Introduction to Mass Communication (101)

Unit 1
Basic concepts: communication — mass society — mass media — content — audience — social functions.

Unit 2

Unit 3
Communication models: Harold Lass well — Shannon & Weaver — George Gerbner — Jacobson — David K. Berlo — other models

Unit 4
Mass media: Press — cinema — radio — television — advertising — public relations

Unit 5
Critiques: media ethics — media aesthetics — feminism — psychoanalysis — sociological interpretation — content analysis
DEFINING MASS COMMUNICATION

Objectives
This unit will introduce
- Components of mass communication
- Channels of mass communication
- The process of mass communication
- Nature of mass communication
- Functions and dysfunctions of mass communication
- Types of mass media

Introduction
We learnt to define communication, identify its elements and categorize the process based on the number of persons involved in it. Of the above mentioned types of communication, our focus is on mass communication. In this unit, we will learn the various aspects of mass communication, which is the thrust area of this programme.

Components of Mass Communication
For better understanding of the nature of mass communication, we should analyze its two basic components: the mass and the communication media.

The Mass
The concept “mass” in mass communication is defined as a large, heterogeneous, assorted, anonymous audience. ‘Large’ means we can’t exactly count the number of the members of audience. It is relatively large but it doesn’t mean that the audience includes all people. ‘Heterogeneous’ means the audience of mass media includes all types of people – the rich, the poor, farmers, bureaucrats, politicians and so on.
‘Assorted’ means the audience of mass media is not necessarily limited to a particular geographical sector. They may be scattered everywhere. For example, a newspaper may have a reader in every nook and corner of the world.

‘Anonymous’ means we can’t specifically identify a reader of a newspaper of newspaper with his certain characteristics. Today he may be reader of a particular newspaper. Tomorrow, he may change his media habit. Anybody at any time may be a member of mass media audience. The channels of communication that produce and distribute news, entertainment content, visuals and other cultural products to a large number of people. Mass media can be classified in to three major groups on the basis of their physical nature. They are:

- Print Media like newspaper, magazines and periodicals, books etc.
- Electronic like radio, cinema, television, video and audio records
- Digital Media like CD RoMs, DVDs and the Internet facilities.

**Mass Communication Process**

How does mass communication work can be well explained in linear model of mass communication?. According to this traditional concept, mass communication is a component system made up of senders (the authors, reporters, producers or agencies) who transmit messages (the book content, the news reports, texts, visuals, images, sounds or advertisements) through mass media channels (books, newspapers, films, magazines, radio, television or the Internet) to a large group of receivers (readers, viewers, citizens or consumers) after the filtering of gatekeepers (editors, producers or media managers) with some chance for feedback (letters to editors, phone calls to news reporters, web-site postings or as audience members of talk shows or television discussions). The effect of this process may formation of public opinion, acceptance of a particular cultural value, setting the agenda for the society and the like. mass communication, it is easy to identify the following features of mass communication.

1. Mass communication experience is public one. It means that anybody can be a part of this communication process at any time without much effort or permission.

2. It is a mediated communication act. Nature of the media involved in the process defines the mediation in mass communication. For example, television can transmit a news instantly as it is a fast medium, newspaper takes to bring the same news report to the public because of its limitations. This is how nature of the media defines the mediation process in mass communication.

3. Mass communication is filtered communication. This filtering processing is called gate keeping. For example, a news report in a newspaper or on a television channel Filtered or controlled at different level by reporter, sub editor, news editor, editor.

4. It is the most complicated form of communication as it involves complex technology like satellites digital networks, management structure, marketing chain etc.
5. Mass communication can alter the way the society thinks about events and attitudes.

6. Mass communication experience is transient. It means that once you used a message (for example, a news report or a film) you may not use it again. The message is meant to be used once and it is gone. Who will read yesterday’s newspaper?

7. Mass communication is most often remains as one-way communication. As receivers, how many of us write letters to editor (sender)? A very few. But, in interpersonal Communication, senders and receivers are in active conversation sending feedback to each other.

8. Unlike other communicators, mass communicators can’t see their audience. Karan Tapar or Pranoy Roy, the leading television personalities in India know that their programmes are watched by millions of Indians. But, they can’t see how people respond or react while watching their presentations. That’s why they can’t change the style of presentation or mode of communication instantly as we do in interpersonal or group communication.

- **Mass Society**

“Mass society” is best understood as a term de-noting a model of certain kinds of relationships that may come to dominate a society or part of a society. Terms like “mass production” and “mass communication” refer to activities that are intended to affect very large numbers of people who are seen, for these purposes, as more or less undifferentiated units of an aggregate or “mass.” Similarly, a “mass society” is one in which many or most of the major institutions are organized to deal with people in the aggregate and in which similarities between the attitudes and behavior of individuals tend to be viewed as more important than differences. Societies or institutions organized in this way are said to have a “mass character,” and the life of individuals in such societies is said to be governed primarily by “mass relations.”

- **The structure of mass society**

Large populations do not by themselves produce mass relations, although mass relations are less likely among small populations. In the past, large societies were divided into many segments with relatively clear boundaries separating each segment from the other. Even though a society contained thousands of villages, all of them much alike, it was not a mass society because human relations centered on the village and supported the integrity of the village as a social unit.
Unlike the village-based society, the mass society does not help to sustain spontaneously evolving and durable social units. “Mass” in its simplest sense means an aggregate of people without distinction of groups or individuals. In mass production, for example, workers are organized according to the logic of specialization and control rather than as members of social groups or as distinct persons, and production are geared to a market of similarly undifferentiated people. Mass production, of course, involves a highly structured mass, by virtue of the division of labor and administrative organization, and it is therefore to be distinguished from the unstructured mass represented, for example, by the aggregate of unemployed workers. Moreover, some industries have more of a mass character than others: the assembly-line system of automobile factories is much more conducive to the emergence of the mass than is the craft-based system of printing (Blauner 1964). Nevertheless, the mass character of the market is a decisive factor in the organization of most manufacturing industries.

It is not so much the large size of the population as it is the large scale of activities that favors mass relations. Where the scale of activity is very great, it is more likely that the social relations which individuals bring with them or develop will be easily ignored or transformed by the dictates of technical efficiency or effective control. Thus, mass relations are likely to emerge where large-scale activities predominate, as in nationwide organizations, markets, audiences, and electorates.

The decline of community. Large-scale activities favor the emergence of the mass because they tend to develop at the expense of communal relations. The local community comes to provide for fewer of its members’ needs and therefore cannot maintain their allegiance. The rural community no longer is isolated and self-sufficient. As it becomes dependent on the city, and particularly on national markets and organizations, the rural community loses its significance and cohesion. The city does not develop the communal life that was formerly provided by the rural community. The individual who migrates to the city does not enter the community as a whole, nor is he likely to enter a sub-community of the city. The urban sub community loses its coherence as a result of the increasing scale and specialization of common activities. Instead of affiliation with a community, the urban resident frequently experiences considerable social isolation and personal anonymity. Ethnic and religious groups also tend to lose their coherence as their members are drawn into large-scale organizations and arenas. Individuals derive less of their social identity, style of life, and social values from their ethnic and religious background. As ethnic cultures come in contact with mass culture, they cease to preserve their unique qualities. Religious groups tend to de-emphasize their theological and liturgical differences. The particular religious affiliation loses its significance for both religious and secular beliefs and conduct. Even if people continue to associate primarily with coreligionists, this has little influence on the quality of their lives or on the manner of their participation in the larger society.

Like local, ethnic, and religious communities, class-based communities tend to lose their importance and coherence where the whole population is incorporated into large-scale activities. Social classes weaken as sources of distinctive values, styles of life, and social identity; and they increasingly resemble one another in the beliefs, values, and interests of their members. Class distinctions are leveled, and class boundaries are blurred. Class consciousness and class solidarity dissolve into mass consciousness and mass solidarity. The lower classes are
increasingly brought into arenas of communication, politics, and consumption previously limited to the higher classes. Class differences in opportunities and modes of participation that remain are no longer believed to be desirable or permanent. Common symbols of the good life and of rights and obligations replace class-differentiated concepts. Classes remain as categories of people who differentially share in common ways of life rather than as self-conscious groups with distinctive ways of life. Status strivings and anxieties abound, but this testifies to the ambiguity of status where fixed social hierarchies no longer exist.

- **Mass Media**

Mass media influence our daily life more than any other cultural institution. They are our main sources of news and entertainment. They define our purchase decision, voting behavior, academic achievement and so on. Because of this all-encompassing impact of mass media, politicians, businessmen and government agencies depend on media to influence people. During election time, we witness politicians spending millions of rupees for political camping through mass media. Business firms across the world spend billions of dollars to market their products with the help of mass media advertisements. We are informed of the policies of our governments through newspapers and electronic media. Likewise, we people need mass media to express our needs, complaints and wishes to the authorities. In short, role of mass media in our society is omnipresent.

- **Defining Mass Media**

According to Wilbur Schramm ‘a mass medium is essentially a working group organized around some device for circulating the same message, at about same time, to a large number of people’. From this definition, let us know that there is a well organized system behind each mass medium. For example, a newspaper is produced everyday with the collective efforts of a lot of people using various information sources ranging from local reporters to international news agencies. Same is the case of distribution of the newspaper also. Everybody from circulation manager to local newspaper boy is actively engaged in smooth circulation of each copy of a newspaper. Moreover, every county has its own policy, laws, and telecommunication systems to facilitate mass media. In this sense, the production of a mass medium is the result of a well organized system.

And, the messages are disseminated to a large number of people ie. mass. They are called the audience. No media can sustain without a sufficient audience. We learned the characteristics of mass audience in the earlier unit.

The definition again talks about devices of circulating messages. These devices are Technological means through which messages are communicated to the audience. Devices include printed documents, television, radio, DVD, cassettes, the internet etc.
• **Types of Mass Communication**

Mass media can be categorized according to physical form, technology involved, nature of the communication process etc. Given below are the major categories of mass media.

• **Print Media**

Johannes Gutenberg’s invention of the moveable metallic type in the fifteenth century paved the way for proliferation of the print media. The printing press using moveable types introduced the method for mass production of texts. Before the invention of the printing press, books were expensive materials affordable only for the aristocrats and royal families. Printing reduced the cost of books and made them available to the common men also. Rapid duplication of multiple copies of handy texts led to the innovation of modern newspapers.

Print Media include

• Newspapers
• Magazines
• books
• other textual documents

• **Electronic Media**

The history of electronic mass media starts with the invention of radio by Marconi. The first radio station was set up in Pittsburg, New York and Chicago in the 1920s. Following the USA, European countries also started radio stations for broadcasting news and entertainment content. The colonial powers like Briton and France set radio stations in Asian and African countries in the early years of 20th century. The next step in electronic communication media history was the invention of cinema. Following cinema, television broadcasting was initiated in the US on experimental basis during 1920s. But, the dramatic impact of television as a mass medium began in 1950s. Parallel to these, recording industry was also boomed in the western countries. In short, the term electronic media mainly include:

• Radio
• Movies
• Television
• Audio and Video records

• **New Media**

Online and digital means of producing, transmitting and receiving messages are called new media. The term encompasses computer mediated communication technology. It implies the use of desktop and portable computers as well as wireless and handheld devices. Every company in the computer industry is involved with new media in some manner. The forms of communicating in the digital world include

• CD-RoMs
• DVDs
• Internet facilities like World Wide Web, bulleting boarding, email etc.
Functions of Mass Media
As mentioned earlier, mass media have pervasive effects on our personal and social life. The role and scope of mass media in our society are in the following areas:

- Information
- Education
- Entertainment
- Persuasion

Information function
Mass media carry a lot of information which are essential for our day to day life. We know exam results, weather forecasts, current affairs, traffic regulations, last dates, precautions, government policies etc. from mass media. The core of media’s information function is performed by the media content called news. The place or time dedicated for news in a mass media is called news hole. News is the most consumed item of any media. News can be defined as reports on things that people want or need to know. Information should be accurate, objective and complete. Biased or incomplete reports will keep the audience away from the media. Advertising is also mass media’s information function. We get much useful information from classified advertisements.

Education function
Information is different from education. Education is systematically organized information with predefined objectives. The primary source of education in our society is schools or colleges. Media also perform the functions that educational institutions do. Media are life-long educators for the society. They give us comprehensive knowledge of selected topics. Non-news content or news-based content like editorials, articles, columns in newspapers provide us with complete idea of a subject. Health Magazines, IT magazines are also examples for education through media. Recently, mass media in Kerala directly participate in our educational system by publishing educational supplements for school-goers. Padippura of Malayala Manorams, Kutty.com of Mathrubhumi, Velicham of Madhyamam, Kilivatil of Deshabhimani are examples. Moreover, we have a number television channels dedicated for mass education. Victors of IT @ School Project of Kerala Government, Vyas Channelr of Consortium of Educational Communication under University Grants Commission, Gyandarsan of Doordarshan are some of such efforts.

Entertainment function
Irrespective of their type, mass media are wonderful entertainers. All media have entertainment content. Newspapers publish cartoons, comics, puzzles, special weekend supplements for amusing people. Lion share of magazine content such as short stories, novels, satires and cartoons are for entertainment. Movies are another big stock for entertainment. Audio-Visual media such as television and radio are also primarily concentrate on entertainment function through their programmes based on sports, film, and fashion shows etc.
• **Persuasion**

Persuasion means influencing attitudes or opinions. Mass media have many ways to persuade people. Most people form their opinion from information they get from mass media. Media have direct and indirect methods for persuasion. For public opinion formation, mass media use editorials, news analysis and commentaries. In such cases, the purpose is clear and direct. The most obvious method of persuasion is advertising. Advertisements are direct methods to influence purchasing behavior of the public. Some media report events hiding their vested interests in news. Such biased, subjective reports are for persuading people to form favorable attitudes towards them or their interests. Opinionated news is an undirected method of persuasion. It’s against the ethics of responsible journalism. News and opinion should be given separately. According to western media scholars like Harold Laswell, mass media, be print or electronic, have the following functions:

• **Surveillance of the environment**

Mass media observe the society and its activities and report them to make people aware of their socio-cultural environment. In other words, we as social animals are always under the close observations of mass media. Media are our watchdogs. It always watches who do good things and who do bad things, and report them to encourage or correct our deeds. Reports about corruptions are good example. Considering this watchdog function of mass media, we call the media as the *Fourth Estate* of our democratic political system. The other estates are Legislative, Judiciary and Executive.

• **Transmission of heritage**

Mass media are the bridge between our past and present. They report day to day affairs which will become history of tomorrow. The best records of modern history are newspapers of yesteryears. We get our cultural tradition from history and we follow the best of them. In keeping our culture flowing, media play a vital role. It advises us which part of our culture is good and to be followed and which is bad and not to be followed.

• **Interpretation of information**

Mass media provide us with information from every nook and corner of the world. They do not just report facts and figures of the events, rather they interpret events to make us aware of what happens, and why, where, when and how it happens. Media interpretation may be biased or not. But, it helps develop our views towards an event or object or personality. Every media report is an analysis and one version of the fact. There may be another versions and analysis.

• **Nature of Mass Communication**

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2. It is a mediated communication act. Nature of the media involved in the process defines the mediation in mass communication. For example, television can transmit a news instantly as it is a fast medium, newspaper takes to bring the same news report to the public because of its
limitations. This is how nature of the media defines the mediation process in mass communication.
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Unit-2

Communication Theories

- Cultivation Theory

Cultivation theory is a media effects theory created by George Gerbner that states that media exposure, specifically to television, shapes our social reality by giving us a distorted view on the amount of violence and risk in the world. The theory also states that viewers identify with certain values and identities that are presented as mainstream on television even though they do not actually share those values or identities in their real lives. Em Griffin, *A First Look at Communication Theory*, 7th ed. (Boston, MA: McGraw-Hill, 2009), 352–53. Drawing on cultivation as it is practiced in farming, Gerbner turned this notion into a powerful metaphor to explain how the media, and television in particular, shapes our social realities. Just as a farmer plants seeds that he or she then cultivates over time to produce a crop, the media plants seeds in our minds and then cultivates them until they grow into our shared social reality.

Over decades of exploring cultivation theory, Gerbner made several well-supported conclusions that are summarized as follows:

- Prime-time television shows and weekend morning children’s programming have been found to contain consistently high amounts of violence over the past thirty years.
- Older people, children, African Americans, and Latino/as are more likely to be shown as victims of violence than are their young-adult, middle-aged, and/or white counterparts. This disparity is more meaningful when we realize that these groups are also
underrepresented (relative to their percentage in the general population) on these shows while their vulnerability to violence is overstated.

- The effects of television viewing on our worldview build up over years, but in general, people who are more heavy viewers perceive the world as more dangerous than do light viewers. Gerbner coined the phrase “mean world syndrome,” which refers to the distorted view of the world as more violent and people as more dangerous than they actually are.
  - Heavy viewers predict that their odds of being a victim of violence within the next week are 1 in 10, while light viewers predicted 1 in 100. Real crime statistics give a more reliable estimate of 1 in 10,000.
  - Heavy viewers fear walking alone on the street more than do light viewers, believing that criminal activity is actually ten times more prevalent than it actually is.
  - Heavy viewers believe that more people are involved in law enforcement and that officers draw and use their weapons much more than is actually the case.
  - Heavy viewers are generally more suspicious of others and question their motives more than do light viewers (the basis of the mean world syndrome).

- Given that most people on television are portrayed as politically moderate and middle class, heavy viewers are more likely to assume those labels even though heavy users tend to be more working class or poor and more politically conservative than moderate. In short, they begin to view themselves as similar to those they watch on television and consider themselves a part of the mainstream of society even though they are not.

- **Normative Theory**

  **Introduction:**

  Normative theories were first proposed by Fred Siebert, Theodore Peterson and Wilbur Schramm in their book called “Four Theories of the Press”. At first the word “Normative Theory” was pronounced in USA during the height of ‘cold war’ with communism and soviet. Often it called as western theories of mass media.
A Normative theory describes an ideal way for a media system to be controlled and operated by the government, authority, leader and public. These theories are basically different from other communication theories because normative theories of press are not providing any scientific explanations or prediction. At the same these “four theories of the press” were came from many sources rather than a single source. Sometimes media practitioners, social critics and academics also involved to develop these normative theories.

Normative theories are more focused in the relationship between Press and the Government than press and the audience. These theories are more concern about the ownership of the media and who controls the press or media in the country.

**The four theories of the Press/Media**

- Authoritarian theory
- Libertarian theory
- Social responsibility theory
- Soviet media theory

- **Authoritarian theory**

Authoritarian theory describe that all forms of communications are under the control of the governing elite or authorities or influential bureaucrats.

Authoritarians are necessary to control the media to protect and prevent the people from the national threats through any form communication (information or news). The press is an instrument to enhance the ruler’s power in the country rather than any threats. The authorities have all rights to permit any media and control it by providing license to the media and make certain censorship.

If any media violate the government policies against license, then the authority has all right to cancel the license and revoke it. The government have all right to restrict any sensitive issues from press to maintain peace and security in the nation.

**Censorship:**

Censorship is a suppression of any communication which may consider as harmful to the people, King, government and its nation. Especially these censorship methods are much familiar in press which against the freedom of speech and freedom of expression. In some other cases, the censorship helps to protect the rulers and authorities from sensitive issues. There are different types of censors like
- Political censor
- Moral censor
- Religious censor
- Military censor
- Corporate censor

**Examples of Authoritarian theory:**

For right Nikolai Yezhov, standing near Stalin was removed from this photograph after he shot dead in 1940. These types of censors are common during Stalin’s reign.

- Here, Journalist or any media persons should not have any rights to comment, discriminate or stand against the government. Sometimes, an authority gives considerable freedom to minority thoughts and cultural issues to promote them if it doesn’t make any threats to authority or ruler.

- King – King is the authority, who has all rights to control the communication and no one can question against the king.
  “The French king Louis XIV was concentrated in his person parliamentary, law making and judicial power. He was the authority of Supreme Court as well as he can condemn a men to death penalty without any rights appeal”.

- Dictatorship – During the world war II Hitler and Mussolini are the two major authorities who controlled the press in Germany and Italy. Press was under the control of the authority and No press can’t question against or publish against these two dictators.

- Few countries blocked wiki leaks website from its country to maintain the internal security because the wiki leaks are not ready to compromise with government censorship and realising classified documents against the government.

- **Libertarian Theory**

**Introduction:**
The Libertarian theory is one of the “Normative theories of press”. The theory which is originally came from libertarian thoughts from 16th century in Europe. The libertarian theorists are against the authoritarian thoughts. International trade and urbanization undermine the
power of a rural aristocracy which leads various social movements raise includes the
Protestants reformation, that demands individual’s freedom and their own lives and free
thoughts. Liberalism means information is knowledge and knowledge is power. Libertarianism
is free from any authority or any control or censorship. The libertarianism is an idea of
individualism and limited government which is not harmful to another.

**Libertarian theory:**
Libertarian theory sees people are more enough to find and judge good ideas from bad. The
theory says people are rational and their rational thoughts lead them to find out what are good
and bad. The press should not restrict anything even a negative content may give knowledge
and can make better decision whilst worst situation. The libertarian thoughts are exactly
against or opposite to the authoritarian theory which means the authoritarian theory says “all
forms of communication works under the control of government or elite like king”.

**Strength and Weakness:**
1. Freedom of press will give more freedom to media to reveal the real thing happening in the
   society without any censorship or any authority blockades.
2. Is reliable with U.S media traditions.
3. It gives more values for individuals to express their thoughts in media.
4. Theory excessively positive about media’s willing to meet responsibilities which may leads
   people into negative aspects.
5. Is too positive about individual ethics and rationality.
6. Ignores need for reasonable control of media.
7. Ignores dilemmas posed by conflicting freedoms.

**Example:**
Wiki leaks website published all sorts of confidential or restricted files in public space and
especially classified documents. These articles are providing brief knowledge about the
government and its activities which helps people to identify what is happening in the society
and its gives great choices to elect a better president in future.

Sometimes these documents may work against the government and its authority that is why
most of the country is not willing to allow libertarian thoughts because it may affect their
power and kingdom.

- **Social Responsibility Theory**

**Introduction:**
In mid 20th century most of the developing countries and third world nations have used this
social responsibility theory of press which is associated with “the Commission of the Freedom
of Press” in United States at 1949. In the book “Four theories of Press” (Siebert, Peterson and
Schramm) it’s been stated that “pure libertarianism is antiquated, out dated and obsolete.”
That paved way for replacement of Libertarian theory with the Social responsibility theory.
**Social Responsibility Theory:**

Social responsibility theory allows free press without any censorship but at the same time the content of the press should be discussed in public panel and media should accept any obligation from public interference or professional self regulations or both. The theory lies between both authoritarian theory and libertarian theory because it gives total media freedom in one hand but the external controls in other hand. Here, the press ownership is private. The social responsibility theory moves beyond the simple “Objective” reporting (facts reporting) to “Interpretative” reporting (investigative reporting). The total news is complete facts and truthful but the commission of the freedom press stated that “No longer giving facts truthfully rather than give a necessary analyzed or interpretative report on facts with clear explanations”.

The theory helped in creating professionalism in media by setting up a high level of accuracy, truth, and information. The commission of press council also included some tasks based on social responsibility of media, which are as follows:

1. Formulate the code of conduct for the press.
2. Improve the standards of journalism.
3. Safeguarding the interests of journalism and journalist.
4. Criticise and make some penalty for violating the code of conduct.

The theory allows

1. Everyone to say something or express their opinion about the media.
2. Community opinion, Consumer action and professional ethics.
3. Serious invasion of recognized private rights and vital social interests.
4. Private ownership in media may give better public service unless government has to take over to assure the public to provide better media service.
5. Media must take care of social responsibility and if they do not, government or other organization will do.

**Critics of Social Responsibility Theory:**

1. Avoids the conflict situation during war or emergency by accepting the public opinion.
2. Media will not play monopoly because the audience and media scholars will rise questions if media published or broadcast anything wrongly or manipulate any story.
3. Media Standards will improve.
4. Media will concern all class audience rather than focus on higher classes in the society.
5. Media may work autonomously but certain thing is controlled by the government and other public organization.

- **Soviet Media Theory**

**Introduction:**

After the 1917th revolution, the Soviet Union was restructured with new political system based on the Marxist-Leninist principles. The newly formed communist party by Lenin shows much...
interest in the media which serves to the working class in the country and their welfares. So
the Soviet originates a theory from Marxist, Leninist and Stalinist thoughts, with mixture of
Georg Wilhelm Friedrich Hegel ideology is called “Soviet Media Theory” is also known as
“The Communist Media Theory”. The same theory was developed and followed by Adolf Hitler’s
Nazi in Germany and Benito Mussolini in Italy.

**Soviet Media Theory:**
Soviet media theory is imitative of Leninist principles which based on the Carl Marx and Engel’s
ideology. The government undertake or controls the total media and communication to serve
working classes and their interest. Theory says the state have absolute power to control any
media for the benefits of people. They put end to the private ownership of the press and other
media. The government media provide positive thoughts to create a strong socialized society as
well as providing information, education, entertainment, motivation and mobilization. The
theory describe the whole purpose of the mass media is to educate the greater masses of
working class or workers. Here, the public was encouraged to give feedback which would able
to create interests towards the media.

According to authoritarian theory, the media controlled and censored by the ministries in the
country but libertarian is fully free without any intervention of any authority or government,
Social responsibility theory – press freedom in one hand but other hand they controlled the
press by raising question and Soviet media theory, the whole control of the media is under the
leader of the nation.

**Critics of Soviet Media Theory:**
1. Soviet media theory looks similar like authoritarian theory but the core part is different
   from each other. In authoritarian theory is a one way communication, there is no feedback
   allowed from the public but in Soviet media theory is a two way communication at the same
time the whole media is controlled or works under the leadership.
2. Private ownership is not allowed which leads the press without any restriction and it can
   serve people without any authoritative blockades.
3. Soviet media theory allows some restriction based on the nation interest rather than
   personal.
4. Under communist theories like soviet media theory, the journalist or press should support
   the leadership rather than a watchdog.
5. If the leadership is wrong the whole nation will suffer a lot.
• **PLAY THEORY**

**History**
William Stephenson, a British social scientist first introduced the concept play theory in his book “the play theory of mass communication”. Started his career in physics his interest in psychology led him to study in the University of London and received his second PhD in psychology. He served in India as a brigadier General during the world war by joining the British army. He served as the assistant director of psychology in the oxford university, and then in the University of Chicago and also as the director of advertising research for Nowland and company. Then he spends the rest of his professional life in the University of Missouri School of journalism as a professor till his retirement in 1974. He was the visiting professor in the University of Lowa till his second retirement in 1977. He is well known for his expansion of unconventional form of factorial analysis involved with the process of subjectivity. Stephenson’s theory became influential as he approached the mass communication literature in a subjective and psychological manner rather than the conventional methods.

**Introduction**
The conventional methods on approaching the mass communication works were factual and sociological. William Stephenson came introduced a method which is more subjective and psychological. This method analysis how any communication procedure is enthralled by individuals. In this theory Stephenson is explaining how the people comprehend these theories and which area is being grasped and which is rejected and why is that occurring. It helps to understand to which extend the mass distinguish the facts with the fiction which is being displayed in the media subjectively, how the mass use the media for a step-up or for fulfilling their own desires.

**Play Theory**
Willam Stephenson’s play theory is mainly emphasized on how we use media for our satisfaction and also how media bring changes in our lives according to its contents. This theory is based on a field where pain is in one end and pleasures the other. Work favours pain and play favours pleasure. Play is self-contained and people do it to get satisfaction. But work has to be done to increase productivity. People often are influenced by the media in a positive and negative way. The persuasion that is been offered by the advertisements, the characters of your favorite movie star all influence people. According to Stephenson we develop our fantasies and see our favorite characters in the media showing our emotions. As we relate our characters with what we see in the media, we are greatly influenced by them and the character they showcase.

This theory is closely related to [uses and gratifications theory](#) where we can observe how people use the media and why. The media greatly influences the needs of the audiences and
also the gratification the media provide them. In play theory the media is mainly used to get pleasure out of its usage than as the medium of information and education. When we use media we might use it as an intensification of ourselves by relating the events which is presented in the media with our real lives.

Scope
Through this theory we can understand to what extent we use the communication media as an intensification of ourselves and how it satisfy our need for pleasure. To exhibit the extent of self-sufficiency attainable from a distinct respect to social control executed by his socio cultural system.

Example
People tend to follow the trend of the popular culture in the society. Likewise a famous movie actress will be the promoter of this trend. We will try to relate our life with the content that they are showing in the movies and will try imitate them. We tend to follow the merchandise that they use, we tend to live up to them and find pleasure by doing so. The batman series has become quiet famous nowadays and the kids and even the young adults have been influenced by the characters in that movie. This has influenced the people in positive way. Most of the time people become helpless confronting an injustice, and in the movie batman is been showed as a protector. The event can be related to the happenings of a real life and people tend to see it as a continuation of their experiences.

• CULTIVATION THEORY
More than 50 years since its invention, the television maintains a controversial presence in American culture. Some claim that TV viewing wastes time and lowers one’s IQ. Others say it’s partly to blame for the current obesity epidemic, the rise in violence among adolescents and the deterioration of moral values. Fans of TV point to its usefulness in education and communication. Parents debate how much, if any, children should be allowed to watch. Therefore, it’s no surprise that one of the most analyzed theories of mass communication—cultivation theory—examines television’s cumulative effects on human attitudes and behavior. Communication professor George Gerbner founded cultivation theory in 1976 after conducting several large research projects on the effects of television on viewers. He compared television’s socializing force to that of religion, claiming that it defines social roles, standardizes behavior and homogenizes communities much like religion did in early human history. Also, because television portrays excessive amounts of violence, it can cause people to develop Mean World Syndrome, or the idea that the world is scarier than it really is. Gerbner sorted television’s effects into two categories: first order and second order. First order effects refer to general beliefs about the world, while second order effects involve specific attitudes toward one’s environment or certain aspects of society, like law enforcement.
Assumptions
Cultivation theory posits the following assumptions:
1. Because television content is mass produced and occupies a central role in American culture, it is more influential than other forms of mass media.
2. TV does not cause or encourage violent behavior. Instead, it shapes people’s attitudes and beliefs about society and other people.
3. TV cultivates values and attitudes already present in the culture. It serves to reinforce the status quo, not challenge it.
4. Viewing more than four hours of television a day can lead to Mean World Syndrome.
5. Television does not reflect reality; rather, it creates an alternate reality.

Cultivation Differential
The disparity in the degree of cultivation between various television viewers is known as the cultivation differential. A heavy viewer of reality shows, for instance, is likely to think that people are largely competitive and self-centered, while a light viewer may perceive people to be more helpful and friendly. Several factors can influence the degree of cultivation.
1. The amount of television watched – Heavy viewers are more influenced than light viewers.
2. Current environment – Viewers who live in dangerous neighborhoods are more susceptible to Mean World Syndrome.
3. Gender – Since women are overwhelmingly portrayed as victims on TV, women are more likely to experience Mean World Syndrome.
4. Watching alone or with others – Viewing television with others increases the chance that the scenarios presented will be discussed, thus reducing cultivation’s effects. Watching alone increases the chance of cultivation.
5. Level of familiarity with the situation portrayed – People who lack first-hand knowledge of reality depend on television to inform them, which makes cultivation likely to occur.
6. Age – Young children who cannot comprehend motives or consequences as shown on TV are less likely to experience cultivation. Some have argued that education, ethnicity and income level also play a part in the cultivation differential, but cultivation theorists claim that the amount of television watched overrides such factors.

Methodology
Cultivation theorists focus the majority of their research on heavy viewers, or those who watch more than four hours of TV per day. Researchers approach cultivation studies by first analyzing TV content and how it is produced. Aspects taken into account include production limitations, the portrayal of women and ethnic minorities, and the amount of violence shown. Based on these findings, researchers then conduct surveys to determine the degree to which viewers’ perception of reality matches the alternate reality portrayed on TV. Survey questions often ask subjects to indicate their level of agreement with statements such as “You can’t be too careful when dealing with others” or name the percentage of people who work in law enforcement. When a person’s answer correlates with what is shown on TV, researchers cite it as evidence of cultivation.
Findings
Researchers have documented some common indicators of cultivation among heavy TV viewers, such as the following:

1. Exaggerated fear of becoming the victim of a crime
2. General suspicion of people and their motives
3. Inflated perception of police activity

Criticism
Critics of cultivation theory denounce its breadth and lack of categorization when it comes to content analysis. For example, cultivation theorists make no distinction between genres or types of violence; they view cartoon violence in the same light as realistic violence. Moreover, their research is focused on measuring cultivation’s effects rather than studying the characteristics of the people affected. Critics say because cultivation theory largely ignores its subjects’ backgrounds, it does not account for all the factors that may be involved in cultivation. Just because a survey response reveals the presence of an effect does not mean television was the cause. Supporters of the theory contend that heavy viewers watch multiple genres of programming, which demands a cumulative study. Also, analyzing other variables would be largely meaningless since television is present in American lives from birth.

The Spiral of Silence Theory
Elisabeth Noelle-Neumann, the German political scientist contributes the famous model called “Spiral of Silence”. In 1947 Neumann and her husband found “Public Opinion Organization” in German and also she was a President of “World Association for Public Opinion Research” in 1978 to 1980. Through this Spiral of Silence theory Neumann indirectly explains the Jews status during World War II under Nazi’s control. Here, Adolf Hitler dominated the whole society and the minority Jews became silent due to the fear of isolation or separation.

Theory:
The one view dominated the public scene and others disappeared from the public awareness as it adherents became silent. In other words, the people fear of separation or isolation those around them, they tend to keep their attitudes to themselves when they think they are in the minority. This process is called “Spiral of Silence”.

Example:
In a company, the managing director decides to increase their working hour from 8 to 10 and send e-mail to all employees. Majority of them accept this time changes and few employees are not satisfied with his decision. But they cannot or ready to express their thought publicly.

Because
1. They may feel unsupported by the other employees.

2. “Fear of isolation” like transfer

3. “Fear of Rejection” By rejecting their personal opinion from the public will help to avoid fight.

4. They may try to save their job by suppressing or avoid personal statement in public.

They frame work based on few assumptions:
1. Spiral of silence theory describe as a dynamic process, the predication about public opinion in mass media which gives more coverage for the majorities in the society and gives very less coverage for minorities.

2. In this social environment, People have fear of rejection to express their opinion or views and they known well what behaviors will make a better likelihood. It’s called “fear of Isolation”.

3. Being the part of Minority. People loss their confidence and silent or mute to express their views because of the fear of isolation or they feel alone or unsupported.
4. Sometimes the minorities withdraw their expressed opinion from public debates to secure themselves from the majority.

5. Maximum numbers get more vocal space in the society and lesser number become less vocal space or become silent.

**Advantages and Disadvantages:**
1. Spiral of Silence theory has both micro level and macro level explanatory process.

2. It works well during the public campaign, Senate and Parliament.

3. Spiral of silence theory – which helps to raise question about considering the role and responsibility of media in the society.

4. The theory which is not considering the other explanation of silencing. In some cases the person may feel the majority’s ideas or opinion is much better than his own view.

5. It portrait overly negative view of media influence the average people.

• **Media Ecology**

**Introduction**

Neil Postman famously used a biological metaphor to explain “media ecology,” a term he borrowed from McLuhan to spearhead an intellectual tradition. In biology, a medium is defined as a substance within which a culture grows; in media ecology, a medium is a technology within which human culture grows, giving form to its politics, ideologies, and social organization. Previously, “medium” had been conceptualized in terms of transportation; now in communication studies it is typically understood as an environment. Media ecology focuses on media as environments, and environments as media, with an explicit concern for their evolution, effects, and forms. It comprises a theory about the complex interplay between humans, technology, media, and the environment, with the aim of increasing awareness of mutual effects. Media ecology is an expansive, inclusive, and therefore multidisciplinary field, borrowing from a range of academic disciplines, including technology and information studies, linguistics and semiotics, and cultural studies. “Media” refers to communication technologies as
well as other communicative forms, such as the brain and body, the classroom and the courtroom, and the languages, symbols, and codes of successive historical eras. “Ecology” is also a transgressive and encompassing term, drawing upon systems theory and cybernetics in order to make sense of the evolution of humans and technology in the coproduction of culture. Media ecology is distinct from communication studies proper in its focus on the integration, interdependence, and dynamism of media and technology in human affairs. It assumes that the symbol systems and technologies people use to think with, communicate, and represent our experiences play an integral role in how we create and understand reality. As our symbols and media have evolved significantly since the invention of the alphabet—hailed as the first communication technology—so have our thinking processes, social and political structures, and conceptions of reality. Media ecology provides a lens for understanding these changes as we experience and represent “the world” through ever-new media and symbols. Media ecology thus explores the cultural consequences of how media change—and change us—over time. One lingering criticism of the approach is that of technological determinism, not least because of the early thinkers’ preoccupation with the causal role of media in societal change. Media ecologists have responded by underscoring their focus on the interaction of communication, culture, and consciousness as a dynamic process rather than on communication technology as the singular and driving force of social transformation.

**Introductory Works**

Broadly defined as the study of complex communication systems as environments, media ecology has emerged as a meta discipline that seeks integrated and holistic accounts of the consequences wrought by the collision of technology, culture, and consciousness. While there are some texts that offer a thorough exploration of media ecology as a field, these tend to be in shorter supply than detailed treatments of its various and particular elements. Postman 1970 offers the founding definition of media ecology. His student’s doctoral thesis, Nystrom 1973 observed that media ecology did not have a coherent theoretical framework under which to organize its research questions and directions, a deficiency the author tried to correct in her pioneering work. Key anthologies include the Carpenter and McLuhan 1960 collection, which traces the essential media ecology outline in its early exploration of the influence of “media grammars,” and the Crowley and Heyer 2011 survey of the major thinkers in the tradition, now in its sixth edition. Lum 2006 and Strate 2006 provide comprehensive overviews of media ecology that offer an excellent starting point for students entering the field. ETC: A review of general semantics, a peer-reviewed quarterly journal, is a rich resource for historical and contemporary media ecology scholarship. Certainly media ecology has been the subject of deserved critique: in the classic work Carey 1989, the author provides a general corrective to the tendency toward grand and totalizing narratives, instead advancing a media ecology of the particular.
Meaning of Communication

The word communication was originated from the Latin word ‘*communis*’ which means ‘*common*’. Communion, community, communism, commonality, communalism etc. are some related words having the same linguistic roots. Similarly, newer and newer terms are being coined as the concept of communication assumes importance day by day. Communication technology, communication media, communication age, communication management are just a few. As the very term indicates, the ultimate aim of the communication process is to create commonness between communicator and receiver of the message. Through communication, both communicator and receiver enter into a mental agreement. Thus, they achieve their goal, which may be expression of an emotion or transmission of an idea.

Transaction, interchange, interaction, dialogue, discussion, sharing, contact are some of the concepts that come up in our minds when we refer to ‘communication’. According to Oxford English Dictionary, communication is ‘the transfer or conveying of meaning’ (Oxford Dictionary).

Importance of Communication

Communication is important for all beings that lead community life and form relationship. For human beings communication is as essential as food, shelter and dignity. While animal kingdom uses low level symbols for communication, human beings have unique capacity to use language. The basic foundation of human society is communication and it takes place at different levels – within oneself, between individuals, between individual and a group, between groups, between countries and so on. Similarly, we use verbal and non-verbal forms of messages for communication. Communication is essential for development of the society. We attain cultural, social and economic prosperity by sharing out experiences. How can we share experience without better communication? Personal enjoyment is communication based. Just think of a person kept in isolation without any chance for communication with his friends and relatives. It is really a punishment, a prison life. Communication helps us interact with our surroundings, thus create positive relationships, share love, build up friendship and depend each other to
enjoy life. Can you imagine a world without media? Not at all. The basic mission of mass media is to create ties in human society sharing news. In modern world, media have some more roles to play. Media defines our political system, form public opinion, support public demands and set agenda of our social life. In short, no social activity, be it marketing, business, education, politics, media profession..., is possible without communication.

Functions of Communication
Considering the essentiality of communication, scholars enumerated the following functions of it.

a) Education: To transfer knowledge for the progress of the society
   (Example: classroom communication)

b) Information: To find and explain something new (Example: News media)

c) Cultural Promotion: To help foster social values and pass them from generation to generation (Example: Festivals, parties, celebrations)

d) Social contact: To help make enjoyable companionship (Example: Friendship, clubs, organizations etc.)

e) Integration: To create harmonious relationships among various social groups (Example: Political parties, conferences, meetings etc.)

f) Stimulation: To create interest and develop positive thinking behavior (Example: Advertisements)

g) Counseling: To alleviate anxiety and lead to better ways (Example: guidance, consolation etc.)

h) Expression of emotions (Example: crying, smiling etc)

   i) Entertainment: To help pass time and enjoy life (Example: drama, song etc.)

j) Control function: To get someone to behave in an appropriate way (Example: management, censorship etc)

Elements of Communication
Let us analyse Joseph A Devito’s definition that ‘communication refers to the act by one or more persons, of sending and receiving messages distorted by noise, within a context, with some effect and with some opportunity for feedback’ to find out the essential elements of communication. According to his definition, communication has the following elements:

a) Sender

b) Message
c) Channel
d) Receiver
e) Noise
f) Feedback
g) Context
h) Effect

Discussion on each of these elements with examples will give us more insight into the entire process of communication.

**Sender**

*Sender* is the idea generating component in communication process. In human communication, sender may be a person or persons who create or formulate the message to be sent to the receiver. Being the primary source of the message, sender is also termed as source. In mass media, for example, news reporter is the sender or source as he/she constructs the message (news story). In a musical performance, the singer is the sender as his message is enjoyed by the audience. Sender is a critical component in communication as his/her social background, personality status, education etc influence the quality of the message he/she creates. The message is created from the idea generated in the mind of the sender. The idea generation process is called **encoding**. The source/sender has three functions:

a) To decide what is to be communicated

b) Encoding (Put the idea in such a way that the receiver understands it)

c) Transmitting the message to the receiver

**Message**

The message is any verbal or non-verbal method that produces meaning in the mind of the receiver. Simply, it is the meaning transferred from sender’s mind to receiver’s mind. This happens mainly in two ways: verbal and non-verbal methods.

**Verbal message** means written or oral messages. They are composed of words. Example: A newspaper report or a lecture by a teacher.

**Non-verbal messages** are those communicated through our behaviour, movements, actions, clothes, style of conversation, pitch of the sound etc. What is fundamental in message construction is the agreement between sender and receiver in the code used for it. If the receiver cannot identify the language or meaning of the message, the communication will be defective.
Channel

The **channel** means medium by which sender transmits the message to the receiver. Our five senses such hearing, touching, smelling, tasting, seeing are basic natural channels of human communication. Communication can be classified on the basis of five basic natural channels. They are:

**Tactile communication**: Communication by touch or taste

**Olfactory communication**: communication by smell

**Audio communication**: Communication through sound waves

**Visual communication**: Communication through visual elements or properties.

We use any technically developed medium (like television, newspaper, books etc) with the help of one or more of these five senses. Similarly, sender uses one or more channels to maximize the communication effect. For example – multi-media class room where teacher uses projector, blackboard, lecture, gestures etc. simultaneously.

Receiver

Idea receiving end in communication process is called **receiver**. A person or thing may be at the receiving end. The receiver’s role is as important as a sender’s role. As in the case of a sender, receiver has also three roles to play:

a) To receive the message
b) To decode the message

**Decoding** is the process of extracting a message from a code and interprets it. For this, sender and receiver should have knowledge about the code (for example: language) used in communication.

\(c\) To respond to the message through feedback

Receivers may be audience watching movies, persons listening to music, students hearing lecture or a computer getting e-mail from a remote server.

Communication fails or remains faulty when message is rejected or misinterpreted by the receiver.

Feedback

Information or message that is fed back to the source is called feedback. If you get clapping for your singing, clapping is the feedback. Questions raised by students in a class room for more information is another example for feedback. Feedback originated either from the sources’ own message is called **self feedback**. Example: When you talk to somebody, you hear yourself and evaluate your tone, pitch etc. Sometimes you may think that you could have sharpened or softened your tone or pitch or text, because of your own feedback.
Another type of feedback is that originated from the receiver. It may be in the form of questions, applauses, puzzled look etc. Feedback may be negative or positive, immediate or delayed. Receiver’s indication to the sender that the message was not received well is called **negative feedback**. Eg. Looks of indifference, rejection or boredom may be considered as negative feedback. Receiver’s favourable responses like acceptance, applauses etc. are **positive feedback**. Feedback at the time of the communication itself or just after it is **immediate feedback**. Eg. Applauses a singer gets during the performance. Receiver’s response relatively much after the communication is **delayed feedback**. Eg. Letters to the Editor.

**Noise**

Noise or communication barrier is anything that distorts message. Noise may originate in any of the components of communication like source, message, channel, context, receiver etc. Noise is present when there is difference between the message sent and received. Communication is not possible without noise, but its effects may be reduced through various methods such as using good grammar, clear voice, simple language, quality signal etc. Noise is of different types depending on the nature and reasons of the distortion.

**They are:**

**Psychological noise:** Any communication error due to the psychological reasons. Eg. A fearful audience can’t enjoy the musical programme.

**Semantic noise:** Language related problems in communication. Eg. Poor grammar, complex sentence structure, rare vocabulary etc.

**Contextual noise:** If communication takes place in inappropriate time or place, message is not conveyed well. Eg. Wishing compliments during a funeral function. Or An outdoor meeting at noon in a hot summer.

**Channel noise:** Medium related communication barrier. Eg. Poor signal affecting picture clarity of television.

**Context**

Communication takes place in a context. At times it is noticeable and at other times not. In other words, time, place, culture, physical and social condition and psychology of the participants are important in determining communication effect. If we try to interpret a message out of its context, we may get an entirely different meaning which may result in communication error. Rules and roles are two important factors related to communication context. Rules are the norms we have to follow while communicating in different situations. For example, our communication behaviour is different when we are in class room, market or prayer hall, depending on the rules the situation demands. Roles are the character or part each participant in communication has to play. For example, in family communication situation, father plays a leader’s role. In class room, students play the receiver’s role.

**Effect**

Why do we communicate? It is a fundamental question. To make some effect on the receiver is the answer. Effect is consequence or result of communication. Every communication act makes some effect on the person/s. Effect may be positive or negative. Communication is said to be success when we achieve the indented effect.
Communication effects are of three types:

**Cognitive effects:** The consequences take place in the receiver’s intelligence due to communication. Example: Knowledge acquisition.

**Affective effects:** The consequences occurred in the emotions of the person/s due to communication. Eg. Compassion, love etc.

Behavioral effects: The change in the receiver’s behaviour or actions due to communication. Eg. Political campaign and change in people’s voting behaviour or purchasing new products inspired by the advertisements.

Using these elements, let us have a graphical representation of communication process. Graphical representation of communication process is also called communication models.

A basic model of human communication

While analysing this model, we should keep in mind that Communication is a dynamic process involving different elements. No element is static. Some or all of these elements make communication possible. It is not must for a communication act to have all these elements. Elements of communication are interrelated.
Scope and Purpose of Communication Models

A model is a miniature, a highly selective visual representation of any reality. In that sense, communication model means graphical/visual representation of communication process using various elements involved. The best example is the above described graphic that visualizes various elements and processes in the communication as envisaged by Joseph A Devito.

Purpose of Communication Models

A graphic representation of any reality helps us visualize the relationships among various elements of a structure, system or process; an object, event or act. Mc Quil and Windhal say that a model is a consciously simplified description in graphic form of a piece of reality. No single model can be expected to present a holistic picture of reality. Communication models help us to visualise, analyse and discuss various complex processes and issues that would be otherwise difficult to explain.

Functions of models

Organizing function: Models help us by ordering and relating systems to each other by providing with images of whole that might not otherwise perceived
Explaining function: Models help us study communication by providing simplified version which would otherwise be complex
Yet another function of communication is heuristic in nature. It means that in the study of communication, models guide researchers to the key points of the process or system
Thus communication models help
a. to assign probabilities to formulate hypothesis in research
b. to predict outcomes
c. to describe the structure of a phenomenon

Aristotle’s Concept of Communication

The first known scholar who wrote about communication, though not directly, is Aristotle (384-322 BC). In his famous books, ‘Rhetoric’, Aristotle called the study of communication as ‘rhetoric’ and elaborated three elements within the process. According to him, communication process composed of a speaker, a message and a listener. Person at the end of the communication process holds the key to whether or not communication takes place.

In Aristotle’s point of view,
• Communication is purposive;
• It is based on the intention of affecting others;
• Its effects can be evaluated and measured in terms of effect, and also in terms of the truth;
• Rhetoric considers not only what is or was, but also what might be.
To his communicators need to develop five skills:
• Invention - ability to generate ideas;
• Disposition - ability to organize ideas;
• Style - use of appropriate language;
• Memory - ability to recall facts & ideas;
• Delivery - use of voice and gestures.

From his observations, later scholars developed a model of communication using the elements he mentioned.

Aristotle’s Model of Communication

The model consists of four visible elements: Speaker or receiver, speech or message, audience or receiver(s) and effect of communication. And, context or occasion of the communication covers all the elements indicating that it has influence on other four elements.

- **Lasswell Model of Communication**

Harold Dwight Lasswell (1902-1978) is the proponent of famous question formula, which is otherwise called Lasswell formula of communication. We can’t call his definition of communication which is presented in an array of question as a communication model in its strict sense.

This American political scientist stated that the most convenient and comprehensive way to describe an act of communication was to answer the following questions: Who (says) What (to) Whom (in) What Channel (with) What Effect?
Lasswell Model of Communication

This model is self speaking of the process of communication which consists of five elements namely communicator (who), message (says what), medium (in which channel), receiver (to whom) effect (with what effect).

Lasswell conceived communication as a linear process which starts from communicator and ends at receiver with some effect. The major missing elements of this basic model are feedback and context of communication. However, this model is said to be highly helpful for organizing communication research as audience analysis, content analysis, control analysis, reception analysis and effect studies which are respectively represented by communicator, message, medium, receiver and effect.

Osgood and Shramm Model
### Osgood and Shramm Model

Osgood and Schramm envisioned communication as a circular process which has beginning and or end. Hence their model is called Circular Model. In their view, sender and receiver are interchangeable positions and though not specifically mentioned, feedback is an essential component of this model. There are three functions on each part of the communication circle. They are: encoding, decoding and interpreting. Both sender and receiver are encoders, decoders and interpreters at the same time.

**Encoder** – Who does encoding or sends the message  
**Decoder** – Who receives the message  
**Interpreter** – Person trying to understand (analyses, perceive) or interpret.

Merits of this model are:  
1. Dynamic model- Shows how a situation can change  
2. It shows why redundancy is an essential part  
3. There is no separate sender and receiver, sender and receiver is the same person  
4. Assume communication to be circular in nature  

### David Berlo’s Model of Communication

David Berlo’s model of communication has four major parts: source (S), message (M), channel (C) and receiver (R). It is conceived as a linear model. This model is otherwise called SMCR model denoting each element.
• **Berlo’s Communication Model**

Unlike other models SMCR model elaborates the sub sects of major components indicating the influence of external factors like culture, language, text and social system and sensory organs on communication process. Berlo’s model has the following demerits:

a. No feedback / don’t know about the effect

b. Does not mention barriers to communication

c. No room for noise

d. Complex model

e. It is a linear model of communication

f. Needs people to be on same level for communication to occur but not true in real life

g. Main drawback of the model is that the model omits the usage of sixth sense as a channel which is actually a gift to the human beings (thinking, understanding, analyzing etc).

• **Shannon and Weaver Model of Communication**

Claude Shannon, an engineer at the Bell Telephone Company, along with Weaver developed the most influential of all early communication models. Their goal was to formulate a theory to guide the efforts of engineers to find out the most efficient way of transmitting electrical signals from one location to another.
As the prime concern of the developers of this model was to quantitatively maximize the signals transmitted, this model is also called Mathematical Model of Communication. The model is based on technical communication settings where information source transmits the messages after converting it to signals. These signals are captured using receivers and decoded. Communication through mechanical devices like telephone or television is a best example for this model.

Shannon and Weaver Model of Communication
• **Dance’s Helical Model of Communication**

The Helical Model of communication was proposed by Frank Dance in 1967. A helix is nothing but a smooth curve just like a spring which if goes upwards also comes downwards. Dance thought of communication process similar to helix. Dance's model emphasized the complexity of communication. He was interested in the evolutionary nature of the process of communication. According to him, once communication started, it develops gradually according to time. This model disagrees with the traditional concepts of linearity and circularity in communication and stresses the helical spiral nature of the process. According to Dance, earlier communication helps widen the nature and context of further communication. To him, communication has a very simple beginning and it widens as time and context permit.

• **Gerbner’s General Model**

**Introduction:**
Mr. George Gerbner is one of the pioneers in the field of communication research. His works are descriptive as well as very easy to understand any other before. He is working as a professor and head of the Annenberg School of Communications in the University of Pennsylvania. In 1956, Gerbner attempted
the general purpose of communication models. He stressed the dynamic nature of communication in his work and also the factor which affecting the reliability of communication.

(Note: This model can be best understood when read along with the diagram beginning at E – Event.)

(i) Perceptual Dimension:
An ‘E’ is an event happens in the real life and the event content or message is perceived by ‘M’ (Man or a Machine). After Perceives the message from “E” by “M” is known as “E1”. E1 is not same as like ‘E’. Because any man or machine can’t perceives the whole event and they perceives only the part of the event (E1). This is known as “Perceptual Dimension”.

These 3 factors are involves between ‘E’ and ‘M’

- Selection
- Context
- Availability

M (man or machine) cannot perceive the entire content of the event “E”. So M selects the interesting or needed content from the entire event and filtering the others. The context occurs in the event and Availability is based on ‘M’s attitude, mood, culture and personality. (For eg. How a journalist
perceives the messages from the event and also can’t focus the whole event so they filter the unwanted or unrelated content from the event. This filtered content is not same as like the actual event content because the journalist edits the content based on his attitude, mood and cultural background or press policies).

(ii) Means and Controls dimension:
E2 is the event content which is drawn or artified by M. Here M becomes the source of a message about E to send someone else. M creates a statement or signals about the message and Gerbner termed its Form and content as “SE2”. S (Signal or Form) it takes and E2 (Man’s content). Here Content (E2) is structured or formed (S) by ‘M’ and it can communicate in a different ways or based on the structured ways.

M has to use channels (or media) over to send the message which he has a greater or lesser degree of control. The question of ‘control’ relates to M’s degree of skill in using communication channels. If using a verbal channel, how good is he using words? If using the Internet, how good is he at using new technology and words?

This process can be extended to infinitum by adding on other receivers (M2, M3 etc.) who have further perceptions (SE3, SE4 etc.) of the statements about perceived events.

Important Note:
Message at every level is altered or changed.

Example:
In case of news reporting, E can be any event that has happened and the reporter (M) selects a particular part of event (E1) that may be provide his channel higher TRP ratings or the news may boost the particular party which his channel supports. This SE2 is sent through a medium to the mass audience. Then the audience distributed the message (SE2) and he (M1) sends to his friends with his interpretation and the process continues.

• Jacobson’s Model
Roman Jacobson(1960) formulated a very influential model of communication, especially in the study of oral text. He applied a formalist approach to his model. He was interested to find linguistic techniques, which turned simple language into art. His model has two aspects: the constitutive factors of communication and functions of communication. Jacobson has described the model as such:

“The addresser sends a message to the addressee. To be operative the message requires a context to (‘referent’ in another, somewhat ambivalent, normen clature, sizable by the addressee. And either verbal or capable of being verbalized, a code fully, or at least partially, common to the addresser and addressee (or, in other words to the encoder and the decoder of the message); and finally, a contact a physical channel and psychological connection between the addresser and the addressee, enabling both of them to stay in communication.”
In simple words this means: when I communicate, I (the addresser) send a message to some other (the addressee). My message is delivered through a contact (the medium), is formatted in a code (the English language or, in case of non-verbal communication, my gestures and or clothes), and is effected by the context in which it is given (for example, the topic of ‘the meaning of life’ would be understood differently in a philosophy lecture than it would at a funeral). He has described six functions of communication as emotive, cognitive, referential, poetic, pathetic and meta-lingual. All the six functions may be compared in that order with the contributing and/or controlling components of communication suggested by Shannon: source, receiver, channel, transmitter, signal and environment.

Unit-4

Mass Media

The term ‘mass communication’ may be considered as a 20th century development. Sending messages to a large number of people and at greater speed was what man was always looking for. There was a time when men on horseback travelled long distances to convey news about say, a war. Pigeons were used as postmen to deliver messages. You may have heard of Kalidasa who was one of the greatest Sanskrit poets. In his poem ‘Meghdoot’, a Yaksha (celestial singer) sends messages to his beloved through the clouds. The invention of paper and printing, and later newspapers, were the first steps towards mass communication. But it was only through the telegraph, invented by Samuel F. B. Morse in 1835, that messages could be sent to long distances using a code. The next step was to send messages through human voice. Alexander Graham Bell in 1876 succeeded in using wires to send the human voice across long distances. However, it was the invention of the radio by Marconi in 1901 which made sending of human voices over long distances possible. In 1947 the invention of the transistor made radio the most popular medium for sending voice messages. Today television, which can send voice as well as pictures, is found almost everywhere. This was invented by Baird in 1920.

Mass Media

- Newspapers
- Magazines
- Advertising
- Films
- Radio
- Television Internet
You may be wondering what actually is the difference between mass communication and mass media. The moment someone mentions the term mass media, you would probably think of television because that is the most popular mass medium today. When we discussed mass communication we used the word ‘channel’ or ‘medium’. Media, as you have already learnt is the plural of medium. A medium is just a means used to send messages. When we meet someone and speak to that person, it is face to face communication. But when we talk about a mass medium like television it is not face to face communication. There is a mass or a very large number of people watching it. The first medium used to communicate with a large number of people was the newspaper. Then came a truly mass medium, the radio invented by Marconi. Newspapers had limitations like the time factor. News had to be collected, compiled, edited and printed in advance and then sent for people to read them. All these took plenty of time. For example, what you read in your morning newspaper was printed around midnight. That means it does not contain anything that happened after midnight. Of course, those who read a newspaper have to be literate. You will learn more about different forms of mass media in the subsequent modules.

• Press

It is believed that Johannes Gutenberg of Germany was the first to develop printing around 1439. With printing, there was a revolution in the way communication developed. Knowledge and information, which were till then the monopoly of certain sections of the upper strata of society, slowly became available to ordinary people. Spread of knowledge, available in print between two hard covers, was fast. Schools, colleges and universities were places with their libraries making books available to those who wanted to read even if they could not afford to buy them. Later newspapers and journals also became popular. The printing process that Gutenberg developed later underwent much changes and mechanization. Today printing has become highly sophisticated and the print media, namely newspapers, weeklies and monthlies use these modern printing presses which are capable of printing very fast. Computers have further improved printing operations. You will learn more about printing in your next module on ‘print media’

Newspapers are printed and published for providing information of public interest, advertisements and views. These publications are usually issued daily, weekly or at other regular intervals. Newspapers were first published in countries like Germany, Italy and the Netherlands in the 17th century. Later it spread to countries all over the world. Early owners of newspapers were people who took up journalism to fight social problems. You may now ask what is ‘journalism’. Journalism involves the collection of information and communicating it. It also involves the selection and editing of information and printing and presentation of events, ideas, information and controversies in their proper context. You will learn more about this in your next module. Journalism was started in India during the British days by Englishmen and
later by national leaders and social reformers like Raja Rammohan Roy, Bal Gangadhar Tilak and later Mahatma Gandhi. They used journalism to fight the British during our freedom movement. Gandhiji started the Indian Opinion in 1903 in South Africa to fight for the rights of the Indians there. Later in India he started the ‘Harijan’ and wrote for ‘Young India’. Today in India, a large number of newspapers in various languages reach millions of people every morning. You will also learn more about newspapers in the module on ‘print media’.

- **WIRELESS COMMUNICATION**

When we discussed the origin of mass communication two inventions were mentioned. The first was the efforts of Samuel Morse in sending messages using a code in 1835. Later on the international Morse Code was developed in 1851. Until recently we had the electric telegraph of Morse to send messages across the continents. In course of time messages could be sent without using any wires or cables. The cell phone that we use today is a fine example of wireless communication.

- **PHOTOGRAPHY**

In photography, images are produced using light. Photography was developed in the 19th century by two people from France, Nicephore Niepce and LouisJacques-Mande Daguerre. Till a few years back we were taking black and white photographs. Later colour photographs could be taken using an emulsion. Newspapers, magazines and advertisements used photography. By the end of the 20th century photographers began using the digital technology, making photography easier and the cameras user friendly. Even cell phones today have such digital cameras.

- **Cinema**

Cinema as a medium of mass communication has played a significant role in nation-building. With its wide reach, cinema is among the most effective portrayers of the evolution of a state and the transformation of its society. The maturing of a nation-state into a national society is reflected through the cinema and just like the other tools of socio-cultural dissemination including the media and theatre, cinema can also manifest the strategic thinking of a nation.

Democracies encourage debate within society. Cinema becomes a powerful medium especially for those societies which are empowered to choose their destiny and discuss their strategic choices. But is such a generalization true for all democracies? In the United States, for certain, cinema has a long history of narrating the country’s strategic affairs. In contrast, cinema in India has had a different canvas and a far different orientation.

The world’s two largest democracies – India and United States – have had different settings even though cinema was developed around the same time in India as in the West (1912-13). While the American movie industry has been substantially effective in shaping national
perceptions on strategic and security issues, Indian cinema has not really ventured into such areas and instead used different templates of daily references and colloquialism. In fact, the constructive application of cultural tools by Americans for public debates and moldings national perceptions is not restricted to the cinema alone, but includes other tools such as comics, cartoons, art and theatre.

American cinema has not just facilitated an understanding on these issues among its public, but also used its colossal production and distribution infrastructure to mould global perceptions on issues ranging from the World War to Cold War to nuclear wars. It is often amusingly remarked that a real nuclear war can only be fought in Hollywood movies. Productions like Trinity and Beyond, Dr. Strangelove and Fail Safe, among others, were remarkable narrations on the catastrophic consequences of nuclear war, and also underlined the significance of the non-fiction genre for popular dissemination purposes. Movies like the Sum of all Fears, the Day After, On the Beach, and Peacemaker, to name a few, have projected the dangers of nuclear weapons proliferation and nuclear wars in their different manifestations. Other issues like terrorism, intelligence operations, regional conflicts, ethnic issues, etc., have all evenly figured as dominant themes in American movies in a clear illustration of how the society uses this medium to debate and critique security policies. If not such themes, globally released American movies hinge on the American way of life, denoted by the values of liberty, democracy and free enterprise.

Critics have often described the pre-eminence of strategic issues in American movies and their distribution to a global viewership as a means of permeating America’s ideational influence and justifying its grand strategy across the globe. That the Pentagon and the State Department are known to have liaison offices in Hollywood reinstates governmental support for placing the movie industry at the vanguard of America’s cultural campaign. Though rich cinematic traditions exist in other European democracies, the handicap of language has largely inhibited their global reach, just as in the case of aesthetic screenplays from the developing countries such as India, Iran and China, among others.

Indian cinema has had a vibrant independent existence almost since the advent of world cinema. Themes reflecting the independence movement, evolution of the nation-state, early social churning and cultural integration formed the dominant themes and were remarkably captured by the initial productions of independent India. Early Indian movies made significant contributions in moulding the national ethos and raising nationalistic fervour during the years of conflict with Pakistan and China. A handful of movies like Haqeeqat, Prem Pujari and Hum Dono have used war and conflict, or trans-border relations as the central plot, but did not invoke a narrative on strategic issues among mass viewers. A few others in the post-Kargil years (Border, LoC) were only instrumental in creating nationalist fervour. Superlative productions like Tango Charlie, Terrorist, Kannathil Mutthamital and A Wednesday underlined the fact that a small breed of filmmaking talent existed in the Indian movie industry with the intellect to tackle such themes.

The general lack of understanding and absence of popular interest in strategic affairs has largely kept Indian cinema out of this realm. While one argument would be that the polity has mandated the political leadership and bureaucracy to decide on such sensitive issues, the other
could be that the general ignorance and disinterest is a consequence of the failure of the media as a mass communication tool in disseminating an empowering narrative on strategic issues. Though public ignorance of strategic affairs may not drastically affect the policy-making process, it raises pertinent questions on the functioning of a democracy. Should strategic issues be left to the discretion of the policymaking elite? Shouldn’t a vibrant nation undertake informed debates on these issues for effective and representational decisions? Can a nation like India with a rich strategic tradition aspire to become a great power with a diminutive strategic culture shaping its contemporary course? Can cinema and other mass media tools play a role in altering this condition?

As India celebrates a century of its cinematic culture, there is a need to elevate its quality and role to complement India’s power profile and socio-cultural aspirations. The current role it plays in promoting India’s soft power may now need a qualitative and intellectual shift.

- **Radio**

  Broadcasting in India actually began about 13 years before AIR came into existence. In June 1923 the Radio Club of Bombay made the first ever broadcast in the country. This was followed by the setting up of the Calcutta Radio Club five months later. The Indian Broadcasting Company (IBC) came into being on July 23, 1927, only to face liquidation in less than three years.

  In April 1930, the Indian Broadcasting Service, under the Department of Industries and Labour, commenced its operations on an experimental basis. Lionel Fielden was appointed the first Controller of Broadcasting in August 1935. In the following month Akashvani Mysore, a private radio station was set up. On June 8, 1936, the Indian State Broadcasting Service became All India Radio.

  The Central News Organisation (CNO) came into existence in August, 1937. In the same year, AIR came under the Department of Communications and four years later came under the Department of Information and Broadcasting. When India attained independence, there were six radio stations in India, at Delhi, Bombay, Calcutta, Madras, Tiruchirapalli and Lucknow. There were three in Pakistan (Peshawar, Lahore and Dacca). AIR then had a coverage of just 2.5% of the area and 11% of the population. The following year, CNO was split up into two divisions, the News Services Division (NSD) and the External Services Division (ESD). In 1956 the name AKASHVANI was adopted for the National Broadcaster. The Vividh Bharati Service was launched in 1957 with popular film music as its main component.

  The phenomenal growth achieved by All India Radio has made it one of the largest media organisations in the world. With a network of 262 radio stations, AIR today is accessible to almost the entire population of the country and nearly 92% of the total area. A broadcasting giant, AIR today broadcasts in 23 languages and 146 dialects catering to a vast spectrum of socio-economically and culturally diverse populace.

  Programmes of the External Services Division are broadcast in 11 Indian and 16 foreign languages reaching out to more than 100 countries. These external broadcasts aim to keep the
overseas listeners informed about developments in the country and provide a rich fare of entertainment as well.

The News Services Division, of All India Radio broadcasts 647 bulletins daily for a total duration of nearly 56 hours in about 90 Languages/Dialects in Home, Regional, External and DTH Services. 314 news headlines on hourly basis are also being mounted on FM mode from 41 AIR Stations. 44 Regional News Units originate 469 daily news bulletins in 75 languages. In addition to the daily news bulletins, the News Services Division also mounts number of news-based programmes on topical subjects from Delhi and its Regional News Units.

AIR operates at present 18 FM stereo channels, called AIR FM Rainbow, targeting the urban audience in a refreshing style of presentation. Four more FM channels called, AIR FM Gold, broadcast composite news and entertainment programmes from Delhi, Kolkata, Chennai and Mumbai. With the FM wave sweeping the country, AIR is augmenting its Medium Wave transmission with additional FM transmitters at Regional stations.

In keeping with the Government decision for transition to the digital mode of transmission, AIR is switching from analog to digital in a phased manner. The technology adopted is the Digital Radio Mondiale or DRM. With the target of complete digitization by 2017, the listeners can look forward to highly enhanced transmission quality in the near future.

As India’s National Broadcaster and also the premier Public Service Broadcaster, All India Radio (AIR) has been serving to inform, educate and entertain the masses since it’s inception, truly living up to its motto – ‘Bahujan Hitaya : Bahujan Sukhaya’. One of the largest broadcasting organisations in the world in terms of the number of languages of broadcast, the spectrum of socio-economic and cultural diversity it serves, AIR’s home service comprises 414 stations today located across the country, reaching nearly 92% of the country’s area and 99.19 % of the total population. AIR originates programming in 23 languages and 146 dialects.

• **Television**

During the last 50 years television, one of the greatest inventions of the scientific world has contributed immensely to the development of mankind. It has brought people of different countries and regions closer to each other, enabling them to learn about the culture and traditions flourishing in different parts of the world. It is perhaps the most powerful means of mass communication for education and entertainment.

Television in India has been in existence for nigh on four decades. For the first 17 years, it spread haltingly and transmission was mainly in black & white. The thinkers and policy makers of the country, which had just been liberated from centuries of colonial rule, frowned upon television, looking on at it as a luxury Indians could do without. In 1955 a Cabinet decision was taken disallowing any foreign investments in print media which has since been followed religiously for nearly 45 years. Sales of TV sets, as reflected by licences issued to buyers were just 676,615 until 1977.

Television has come to the forefront only in the past 21 years and more so in the past 13. There were initially two ignition points: the first in the eighties when colour TV was introduced by state-owned broadcaster Doordarshan (DD) timed with the 1982 Asian Games which India hosted. It then proceeded to install transmitters nationwide rapidly for terrestrial broadcasting. In this period no private enterprise was allowed to set up TV stations or to transmit TV signals.

The second spark came in the early nineties with the broadcast of satellite TV by foreign programmers like CNN followed by Star TV and a little later by domestic channels such as Zee TV and Sun TV into Indian homes. Prior to this, Indian viewers had to make do with DD's chosen fare which was dull, non-commercial in nature, directed toward only education and socio-economic development. Entertainment programmes were few and far between. And when the solitary few soaps like Hum Log (1984), and mythological dramas: Ramayan (1987-88) and Mahabharat (1988-89) were televised, millions of viewers stayed glued to their sets.

When, urban Indians learnt that it was possible to watch the Gulf War on television, they rushed out and bought dishes for their homes. Others turned entrepreneurs and started offering the signal to their neighbours by flinging cable over treetops and verandahs. From the large metros satellite TV delivered via cable moved into smaller towns, spurring the purchase of TV sets and even the upgradation from black & white to colour TVs.

DD responded to this satellite TV invasion by launching an entertainment and commercially driven channel and introduced entertainment programming on its terrestrial network. This again fuelled the purchase of sets in the hinterlands where cable TV was not available.

The initial success of the channels had a snowball effect: more foreign programmers and Indian entrepreneurs flagged off their own versions. From two channels prior to 1991, Indian viewers were exposed to more than 50 channels by 1996. Software producers emerged to cater to the programming boom almost overnight. Some talent came from the film industry, some from advertising and some from journalism.

More and more people set up networks until there was a time in 1995-96 when an estimated 60,000 cable operators were existing in the country. Some of them had subscriber bases as low as 50 to as high as in the thousands. Most of the networks could relay just 6 to 14 channels as higher channel relaying capacity required heavy investments, which cable operators were loathe to make. American and European cable networks evinced interest, as well as large Indian business groups, who set up sophisticated headends capable of delivering more than 30 channels. These multi-system operators (MSOs) started buying up local networks or franchising cable TV feeds to the smaller operators for a fee. This phenomenon led to resistance from smaller cable operators who joined forces and started functioning as MSOs. The net outcome was that the number of cable operators in the country has fallen to 30,000.

The rash of players who rushed to set up satellite channels discovered that advertising revenue was not large enough to support them. This led to a shakeout. At least half a dozen either folded up or aborted the high-flying plans they had drawn up, and started operating in a
restricted manner. Some of them converted their channels into basic subscription services charging cable operators a carriage fee.

Foreign cable TV MSOs discovered that the cable TV market was too disorganized for them to operate in and at least three of them decided to postpone their plans and got out of the market.

The government started taxing cable operators in a bid to generate revenue. The rates varied in the 26 states that go to form India and ranged from 35 per cent upwards. The authorities moved in to regulate the business and a Cable TV Act was passed in 1995. The apex court in the country, the Supreme Court, passed a judgment that the air waves are not the property of the Indian government and any Indian citizen wanting to use them should be allowed to do so. The government reacted by making efforts to get some regulation in place by setting up committees to suggest what the broadcasting law of India should be, as the sector was still being governed by laws which were passed in 19th century India. A broadcasting bill was drawn up in 1997 and introduced in parliament. But it was not passed into an Act. State-owned telecaster Doordarshan and radio caster All India Radio were brought under a holding company called the Prasar Bharati under an act that had been gathering dust for seven years, the Prasar Bharati Act, 1990. The Act served to give autonomy to the broadcasters as their management was left to a supervisory board consisting of retired professionals and bureaucrats.

A committee headed by a senior Congress (I) politician Sharad Pawar and consisting of other politicians and industrialist was set up to review the contents of the Broadcasting Bill. It held discussions with industry, politicians, and consumers and a report was even drawn up. But the United Front government fell and since then the report and the Bill have been consigned to the dustbin. But before that it issued a ban on the sale of Ku-band dishes and on digital direct-to-home Ku-band broadcasting, which the Rupert Murdoch-owned News Television was threatening to start in India. ISkyB, the Murdoch DTH venture, has since been wallowing in quicksand and in recent times has even shed a lot of employees. But News Corp has been running a C-band DTH venture in the country which has around 20,000 subscribers.

In 1999, a BJP-led government has been threatening to once again allow DTH Ku-band broadcasting and it has been talking of dismantling the Prasar Bharati and once again reverting Doordarshan's and All India Radio's control back in the government's hands. Some things change only to remain the same.

- **Public Relations**

Public relations (PR) is the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organisation) and the public. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment. This differentiates it from advertising as a form of marketing communications. The aim of public relations is to inform the public, prospective
customers, investors, partners, employees, and other stakeholders and ultimately persuade them to maintain a certain view about the organization, its leadership, products, or of political decisions. Public relations professionals typically work for PR and marketing firms, businesses and companies, government, government agencies, and public officials as PIOs, and nongovernmental organizations and nonprofit organizations. Public relations specialists establish and maintain relationships with an organization's target audience, the media, and other opinion leaders. Common activities include designing communications campaigns, writing news releases and other content for news and feature articles, working with the press, arranging interviews for company spokespeople, writing speeches for company leaders, acting as organization's spokesperson by speaking in public and public officials, preparing clients for press conferences, media interviews, and speeches, writing website and social media content, facilitating internal/employee communications, and managing company reputation and marketing activities like brand awareness and event management. Success in the field of public relations requires a deep understanding of the interests and concerns of each of the client's many publics. The public relations professional must know how to effectively address those concerns using the most powerful tool of the public relations trade, which is publicity.

- **Definition**

Ivy Lee and Edward Louis Bernays established the first definition of public relations in the early 1900s as follows: "a management function, which tabulates public attitudes, defines the policies, procedures, and interests of an organization... followed by executing a program of action to earn public understanding and acceptance." However, when PR pioneer Ivy Lee was later asked about his role in a hearing with the United Transit Commission, he said "I have never been able to find a satisfactory phrase to describe what I do." In 1948, historian Eric Goldman noted that the definition of public relations in Webster's would be "disputed by both practitioners and critics in the field." According to Edward Bernays, the public relations counsel is the agent working with both modern media of communications and group formations of society in order to provide ideas to the public’s consciousness. Furthermore, he is also concerned with ideologies and courses of actions as well as material goods and services and public utilities and industrial associations and large trade groups for which it secures popular support. In August 1978, the World Assembly of Public Relations Associations defined the field as "the art and social science of analyzing trends, predicting their consequences, counseling organizational leaders, and implementing planned programs of action, which will serve both the organization and the public interest." Public Relations Society of America, a professional trade association, defined public relations in 1982 as: "Public relations helps an organization and its publics adapt mutually to each other." In 2011 and 2012, the PRSA developed a crowd-sourced definition: "Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics." Public relations can also be defined as the practice of managing communication between an organization and its publics.
**History**

Most textbooks consider the establishment of the Publicity Bureau in 1900 to be the founding of the public relations profession. However, academics have found early forms of public influence and communications management in ancient civilizations, during the settling of the New World and during the movement to abolish slavery in England. Basil Clark is considered the founder of public relations in the United Kingdom for his establishment of Editorial Services in 1924, though academic Noel Turnbull believes PR was founded in Britain first by evangelicals and Victorian reformers.

Propaganda was used by the United States, the United Kingdom, Germany and others to rally for domestic support and demonize enemies during the World Wars, which led to more sophisticated commercial publicity efforts as public relations talent entered the private sector. Most historians believe public relations became established first in the US by Ivy Lee or Edward Bernays, then spread internationally. Many American companies with PR departments spread the practice to Europe when they created European subsidiaries as a result of the Marshall plan.

The second half of the 1900s is considered the professional development building era of public relations. Trade associations, PR news magazines, international PR agencies, and academic principles for the profession were established. In the early 2000s, press release services began offering social media press releases. The Cluetrain Manifesto, which predicted the impact of social media in 1999, was controversial in its time, but by 2006, the effect of social media and new internet technologies became broadly accepted.
The arguments from the critical position have a fairly broad range. Here are six positions:

1. **The conspiracy theory**

The minds of the populace are being manipulated deliberately by the owners of the mass media on behalf of the capitalist cause -- in the interests of profit above all. These theorists are also often known as functionalists; they tend to see social and political power as top-down and manipulative.

2. **The dominance theory**

The people who run the media, and the people who control business and government, have the same ends, values and socialization, and their values are reflected in the way the mass media are structured (driven by advertising revenue, for instance, thus geared toward entertainment and sensationalism) and in the content of the mass media, from the perspective of the news shows to the ideology of the prime-time dramas. Basically this can be seen as a hegemonic or class theory.

3. **The homogenization theory**

The media function to mainstream society, to erode independent thought and action and to render everyone more and more the same.

4. **The political economy theory**

The very nature of capitalism drives the economic, political and communication systems towards injustice. The emphasis is necessarily on control of the market place, including the control of labour, on profits as the only goal, and on the centralization of power in the hands of the holders of capital; to control labour one controls, among other things, information and ideas. Political economy theory tends to be based in marxist thought, and marxist thought has, in the last several decades, had a much more complex understanding of the workings of social and communication systems than do the functionalist theorists.
5. **The commodification theory**

Capitalism tends to turn all objects, work and relationships into commodities, things that can be bought, sold, valued; as such it totally transforms our understandings of ourselves and of our relations to others and to society. We become privatized individuals in a world of status and exchange value. In the meantime the real value of goods is replaced by their 'sign' value, or status value.

6. **The erosion of rationality theory**

The mass media, driven by advertising, appeal to the sensational, to images, to our dreams, and in doing so create a sense of a false world in which commodities purchase happiness and in which social problems are resolved on the level of emotion and the individual; at the same time we are rendered passive and reactive people who are pleased to be entertained, thereby making us less competent members of a democracy, as a democracy calls for an informed, rational populace.

Some problems with the critical media theory perspective

1. Rarely accounts for audience meanings
2. Very 'strong effects' model, denying any sense of audience resistance (or critical intelligence)
3. Often does not establish just how media may shape and influence perception and behavior (see 9 below)
4. Assumes that influence = attitude change = behavior change
5. Tends too often to proceed as if mass mediated communication were the only hegemonic force
6. Tends to oversimplify the process of the production of the media
7. Does not establish that the claims it makes are empirically or historically valid
8. Diminishes the positive contributions of mass media to social and political awareness
9. By failing to make the connection between societal and system forces, on the one hand, and the immediate effects of media on people, it looks like conspiracy theory rather than explanation:


One persistent problem, however, has plagued critical media studies and blunted its potential impact on cultural studies and public policy. Very rarely have critical studies of advertising and mass communications adequately articulated the linkage between the macro political economic structure of mass media and the micro mass communication forms and techniques so as to reveal both the socio-economic functions of advertising and the ways that ads actually shape and influence perception and behavior which reproduce the existing social system. The failure to clearly and comprehensively articulate this linkage has often generated an implicit "conspiracy theory" suggesting that a few elites in control of the mass media consciously conspire to manipulate culture and consciousness. This deficiency has plagued critical analyses of advertising and communications which have generally failed to explain how mass communications in general, and advertising in particular, can exercise the power and impact that critical theorists suggest.
Some Constraints on Critical Strong Effects Theory
1. the media just have weaker effects than more concrete, immediate institutions and relationships do
2. legislative constraints
3. media professionals' values and goals
4. audience interest
5. the 'power elite' may be less unified in values and practice than critical media theory suggests
6. demand characteristics of the media themselves

Some Strengths of Critical Media Theory
1. big business and government do work together
2. profit is the bottom line most of the time
3. the mass media are controlled to a large extent by the big business and government
4. we do get lied to
5. much of the mass media is unimaginative, sensationalist, and slanted towards the interests of the powerful
6. critical media theory teaches us to seek out and act against the abuse of power

Media Ethics
Freedom of the press and journalistic ethics is an important topic today in India — with the word 'press' encompassing the electronic media also. There should be a serious discussion on the topic. That discussion should include issues of the responsibilities of the press, since the media have become very prominent and very powerful.

In India, freedom of the press has been treated as part of the freedom of speech and expression guaranteed by Article 19(1)(a) of the Constitution, vide Brij Bhushan and Another vs. The State of Delhi, AIR 1950 SC 129 and Sakal Papers (P) Ltd vs. Union of India, AIR 1962 SC 305, among others. However, as mentioned in Article 19(2), reasonable restrictions can be placed on this right, in the interest of the sovereignty and integrity of India, the security of the state, public order, decency or morality, or in relation to contempt of court, defamation or incitement to an offence. Hence, freedom of the media is not an absolute freedom.

The importance of the freedom of the press lies in the fact that for most citizens the prospect of personal familiarity with newsworthy events is unrealistic. In seeking out news, the media therefore act for the public at large. It is the means by which people receive free flow of information and ideas, which is essential to intelligent self-governance, that is, democracy.

For a proper functioning of democracy it is essential that citizens are kept informed about news from various parts of the country and even abroad, because only then can they form rational opinions. A citizen surely cannot be expected personally to gather news to enable him or her to form such opinions. Hence, the media play an important role in a democracy and serve as an agency of the people to gather news for them. It is for this reason that freedom of the press has
been emphasised in all democratic countries, while it was not permitted in feudal or totalitarian regimes.

In India, the media have played a historical role in providing information to the people about social and economic evils. The media have informed the people about the tremendous poverty in the country, the suicide of farmers in various States, the so-called honour killings in many places by Khap panchayats, corruption, and so on. For this, the media in India deserve kudos.

However, the media have a great responsibility also to see that the news they present is accurate and serve the interest of the people. If the media convey false news that may harm the reputation of a person or a section of society, it may do great damage since reputation is a valuable asset for a person. Even if the media subsequently correct a statement, the damage done may be irreparable. Hence, the media should take care to carefully investigate any news item before reporting it.

I know of a case where the photograph of a High Court judge, who was known to be upright, was shown on a TV channel along with that of a known criminal. The allegation against the judge was that he had acquired some land at a low price misusing his office. But my own inquiries (as part of which I met and asked questions to that judge and many others) revealed that he had acquired the land not in any discretionary quota but in the open market at the market price.

Also, sometimes the media present twisted or distorted news that may contain an element of truth but also an element of untruth. This, too, should be avoided because a half-truth can be more dangerous than a total lie. The media should avoid giving any slant to news, and avoid sensationalism and yellow journalism. Only then will they gain the respect of the people and fulfil their true role in a democracy.

Recently, reports were published of paid news — which involves someone paying a newspaper and getting something favourable to him published. If this is correct, it is most improper. Editors should curb this practice.

Media comments on pending cases, especially on criminal cases where the life or liberty of a citizen is involved, are a delicate issue and should be carefully considered. After all, judges are human beings too, and sometimes it may be difficult for them not to be influenced by such news. The British law is that when a case is sub judice, no comment can be made on it, whereas U.S. law permits such comment. In India we may have to take an intermediate view on this issue: while on the one hand we have a written Constitution that guarantees freedom of speech in Article 19(1)(a) — which the unwritten British Constitution does not — the life and liberty of a citizen is a fundamental right guaranteed by Article 21 and should not lightly be jeopardised. Hence, a balanced view has to be taken on this.

Also, often the media publish correct news but place too much emphasis on frivolous news such as those concerning the activities of film stars, models, cricketers and so on, while giving
very little prominence to much more important issues that are basically socio-economic in nature.

What do we see on television these days? Some channels show film stars, pop music, disco-dancing and fashion parades (often with scantily clad young women), astrology, or cricket. Is it not a cruel irony and an affront to our poor people that so much time and resources are spent on such things? What have the Indian masses, who are facing terrible economic problems, to do with such things?

Historically, the media have been organs of the people against feudal oppression. In Europe, the media played a major role in transforming a feudal society into a modern one. The print media played a role in preparing for, and during, the British, American and French Revolutions. The print media were used by writers such as Rousseau, Voltaire, Thomas Paine, Junius and John Wilkes in the people's fight against feudalism and despotism. Everyone knows of the great stir created by Thomas Paine's pamphlet 'Common Sense' during the American Revolution, or of the letters of Junius during the reign of the despotic George III.

The media became powerful tools in the hands of the people then because they could not express themselves through the established organs of power: those organs were in the hands of feudal and despotic rulers. Hence, the people had to create new organs that would serve them. It is for this reason that that the print media became known as the Fourth Estate. In Europe and America, they represented the voice of the future, in contrast to the feudal or despotic organs that wanted to preserve the status quo in society. In the 20th century, other types of media emerged: radio, television and the Internet.

What should be the media's role? This is a matter of great importance to India as it faces massive problems of poverty, unemployment, corruption, price rise and so on.

To my mind, in underdeveloped countries like India the media have a great responsibility to fight backward ideas such as casteism and communalism, and help the people in their struggle against poverty and other social evils. Since a large section of the people is backward and ignorant, it is all the more necessary that modern ideas are brought to them and their backwardness removed so that they become part of enlightened India. The media have a great responsibility in this respect.

- **Feminism in mass media**

Contemporary women's movements in North America and Western Europe have played an important role in shaping the academic agenda of feminist communication research. A feminist critique of media content and its implications in the construction of gender has been an important part of feminist cultural politics. The first international review of research and action,
initiated by the UNESCO, drew our attention to the striking similarities in the negative portrayal of women in mass media (Ceulemans and Fauconnier 1979, and Gallagher 1983), and women’s lack of decision-making power in media organisations throughout the world (Gallagher 1981). A disproportionate volume of research on women and media was, however, found to be from the developed countries. In developing countries, feminist communication research on media content, images and representation has grown since the early 1980s. It was the United Nations International Decade for Women (1975-85) that provided political impetus worldwide to initiate research and action for changing women’s portrayal and participation in the mass media. In comparison to the Western feminist scholarship in the field of communication, however, communication research on Third World women has remained fragmentary and descriptive. Despite proliferation of women-in-development literature in the last two decades, gender in the field of mass communication has remained a marginal area of inquiry among feminist scholars (Steeves 1993). Hence, empirical and theoretical work in the area of women and mass media in developing countries is limited and uneven across regions. As a result, media research on women in developing countries has relied heavily on the feminist paradigm for communication research, developed in the West. Gallagher (1992: 4-7) highlights three strands in feminist research on media content, images and representation. The focus of feminist scholarship in the 1970s, conducted mostly in North America and Asia (Japan, Korea and the Philippines), was on quantitative content analyses of "sex-roles and media stereotypes". This research documented invisibility of women in various media forms and highlighted how media images reinforce negative portrayal of women in terms of behaviours, aspirations, psychological traits and so on. Gallagher argues that such juxtaposition of "positive" and "negative" media images of men and women is problematic. There is a tendency in such an approach to define "positive" images of women in "masculine" terms. For example, showing women as authoritative, autonomous, self-fulfilled and successful, etc. while ignoring the ways in which the audience read and reinterpret media content. Despite limitations of this approach, it condemned and drew our attention to sexism in media and provided impetus to feminist research on media content. What is the relevance of Western feminist media paradigms for media studies on Third World women? As there are some commonalities of women's oppression around the world, and in women's position in relation to culture and communication, analytical and heuristic frameworks developed by Western feminists can be useful to some extent. However, recent discourse on feminist media criticism, based on "post-modern" view of society is conceptually ethnocentric and inappropriate for most of the Third World women, who have not yet experienced the "modern" life (Gallagher 1992: 14). The challenge before the feminists in the Third World is to evolve conceptual frameworks that situate mass media in the changing political-economic context while taking into consideration the feminist agendas of Third World women and differences and specificities of their experiences in a given cultural system. Furthermore, in the changing global context of new
communication technologies and rapid commercialisation of mass media, it is far more important to explore the issue of power and critically examine political-economic forces that impinge on media development and media content in developing countries.

- **Content Analysis**

Media content is the basis of media impact: It is, for the most part, open and accessible for study—the most obvious part of the mass communication process—unlike the behind-the-scenes decisions made by producers, writers, and editors and the behaviors of media consumers. Communications content is of interest not only in its own right, but also as an indicator of many other underlying forces. Studying content helps us infer things about phenomena that are less open and visible: the people and organizations that produce the content. We can make inferences, for example, about the consumer demands that give rise to certain content, as well as about the organizational and cultural settings that contribute to its production. A quick glance at stories in the National Enquirer shows that they are designed to appeal to a different kind of audience than those in the New York Times. Comparing editorials in the Wall Street Journal with those in the Washington Post demonstrates a very different political orientation. A study of media content also helps us predict its impact on its audience. Media effects researchers have typically, as a first step, determined what messages are available to an audience and, therefore, what messages are available to have an effect on that audience. Bradley Greenberg's Life on Television (1980), for example focuses solely on the content of entertainment television, but he justifies his large-scale research in this area with a social learning perspective; that is, he argues that it is important first to determine what messages are available for viewers to use in learning about their world. If we assume that the media provide most of the reality" that people know outside their own personal experience, then studying media content surely helps us assess what reality it is that they consume. Simply establishing that messages are available, however, does not by any means ensure that those messages have an effect. Social reformers and special interest group members often assume that media content equals direct effect, and media "monitors" (e.g., the Parent-Teachers Association on children's television) use content research to support their push for more or less content of specific kinds. A study of media content alone is not sufficient, however, to understand either the forces that produce that content or the nature or extent of its effects—but content research is a start. Systematic, patterned regularities in content result from stable, underlying structural factors.