commercial from January 1, 1976 and now good numbers of sponsored programmes 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 set of transponders for the Swarna *Jayanthi Vidya Vikas*

Upagraha Yojana for **Vidya Vahini**, *an exclusive educational channel.*

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 actually 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 programmes broadcast on FM are becoming very popular with the urban youth as the programmes 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 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 through cable TV.

Doordarshan itself is a multi channel system having a separate a sports channel and a separate educational channel (Vidya Vahini) on the anvil.

But the sea change has occurred because of what is called "*sky invasion"*. This term 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 in spite of and 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 down linking.

This "*sky invasion"* coupled with rapid expansion of cable network has actually converted the entire urban and semi urban India into a big global village. The number of television owing household 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.

This has to be noted and appreciated and also critically examined as this has happened in a record time unlike the Western countries where it took about 20 years. The Indian society has in fact leap-froged at least in the field of television usage.

The reach of TV has increased with the exponential growth of Satellite TV. The reach of TV increased to 230 million individuals in 2006. The reach of TV was 112 million Indian homes in 2006. Cable TV reached 68 million (61%of the total TV homes) in 2006. Colour TV sets increased from 58 million in 2005 to 64 million in 2006. Tamil Nadu, Karnataka, and Andhra Pradesh lead in terms of TV reach.

Cinema viewership in this period of 2006 has reduced from 51 million (in 2005) to 39 million.

Internet usage has increased form 7.2 million per week in 2005 to 9.4 million per week in 2006. The total reach of Internet is only 1.2 % of India's 12 years+ population.

Mobile phone reach in 2006 was 22 million individuals.

4.3 SUMMARY:

In March 2006, India had 62,483 newspapers, including 8512 daily newspapers published in over 100 languages. The largest number of newspapers was published in Hindi (24,987), followed by English (9,064).

The Hindi daily press has a circulation of over 30 million copies, followed by English with over 12 million copies. There are several major publishing groups in India, the most prominent among them being the Times of India Group, the Indian Express Group, the Hindustan Times Group, The Hindu group, the Bhaskar group, and the Dainik Jagran group.

India has more than forty domestic news agencies. The Press Trust of India,

and the United News of India are among the major news agencies.

The first successful attempt at starting a newspaper in India was made in Calcutta. James Augustus Hickey started the Hickey's Bengal Gazette or the Calcutta General Advertiser in 1780. *The Gazette*, a two-sheet newspaper, specialized in writing on the private lives of the higher officers of the East India Company.

In 1878, *The Hindu* was founded, and played a vital role in promoting the cause of Indian independence from the colonial oppression. Its founder, *Kasturi Ranga Iyengar*, was a lawyer, and his son, *K Srinivasan* assumed editorship of this pioneering newspaper during for the first half of the 20th century. Today this paper enjoys the highest circulation in South India, and is among the top five national English dailies.

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Internet usage has increased form 7.2 million per week in 2005 to 9.4 million per week in 2006. The total reach of Internet is only 1.2 % of India's 12 years+ population.

4.4 KEY WORDS:

Reach if newspapers in India: In March 2006, India had 62,483 newspapers, including 8512 daily newspapers published in over 100 languages. The largest number of newspapers was published in Hindi (24,987), followed by English (9,064), Marathi (about 3,000), Urdu (more than 3,000). The total circulation of all newspapers and periodicals in 2006 was 18,07,38,611 (RNI, 2006).

News Agencies in India: Press Trust of India (PTI) and United News of India (UNI) are the two primary Indian news agencies. The former was formed after it took over the operations of the *Associated Press of India* and the Indian operations of *Reuters* soon after independence on August 27, 1947. PTI is a non-profit cooperative of the Indian newspapers. UNI began its operations on March 21, 1961, though it was registered as a company in 1959 itself.

All India Radio: 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.

Radio Reach in India: Radio reach has increased from 23% to 27% of the population in 2006. No of listeners in an average week has increased from 76

million to 119 million in 2006 with a 55% increase.

Television Reach in India: The reach of TV has increased with the exponential growth of Satellite TV. The reach of TV increased to 230 million individuals in 2006. The reach of TV was 112 million Indian homes in 2006. Cable TV reached 68 million (61%of the total TV homes) in 2006. Colour TV sets increased from 58 million in 2005 to 64 million in 2006. Tamil Nadu, Karnataka, and Andhra Pradesh lead in terms of TV reach.

4.5 SELF-ASSESSMENT QUESTIONS (SAQs):

1. Discuss the newspaper scene in India giving suitable examples.
2. Discuss the radio scene in India giving suitable examples.
3. Discuss the television scene in India giving suitable examples.

4.6 REFERENCES / SUGGESTED READING:

- **Mass Communication Theory**; By. *Stanley J. Baran and Dennis K. Davis*. **Wadsworth**, 1997
- **Theories of Mass Communication**; By. *Melvin L. Defleur and Sandra J. Ball-Rokeach*. **Longman**, 1997
- **Text book of Mass Communication and Media**; By. *Uma Joshi*. **Anmol**, 1997
- **Mass Communication in India;** By *Keval J. Kumar*. **Jaico**, 1997
- **Mass Communication: Theory & Practice;** By *Uma Narula*. **Har-Anand**, 1997

B. A. Mass Communication (1st year)

MASS COMMUNICATION (BMC 108) Block: C Unit: I Lesson: 5

PRINT MEDIA (NEWSPAPERS)

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LESSON STRUCTURE

In this lesson we shall discus about print media. Specifically, we shall focus on newspapers. We shall also discuss the. The lesson structure shall be as follows:

5.0 Objectives

5.1 Introduction

5.2 Presentation of Content

5.2.1 Newspapers- An Overview

5.2.2 Newspaper as a Medium of Advertising

5.2.3 Criticism of Newspaper Journalism

5.2.4 Organizational Structure of Newspapers

5.2.4 The Future of Newspapers

5.3 Summary

5.4 Key Words

5.5 Self-Assessment Questions (SAQs)

5.6 References/Suggested Reading

5.0 OBJECTIVES:

A newspaper is a publication containing news, information and advertising. It is usually printed on low-cost paper called newsprint. It may be general or special interest, most often published daily, and sometimes published weekly.

The first printed newspaper was published in 1605. And ever since, newspaper has thrived in the face of competition from newer media such as magazines, radio, television, and the Internet, etc.

Recent developments on the Internet are posing major challenges to newspapers. Circulation of newspapers is declining in most countries. Advertising revenue, which makes up the bulk of a newspaper's income, is shifting from print to the Internet and other media. This has resulted in a general decline in newspaper profits.

We shall discuss about these and other related aspects of newspapers. The objectives of this lesson are as follows:

- *To have an Overview of Newspapers*
- *To Know About the Newspaper as a Medium of Advertising*
- *To Know About the Criticism of Newspaper Journalism*
- *To Know About Organizational Structure of Newspapers*
- *To Know About the Future of Newspapers*

5.1 INTRODUCTION:

Most of the newspapers are of general-interest as these are meant for the general public. Only a few newspapers are of special interest. The general-interest newspapers usually carry current news covering political events, crime, business, culture, sports, and opinions (editorials, columns, etc). Newspapers use photographs to illustrate stories, they also use other illustrations and cartoons. Other specific features newspapers are: editorial opinions, sports columns or a sports section, weather news and forecasts, advice columns, reviews of movies, plays, restaurants, etc. Newspapers also include gossip columns, comic strips and other entertainment related material such as crosswords, Sudoku and horoscopes, humor section, food section, etc.

In this lesson, we shall discuss about the various aspects of newspapers.

5.2 PRESENTATION OF CONTENT:

The content of this lesson shall be presented as follows:

- Newspapers- An Overview
- Newspaper as a Medium of Advertising
- Criticism of Newspaper Journalism
- Organizational Structure of Newspapers
- The Future of Newspapers

5.2.1 NEWSPAPERS- AN OVERVIEW:

To be well informed is to be well placed in life, for which every citizen aspires. The citizens of a country can make the right choices only if they are well informed i.e. if there is a free flow of information. Hence, newspapers and other media are pivotal to a civilized society embarking on an information revolution.

To be well informed, in addition to reading newspapers, one also needs quality magazines, which provide special insight. While, television and radio break news within hours (sometimes within minutes, as illustrated on numerous occasions) after the event, one has to wait for the newspaper and magazines to get the details and analyses.

In a larger sense, the electronic media, which comprises television and radio, is complementary to the print media, which comprises of newspapers and magazines. The term ‘media’ also includes advertising, publishing and film production, and denotes a channel between the masses and the communicator.

Content-wise, newspapers could be classified as political newspapers and economic newspapers. Almost all general newspapers are obsessed with politics, which forms their staple diet. Crime comes a close second after politics. It is followed by sports, business, and commerce.

Economic newspapers give greater coverage to business and financial news to cater to the managerial or entrepreneurial class of readership.

Region-wise, the newspapers could be classified as national newspapers and city newspapers. With the coming of television, many national newspapers in the US began to focus on one city covering it

extensively to capture the market. And the result was each city has one major newspaper and a competitor. And there were just a couple of newspapers that could be called national.

It is happening in India, too. Many newspapers have got dozens and dozens of editions. Some Hindi newspapers and other regional language papers like *Eenadu* in Andhra Pradesh have started editions at even small cities and towns.

Quality-wise, newspapers are classified as popular newspapers and quality newspapers; the former cater to the mass of middle class, tailor-made for their education and aspirations, while the latter are cater to higher standards and are status symbols of the upper and upper middle class.

Based on the time of release, the newspapers are classified as morning newspapers, afternoon newspapers and evening newspapers. In India, the concept of an evening newspaper in not popular and in the afternoon, we have the tabloids, denoting the size of the newspaper which is half that of the regular newspapers. The normal newspaper size is technically called a broadsheet. Most modern newspapers are in two sizes:

- *Broadsheets: 600 mm by 380 mm (23½ by 15 inches), generally associated with more intellectual newspapers, although a trend towards "compact" newspapers is changing this.*
- *Tabloids: half the size of broadsheets at 380 mm by 300 mm (15 by 11¾ inches) and often perceived as sensationalist in contrast to broadsheets.*

To compete with the big newspapers and sell more, the tabloids indulge in sensational journalism and sometimes display semi-nude pictures, which is not in keeping with good newspaper practices.

The functions of the newspapers like other media are fourfold: to inform, to educate, to entertain and to enlighten. Media also perform as vehicles of persuasion. And above all, the media is the watchdog of the freedom of the society so that the hard-won freedom of the people is not imperiled by autocratic, dictatorial or fanatical regimes.

A daily newspaper is issued every day, often with the exception of some national holidays. On Saturdays and Sundays, editions of daily newspapers are larger, include more specialized sections and advertising, and cost more.

Most nations have a few newspapers that circulate throughout the whole country. These are called national newspapers, as contrasted with a local newspaper serving a city or region. In India there is not even one newspaper that can be called national. In the United States and Canada, there are few truly national newspapers. The Wall Street Journal and USA Today in the US and The Globe and Mail and The National Post in Canada are national newspapers.

The owner of the newspaper is the publisher. The person responsible for content is the editor. In certain cases the editor is called the editor-in-chief, or executive editor.

Zoning or localization occurs when advertising and editorial content change to reflect the area to which the product is delivered. The editorial content often may change merely to reflect changes in advertising, the

quantity and layout of which affects the space available for editorial, or may contain region-specific news. In rare instances, the advertising may not change from one zone to another, but there will be different region-specific editorial content. As the content can vary widely, zonal or regional editions are often produced in parallel.

Newspapers are usually printed on inexpensive, off-white paper known as newsprint. Since the 1980s, the newspaper industry has largely moved away from lower-quality letterpress printing to higher-quality, four-color process, called offset printing. In addition, desktop computers, word processing software, graphics software, digital cameras and digital pre-press technologies and typesetting technologies have revolutionized the newspaper production process. These technologies have enabled newspapers to publish color photographs and graphics, as well as innovative layouts and better design.

To help their titles stand out on newsstands, some newspapers are printed on coloured newsprint. For example, the Financial Times is printed on a distinctive salmon pink paper. Circulation and readership The number of copies distributed, either on an average day or on particular days, is called the newspaper's circulation and is one of the principal factors used to set advertising rates. Circulation is not necessarily the same as copies sold, since some copies or newspapers are distributed without cost. Readership figures are higher than circulation figures because more than one person reads newspaper copies.

In India, The Times of India is the largest English newspaper, with 2.14 million copies daily. According to the 2006 National Readership Study, the

Dainik Jagran is the most-read, local-language (Hindi) newspaper, with 21.2 million readers.

5.2.2 NEWSPAPERS AS A MEDIUM OF ADVERTISING:

Most newspapers make nearly all their money from advertising; the income from the customer's payment at the newsstand is small in comparison. For that reason, newspapers are inexpensive to buy, and some are free. The portion of the newspaper that is not advertising is called editorial content, editorial matter.

In recent years, the Advortorials have emerged as a major option. Advortorials are most commonly recognized as opinion-editorials or advertising related message disguised as editorial content, which third parties pay a fee to have included in the paper. Advortorials commonly advertise new products or techniques, such as a new design for golf equipment, a new form of laser surgery, or weight-loss drugs. The tone is usually closer to that of a press release than of an objective news story.

Publishers of commercial newspapers strive for higher circulation, so that advertising in their newspaper becomes more effective, allowing the newspaper to attract more advertisers and to charge more for the service. But some advertising sales also market demographics: some newspapers might sacrifice higher circulation numbers in favor of an audience with a higher income.

Some newspapers provide some or all of their content on the Internet, either at no cost or for a fee. In some cases, free access is available only for a

matter of days or weeks, after which readers must register and provide personal data. In other cases, free archives are provided.

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Subscriptions: 20%

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A question arises here: What makes an newspaper profitable? *Lower the price, increase circulation, kill competitors, capture their advertising, then bring the price back up.*

5.2.3 CRITICISM OF NEWSPAPER JOURNALISM:

Since newspapers began as a journal (record of current events), the profession involved in the making of newspapers began to be called journalism. Much emphasis has been placed upon the accuracy and fairness

of the journalists. In the yellow journalism era of the 19th century many newspapers in the United States relied on sensational stories that were meant to anger or excite the public, rather than to inform. The more restrained style of reporting that relies on fact checking and accuracy regained popularity around World War II.

Criticism of journalism is varied and sometimes vehement. Credibility is questioned because of anonymous sources; errors in facts, spelling, and grammar; real or perceived bias; and scandals involving plagiarism and fabrication.

Some ways newspapers have tried to improve their credibility are: appointing ombudsmen, developing ethics policies and training, using more stringent corrections policies, and asking sources to review articles after publication.

5.2.4 ORGANIZATIONAL STRUCTURE OF NEWSPAPERS:

A print media organizational structure specifies its division of work activities and shows how different activities are linked. It also indicates the distribution of work activities according to specialization and refers to the hierarchy, authority, structure and relationships in the print media organization.

Since time immemorial, a newspaper organization has been defined as three-legged table, i.e., it has got three departments:

- *Editorial Department,*
- *Advertising Department, and*
- *Circulation Department.*

But today, it is much more than three-legged table. Though the above three departments are the core departments, yet many other important departments have also emerged like:

- Printing Department,
- Administrative Department,
- Accounting Department,
- Personnel Department,
- Legal Department, and
- Public Relations Department.

EDITORIAL DEPARTMENT: This department is headed by Chief Editor or Editor-in-Chief or Editor and is divided into several sections like News Section, Views Section, Photo Section, Computer Section, etc. The News Section is further divided into News Room and Reporter's Room. News Editor heads the News Room and it consists of many other staff like Deputy News Editors, Chief Sub Editors, Senior Sub Editors and Sub Editors. They are all mainly responsible for editing news under the leadership of News Editor.

The Reporter's Room is further divided into Reporting Wing and Bureau Wing. The Reporting Wing is headed by Chief Reporter and it consists of staff like Senior Reporter, Sports Reporter, City Reporter, Principal Correspondent, Senior Correspondents and Correspondents. On the other hand, Chief of the Bureau heads the Bureau Wing and it also consists of Special Correspondents. The job of all of them is collection of news.

The Views Section is further divided into Editorial Wing, Article Wing, Feature Wing and Review Wing. Here the performers are, Editor, Resident Editor, Executive Editor, Associate Editors (or Deputy Editors), and Assistant Editors.

Chief Photographer heads the Photo Section and there are many other photographers and a few photo editors also. Computer In-charge heads the Computer Section and there are several other computer operators to support him.

ADVERTISING DEPARTMENT: The department is the most important source of revenue on which the economy of the newspaper falls back on. Hence, this department looks after the collection and publication of advertisements. There can be several sections in this department. One to look after local advertising, one for classified ads, one for general/national advertising, one for legal advertising, yet another one for preparing copy and so on.

CIRCULATION DEPARTMENT: The main job of Circulation Department is to raise the circulation and readership of the newspaper, timely delivery of the newspapers to the readers and collection from them.

PRINTING DEPARTMENT: This department is responsible for good and attractive printing including installation of machines, plant layout, composing, processing, loading, scheduling, maintenance of old machines and hiring of latest printing technologies.

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LEGAL DEPARTMENT: In small and medium newspapers, generally the legal issues are looked after by the Administrative Department. But mostly a separate Legal Department exists in a full-fledged big newspaper.

PUBLIC RELATIONS DEPARTMENT: Like separate Legal Department this department is found mostly in big newspapers. This department looks after maintaining harmonious internal and external relations.

5.2.5 FUTURE OF NEWSPAPERS:

The future of newspapers seems cloudy, with overall readership slowly declining in most developed countries due to increasing competition from television and the Internet. The 59th annual World Newspaper Congress, held in June 2006, reported circulation increases in only 30 of 210 countries studied. Most of the increases came in developing countries, notably China.

A report at the gathering indicated that China tops total newspaper circulation, with more than 95 million copies of papers sold every day, followed by India with 80 million—China and India are the two most populous

countries in the world—followed by Japan with 70 million and the United States with 55 million.

Another growth area is a high-quality tabloid, particularly in the UK, where several of the major broadsheets are experimenting with the format. These smaller and easier to hold broadsheets practice serious journalism. And they appear to have drawn some younger readers who are otherwise abandoning newspapers.

Newspapers also face increased competition from Internet sites.

However, many believe that the Internet can itself be used to newspapers' advantage. For instance, it allows newspapers to effectively compete with broadcast journalism in presenting breaking news online in a timelier manner than printing allows. The credibility and strong brand recognition of well-established newspapers, and the close relationships they have with advertisers helps newspapers strengthening their chances of survival. The movement away from the printing process can also help decrease costs.

Some newspapers have attempted to integrate the internet into every aspect of their operations, for example with reporters writing stories for both print and online, and classified advertisements appearing in both media; others operate websites that are more distinct from the printed newspaper. Many in both camps believe that newspapers will increasingly leave breaking news to online and broadcast media, with print publications focused on comment and analysis.

Here are some important aspects with regard to the future of newspapers:

CHANGING DEMOGRAPHICS OF READERS: Newspapers are going after younger people with graphics and entertainment news. But at the same time they must try to keep the serious readers by NOT including the popular stuff.

COMPETITION FROM RADIO, TELEVISION, AND THE INTERNET: Newspaper people didn't understand what was going on with television, but today they seem quite aware of what's going on with the Internet.

IS PRINTED NEWS MORE CREDIBLE THAN NEWS ON RADIO OR TV? Not necessarily -- nothing is more credible than seeing and hearing the person say it. But in print is more permanent, and there's more of it. The link between the newspaper and the Internet will become stronger and stronger. The Internet will take news created by the newspapers and distribute it in a new way. But if it's on the web, people want it to be updated by the minute.

THE CUSTOMIZED NEWSPAPER: This means a reader gets to choose the type of news and other content as also the format in which he or she wants the newspaper. A good quality IT enabled system connected to the database of a newspaper give the option to choose any kind of news, etc. and the format. Then the system prints a customized newspaper. This can be a dangerous trend -- you will read only what you already know. You will not educate yourself on the larger issues.

5.3 SUMMARY:

- A newspaper is a publication containing news, information and advertising. It is usually printed on low-cost paper called newsprint. It may be general or special interest, most often published daily, and sometimes published weekly. Newspapers have thrived even in the

face of competition from technologies such as radio, television, and the Internet. Circulation of newspapers is declining in most countries.

- Content-wise, newspapers could be classified as political newspapers and economic newspapers. Almost all general newspapers are obsessed with politics, which forms their staple diet. Crime comes a close second after politics. It is followed by sports and business and commerce. Economic newspapers give greater coverage to business and financial news to cater to the managerial or entrepreneurial class of readership.

- The normal newspaper size is technically called a broadsheet. Most modern newspapers are in two sizes: Broadsheets: 600 mm by 380 mm (23½ by 15 inches), generally associated with more intellectual newspapers, although a trend towards "compact" newspapers is changing this; and *Tabloids: half the size of broadsheets at 380 mm by 300 mm (15 by 11¾ inches) and often perceived as sensationalist in contrast to broadsheets.*

- Credibility of newspapers is questioned because of anonymous sources; errors in facts, spelling, and grammar; real or perceived bias; and scandals involving plagiarism and fabrication.

- The future of newspapers seems cloudy, with overall readership slowly declining in most developed countries due to increasing competition from television and the Internet.

- Any newspaper has the following three departments: Editorial Department, Advertising Department, and Circulation Department. In addition, there are other important departments like: Printing

Department, Administrative Department, Accounting Department, Personnel Department, Legal Department, and Public Relations Department.

5.4 KEY WORDS:

Newspapers: A newspaper is a periodic publication containing news, information and advertising. It is usually printed on low-cost paper called newsprint. It may be general or special interest, most often published daily, and sometimes published weekly. The first printed newspaper was published in 1605, and newspaper has thrived even in the face of competition from technologies such as radio, television, and the Internet.

Broadsheets: The normal newspaper size is technically called a broadsheet. Broadsheets are 600 mm by 380 mm (23½ by 15 inches), generally associated with more intellectual newspapers, although a trend towards "compact" newspapers is changing this.

Tabloids: Tabloids are half the size of broadsheets at 380 mm by 300 mm (15 by 11¾ inches) and often perceived as sensationalist in contrast to broadsheets. To compete with the big newspapers and sell more, the tabloids indulge in sensational journalism and sometimes display semi-nude pictures, which is not in keeping with good newspaper practices.

Economics of Newspapers: Running a newspaper involves a lot of expenses. The major expense is *newsprint*. It is the biggest cost. Wages of employees form the second largest cost. The sources of revenue are from the following sources: Subscriptions- 20%; Classified ads- 60%; and Display ads- 20%.

Editorial Department: This department is headed by Chief Editor or Editor-in-Chief or Editor and is divided into several sections like News Section, Views Section, Photo Section, Computer Section, etc. The News Section is further divided into News Room and Reporter's Room. News Editor heads the News Room and it consists of many other staff like Deputy News Editors, Senior Sub Editors and Sub Editors.

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Printing Department: This department is responsible for good and attractive printing including installation of machines, plant layout, composing, processing, loading, scheduling, maintenance of old machines and hiring of latest printing technologies.

5.5 SELF-ASSESSMENT QUESTIONS (SAQs):

1. Discuss about the media scene in India in detail.

2. Write a detailed note on the newspaper scene today.

3. Discuss the recent changes in the newspaper world with examples.

4. Write a detailed note on the organizational structure of newspapers.

5. Write a note on the future of newspapers.

5.6 REFERENCES / SUGGESTED READING:

- **Mass Communication Theory**; By. *Stanley J. Baran and Dennis K. Davis*. **Wadsworth**, 1997
- **Theories of Mass Communication**; By. *Melvin L. Defleur and Sandra J. Ball-Rokeach*. **Longman**, 1997
- **Text book of Mass Communication and Media**; By. *Uma Joshi*. **Anmol**, 1997
- **Mass Communication in India;** By *Keval J. Kumar*. **Jaico**, 1997
- **Mass Communication: Theory & Practice;** By *Uma Narula*. **Har-Anand**, 1997

B. A. Mass Communication (1st year)

MASS COMMUNICATION (BMC 108) Block: C Unit: I Lesson: 5

PRINT MEDIA (NEWSPAPERS)

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LESSON STRUCTURE

In this lesson we shall discus about print media. Specifically, we shall focus on newspapers. We shall also discuss the. The lesson structure shall be as follows:

5.0 Objectives

5.1 Introduction

5.2 Presentation of Content

5.2.1 Newspapers- An Overview

5.2.2 Newspaper as a Medium of Advertising

5.2.3 Criticism of Newspaper Journalism

5.2.4 Organizational Structure of Newspapers

5.2.4 The Future of Newspapers

5.3 Summary

5.4 Key Words

5.5 Self-Assessment Questions (SAQs)

5.6 References/Suggested Reading

5.0 OBJECTIVES:

A newspaper is a publication containing news, information and advertising. It is usually printed on low-cost paper called newsprint. It may be general or special interest, most often published daily, and sometimes published weekly.

The first printed newspaper was published in 1605. And ever since, newspaper has thrived in the face of competition from newer media such as magazines, radio, television, and the Internet, etc.

Recent developments on the Internet are posing major challenges to newspapers. Circulation of newspapers is declining in most countries. Advertising revenue, which makes up the bulk of a newspaper's income, is shifting from print to the Internet and other media. This has resulted in a general decline in newspaper profits.

We shall discuss about these and other related aspects of newspapers. The objectives of this lesson are as follows:

- *To have an Overview of Newspapers*
- *To Know About the Newspaper as a Medium of Advertising*
- *To Know About the Criticism of Newspaper Journalism*
- *To Know About Organizational Structure of Newspapers*
- *To Know About the Future of Newspapers*

5.1 INTRODUCTION:

Most of the newspapers are of general-interest as these are meant for the general public. Only a few newspapers are of special interest. The general-interest newspapers usually carry current news covering political events, crime, business, culture, sports, and opinions (editorials, columns, etc). Newspapers use photographs to illustrate stories, they also use other illustrations and cartoons. Other specific features newspapers are: editorial opinions, sports columns or a sports section, weather news and forecasts, advice columns, reviews of movies, plays, restaurants, etc. Newspapers also include gossip columns, comic strips and other entertainment related material such as crosswords, Sudoku and horoscopes, humor section, food section, etc.

In this lesson, we shall discuss about the various aspects of newspapers.

5.2 PRESENTATION OF CONTENT:

The content of this lesson shall be presented as follows:

- Newspapers- An Overview
- Newspaper as a Medium of Advertising
- Criticism of Newspaper Journalism
- Organizational Structure of Newspapers
- The Future of Newspapers

5.2.1 NEWSPAPERS- AN OVERVIEW:

To be well informed is to be well placed in life, for which every citizen aspires. The citizens of a country can make the right choices only if they are well informed i.e. if there is a free flow of information. Hence, newspapers and other media are pivotal to a civilized society embarking on an information revolution.

To be well informed, in addition to reading newspapers, one also needs quality magazines, which provide special insight. While, television and radio break news within hours (sometimes within minutes, as illustrated on numerous occasions) after the event, one has to wait for the newspaper and magazines to get the details and analyses.

In a larger sense, the electronic media, which comprises television and radio, is complementary to the print media, which comprises of newspapers and magazines. The term ‘media’ also includes advertising, publishing and film production, and denotes a channel between the masses and the communicator.

Content-wise, newspapers could be classified as political newspapers and economic newspapers. Almost all general newspapers are obsessed with politics, which forms their staple diet. Crime comes a close second after politics. It is followed by sports, business, and commerce.

Economic newspapers give greater coverage to business and financial news to cater to the managerial or entrepreneurial class of readership.

Region-wise, the newspapers could be classified as national newspapers and city newspapers. With the coming of television, many national newspapers in the US began to focus on one city covering it

extensively to capture the market. And the result was each city has one major newspaper and a competitor. And there were just a couple of newspapers that could be called national.

It is happening in India, too. Many newspapers have got dozens and dozens of editions. Some Hindi newspapers and other regional language papers like *Eenadu* in Andhra Pradesh have started editions at even small cities and towns.

Quality-wise, newspapers are classified as popular newspapers and quality newspapers; the former cater to the mass of middle class, tailor-made for their education and aspirations, while the latter are cater to higher standards and are status symbols of the upper and upper middle class.

Based on the time of release, the newspapers are classified as morning newspapers, afternoon newspapers and evening newspapers. In India, the concept of an evening newspaper in not popular and in the afternoon, we have the tabloids, denoting the size of the newspaper which is half that of the regular newspapers. The normal newspaper size is technically called a broadsheet. Most modern newspapers are in two sizes:

- *Broadsheets: 600 mm by 380 mm (23½ by 15 inches), generally associated with more intellectual newspapers, although a trend towards "compact" newspapers is changing this.*
- *Tabloids: half the size of broadsheets at 380 mm by 300 mm (15 by 11¾ inches) and often perceived as sensationalist in contrast to broadsheets.*

To compete with the big newspapers and sell more, the tabloids indulge in sensational journalism and sometimes display semi-nude pictures, which is not in keeping with good newspaper practices.

The functions of the newspapers like other media are fourfold: to inform, to educate, to entertain and to enlighten. Media also perform as vehicles of persuasion. And above all, the media is the watchdog of the freedom of the society so that the hard-won freedom of the people is not imperiled by autocratic, dictatorial or fanatical regimes.

A daily newspaper is issued every day, often with the exception of some national holidays. On Saturdays and Sundays, editions of daily newspapers are larger, include more specialized sections and advertising, and cost more.

Most nations have a few newspapers that circulate throughout the whole country. These are called national newspapers, as contrasted with a local newspaper serving a city or region. In India there is not even one newspaper that can be called national. In the United States and Canada, there are few truly national newspapers. The Wall Street Journal and USA Today in the US and The Globe and Mail and The National Post in Canada are national newspapers.

The owner of the newspaper is the publisher. The person responsible for content is the editor. In certain cases the editor is called the editor-in-chief, or executive editor.

Zoning or localization occurs when advertising and editorial content change to reflect the area to which the product is delivered. The editorial content often may change merely to reflect changes in advertising, the

quantity and layout of which affects the space available for editorial, or may contain region-specific news. In rare instances, the advertising may not change from one zone to another, but there will be different region-specific editorial content. As the content can vary widely, zonal or regional editions are often produced in parallel.

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5.3 SUMMARY:

- A newspaper is a publication containing news, information and advertising. It is usually printed on low-cost paper called newsprint. It may be general or special interest, most often published daily, and sometimes published weekly. Newspapers have thrived even in the

face of competition from technologies such as radio, television, and the Internet. Circulation of newspapers is declining in most countries.

- Content-wise, newspapers could be classified as political newspapers and economic newspapers. Almost all general newspapers are obsessed with politics, which forms their staple diet. Crime comes a close second after politics. It is followed by sports and business and commerce. Economic newspapers give greater coverage to business and financial news to cater to the managerial or entrepreneurial class of readership.

- The normal newspaper size is technically called a broadsheet. Most modern newspapers are in two sizes: Broadsheets: 600 mm by 380 mm (23½ by 15 inches), generally associated with more intellectual newspapers, although a trend towards "compact" newspapers is changing this; and *Tabloids: half the size of broadsheets at 380 mm by 300 mm (15 by 11¾ inches) and often perceived as sensationalist in contrast to broadsheets.*

- Credibility of newspapers is questioned because of anonymous sources; errors in facts, spelling, and grammar; real or perceived bias; and scandals involving plagiarism and fabrication.

- The future of newspapers seems cloudy, with overall readership slowly declining in most developed countries due to increasing competition from television and the Internet.

- Any newspaper has the following three departments: Editorial Department, Advertising Department, and Circulation Department. In addition, there are other important departments like: Printing

Department, Administrative Department, Accounting Department, Personnel Department, Legal Department, and Public Relations Department.

5.4 KEY WORDS:

Newspapers: A newspaper is a periodic publication containing news, information and advertising. It is usually printed on low-cost paper called newsprint. It may be general or special interest, most often published daily, and sometimes published weekly. The first printed newspaper was published in 1605, and newspaper has thrived even in the face of competition from technologies such as radio, television, and the Internet.

Broadsheets: The normal newspaper size is technically called a broadsheet. Broadsheets are 600 mm by 380 mm (23½ by 15 inches), generally associated with more intellectual newspapers, although a trend towards "compact" newspapers is changing this.

Tabloids: Tabloids are half the size of broadsheets at 380 mm by 300 mm (15 by 11¾ inches) and often perceived as sensationalist in contrast to broadsheets. To compete with the big newspapers and sell more, the tabloids indulge in sensational journalism and sometimes display semi-nude pictures, which is not in keeping with good newspaper practices.

Economics of Newspapers: Running a newspaper involves a lot of expenses. The major expense is *newsprint*. It is the biggest cost. Wages of employees form the second largest cost. The sources of revenue are from the following sources: Subscriptions- 20%; Classified ads- 60%; and Display ads- 20%.

Editorial Department: This department is headed by Chief Editor or Editor-in-Chief or Editor and is divided into several sections like News Section, Views Section, Photo Section, Computer Section, etc. The News Section is further divided into News Room and Reporter's Room. News Editor heads the News Room and it consists of many other staff like Deputy News Editors, Senior Sub Editors and Sub Editors.

Advertising Department: The department is the most important source of revenue on which the economy of the newspaper falls back on. This department looks after the collection and publication of advertisements.

Circulation Department: The main job of Circulation Department is to raise the circulation and readership of the newspaper, timely delivery of the newspapers to the readers and collection from them.

Printing Department: This department is responsible for good and attractive printing including installation of machines, plant layout, composing, processing, loading, scheduling, maintenance of old machines and hiring of latest printing technologies.

5.5 SELF-ASSESSMENT QUESTIONS (SAQs):

1. Discuss about the media scene in India in detail.

2. Write a detailed note on the newspaper scene today.

3. Discuss the recent changes in the newspaper world with examples.

4. Write a detailed note on the organizational structure of newspapers.

5. Write a note on the future of newspapers.

5.6 REFERENCES / SUGGESTED READING:

- **Mass Communication Theory**; By. *Stanley J. Baran and Dennis K. Davis*. **Wadsworth**, 1997
- **Theories of Mass Communication**; By. *Melvin L. Defleur and Sandra J. Ball-Rokeach*. **Longman**, 1997
- **Text book of Mass Communication and Media**; By. *Uma Joshi*. **Anmol**, 1997
- **Mass Communication in India;** By *Keval J. Kumar*. **Jaico**, 1997
- **Mass Communication: Theory & Practice;** By *Uma Narula*. **Har-Anand**, 1997

B. A. Mass Communication (1st year)

MASS COMMUNICATION (BMC 108)

Block: C Unit: II Lesson: 6

ELECTRONIC MEDIA

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LESSON STRUCTURE

In this lesson, we shall discuss about radio and television. First we shall start with the strengths and weaknesses of radio and television. Then we shall focus on the present scenario of radio and television. Next we shall focus on the reach of radio and television. The lesson structure shall be as follows:

6.0 Objectives

6.1 Introduction

6.2 Presentation of Content

6.2.1 Strengths and Weaknesses of Radio and Television

6.2.2Present Scenario of Radio and Television

6.2.3Reach of Radio and Television

6.3 Summary

6.4 Key Words

6.5 Self-Assessment-Questions (SAQs)

6.6 References/Suggested Reading

6.0 OBJECTIVES:

The objectives of this lesson are as follows:

- *To study the Strengths and Weaknesses of Radio and Television*
- *To study the Present Scenario of Radio and Television*
- *To study the Reach of Radio and Television*

6.1 INTRODUCTION:

Rapid communication through latest technology has facilitated speedy information gathering and dissemination and this has become an essential part of the modern society. It was ***M*arshall McLuhan** who said that *electronic technology is reshaping and restructuring patterns of social interdependence and every aspect of our personal life. Extraordinary information explosion have dramatically shrunk time and distance and have converted our world into a* ***Global Village****.*

Electronic media have transformed communication and our ability to share, store and gain information and knowledge. The widely available media services are changing the ways in which we live and work and also altering our perceptions and beliefs. It is essential that we understand these changes and effects in order to develop our electronic resources for the benefit of society. These changes are:

- It has abolished distances and time in disseminating the information, events and ideas.
- People's access to information has become easy and universal.
- External control of information flows has become more difficult.

- Information exchange has come cheaper and simple.
- It has become easy to have two-way interaction and exchange of ideas.
- Wide reach and low reception costs encourage centralised information dissemination.
- With multi-channels listeners and viewers have opportunity to pick and choose among the programmes of their likings?
- Politically two-way media are democratic in which each party is equally empowered to raise new issues on electronic network.

Networks are not new. "Hard" networks such as road, rail, electric and water supply networks have been with us for ages. "Soft" networks such as computer programmes, radio and television are equally important in relations to our needs, usefulness to our culture.

6.2 PRESENTATION OF CONTENT:

The content of this lesson shall be presented as follows:

- *Strengths and Weaknesses of Radio and Television*
- *Present Scenario of Radio and Television*
- *Reach of Radio and Television*

6.2.1 STRENGTHS OF RADIO AND TELEVISION:

Radio and Television have their own characteristics. UNESCO has enumerated the following strengths and weaknesses of radio and television.

STRENGTHS AND WEAKNESSES OF RADIO:

Strengths	*Weaknesses*
# It has imaginative potential to listener to add his/her own visual interpretation	# It requires a fully developed radio network.
# Receivers are relatively cheap and portable	# It is a non-visual medium
# It is relatively inexpensive in production terms	# Trained personnel are required.
# As an entertainment medium, it is psychologically acceptable.	# Knowledge of local languages is essential.
# As a major news source it is widely heard and accepted. It has massive, immediate distribution.	

STRENGTHS AND WEAKNESSES OF TELEVISION:

Strengths	**Weaknesses**
# It is a visual medium which allows for a creative production approach	# It requires a fully developed TV network and electric supply.
# As an entertainment medium, it is very acceptable	# TV Receivers are expensive

psychologically.

# As a major news source, it is widely seen and accepted.	# It is expensive, both in production and utilization, unless used extensively.
# It has immediate distribution which can be massive.	# It requires highly trained production and operational personnel.

6.2.2 PRESENT SECENARIO OF RADIO AND TELEVISION:

Presently, AIR is utilizing satellite services for transmission of its programmes throughout the country with a 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 programme 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 programmes 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 own 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 also 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 government by articulating their views.

Role of electronic media, both radio and television is 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.

A UNESCO study has also highlighted the role of the media in socialization, cultural promotion and national integration for creating better understanding and appreciation of others viewpoints and aspirations. Media can help to democratize the relationship between government and governed.

6.2.3 REACH OF RADIO AND TELEVISION:

REACH OF RADIO:

All India Radio and Doordarshan are now part of the *Prasar Bharati* - the autonomous broadcasting corporation of India through an Act of Parliament in 1990. The Prasar Bharati 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 Vividh Bharati Commercial Centers.

In all AIR has 310 transmitters and provides radio coverage to a population of 97.3 per cent spread over 90 per cent area of the country.

The External Services Division of All India Radio is a vital link between India and rest of the world, broadcasting in 25 languages. Of these 16 are foreign and 9 are Indian languages.

The National Channel of All India Radio came on air on 18th May 1998. This Channel works as a night service from 6.50 p.m. to 6.10 a.m. everyday, covering 64% area and almost 76% population.

REACH OF DOORDARSHAN:

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

		As on March 2006
1.	Transmitters for DD-1 (High, Low and very Low Power transmitters)	**1050**
2.	Transmitters for DD-2 (High, Low and very Low power transmitters).	**67**
3.	Other Transmitters (2 at the Parliament & one at Srinagar	**3**

6.3 SUMMARY:

- Extraordinary information explosion have dramatically shrunk time and distance The new advancements have converted our world into a *Global Village*. Electronic media have transformed communication and our ability to share, store and gain information and knowledge. The widely available media services are changing the ways in which we live and work and also altering our perceptions and beliefs.
- Marconi started radio broadcasting in 1896 with the invention of 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 music. One 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 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 (now Chennai). The Radio Club broadcast the first radio programme in India 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 for lack of sufficient financial support.
- 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. Its aim was to promote social education and general awareness.

- It was not until Smt. 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.
- The programmes broadcast on FM are becoming very popular with the urban youth as the programmes 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 last few years.
- This "*sky invasion"* coupled with rapid expansion of cable network has actually converted the entire urban and semi urban India into a big global village.
- The number of television owing household 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.

6.4 KEY WORDS:

Global Village: With increased connectivity, in terms of transportation and more importantly in the field of communication technologies, the barriers of time and space are shrinking. This way the world now is a well-connected

place. Thus the world is called a Global Village. Marshal McLuhan gave this concept.

Radio Club: In the beginning, radio broadcasting started as a hobby or amateur activity. The very first such radio broadcasts were by amateur radio clubs. The radio clubs of the early days were taken over by professional radio organizations later.

Signature Tune: Every programme on radio and TV starts with a distinctive piece of music. That piece of music often becomes the identity symbol of the programme. This tune is called signature tune.

SITE: In the mid-seventies, a very large study was conducted in five states of India.to find out the efficacy of TV as a mass medium. This study, Satellite Instructional Television Experiment is popularly known as SITE.

6.5 SELF-ASSESSMENT QUESTIONS (SAQs):

1. Discuss in detail the history of radio in India. Give suitable examples.
2. Discuss in detail the history of television in India. Give suitable examples.
3. Discuss in detail the reach and role of radio in India. Give suitable examples.
4. Discuss in detail the reach and role of television in India. Give suitable examples.
5. Discuss in detail the present scenario of radio in India. Give suitable examples.
6. Discuss in detail the present scenario of television in India. Give suitable examples.

6.6 REFERENCES / SUGGESTED READINGS:

- Many Voices, One World (Report by the International Commission for the Study of Communication Problems).
- The Story of News Services Division, All India Radio.
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- Keith, Michael C & Krause, Joseph M. (1989) — "The Radio Station" published by Focal Press, Boston, London.
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- Dilliard (190) — "Television Journalism and Broadcasting".
- Bhatt, S.C. (1995) — "Broadcast Journalism".

B. A. Mass Communication (1st year)

MASS COMMUNICATION (BMC 108) Block: D Unit: I Lesson: 7

THEORIES OF MASS COMMUNICATION - I

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LESSON STRUCTURE:

In this lesson, we shall discuss the various theories of mass communication. We shall start with the Hypodermic Needle Theory. Then we shall focus on the Two-Step-Multi-Step Theory. Additionally, we shall also discuss the Commercial Theory and the Play Theory. The lesson structure shall be as follows:

7.0 Objectives

7.1 Introduction

7.2 Presentation of Content

7.2.1 Mass Communication Theories - An Overview

7.2.2 Hypodermic Needle Theory

7.2.3 Two-Step-Multi-Step Theory

7.2.4 Commercial Theory

7.2.5 Play Theory

7.3 Summary

7.4 Key Words

7.5 Self-Assessment-Questions (SAQs)

7.6 References/Suggested Reading

7.0 OBJECTIVES:

The objectives of this lesson are as follows:

- *To Have an Overview of Mass Communication Theories*
- *To study about the Hypodermic Needle Theory*
- *To study about the Two-Step-Multi-Step Theory*
- *To study about the Commercial Theory*
- *To study about the Play Theory*

7.1 INTRODUCTION:

According to *Edwin Emery*, an American communication scholar, *communication is a part of human behavior*. We *communicate with one another by directing a message to one or more of the senses-sight, sound, touch, taste or smell*. But, in larger situations when we communicate with masses, messages are received simultaneously by a large number of people with varying backgrounds at diverse places in homes, factories, offices, and market places.

In this lesson, we shall start with an overview of mass communication. Then we shall discuss some major mass communication theories: the Hypodermic Needle Theory, the Two-Step-Multi-Step Theory, the Commercial Theory and the Play Theory.

7.2 PRESENTATION OF CONTENT:

The content of this lesson shall be presented as follows:

- *Mass Communication Theories- An Overview*
- *Hypodermic Needle Theory*
- *Two-Step-Multi-Step Theory*
- *Commercial Theory*
- *Play Theory*

7.2.1 MASS COMMUNICATION THEORIES- AN OVERVIEW:

The word "*mass*" means multiple, large size, aggregate, collective, group, crowd, mob, congregation, etc. Communication is *sending out of information, sharing with, imparting to, or giving information to*.

Thus, mass communication means sharing information or a message with a large number of people simultaneously at one place or at several places. The act of communication begins with birth. It continues all through one's life. It is a social process. Communication can be delivered in several ways: verbal (with the help of words), non-verbal, graphic, audio-visual, even by signs and symbols.

The nature, process, role, effects, use, perception of the messages so communicated are interpreted through numerous theories, and communication research models. These theories have

been innovated, experimented, explained, interpreted and reinterpreted over a period of time. Many communication researchers and specialists have termed these theories differently taking into account the circumstances, environments and their perception of the communication situations.

In addition to communication specialists, several scholars in political science, sociology, psychology public administration and even anthropology have contributed several theories to underline and spotlight the effects of mass communication in different situations. These researchers have endeavored to prove that signs, symbols, meanings, language and visual representations lead to divergent theories of which communication is the epicenter. But as, Denis McQuail opines, four types of perspective have led to propounding different theories of mass communication.

First, *the media culturalist* perspective emphasizing the media content and influence of the perception of media messages. Second, the *media materialist* perspective who stresses political-economic and technological aspects of the media. Third, the *social-culturalist* perspective that influences social factors on media production and reception and functions of the media in social life. Finally, the *social materialist* prospective views media as a reflection of economic and materialist conditions of the society.

It is worth stating here that a mass communication theory does not mean putting media effects in the straightjacket of a law. "But a set of ideas which can help make sense of a phenomenon, guide action or predict a consequence." On these premises, McQuail

categorizes four kinds of theories relevant to mass communication; social scientific, normative, operational and everyday theory.

However, it has been widely accepted that most of these theories are based on studies of signs, symbols and meanings and their relations to the objects and concept to which they belong. Interpretation, elaboration and criticism of such interpretations have further led to enunciation and propounding of more theories and models.

Thus, there are numerous theories and models. While some have found wide acceptance, others have fallen by the wayside. Some of these are briefly discussed as under:

7.2.2 HYPODERMIC NEEDLE THEORY:

This is a very significant theory indicating and dealing with effects of mass media. The multifarious media effects are credited with media's vast powers over audiences. According to this theory, *mass media cast direct, immediate and intense effect on the audience by injecting information into the consciousness of the masses*. The reason is that the audiences are treated as impressionable beings that can easily be manipulated.

A physician injects an antibiotic into the blood stream of a patient with the help of a hypodermic needle, and the medicine reaches all parts of the body. Similarly when some information needs to be given to society, it can be introduced at various points. This information will travel through communication channels of the

society and create the desired effect. This theory is also called the *Bullet Theory* as information can be fired into the social systems as bullets.

The theory overlooks the influences of the intervening factors. Besides, the audiences are also considered such beings as can be "taken for a ride" by the media. The audience generally lack capacity and potential to question the media messages. The theory is based on the assumption that learning and communication are possible due to the relationship between stimuli and response.

Under this theory, one-way process of communication is prominent and in fact dominant. Several intervening variables such as physical, psychological, sociological, economic, cultural and some others also impact it. The fact is that the audience can be manipulated, exploited and maneuvered, which may not be true always.

7.2.3 TWO-STEP AND MULTI-STEP THEORY:

Since communication is generally a well-planned process, it follows various steps before it can be effective. These processes are therefore characterized as one-step or two-step or multi-step. Mass communication researchers have found that social interaction plays significant role in modeling the behavior of the people in particular situations and on receipt of a given message.

In case of one-step flow of message, the opinion leaders' role is not so important. For, even they do not have a first-hand

experience or exposure. Then, the researchers have found that after the opinion leaders impart information, the message flows smoothly after that, i.e., through the second stage. So, the message flows through two, and later through many stages or steps via mass media. These communication processes are, therefore, termed as one-step, two-step or multi-steps.

Also media researchers have found that though individuals are influenced by mass media, but it is the face-to-face communication that makes a lot of difference. The multi-step process means, as stated earlier, inter-personal and later through mass media-- the sequential flow of message is equally effective. In case of multi step messages, various media and networks go a long way in affecting the individuals.

Besides, other variables which contribute in these steps generally include: the source, quality, exposure or availability of mass media, extent of audience exposure to communicating agencies, nature and content of the message and finally the importance of the message to the receivers or audiences.

The two-step theory proves quite significant in helping the message to be effectively received and followed. The multi-step theory also embraces all other aspects of the social systems in the context of mass communication. The communicators and the receivers fully interact among themselves. The receivers include: the primary group, larger social groups and the society as a whole.

7.2.4 COMMERCIAL THEORY:

Mass media today plan, produce and disseminate their messages taking into consideration the commercial aspect also. For, it has been found by researchers that developmental message, if covered in entertaining programmes, go a long way in shaping their tastes. This theory, therefore, considers consumers as primary targets, and avers that mass media produce programmes, serials, and entertainment shows keeping in view the tastes, needs, wishes and status of the audiences.

The theory is also known as the *laissez faire* theory. According to this theory, big business houses, monopolies and multi-national corporations operate mass media. These lead to intense competition among programme producers and mass media exercise tremendous manipulative powers. Also there comes about a large variety and diversity of information, opinion and viewpoints reducing the chances of manipulation and lowering professional standards. With the advent of multi-channel programming on television in India since 1990s, the *laisse-faire* environment is amply visible.

7.2.5 PLAY THEORY:

Media impacts have been interpreted in a variety of theories and models. Generally, media are believed to be exercising corrupting or dangerous effects on masses. Several communication scholars have highlighted media's harmful interferences on the audiences. Yet

another view is that media provide audiences only with 'play experience'.

A communication researcher, William Stephenson, has opined that media are there to provide pleasure. Newspapers are not read for news or information, but for pleasure and entertainment. Stephenson thus concludes that entertainment is the primary function of mass media. He brands media as 'buffer against conditions which would otherwise be anxiety producing". He interprets the impact in these terms because he feels that mass media protect people from worries by deliberately focusing on the higher aspects of life. This, he feels, lightens the burdens of the audiences. He believes social responsibilities and several other obligations of people diminish pleasure of life for them.

The function of the mass media should be to help reduce pressures on the people and provide such communication as enhances their pleasures. This theory generally applies to the field of broadcast media.

7.3 SUMMARY:

- The nature, process, role, effects, use, perception of the messages are interpreted through numerous theories, and communication research models. These theories have been innovated, experimented, explained, interpreted and reinterpreted over a period of time. Many communication researchers and specialists have termed these theories

differently taking into account the circumstances, environments and their perception of the communication situations.

- A physician injects an antibiotic into the blood stream of a patient with the help of a hypodermic needle, and the medicine reaches all parts of the body. Similarly when some information needs to be given to society, it can be introduced at various points. This information will travel through communication channels of the society and create the desired effect. This theory is also called the *Bullet Theory* as information can be fired into the social systems as bullets.

- The process of mass communication is characterized as on-step' two-step or multi-step. Mass communication researchers have found that social interaction plays significant role in modeling the behavior of the people in particular situations and on receipt of a given message.

- In case of one-step flow of message, the opinion leaders' role is not so important. For, even they do not have a first-hand experience or exposure. Then, the researchers have found that after the opinion leaders impart information, the message flows smoothly after that, i.e., through the second stage. So, the message flows through two, and later through many stages or steps via mass media. These communication processes are, therefore, termed as one-step, two-step or multi-steps.

- According to the hypodermic needle theory, *mass media cast direct, immediate and intense effect on the audience by*

injecting information into the consciousness of the masses. The reason is that the audiences are treated as impressionable beings that can easily be manipulated.

- Mass media today is big business. All mass media plan, produce and disseminate their messages taking into consideration the commercial aspect also. This commercial theory considers consumers as primary targets. This theory is also known as the *laissez faire* theory.

- Mass media many times provide audiences only with 'play experience'. It has been opined that media also provide pleasure. Newspapers are not read for news or information, but for pleasure and entertainment. Thus many communication experts conclude that entertainment is the primary function of mass media.

7.4 KEY WORDS:

Mass: The word "*mass*" means multiple, large size, aggregate, collective, group, crowd, mob, congregation, etc. *Communication* is sending out of information, sharing with, imparting to, or giving information to.

Mass Communication: The act of mass communication means sharing information or a message with a large number of people at one place or at several places in one country or in many countries. The act of communication begins with birth. It continues all through one's life. It is a social process. Communication can be delivered in

several ways - verbal (with the help of words), non-verbal, graphic, audio-visual, even by signs and symbols.

Theories of Mass Communication: The nature, process, role, effects, use, perception of the messages is interpreted through numerous theories, and communication research models. These theories have been innovated, experimented, explained, interpreted and reinterpreted over a period of time. Many communication researchers and specialists have termed these theories differently taking into account the circumstances, environments and their perception of the effects.

Hypodermic Needle Theory: It is believed that *mass media cast direct, immediate and intense effect on the audience by injecting information into the consciousness of the masses*. The reason is that the audiences are treated as impressionable beings who can easily be manipulated. This is the crux of the hypodermic needle theory. This also called the Bullet Theory.

Commercial Theory: According to this theory, big business houses, monopolies and multi-national corporations operate mass media. Thus there is a definite commercial angle. This results in large variety and diversity of information, opinion and viewpoints reducing the chances of manipulation and lowering professional standards.

Two-Step & Multi-Step Theory: Communication, being a well-planned process, follows various steps so as to be effective. These processes are therefore characterized as one-step or two-step or multi-step. Mass communication researchers have found that social

interaction plays significant role in modeling the behavior of the people in particular situations and on receipt of a given message.

7.5 SELF-ASSESSMENT QUESTIONS (SAQs):

1. Discuss in detail the hypodermic needle theory.
2. Discuss in detail the play theory.
3. Discuss in detail the cultural theory.
4. Discuss in detail the needs and gratification theory.
5. Discuss in detail the two-step and multi-step theory.

7.6 REFERENCES / SUGGESTED READINGS:

- **Mass Communication Theory**; By. *Stanley J. Baran and Dennis K. Davis*. **Wadsworth**, 1997
- **Theories of Mass Communication**; By. *Melvin L. Defleur and Sandra J. Ball-Rokeach*. **Longman**, 1997
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- **Mass Communication: Theory & Practice;** By *Uma Narula*. **Har-Anand**, 1997

B. A. Mass Communication (1st year)

MASS COMMUNICATION (BMC 108)

Block: D Unit: II Lesson: 8

THEORIES OF MASS COMMUNICATION- II

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LESSON STRUCTURE:

In the previous lesson, we discussed about the *Hypodermic Needle Theory,* the *Two-Step-Multi-Step Theory,* the *Commercial Theory,* and the *Play Theory*. In this lesson, we shall discuss the some other theories of mass communication. We shall start with the *Theory of Selectivity*. Then we shall discuss the *Agenda Setting Theory*. Additionally, we shall also discuss the *Uses and Gratification Theory* and the *Individual Difference Theory*. The lesson structure shall be as follows:

8.0 Objectives

8.1 Introduction

5.2 Presentation of Content

8.2.1 Theory of Selectivity

8.2.2 Agenda Setting Theory

8.2.3 Uses and Gratification Theory

8.2.4 Individual Difference Theory

8.3 Summary

8.4 Key Words

8.5 Self-Assessment-Questions (SAQs)

8.6 References/Suggested Reading

8.0 OBJECTIVES:

The objectives of this lesson are as follows:

- *To study about the Theory of Selectivity*
- *To study about the Agenda Setting Theory*
- *To study about the Uses and Gratification Theory*
- *To study about the Individual Difference Theory*

8.1 INTRODUCTION:

In mass communication, the message is delivered and received by diversified audiences through the use of a medium of mass communication. The masses then make use of the received content- information, ideas, and attitudes- according to their perception, needs and understanding. Exerts of the field have developed their own perceptions and understandings. These perceptions and understandings are then shaped into theories.

In this lesson, we shall discuss some major mass communication theories: the Theory of Selectivity, the Agenda Setting Theory, the Uses & Gratification Theory and the Individual Difference Theory.

8.2 PRESENTATION OF CONTENT:

The content of this lesson shall be presented as follows:

- *Theory of Selectivity*

- *Agenda Setting Theory*
- *Uses and Gratification Theory*
- *Individual Difference Theory*

8.2.1 THEORY OF SELECTIVITY (SELECTIVE EXPOSURE, SELECTIVE PERCEPTION, AND SELECTIVE RECEPTION):

This theory relates to how the audiences use the mass media and media messages. Selective perception means that the messages that are regarded favorably are more likely to be recalled by a reader, viewer or listener than the items that are regarded unfavorably. Further, if possible, the viewer will, shape his or her own interpretation of a news event to be congruent with viewers or readers existing attitude.

Two areas similar to selective perception are: *selective exposure* and *selective retention*. Some persons habitually watch Doordarshan news rather than *Star News* or *Zee News,* or read *Outlook* and not *India Today.* Some persons consistently avoid materials they know to be distasteful, or that would create dissonance.

Researchers find that selective retention plays a role in the effectiveness of efforts to change attitudes through informational campaigns. People remember what they want to remember. The question is: who needs to receive the message from whom?

There is a thin line of difference between selective perception and selective retention. Selective retention, according to J*oseph Klapper,* occurs when a person who has been exposed to a communication of a few minutes before, presents a distorted or incomplete report of its contents, it is difficult to determine whether the content of (media exposure) was selectively perceived in the first place, whether it was correctly perceived but not retained, or whether the two processes complemented one another.

The difficultly of making such distinctions is obviously far greater, if the period between exposure and report is a matter of days or weeks. Selective retention of pictorial material has greater possibilities. Therefore, as *Joseph Klapper* points out, selective exposure, selective perception and selective retention do not occur among all people in all communication situations. One or more of these processes occur among a stipulated percentage of audiences.

Researcher has found that about one-third of a group does not practice selective exposure, one-fifth are exposed to more to communication opposing their interests. But, it has been proved that selective processes do occur most frequently.

8.2.2 AGENDA SETTING THEORY:

The Agenda-setting theory is based the thinking that the mass media have a large influence on audiences by their choice of what news stories to consider newsworthy and how much prominence and space to give them. Agenda-setting theory's central thought is

salience transfer, or the ability of the mass media to transfer importance of items on their mass agendas to the public agendas.

The Media agenda is the set of issues addressed by media sources and the public agenda, which are issues, the public consider important. Maxwell McCombs and Donald Shaw introduced agenda-setting theory in 1972 in their groundbreaking study of the role of the media in 1968 presidential campaign in Chapel Hill, North Carolina.

The theory explains the correlation between the rate at which media cover a story and the extent that people think that this story is important. This correlation has repeatedly been shown to occur.

In the dissatisfaction of the hypodermic needle theory (magic bullet theory), Maxwell McCombs and Donald Shaw introduced agenda-setting theory in the Public Opinion Quarterly. The theory was derived from their study that took place in Chapel Hill, NC, where the researchers surveyed 100 undecided voters during the 1968 presidential campaign on what they thought were key issues and measured that against the actual media content.

The ranking of issues was almost identical. The conclusions matched their hypothesis: the mass media positioned the agenda for public opinion by emphasizing specific topics.

Subsequent research on agenda-setting theory provided evidence for the cause-and-effect relationship. One such study had three groups of respondents fill out questionnaires about their own concerns and then each group watched different evening news

programmes, each of which emphasized a different issue. After watching the news for four days, the subjects again filled out questionnaires and the issues that they rated as most important matched the issues they viewed on the evening news. The study demonstrated a cause-and-effect relationship between media agenda and public agenda. Since the theory's conception, more than 350 studies have been performed to test the theory. The theory has evolved beyond the media's influence on the public's perceptions of issue salience to political candidates and corporate reputation

The agenda-setting function has multiple components

1. Media Agenda - issues discussed in the media (newspapers, TV, radio)

2. Public Agenda - issues discussed and personally relevant to members of the public

3. Policy Agenda - issues that policy makers consider important (legislators)

4. Corporate Agenda - issues that big business and corporations consider important (corporate)

These four agendas are interrelated. Two basic assumptions underlie most research on agenda-setting: (1) The press and the media do not reflect reality, they filter and shape it; (2) media

concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues.

Research has focused on characteristics of audience, the issues, and the media that might predict variations in the agenda setting effect.

Research done by Weaver in 1977 suggested that individuals vary on their need for orientation. Need for orientation is a combination of the individual's interest in the topic and uncertainty about the issue. The higher levels of interest and uncertainty produce higher levels of need for orientation. So the individual would be considerably likely to be influenced by the media stories (psychological aspect of theory).

Research performed by Zucker (1978) suggested that an issue is obtrusive if most members of the public have had direct contact with it, and less obtrusive if audience members have not had direct experience. This means that agenda setting results should be strongest for unobtrusive issues because audience members must rely on media for information on these topics.

Various Levels of Agenda Setting

Firs*t-level agenda setting:* This is the level that is most traditionally studied by researchers. In this level the media use objects or issues

to influence the public. In this level the media suggest what the public should think about (amount of coverage).

Second-level agenda setting: In this level the media focuses on the characteristics of the objects or issues. In this level the media suggest how the people should think about the issue. There are two types of attributes: cognitive (substantive, or topics) and affective (evaluative, or positive, negative, neutral).

Inter-media agenda setting: Salience transfer among the media.

Important Concepts

Gate keeping: Control over the selection of content discussed in the media; what the public know and care about at any given time is mostly a product of media gate keeping.

Priming: Effects of particular, prior context on retrieval and interpretation of information. The media's content will provide a lot of time and space to certain issues, making these issues more accessible and vivid in the public's mind.

Framing: Framing is a process of selective control over media content or public communication. Framing defines how a certain piece of media content is packaged so it will influence particular interpretations. This is accomplished through the use of selection, emphasis, exclusion, and elaboration. This is central to second-level agenda setting.

Usage of Theory

Following are the major roles of the Agenda Setting Theory:

- *Political advertising*
- *Political campaigns and debates*
- *Business news and corporate reputation*
- *Business influence on national policy*
- *Legal systems, trials*
- *Role of groups, audience control, public opinion*
- *Public Relations*

Strengths of Theory

Following are the strengths of the Agenda Setting Theory:

- *It has explanatory power because it explains why most people prioritize the same issues as important.*
- *It has predictive power because it predicts that if people are exposed to the same media, they will feel the same issues are important.*
- *It can be proven false. If people aren't exposed to the same media, they won't feel the same issues are important.*

- *Its meta-theoretical assumptions are balanced on the scientific side.*
- *It lays groundwork for further research.*
- *It has organizing power because it helps organize existing knowledge of media effects.*

Limitations

Following are the limitations of the Agenda Setting Theory:

- Media users may be as ideal as the theory assumes. People may not be well-informed, deeply engaged in public affairs, thoughtful and skeptical. Instead, they pay casual and intermittent attention to public affairs, often ignorant of the details.
- For people who have made up their minds, the effect is weakened.
- News cannot create and conceal problems. The effect can merely alter the awareness, priorities and salience people attached to a set of problems.

8.2.3 USES AND GRATIFICATION THEORY:

As opposed to the play theory, uses and gratification theory propounds that "media serve a variety of needs stemming from the

personal social situation of the individual." Researchers have "sought to interpret the motives for content, choice and the satisfactions looked for and derived from media is terms of everyday social circumstances and needs -- for instance, the needs of household wives for advice and status reassurance or those of newspaper readers for their daily ration of security."

Generally, audiences use mass media in two ways: compensatory and supplementary. While compensatory use refers using media for education deficiency, need of social success or raising one's status. Media are also yoked for extending existing knowledge parameters and tackling social conundrums.

Researchers like Denis McQuail, Blumler, Berelson and others have explained how the mass media are used for such purposes. They have placed human needs in several categories. Mass Media profusely assist in serving to gratify the needs of the audiences.

As McQuail states, the following are the major motives for and satisfaction from the media:

- Getting information and advice,
- Reducing personal insecurity,
- Learning about society and the world,
- Finding support for one's own values,
- Gaining insight into one's own life,

- Experiencing empathy with problems of others,
- Having a basis for social contact,
- Saving a substitute for social contact,
- Feeling connected with others,
- Escaping from problems and worries,
- Gaining entry into an imaginary world,
- Filling times,
- Experiencing social release, and
- Acquiring a structure for daily routine.

These motives can be conveniently subdivided into four categories of satisfaction, uses and gratification:

- *Diversion,*
- *Personal relationships,*
- *Personal identity, and*
- *Surveillance.*

All these are based on audiences' preferences to seek gratification for relief in times of worry, tension, conflict, reinforcement to meet tough situation in social and personal life.

We have thus seen that nature of mass communicating; processes and impacts have been interpreted, expounded and debunked in many ways. This process goes on. It is in this way that theories and models change and are recast from time to time. The purpose is not only to achieve academic excellence, but also to make a particular discipline more realistic. Theories often reflect human, social, national and international realities.

8.2.4 INDIVIDUAL DIFFERENCE THEORY:

According to *Melvin Defluer* and *Evertte Denis*, individuals react to particular media differently. Such reactions are based on individual's own characteristics. Besides, when information flows to individuals, each human being "brings a unique pattern of predispositions to mass communication."

An individual's needs, attitudes, prior belief and other cognitive and emotional states play an important part in screening and selecting media exposure and interpretation". This means that certain audiences are selective to what they read listen to or watch. Besides, as *Klapper* says, it also means that the pattern of understanding and interpretation of one person may be different from that of another who is attending to identical media content.

Thus, recognition of individual differences was an important factor leading to differences in the impact of media output on different individuals.

Besides, it also recognizes the existence of different social categories of audiences and with different effects of the media output. The theory also recognizes the existence of different impact on sub cultural groups.

8.3 SUMMARY:

- In mass communication, the message is delivered and received by diversified audiences through the use of a medium of mass communication. The masses then make use of the received content- information, ideas, and attitudes- according to their perception, needs and understanding. Exerts of the field have developed their own perceptions and understandings. These perceptions are then shaped into theories.

- Selective perception means that the messages that are regarded favorably are more likely to be recalled by a reader, viewer or listener than the items that are regarded unfavorably.

- Two areas similar to selective perception are: *selective exposure* and *selective retention*. Some persons habitually watch Doordarshan news rather than *Star News* or *Zee News,* or read *Outlook* and not *India Today.* Some persons consistently avoid materials they know to be distasteful, or that would create dissonance.

- Selective retention plays a role in the effectiveness of efforts to change attitudes through informational campaigns. People remember what they want to remember.

- Agenda-setting theory is based the thinking that the mass media have a large influence on audiences by their choice of what news stories to consider newsworthy and how much prominence and space to give them. Agenda-setting theory's central thought is *salience transfer*, or the ability of the mass media to transfer importance of items on their mass agendas to the public agendas.

- The agenda-setting function has multiple components: Media Agenda- issues discussed in the media (newspapers, TV, radio); Public Agenda - issues discussed and personally relevant to members of the public; Policy Agenda - issues that policy makers consider important (legislators); and Corporate Agenda - issues that big business and corporations consider important (corporate).

- The major roles of the Agenda Setting Theory are: Political advertising, Political campaigns and debates, Business news and corporate reputation, Business influence on national policy, Role of groups, Audience control, Public opinion, and Public Relations.

- According to this theory, mass media profusely assist in serving to gratify the needs of the audiences. The following are the major motives for and satisfaction from the media: Getting information and advice, Reducing personal insecurity, Learning about society

and the world, Finding support for one's own values, Gaining insight into one's own life, Experiencing empathy with problems of others, Having a basis for social contact, Saving a substitute for social contact, Feeling connected with others, Escaping from problems and worries, Gaining entry into an imaginary world, Filling times, Experiencing social release, and Acquiring a structure for daily routine.

- The needs or motives gratified through mass media can be conveniently subdivided into four categories of satisfaction, uses and gratification: Diversion, Personal relationships, Personal identity, and Surveillance.

8.4 KEY WORDS:

Selective Exposure: Masses or the audience in mass communication deliberately choose the content they want to read, listen or watch. This is called selective exposure.

Selective Perception: Masses or the audience in mass communication perceive about the content they read, listen or watch. The perceptions of different audiences members are different. This is called selective perception.

Selective Retention: Most of the messages or content that we receive through mass communication are lost over a period of time. We do not retain all the content. Audience-members in mass communication deliberately retain the content they receive. This is called selective retention.

Agenda Setting Theory: Agenda-setting theory is based the thinking that the mass media have a large influence on audiences by their choice of what news stories to consider newsworthy and how much prominence and space to give them. Agenda-setting theory's central thought is *salience transfer*, or the ability of the mass media to transfer importance of items on their mass agendas to the public agendas.

Need & Gratification Theory: According to this theory, mass media profusely assist in serving to gratify the needs of the audiences. The following are the major motives for and satisfaction from the media: Getting information and advice, Reducing personal insecurity, Learning about society and the world, Finding support for one's own values, Gaining insight into one's own life, Experiencing empathy with problems of others, Having a basis for social contact, Saving a substitute for social contact, Feeling connected with others, Escaping from problems and worries, Gaining entry into an imaginary world, Filling times, Experiencing social release, and Acquiring a structure for daily routine.

Individual Difference Theory: Individuals react to particular media differently. Such reactions are based on individual's own characteristics. Besides, when information flows to individuals, each human being "brings a unique pattern of predispositions to mass communication." This is the basis of the Individual Difference Theory.

8.5 SELF-ASSESSMENT QUESTIONS (SAQs):

1. Discuss in detail the hypodermic needle theory.
2. Discuss in detail the play theory.
3. Discuss in detail the cultural theory.
4. Discuss in detail the needs and gratification theory.
5. Discuss in detail the two-step and multi-step theory.

8.6 REFERENCES / SUGGESTED READINGS:

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B. A. Mass Communication (1st year)

MASS COMMUNICATION (BMC 108)

Block: E Unit: I Lesson: 9

ROLE OF MASS MEDIA

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LESSON STRUCTURE:

In this lesson we shall discus about role of mass media. Specifically, we shall focus on the philosophical approaches to understanding the role of mass media. We shall also discuss the role of mass media in development and democracy. The lesson structure shall be as follows:

9.0 Objectives

9.1 Introduction

9.2 Presentation of Content

9.2.1 Role of Mass Media- An Introduction

9.2.2 Role of Mass Media- Philosophical Approach

9.2.3 Role of Mass Media in Development

9.2.4 Role of Mass Media in Democracy

9.2.5 Criticism of Role of Mass Media

9.2.6 Emerging Roles of Mass Media

9.3 Summary

9.4 Key Words

9.5 Self-Assessment Questions (SAQs)

9.6 References/Suggested Reading

9.0 OBJECTIVES:

The objectives of this lesson are:

- *To Get An Introduction to the Role of Mass Media*
- *To Study the Philosophical Approach to Understanding the Role of Mass Media*
- *To Know About the Role of Mass Media in Development*
- *To Learn the Role of Mass Media in Democracy*
- *To Know About the Criticism of Role of Mass Media*
- *To Learn the Emerging Roles of Mass Media*

9.1 INTRODUCTION:

Books educate, inform and entertain. Newspapers inform, educate, entertain, and also serve as a medium of persuasion. Films entertain. Radio serves as an information-disseminating medium and an entertaining medium. TV is a medium of information and entertainment. The Internet plays multiple roles as

an information disseminator, educator, entertainer, and much more. Thus the mass media perform four basic functions: disseminating information, imparting education, providing entertainment, and persuasion.

Some theorists say that the media play five roles. These are: Surveillance, Correlation, Transmission, Entertainment, and Mobilization. Surveillance means that the mass media keep a watch on all happenings to provide news and information. Correlation means that the media presents the information to us after they select, analyze, and interpret it. The cultural transmission function means that the media reflects our own beliefs, values, and norms. Media also entertains us in our free time and provides an escape from everyday life. Mobilization refers to the media function of promoting society's interest especially in times of crisis.

In this lesson, we shall discuss about the various aspects of the role of mass media in detail.

9.2 PRESENTATION OF CONTENT:

The content of this lesson shall be presented as follows:

- *Role of Mass Media- An Introduction*
- *Role of Mass Media- Philosophical Approach*
- *Role of Mass Media in Development*
- *Role of Mass Media in Democracy*
- *Criticism of Role of Mass Media*
- *Emerging Roles of Mass Media*

9.2.1 ROLE OF MASS MEDIA - AN INTRODUCTION:

Books were the first mass medium. The main purpose of books is to educate. Additionally, books also inform and entertain. Newspapers were the next mass medium (1605). Primarily, newspapers inform. Additionally, newspapers educate, entertain, and also serve as a medium of persuasion. In 1895, cinema became a reality and has ever since performed the role of perhaps the biggest entertainment industry.

Radio came in the 1920s. It started as an information-disseminating medium. But soon it started performing the role of an entertaining medium. Television followed soon in the 1930s. It also plays a dual role of being a medium of information and entertainment.

The latest of the mass media is the Internet. At different levels, the Internet is a platform for interpersonal communication, group communication, and mass communication. Accordingly, the Internet plays multiple roles as an information disseminator, educator, entertainer, and much more.

So the mass media play perform four basic functions:

- *Disseminating Information*
- *Imparting Education*
- *Providing Entertainment*
- *Persuasion*

9.2.2 ROLE OF MASS MEDIA – PHILOSOPHICAL APPROACH:

Aristotle was the first to study the role of communication. He attempted to work out a theory for it. This is The Rhetoric Theory. Aristotle was primarily concerned about the persuasive power of communication.

Different scholars have understood communication differently. There are different approaches to understand communication. The first such approach is the mechanistic approach. This view considers communication to be *a perfect transaction of a message from the sender to the receiver*. The second approach is the psychological approach. This view considers communication as *the act of sending a message to a receiver, and the feelings and thoughts of the receiver upon interpreting the message.* Another view considers communication to be *the product of the interactants sharing and creating meaning.*

Next there are theorists and scholars have tried to understand communication in different contexts. Here is a list of the different contexts and the related meanings of communication:

RHETORICAL: Practical art of discourse

SEMIOTIC: Inter=subjective mediation through signs

PHENOMENOLOGICAL: Experience of otherness, dialogue

CYBERNETIC: Information processing

SOCIOPSYCHOLOGICAL: Expression, interaction and influence

CRITICAL: Discursive reflection

SOCIOCULTURAL: Reproduction of social order

Some roles of communication and the mass media are:

- *Message production*
- *Message processing*
- *Discourse and interaction*

- *Developing relationships*
- *Ongoing relationships*
- *Organizational relationships*
- *Small group relationships*
- *Media processing and effects*

Many scholars have argued that the mass media had 'strong effects' on its audience, that is, that the media compelled an individual to act in a specific way in response to a given message. Here the media is considered a massive force and the audience is a cluster of helpless puppets waiting for the media to manipulate.

9.2.3 ROLE OF MASS MEDIA IN DEVELOPMENT:

The significance of communication for human life is great, awesome, and almost overpowering. This is true because beyond the physical requirements of food and shelter man needs to communicate with his/her fellow human beings. This urge for communication is a primal one and in our contemporary civilization a necessity for survival. That is to say without communication no society can exist, much less develop and survive. For the existence as well as the organization of every society communication is a fundamental and vital process.

Among the four identified forms of communication is mass communication, which deals with messages addressed from one to many persons mediated by elements in mass media such as radio, television, film, newspaper, magazine, book etc.

Mass communication is the technological means of sending information, ideas and opinions from a mass communicator to a complex audience. It is also defined as comprising the institutions and techniques by which specialized groups such as broadcasters, film producers and publishers employ technological devices to disseminate symbolic content to large heterogeneous and widely disperse audience.

Mass communicators are impersonal. They are part of the institutions they work for and should not be blamed personally for what comes from the institutions. The credibility of the message is not for the individual communicator, but for the institution or the organization that sends it. Thus, mass communication deals with collective sender. For example, only one person does not produce a newspaper. The newspaper is the end results of collective efforts of reporters, editors, type-setters, proofreaders, designers and printers. These must be well-trained persons.

The other important area of notice is that mass communication deals with the concept of mass audience. Here, there is no common motivation. Audiences do not act together. They belong to different classes-different education and socio-economic status. The message communicated in the mass media is open to the public and everyone has access to it provided she/he has the mass communication technological device as well as understands the language in which the message is sent.

Mass communication has a specific method of feed-back which could be in the form of letters to the editor, rejoinders, reviews and articles. This method takes time to go through and it is often volunteered. Not everybody would have the capability to do it. Many people also feel lazy to write.

If this is how mass communication works then what are the specific functions of the mass media in society?

ROLES OR FUNCTIONS OF THE MASS MEDIA:

Six specific functions of the mass media have been identified here. These are:

Surveillance of the environment: This is the collection and distribution of information within and outside a particular environment. The information flow is necessary for unity and coherence if we live in the society of collectivity;

Correlation of parts of the society: This includes the interpretation of the information, the prescription of conduct and, the comment on social value;

Transmission of social heritage: By communicating information through the mass media we are transmitting social and cultural values, which aim at sustaining the society;

Educating the masses: Education on the policies of governments and on the rights and responsibilities could be carried out through the mass media.

Entertainment function: The mass media also entertain the public by providing emotional relaxation, intrinsic and cultural enjoyment (i.e. provision of momentary escape from problems) and killing boredom; and

Mobilization function: This function of the mass media is very important to developing communities everywhere. It seeks to bring the people together and helps to advance national development.

It could be seen from the above-mentioned functions that the mass media provide information and education, personal identity, entertainment and most importantly integration and social interaction by giving insight into the circumstances of others as well as by helping with the development of social empathy.

9.2.4 ROLE OF MASS MEDIA IN DEMOCRATIC SOCIETY:

Democracy (*demos: people* and *kratia: rule*) depends upon information. And the mass media facilitate information flow. Information is important in democracies as people need to take right decisions. So knowledge is very crucial. If people are going to make the right kinds of decisions in governing themselves, they need a wide array of information.

Also diversity and competing ideas are needed in democracies. This is because people should know all of their options, and then they can decide which is the best option.

Another important point here that: *truth emerges from debate*. And mass media provide the platforms for discussion.

Here is where mass media support democracy. People need information and competing ideas. And the media are an important source of information.

Next we rely on the media to tell us what's going on. Media provide a valuable way of finding out what's going on. Media tell us what's going on that should concern us.

Next mass media help us by way of interpretation and putting things in proper contexts. Media tell us what is important. They interpret facts; they provide context so that we might make sense of the issues.

Mass media also play the watchdog role. They keep a watch and check on power of government.

So mass media speaks for the people, they represent the interests of the people, and they serve as a check on the government.

9.2.5 CRITICISM OF ROLE OF MASS MEDIA:

Our world today is increasingly driven by a combination of information and entertainment values, and these are both promoted by the explosion of different means of communication, especially electronic communication such as satellite TV and Internet. This means the market for information is extremely competitive and is characterized by the following:

Overload on the audience: Most people today, even in many develop-ing countries, have access to scores of information sources in their homes and offices, including television, radio, Internet and others. The audience is over-loaded with options, so if you want to catch someone's attention via the mass media you have to produce quality material that is deemed appropriate to use by journalists and deemed worth reading or viewing by the audience.

Overload on the Mass Media: Most journalists are flooded with sources of information, press releases, story ideas and requests for coverage. This means that if you want to attract a journalist's or editor's attention and get coverage in their publication or on their channel, you have to produce quality information and PR materials that are credible and that catch the press's attention.

9.2.6 EMERGING ROLES OF MASS MEDIA:

In general, the role of the mass media in global society has been evolving over the past century towards the following goals and duties:

The media **informs** the public, provides information and amusement, generates political ideas, **mobilizes** political and social action groups, and generally helps to **shape the public policy** agenda and priorities.

The media plays a role of **political accountability** and checks and balances, **keeping an eye** on public officials and institutions and constantly **challenging** them via reports, interviews, debates, etc.

The media can sometimes play the role of a **direct political actor**, such as happened in the Watergate or Monica Lewinsky cases in the United States, when revelations by the press sparked political crises and legal actions, or as happens in the Middle East sometimes when the press reveals political actions or plans that impact on the political scene.

The mass media also plays an **accountability role** vis-à-vis the private sector and NGOs, reporting on their activities and making sure that they do not harm the public well-being. In view of the above realities, it is important to be able to make use of mass media effectively but without exaggerating the power of the mass media. In the end, the media is a reflection of society. Very rarely can the mass media actually make people change their minds or their views instantly.

9.3 SUMMARY:

- Books educate, inform and entertain. Newspapers inform, educate, entertain, and also serve as a medium of persuasion. Films entertain. Radio serves as an information-disseminating medium and an

entertaining medium. TV is a medium of information and entertainment. The Internet plays multiple roles as an information disseminator, educator, entertainer, and much more.

- The mass media perform four basic functions: disseminating information, imparting education, providing entertainment, and persuasion.
- Some theorists say that the media play five roles. These are: Surveillance, Correlation, Transmission, Entertainment, and Mobilization.
- Surveillance means that the mass media keep a watch on all happenings to provide news and information.
- Correlation means that the media presents the information to us after they select, analyze, and interpret it.
- The cultural transmission function means that the media reflects our own beliefs, values, and norms.
- Media also entertains us in our free time and provides an escape from everyday life.
- Mobilization refers to the media function of promoting society's interest especially in times of crisis.
- Some roles of communication and the mass media are: *message production, message processing, discourse and interaction, developing relationships, ongoing relationships, organizational relationships, small group relationships, and media processing and effects.*

9.4 KEY WORDS:

Mass Media: Books educate, inform and entertain. Newspapers inform, educate, entertain, and also serve as a medium of persuasion. Films entertain. Radio serves as an information-disseminating medium and an entertaining medium. TV is a medium of information and entertainment. The Internet plays multiple roles as an information disseminator, educator, entertainer, and much more.

Functions or Roles of Mass Media: The mass media perform four basic functions: disseminating information, imparting education, providing entertainment, and persuasion. Some theorists say that the media play five roles. These are: Surveillance, Correlation, Transmission, Entertainment, and Mobilization.

Surveillance: This means that the mass media keep a watch on all happenings to provide news and information.

Correlation: This means that the media presents the information to us after they select, analyze, and interpret it.

Cultural transmission: This function means that the media reflects our own beliefs, values, and norms.

Entertainment Function: Media also entertains us in our free time and provides an escape from everyday life.

Mobilization: This refers to the media function of promoting society's interest especially in times of crisis.

Information Role: The media **informs** the public, provides information and amusement, generates political ideas, **mobilizes** political and social action groups, and generally helps to **shape the public policy** agenda and priorities.

Accountability Role: The media plays a role of political accountability and checks and balances, keeping an eye on public officials and institutions and constantly challenging them via reports, interviews, debates, etc. The mass media also plays an accountability role vis-à-vis the private sector and NGOs, reporting on their activities and making sure that they do not harm the public well-being. In view of the above realities, it is important to be able to make use of mass media effectively but without exaggerating the power of the mass media. In the end, the media is a reflection of society. Very rarely can the mass media actually make people change their minds or their views instantly.

Information Role: The media can sometimes play the role of a direct political actor, such as happened in the Watergate or Monica Lewinsky cases in the United States, when revelations by the press sparked political crises and legal actions, or as happens in the Middle East sometimes when the press reveals political actions or plans that impact on the political scene.

9.5 SELF-ASSESSMENT QUESTIONS (SAQs):

1. Discuss the various roles played by mass media giving suitable examples.
2. Throw some light on the information role of mass media.
3. Discuss the entertainment role of mass media.

9.6 REFERENCES / SUGGESTED READING:

- **Mass Communication Theory**; By. *Stanley J. Baran and Dennis K. Davis*. **Wadsworth**, 1997
- **Theories of Mass Communication**; By. *Melvin L. Defleur and Sandra J. Ball-Rokeach*. **Longman**, 1997

- **Text book of Mass Communication and Media**; By. *Uma Joshi*. **Anmol**, 1997
- **Mass Communication in India;** By *Keval J. Kumar*. **Jaico**, 1997
- **Mass Communication: Theory & Practice;** By *Uma Narula*. **Har-Anand**, 1997

B. A. Mass Communication (1st year)

MASS COMMUNICATION (BMC 108)

Block: E Unit: II Lesson: 10

EFFECTS OF MASS MEDIA

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LESSON STRUCTURE:

In this lesson, we shall discuss about the effects of mass media. We shall focus on the effects of the different mass media, both individually and collectively. The lesson structure shall be as follows:

10.0 Objectives

10.1 Introduction

10.2 Presentation of Content

10.2.1 Mass Media- An Overview

10.2.2 Mass Media Audiences

10.2.3 Effects of Mass Media- An Overview

10.2.4 The Magic Bullet Approach

10.2.5 The Interpersonal Diffusion Approach

10.2.6 The Uses and Gratification Approach

10.2.7 The Active Audience

10.2.8 Negative Effects of Mass Media

10.3 Summary

10.4 Key Words

10.5 Self-Assessment-Questions (SAQs)

10.6 References/Suggested Reading

10.0 OBJECTIVES:

The objectives of this lesson are as follows:

* *To get an Overview of the Mass Media*
* *To study the Audience of Mass Media*
* *To get an Overview of the Effects of Mass Media*
* *To study the Magic Bullet Concept*
* *To study the Interpersonal Diffusion Approach*
* *To study the Uses and Gratification Approach*
* *To study the Concept of Active Audience*
* *To study Negative Effects of Mass Media*

10.1 INTRODUCTION:

Newspapers are called ***poor men's university***. Marshall McLuhan called the movie, radio and television as classrooms without walls. The mass media generally are called ***windows to the world***. Most advertisements have a manipulative motive. Public Relations is defined as *engineering of consent*.

Mass media are called the fourth pillar of our society. It is said that mass media inform, they educate, they entertain, and they persuade. But most mass media are run as business propositions. So the main motive of mass media is to make profit. In this context, it is important to understand the effects of mass media in our lives. In this lesson, we shall discuss about the effects of the different mass media, both individually and collectively.

10.2 PRESENTATION OF CONTENT:

The content of this lesson shall be presented as follows:

Mass Media- An Overview

Mass Media Audiences

Effects of Mass Media- An Overview

The Magic Bullet Approach

The Interpersonal Diffusion Approach

The Uses and Gratification Approach

The Active Audience

Negative Effects of Mass Media

10.2.1 MASS MEDIA- AN OVERVIEW:

Mass media include the print media (books, newspapers and magazines), the electronic media (television, radio, and audio/video recording), and the new media of the Internet. While these media differ in many ways, they all share the characteristics by which scholars define mass communication. The characteristics of mass media are:

- *Mass communication messages are produced by organizations.*
- *The medium for these messages permits accurate duplication.*
- *The messages are distributed to large audiences at roughly the same time.*
- *Direct communication occurs on many channels, with many opportunities to send and receive messages, and with much complexity in the communication process.*

The various mass media are classified according to their production modes. Books, newspapers, and magazines are called the *print media*. Radio and television are called the *electronic media* or *broadcast media*. Other electronic media include s CDs, cassette tapes, video tapes, etc. These are electronic in nature as these are electronic recorded.

Computers, especially large computer networks, have the potential to be used as mass communication media. However, these are very new and their uses are still being explored and developed. Although they have no true category as yet, computers are sometimes referred to as the "new" media.

PRINT	**ELECTRONIC**
BOOKS	RADIO

NEWSPAPERS	TELEVISION
MAGAZINES	FILM
DIRECT MAIL	TAPE AND DISC RECORDINGS

MEDIA AVAILABILITY:

The extent to which a potential audience is able to access a mass medium is called its availability. Availability includes more than equipment and technology as in case of radio, TV, and the internet. Language also plays a role, as does geographic location and economic class. A radio broadcast in Spanish, for example, is only useful to those who speak Spanish. Similarly, printed media are only useful for those who are able to read, and cable television will not be useful to those who cannot afford the monthly fee.

10.2.2 AUDIENCES OF MASS MEDIA:

An audience is a group of people who receive a particular mass communication message. In some cases all members of the audience are paying attention to the medium at the same time- as, for example, the television audience that watches a World Cup Football Match.

In other cases, however, the attention of the audience is spread out over time- the audience for a particular magazine, for example, may consist of people who read copies of the magazine at various times over the period of a month or more.

And, in some cases, the attention of the audience may be spread over a very long period of time. The audience for Shakespeare's plays, for example, is very large and spread over hundreds of years in duration.

In the early days, the audience was believed to be very passive and innocent. It was supposed that members of the audience believed whatever they read in the newspapers or heard on the radio.

With changing times, the view about media audiences has changed. Nowadays, the audience is believed to be active and sophisticated. That is, the audience chooses the media that it attends to, and the audience is critical of the messages that are delivered to it by the media.

Reading books, newspapers, magazines and direct mail, etc., is normally done at the individual level. Film, on the other hand, is shown in theaters, which gather audiences together in fairly large groups. Radio, television, and recordings are often delivered in group-settings, but these groups are usually smaller than those who attend the showing of a film.

The relationship between the target audience and the delivery medium are important to commercial media organizations because they must calculate both the cost and effectiveness of their media products (messages or content). In the case of print media, for example, the price of each book, newspaper or magazine plays a part in a person's decision to buy it.

Media organizations often use advertising to make up for their costs. Such organizations try to build up specific target audiences because their advertisers are often interested in presenting their ads to particular groups of people. For example, the recent trend in magazine publication has been towards an increase in the number of different magazines each of which appeals to a narrow audience that is desirable to a particular set of advertisers.

10.2.3 EFFECTS OF MASS MEDIA- AN OVERVIEW:

Different mass media perform different roles. They have different purposes. Different mass media cater to different audiences. Mass media messages or media content are received, perceived, and acted upon differently. So it is obvious that there are different types of effects of the mass media.

Many communication scientists and experts have studied the effects of mass media. Innumerable research studies have been conducted all over the world about the effects of mass media. It is estimated that effects studies form the largest chunk of all mass communication related studies. In fact many theories have been constructed with regard to the effects of mass media.

In this lesson, we shall focus on the effects of mass media according to some major theories related to the *Effect of Mass Media*.

10.2.4 THE MAGIC BULLET APPROACH:

The earliest experts of mass communication thought that mass media had very strong effects on their audiences. Many communication experts saw the media message as a kind of *magic bullet*. Mass media content working like the magic bullets *hit* the members of the audience in their *minds* and changed their thoughts.

Sometimes also referred to as the Silver Bullet Model (1982), this is the idea that the mass media are so powerful that they can 'inject' their messages into the audience, or that, like a magic bullet, they can be precisely targeted at an audience, who irresistibly fall down when hit by the bullet. In brief, it is the idea that the makers of media messages can get us to do whatever they want us to do.

In that simple form, this is a view, which has never been seriously held by media theorists. It is really more of a folk belief than a model, which crops up repeatedly in the popular media whenever there is an unusual or grotesque crime, which they can somehow link to supposedly excessive media violence or sex and which is then typically taken up by politicians who call for greater control of media output.

If it applies at all, then probably only in the rare circumstances where all competing messages are rigorously excluded, for example in a totalitarian state where the media are centrally controlled.

The *Bullet Theory* or the *Hypodermic Needle Theory* (propounded by Wilbur Shramm) assumed that an audience was passive, and waited for the media to present content (messages) to it. And audience members made a docile surrender to the powerful messages. Accordingly, researchers did not bother to study the audience. Instead, they analyzed the content of the messages, assuming that content was the secret of a successful propaganda of persuasive bullet. However, the researchers were due for a surprise. The audience obstinately declined to fall under the spell of the messages. Sometimes they reacted in ways that were opposite to the propagandist's intentions, or enjoyed the bombardment without allowing it to change their opinions in the slightest.

Once the Magic Bullet Theory was seen to be false, researchers began to propose alternative theories and design experiments to test them out. This led to the creation of new research methods, and to a sizable growth in the study of mass communication.

10.2.5 THE INTERPERSONAL DIFFUSION APPROACH:

Many mass media effects related studies have concluded that the fact that members of the audience did not just receive and process messages from the mass media at the individual level only. They also engaged in interpersonal communications with family, friends and coworkers, etc. This is done foe clarification, justification and confirmation, etc. Here different members play different roles.

Many theorists are of the opinion that certain members of the audience, called "opinion leaders," would be more influential than other members. Opinion leaders usually more informed than others. They enjoy a higher status in the eyes of others. In short common people usually look up to opinion leaders. Generally the opinion leaders first make up their minds as to what the media messages means and then tell their friends and neighbours, etc.

Research studies conducted to test this hypothesis found that certain members of the audience were not opinion leaders in all cases. In fact, different members are the opinion leaders on different subjects. For example, for agriculture related matters; Block Development Officers, Gram Sewaks, etc., are opinion leaders. For health related matters; doctors, compounders, lady health visitors, etc., are opinion leaders. For general matters, teachers, bank officials, post masters, etc., are considered opinion leaders.

Because of this, it was (and continues to be) very difficult to find a simple explanation for the spread, or diffusion, of the content of media messages through a society.

Another finding that contributed to the difficulty of explaining diffusion came from the study of rumors. Researchers found that the accuracy of a statement spread by word-of-mouth decreases very rapidly as it travels

through a population. Thus, it is hard to see how messages sent to opinion leaders via the mass media could be passed on with any accuracy.

These studies resulted in the conclusion that additional interpersonal communication is much more important to the process of mass communication. In other words, people form and change their opinions about what ever they receive through mass communication through interpersonal interactions rather than taking the content of mass media messages at their face value.

10.2.6 THE USES AND GRATIFICATION APPROACH:

One current approach to mass communication studies argues that because mass media products are highly available, its audiences tend to "use" it much as they would use any other product or service.

The appearance of this approach marks an important change in the way media researchers think about the audience. Previously, they saw the audience as passive - made up of people who simply accepted whatever was put in front of them.

In the Uses and Gratifications approach the audience is active. Audience members are seen as consumers of a media product, and as with consumers of other goods and services, they shop around, consider alternatives, and make choices.

The earlier approaches assumed that the content of the media must be having some kind of an effect on the audience members, and researchers spent their time trying to locate and measure those effects. However, few substantial effects were ever found.

The uses and gratifications approach seems to provide a better way of looking at the audience. Instead of asking, "how does the media change our minds?" the uses and gratifications researchers ask, "What is the role of media in our lives?"

Here are some examples of the uses to which the media are put:

- *Getting the "news"*
- *Getting information about available products and services*
- *Starting the day in the morning or ending it at night*
- *Establishing common topics to talk about with friends*
- *Creating a substitute for having friends*
- *Providing a way to feel connected to other members of the audience*
- *Providing a way to escape from the day's problems and worries*
- *Hearing someone else support our own values and opinions.*

10.2.7 THE ACTIVE AUDIENCE:

Many studies concluded that the media audience does not play a passive role. Accordingly, attention began to turn from the question of *'what the media do to the audience'* to *'what the audience do with the media'*. Many research studies were conducted to investigate what gratifications audiences sought from mass media content. For example; what gratifications radio listeners derived from daytime serials, quizzes and so on.

The conclusion of most of these studies is that:

> *Even the most potent of the mass media content cannot ordinarily influence an individual who has 'no use' for it in the social and psychological context in which he lives. The 'uses' approach assumes that people's values, their interests, their associations, their social roles, play important roles, and that people selectively 'fashion' what they see and hear to these interests.*

Researchers believing in the uses and gratifications approach see the audience as active. So it can be said that audience members do indeed actively make conscious and motivated choices amongst the various media messages available.

10.2.8 NEGATIVE EFFECTS OF MASS MEDIA:

The effect of mass media on us today is that of a stealthy thief. As we read our daily newspaper, the advertising sometimes takes up the whole page. We search for the rest of the article, hidden back beneath the ads. When we turn the radio on, verses of songs full of vulgarity and crudeness hit us.

On the road, hoardings, posters, and billboards tell us where to stay, where to shop, etc. The magazines we read now have articles we would not want our children to read. Sex, violence and vulgarity now are commonplace. Our children and teenagers have used computer games and video games to such an extent that they now feel violence is normal and acceptable. The games children play with on the Internet seems to be destroying the value system we desire to teach.

When we go online to surf the web we are bombarded with inappropriate Internet pop-ups and emails.

Then, when we get home our place of peace, television excites us, and incites us. So the negative aspects of mass media content never leaves us in peace.

VIOLENCE IN MASS MEDIA CONTENT:

In 1993, the average child living in the United States watched 10,000 murders, assaults, and other violent acts on television, and 1997 that number climbed to 12,000 and at a rough estimate, now American kids watch about 15,000 murders on TV every year.

Many research study reports cite statistical links between television watching and violent behavior similar in strength to the evidence linking smoking and lung cancer.

10.3 SUMMARY:

- Newspapers are called ***poor men's university***. Marshall McLuhan called the movie, radio and television as classrooms without walls. The mass media generally are called ***windows to the world***. Most advertisements have a manipulative motive. Public Relations is defined as *engineering of consent*. So the motive of mass communication is to influence.
- In the early days, the audience was believed to be very passive and innocent. It was supposed that members of the audience believed whatever they read in the newspapers or heard on the radio. With changing times, the view about media audiences has changed. Nowadays, the audience is believed to be active and sophisticated. That is, the

audience chooses the media that it attends to, and the audience is critical of the messages that are delivered to it by the media.

- Media organizations often use advertising to make up for their costs. Such organizations try to build up specific target audiences because their advertisers are often interested in presenting their ads to particular groups of people.
- Different mass media perform different roles. They have different purposes. Different mass media cater to different audiences. Mass media messages or media content are received, perceived, and acted upon differently. So it is obvious that there are different types of effects of the mass media.
- The *Bullet Theory* or the *Hypodermic Needle Theory* (propounded by Wilbur Shramm) assumes that an audience was passive, and waits for the media to present content (messages) to it. And audience members make a docile surrender to the powerful messages.
- In actuality, the audience obstinately declines to fall under the spell of the messages. Sometimes they react in ways that are opposite to the propagandist's intentions, or enjoy the bombardment without allowing it to change their opinions in the slightest.
- Many mass media effects related studies have concluded that the fact that members of the audience did not just receive and process messages from the mass media at the individual level only. They also engaged in interpersonal communications with family, friends and coworkers, etc. This is done foe clarification, justification and confirmation, etc. Here different members play different roles.

10.4 KEY WORDS:

Mass media: Mass media include the print media (books, newspapers and magazines), the electronic media (television, radio, and audio/video recording), and the new media of the Internet. Mass media are called the fourth pillar of our society. It is said that mass media inform, they educate, they entertain, and they persuade. But most mass media are run as business propositions. So the main motive of mass media is to make profit.

Characteristics of Mass media: The characteristics of mass media are as follows. Mass communication messages are produced by organizations. The medium for these messages permits accurate duplication. The messages are distributed to large audiences at roughly the same time. Direct communication occurs on many channels, with many opportunities to send and receive messages, and with much complexity in the communication process.

Classification of Mass media: The various mass media are classified according to their production modes. Books, newspapers, and magazines are called the *print media*. Radio and television are called the *electronic media* or *broadcast media*. Other electronic media include s CDs, cassette tapes, video tapes, etc. These are electronic in nature as these are electronic recorded.

Media Availability: The extent to which a potential audience is able to access a mass medium is called its availability. Availability includes more than equipment and technology as in case of radio, TV, and the internet. Language also plays a role, as does geographic location and economic class. A radio broadcast in Spanish, for example, is only useful to those who speak Spanish. Similarly, printed media are only useful for those who are able to read, and cable television will not be useful to those who cannot afford the monthly fee.

Audience in Mass media: An audience is a group of people who receive a particular mass communication message. In some cases all members of the

audience are paying attention to the medium at the same time- as, for example, the television audience that watches a World Cup Football Match. In other cases, however, the attention of the audience is spread out over time- the audience for a particular magazine, for example, may consist of people who read copies of the magazine at various times over the period of a month or more.

Effects of Mass media: Different mass media perform different roles. They have different purposes. Different mass media cater to different audiences. Mass media messages or media content are received, perceived, and acted upon differently. So it is obvious that there are different types of effects of the mass media.

Magic Bullet Effects of Mass media Content: Many communication experts saw the media message as a kind of *magic bullet*. Mass media content working like the magic bullets *hit* the members of the audience in their *minds* and changed their thoughts. Sometimes also referred to as the Silver Bullet Model (1982), this is the idea that the mass media are so powerful that they can 'inject' their messages into the audience, or that, like a magic bullet, they can be precisely targeted at an audience, who irresistibly fall down when hit by the bullet. In brief, it is the idea that the makers of media messages can get us to do whatever they want us to do.

Interpersonal Diffusion of Mass media Content: It has been proved that members of the audience did not just receive and process messages from the mass media at the individual level only. They also engaged in interpersonal communications with others. Many theorists are of the opinion that certain members of the audience, called "opinion leaders," would be more influential than other members. Opinion leaders usually more informed than others. They enjoy a higher status in the eyes of others. In short common people

usually look up to opinion leaders. Generally the opinion leaders first make up their minds as to what the media messages means and then tell their friends and neighbours, etc.

10.5 SELF-ASSESSMENT QUESTIONS (SAQs):

1. Discuss the effects of mass media in detail.
2. Discuss the hypodermic needle model of mass media effects in detail.
3. Discuss the uses and gratification model of mass media effects in detail.
4. Discuss the Interpersonal diffusion model of mass media effects in detail.
5. Discuss the concept of Active Audience.

10.6 REFERENCES/ SUGGESTED READINGS:

- **Mass Communication Theory**; By. *Stanley J. Baran and Dennis K. Davis*. **Wadsworth**, 1997
- **Theories of Mass Communication**; By. *Melvin L. Defleur and Sandra J. Ball-Rokeach*. **Longman**, 1997
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