Mass Communication Concepts
&
Processes
CAREER OPPORTUNITIES IN MEDIA WORLD

Mass communication, Advertising and Journalism is institutionalized and source specific. It functions through well-organized professionals and has an ever increasing interlace. Mass media has a global availability and it has converted the whole world into a global village. A qualified journalism professional can take up a job of educating, entertaining, informing, persuading, interpreting, and guiding. Working in print media offers the opportunities to be a news reporter, news presenter, an editor, a feature writer, a photojournalist, etc. Electronic media offers great opportunities of being a news reporter, news editor, newsreader, programme host, interviewer, cameraman, producer, director, etc.

Other titles of Mass Communication, Advertising and Journalism professionals are script writer, copy writer, production assistant, technical director, floor manager, lighting director, scenic director, coordinator, creative director, advertiser, media planner, media consultant, public relation officer, counselor, front office executive, event manager and others.
INTRODUCTION

This book comprise of six units. First unit of this book explains the meaning and significance of Mass Communication. This unit will explain the concept of mass culture, and the different forms of mass communications or mass media in our society.

The second unit will present an interface between the intrapersonal communication and mass communication. Third unit of the book discuss the functions of mass communication and the impact or influence of Mass Communication on the society.

The fourth unit will discuss in detail the different theories of mass communication. Main emphasis in this unit is on the Fred Siebert, Theodore Peterson & Wilbur, Schramm’s four major theories of press.

The fifth unit will focus on the various tools or the media of mass communication. The sixth unit will analyze the effect of mass communication on the modern society. This last unit will present an overview of the print media in India.
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Mass Communication Concepts and Processes

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UNIT 1.
MASS COMMUNICATION CONCEPTS AND PROCESSES

OBJECTIVES

- To understand the meaning of Mass Communication
- To know the various definitions of Mass Communication
- To study the different features of Mass Communication
- To know the concept of Mass Culture

MASS COMMUNICATION

INTRODUCTION

Mass Communication involves communication with the mass audiences and hence the name Mass Communication. When we are thinking, it is intra-personal communication, when there is face-to-face conversation between two people it is interpersonal communication, college lecture or speech would be an example of group communication, but there is another level of communication when we read newspapers, magazines, listen to Radio or watch TV. This would be called ‘Mass communication’ as the message is reached to the masses through different media.

Meaning & Definitions of Mass Communication

The term communication comes from the Latin word-communicis, which means common. In social situation the word communication is used to denote the act of imparting, conveying or exchanging ideas through speech, writing or signs. Thus, it is an expression of transferring thoughts and sound for hearing.

Mass Communication is defined as ‘any mechanical device that multiples messages and takes it to a large number of people simultaneously’. Mass communication is unique and different from interpersonal communication as it is a special kind of communication in which the nature of the audience and the feedback is different from that of interpersonal communication.
Mass communication is the term used to describe the academic study of various means by which individuals and entities relay information to large segments of the population all at once through mass media.

Both mass communication and mass media are generally considered synonymous for the sake of convenience. The media through which messages are being transmitted include radio, TV, newspapers, magazines, films, records, tape recorders, video cassette recorders, internet, etc. and require large organizations and electronic devices to put across the message. Mass communication is a special kind of communication in which the nature of the audience and the feedback is different from that of interpersonal communication.

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

The source or sender of message in mass communication does not know the individual members of the mass. Also the receivers in mass communication are physically separated from each other and share no physical proximity. Finally, the individual members forming a mass are not united. They have no social organization and no customs and traditions, no established sets of rules, no structure or status role and no established leadership.

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

With the Internet's increased role in delivering news and information, Mass communication studies and media organizations have increasingly focused on the convergence of publishing, broadcasting and digital communication. Thus, graduates of Mass communication programs work in a variety of fields in traditional news media and publishing, advertising, public relations and research institutes.
1.1. Features of mass communication

We require a sender, a message, a channel and a receiver for communication to occur. Further there is feedback, which is the response or reaction of the receiver, which comes back to the sender through the same or some other channel. Another element, which plays an important role in communication, is noise or the disturbances. It is observed that the term mass communication must have at least five aspects:

- Large audience
- Fairly undifferentiated audience composition
- Some form of message reproduction
- Rapid distribution and delivery
- Low cost to the consumers

Source – Source or sender of the message may become same or different. Source mostly represents the institution or organization where the idea has been started. In case of source and the sender being different, the sender belongs to media institution or is a professional in media communication. Thus, a scientist or a technologist may use the mass communication media himself for propagating his idea. Or else, they can send the script of the message to the media for delivering the message by an announcer or a reporter.

Message- A message needs reproduction for making it communicable through the media. The message is processed and put to various forms like talk, discussion interview, documentary, play, etc. in case of radio and TV. In case of newspapers, the message is processed by means of article, feature, news story, etc.

Channel- The term channel and media are used interchangeably in mass communication. Modern mass media like radio, television; newspapers spread the message with enormous speed far and wide. The ability of mass communication to encompass vast boundaries of space is expressed by Mc Luhan’s term ‘global village’. The term expresses that the world is smaller than before due to advances in mass communication. More information is coming faster, at cheaper rates per unit, from farther away and from more sources through more channels including multimedia channels with more varied subject matter. Channels of mass communication can be classified into two broad categories:
1. **Print**-newspapers, books, magazines, pamphlets, etc.
2. **Electronic**-radio, television, cinema.

There is also a third category which includes all traditional media like folk dance, drama, folk songs and so on. The mass media may also be categorized according to their ability to provide sensory inputs. Thus, visual media are newspapers, magazines, books, still photographs, paintings, etc. The audio medium is radio and audio-visual media are television, motion pictures, drama, etc. Audio-visual media are more efficient than either audio or visual.

**Receiver** –Mass communication means communication to the mass, so there remains mass of individuals at the receiver end of the communication. This mass of receivers, are often called as **mass audience**. Mass audience can be defined as ‘individuals united by a common focus of interest (to be informed, educated or entertained) engaging in identical behavior towards common ends (listening, viewing or reading)’. Yet the individuals involved are unknown to one other (anonymous). The most outstanding characteristic of the mass communication is that it has a widespread audience separated from the source by a considerable distance. Mass communication has an enormous ability to multiply a message and make it available in many places. The greatest advantage of this mode of communication is the rapid spread of message to a sizeable audience remaining scattered far and wide and thus cost of exposure per individual is lowest.

**Feedback**- Mass communication will have indirect feedback. A source having communicated a message regarding family planning through radio, television or print either has to depend on indirect means like survey of audience reaction, letters and telephone calls from audience members, review of the programme by columnists to know the reaction of audience to the message. Direct feedback which is possible in interpersonal and to a limited extent in group communication, is almost absent in the mass communication.

**Gate keeping**-This is again a characteristic unique to mass communication. The enormous scope of mass communication demands some control over the selection and editing of the messages that are constantly transmitted to the mass audience. Both individuals and organizations do gate keeping. Whether done by individuals or organizations, gate keeping involves setting certain standards and limitations that serve as guidelines for both content development and delivery of a mass communication message.
Noise - Noise in mass communication is of two types-channel noises and semantic noise. Channel noise is any disturbance within transmission aspects of media. In print media, channel noise will be misspellings, scrambled words, omitted lines or misprinting. Any type of mechanical failure stops the message from reaching the audience in its original form. Semantic noise will include language barriers, difference in education level, socio-economic status, occupation, age, experience and interests between the source and the audience members. One way of solving the problem of semantic noise is to use simplicity and commonality.

1.2. Characteristics of Mass communication:

1. Directs messages toward relatively large, heterogeneous and anonymous audience.
2. Messages are transmitted publicly (no privacy).
3. Short duration message for immediate consumption
4. Feedback is indirect, non-existent or delayed
5. Cost per exposure per individual is minimum
6. Source belongs to organization or institutions
7. Mostly one way
8. Involves good deal of selection that is, medium chooses its audience (newspaper for literates) and audience choose media (poor, illiterates select radio)
9. There is need for fewer media to reach vast and widespread audience because of wide reach of each
10. Communication is done by social institutions which are responsive to the environment in which they operate

1.3, Concept of mass & mass culture

Mass is defined as ‘A grouping of individual parts or elements that compose a unified body of unspecified size or quantity. In mass communication, it refers to a large group or large number of audience and listeners.

Culture is defined as a complex whole that includes knowledge, belief, art, moral, law, customs and any other capabilities and habits acquired by man as a member of the society. Thus, culture will comprise of all the ways of living and doing and thinking that have been passed down from one generation to another and that become an accepted part of the society. Synonyms of culture will be learned behavior, social heritage, super organic, and design of living. The culture,
therefore, means a glimpse of the way of living, thinking and acting of our anthropologists.

De Vito (1978) views culture as learned set of thought and behavior common to a number of people that defines them as members of the same group and as non-members of the other groups. The thought refers to attitude, belief, opinion and values and the behavior means the act of behaving while speaking, eating, listening, viewing, etc.

**Mass Culture**

A set of cultural values and ideas, that arises from common exposure of a population to the same cultural activities, communications media, music and art, etc. Mass culture becomes possible only with modern communications and electronic media. A mass culture is transmitted to individuals, rather than arising from people's daily interactions. Mass culture tends to reproduce the liberal value of individualism and to foster a view of the citizen as consumer. The rise of mass culture is related to the development of mass society and the advent of mass media.

**1.4. Mass Society**

Refers to a society with a mass culture and large-scale, impersonal, social institutions. Even the most complex and modern societies have lively primary group social relationships. The modern network of transportation and communication is bringing various parts of mass society into frequent contacts. Thus, the mass society has aroused and enhances individuality by liberating the cognitive, appreciative and normal capacities of individuals. This way we can say that larger elements of population have learned to value the pleasures of ear, eye, taste and touch.

**1.5. Mass & Mass Culture**

B The ancient society had a dichotomous structure. A few powerful, noble, refined, rich and educated persons pursued refined and high culture. They were the ones to form superior part of the society. The remaining part of the society, who was fairly large in number, was powerless, ignorant, primitive, superstitious, poor and uneducated sections of the society.

During the early stages of French Revolution, the rise of liberal bourgeois society synchronizes with the proclamation of principle of ‘culture and education for all’
to create a civilized, responsible and creative mankind. The growth of the politics of freedom and the spread of education and later the advent of the mass media not only initiated human development on different lines but also transformed the traditional society into mass society and traditional folk culture into mass culture.

John Stuart Mill points out, ‘Formerly, different ranks, different neighborhoods, different trades and professions lived in what might be called different worlds, at present to a great degree, in the same- they now read the same things, listen to same things, see the same things, go to same places, have their hopes and fears directed to the same objects, have the same rights and liberties, and same means of ascertaining them.’

Mass culture is a set of shared ideas and behavior patterns that cross cut socioeconomic lines and sub cultural grouping within a complex society. These commonly shared ideas and behavior pattern serve as points of reference and identification for members of the society. Mass culture is also referred to as ‘Popular culture’. Popular culture flourishes, exists and is transmitted by the mass media, the classical and true folk art, on the other hand, do not depend upon mass communication for their development, transmission and existence. Thus, here lies the distinction between the relationship of mass media with mass culture and other major strains of cultural heritage.

The mass requires distraction from life, thrills, sentimentality an escapism, the bulk of mass culture deals in these qualities. But, excessive communication tends to isolate people from one another and from real experiences; fabricated experiences are ‘realer’ to them than the real ones. Also, since mass culture serves average tastes, it tends to reshape all art-past and present-in order to meet the expectations and demands of the masses.

`1.6. Today’s Mass Media Culture

‘Mass Culture’ concept mainly depends on our point of view and on what ‘culture’ means to us. Thus, the term can be used pejoratively or positively. The ‘mass’ is the rabble, the uncouth, illiterate and uncultured lot; the ‘mass’ is also vast, homogenous, scattered, and anonymous. But from a positive perspective, the mass is volatile, dynamic, revolutionary.

Denis Mc Quail (1969) states that mass culture refers to whole range of popular activities and artifacts-entertainment, music, books, films. It has been identified with the typical content of the mass media and especially with the fictional,
dramatic and entertainment material, which they provide. Germans terms mass media culture as Kitsch and Clement Greenberg defined Kitsch and ersatz culture, means artistic rubbish. Kitsch makes culture cheap and vulgarized. Greenberg states: ‘the new urban masses set up a pressure on society to provide them with a kind of culture fit for their own consumption. To fill the demand of new market, a new commodity was devised, ersatz culture, kitsch, described for those who, insensible to the values of genuine culture, are hungry nevertheless for the diversion that only culture of some sort can provide.’

Mass entertainment is entertainment derived from the mass media of communication such as television, radio, cinema, popular novels, newspapers, and magazines. The entertainment as mass entertainment is centered on two aspects:

1. Mass Culture attempts to attract as large audience as possible. This appeal to many socio-economic groupings produces a heterogeneous audience; hence, producers of mass entertainment place emphasis upon exploitation of common denominators of shared tastes within this ‘mass’.
2. The term ‘entertainment’ is meant that activity, which provides pleasurable diversion irrespective of any social message, or value that may be associated with it.

Thus, mass culture is highly competent to entertain the mass audience and help the individual to escape the hard reality of everyday life in this turbulent world. It provides escapism from stress and tensions. But in the process, the producers of mass entertainment exploit them by lowering their taste for financial gain at the expense of their time and money. They provide cheap thrills and vulgar entertainment. This damaging outcome of the spread of mass culture, its increasing use in sales promotion and its fast falling standards are harming the society. But otherwise, in this age of social transformation, mass culture is inevitable and considered to be an important means of vigorous expansion of media.

**SUMMARY**

Mass communication is unique and different from interpersonal communication as it is a special kind of communication in which the nature of the audience and the feedback is different from that of interpersonal communication.
Mass communication is the term used to describe the academic study of various means by which individuals and entities relay information to large segments of the population all at once through mass media.

A set of cultural values and ideas, that arises from common exposure of a population to the same cultural activities, communications media, music and art, etc. Mass culture becomes possible only with modern communications and electronic media. A mass culture is transmitted to individuals, rather than arising from people's daily interactions.

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Mass entertainment is entertainment derived from the mass media of communication such as television, radio, cinema, popular novels, newspapers, and magazines.

**QUESTIONS FOR PRACTICE**

Q1. Discuss the various elements and features of Mass Communication.
Q2. Write a note of ‘Mass Culture’.
Q3. Explain the various definitions of Mass Communication.
Q4. How is Mass Culture affecting our society?
Q5. Analyze the different features of Mass Communication and discuss the various definitions of Mass Communication.

**FURTHER READING**

1. Mass Communication & Development Dr. Baldev Raj Gupta
2. Mass Communication in India Keval J Kumar
3. Mass Communication Journalism in India D S Mehta
4. Mass Communication Theory Denis McQuail
UNIT 2. MASS COMMUNICATION & OTHER FORMS

OBJECTIVES

- To understand the basic terms ‘Mass’ & ‘Communication’ in Mass Communication
- To know the various channels of distributions of Mass Communication
- To compare Mass Communication with Intrapersonal Communication

INTRODUCTION

Mass communication media make it possible to deliver messages to millions of people at roughly the same time. The authors of these messages are usually organizations, and the audiences are composed of individuals.

However, individuals, not groups, take up the products of mass communication, and these individuals interpret the messages and incorporate them into their lives through complex reception activities.

2.1. Mass communication

Mass communication is the “institutionalized production and generalized diffusion of symbolic goods via the fixation and transmission of information or symbolic content” (Thompson 1995). As it is generally used, the term “mass communication” can be misleading. “Mass” suggests that message recipients are a large, undifferentiated group of people. However, individuals, not groups, take up the products of mass communication, and these individuals interpret the messages and incorporate them into their lives through complex reception activities.

Also, “communication” implies that mass communication is very similar to other forms of communicative activity. However, mass communication is one-way communication, as opposed to face-to-face communication, which is dialogical, or two-way, in nature. Thus, the recipients of mass communication are participants in a structured process of symbolic transmission, rather than communication partners. One important aspect of mass communication is that it creates a structured break between the production and reception of symbolic forms. In all types of mass communication, symbolic forms are produced in one context and transmitted to recipients in distant and diverse settings. The flow of messages is a structured flow
in which the capacity of recipients to contribute to the process of production is 
significantly controlled.

Another important aspect of mass communication is that it extends the availability 
of symbolic forms in space and time. Since the media institute a separation 
between contexts of production and reception, the individuals who receive 
mediated messages are generally far removed in space and/or time from the 
individuals who produce the messages. Mass communication makes the extended 
availability of symbolic forms a much more significant and pervasive social 
phenomenon.

Mass communication media make it possible to deliver messages to millions of 
people at roughly the same time. The authors of these messages are usually 
anizations, and the audiences are composed of individuals.

The development and widespread use of printed text in Europe in the 1500s 
produced a brand new form of communication. For the first time, a single message 
could be duplicated with little error and distributed to thousands of people. First 
used to propagate religious texts and arguments, this "mass" approach to 
communication quickly caught on and was soon being used to distribute news, 
entertainment, and government regulations.

From these first primitive pamphlets, the "mass media," as they are often called, 
have grown to include the print media of books, newspapers and magazines, the 
electronic media of television, radio, and audio/video recording, and the new 
media of computers and computer networks. While these media differ in many 
ways, they all share the characteristics by which scholars define mass 
communication:

- Mass communication messages are produced by organizations.
- The medium for these messages permits accurate duplication.
- The messages are distributed to large audiences at roughly the same time.

Face-to-face communication occurs on many channels, with many opportunities to 
send and receive messages, and with much complexity in the communication 
process.

Yet, the situation becomes even more complex when the many media 
anizations with their production and distribution of millions of messages are
considered. Media may be received by millions of people, all of whom are also engaged in face-to-face communication.

2.2. Channels of distribution

Scholars tend to identify the various mass media by their distribution channels. Books, newspapers, and magazines are often called the "print media," while radio and television are often called the "electronic" or "broadcast" media. Two other electronic channels of distribution are also recognized as very important: "electronic recorded" media which include such as CDs, cassette tapes, videotapes, and the like. These are electronic in nature but are sold and delivered much in the same way as books and "film" or "movies" which are similar to television but which are delivered in special buildings called "theaters."

Telephones are electronic media, but telephones have not traditionally been included in the "mass media" because telephones are used mainly in person-to-person communication. Similarly, computers, especially large computer networks, have the potential to be used as mass communication media; however, these are so new that their uses are still developing. Although they have no true category as yet, computers are sometimes referred to as the "new" media.

2.3. Intrapersonal & mass communication

Intrapersonal communication is language use or thought internal to the communicator. Intrapersonal communication is the active internal involvement of the individual in symbolic processing of messages. The individual becomes his or her own sender and receiver, providing feedback to him or herself in an ongoing internal process. It can be useful to envision intrapersonal communication occurring in the mind of the individual in a model which contains a sender, receiver, and feedback loop.

Although successful communication is generally defined as being between two or more individuals, issues concerning the useful nature of communicating with oneself and problems concerning communication with non-sentient entities such as computers have made some argue that this definition is too narrow.

In Communication: The Social Matrix of Psychiatry, Jurgen Ruesch and Gregory Bateson argue that intrapersonal communication is indeed a special case of interpersonal communication, as "dialogue is the foundation for all discourse."
2.4. *Intrapersonal communication can encompass:*

- Day-dreaming
- Nocturnal dreaming, including and especially lucid dreaming
- Speaking aloud (*talking to oneself*), reading aloud, repeating what one hears; the additional activities of speaking and hearing (in the third case of hearing again) what one thinks, reads or hears may increase concentration and retention. This is considered normal, and the extent to which it occurs varies from person to person. The time when there should be concern is when *talking to oneself* occurs outside of socially acceptable situations.
- Writing (by hand or with a word processor, etc.) one's thoughts or observations: the additional activities, on top of thinking, of writing and reading back may again increase self-understanding and concentration. It aids ordering one's thoughts; in addition it produces a record that can be used later again. Copying text to aid memorizing also falls in this category.
- Making gestures while thinking: the additional activity, on top of thinking, of body motions, may again increase concentration, assist in problem solving, and assist memory.
- Sense-making e.g. interpreting maps, texts, signs, and symbols
- Interpreting non-verbal communication e.g. gestures, eye contact
- Communication between body parts; e.g. "My stomach is telling me it's time for lunch."

Intrapersonal communication involves communication with oneself. People normally communicate with themselves when they are alone in private or semiprivate places. When people talk to themselves aloud in crowded, public places, others find such behavior strange.

You must be able to communicate with yourself before you can communicate with others. It can be surprising the number of people who do not know what they want or where they want to go and hope that other people will figure it out for them. These same people get upset when others are unable to mind read for them, what they have been unable to discover for themselves.

Many people have stated that much of their stress in life is from a feeling of not having any control in their lives. The essential first step in gaining control is getting a clear understanding with yourself, on what you want. Then you must be able to figure out the details of that desire and the steps necessary to achieving it.
We need to do this in all areas of our lives, and have an idea, in each area, how we would like to achieve it. This puts you in the driver’s seat of your life. You can be the one in control instead of having others control you. There are many ways through the process of discovery and of finding the path to what you desire. The first step is just to begin. Start writing in a journal. Start writing what you want in life and build on it from there.

**SUMMARY**

“Mass” suggests that message recipients are a large, undifferentiated group of people. However, individuals, not groups, take up the products of mass communication, and these individuals interpret the messages and incorporate them into their lives through complex reception activities.

Also, “communication” implies that mass communication is very similar to other forms of communicative activity. However, mass communication is one-way communication, as opposed to face-to-face communication, which is dialogical, or two-way, in nature. Thus, the recipients of mass communication are participants in a structured process of symbolic transmission, rather than communication partners.

Intrapersonal communication involves communication with oneself. People normally communicate with themselves when they are alone in private or semiprivate places. When people talk to themselves aloud in crowded, public places, others find such behavior strange.

**EXERCISES AND QUESTIONS**

Q1. Discuss the concept of Mass Communication.
Q2. Write a note of ‘Intrapersonal Communication’.
Q3. Explain the various types of Intrapersonal Communication.
Q4. What are the various channels of distribution of Mass Communication messages?

**FURTHER READING**

1. Mass Communication & Development Dr. Baldev Raj Gupta
2. Mass Communication in India Keval J Kumar
3. Mass Communication Journalism in India D S Mehta
4. Mass Communication Theory Denis McQuail
UNIT3. FUNCTIONS OF MASS COMMUNICATION

OBJECTIVES

- To understand the different functions of Mass Communication
- To realize the importance of Mass Communication

INTRODUCTION

Communication is vital for the existence of all human beings, and for the progress of humanity. It is impossible to imagine existence without communication and interaction. Thus, communication functions as a relating tool, that creates understanding, facilitates work, and strengthens collective living among people.

The content of mass communication seem diverse in nature to audience as they expose themselves to thousands of media stimuli throughout the day and round the clock. News, reviews, commentaries, advertisements, etc can saturate the audience. Thus, the audience members select the messages according to their needs. The major functions of mass communication are that it informs, enriches, educates and entertains.

3.1. Functions of mass communication

The primary function of communication is to inform, instruct/educate, entertain, and influence/persuade people to make them function smoothly and effectively. Besides, communication has a secondary function to perform as well, through debates and discussion, cultural promotion and integration; it fosters consensus, creativity, and understanding amongst people, groups and societies so that they live in peace and harmony.

3.1.1. Surveillance of environment: It is one of the most important major functions of mass communication conceptualized by Laswell. Schramm observed that in this function media took on watchman’s role. Surveillance is the process of monitoring the behavior of people, objects or processes within systems for conformity to expected or desired norms in trusted systems for security or social
control. Although the word surveillance literally means "watching over" the term is often used for all forms of observation or monitoring, not just visual observation. Surveillance of environment involves seeking out and then transmitting information about the society and all other relevant elements. Mass communication keeps watch on socio-political-economic events of the close and faraway localities and reaches the accounts to the audience through creative reporting. The effect of surveillance of environment function can be counted on individuals and society.

Effects of news on individuals are:

1) Increase personal esteem: Personal esteem is built through the prestige that comes from knowing the news. There is social gain from being the first with the news. Quite many individuals are aware of this gain and so collect news from various media sources.

2) Provide social base for personal interchange: Individuals remain aware in advance about what will be the subject of interaction with their friends, how and what parts of the mass media content will be highly desirable during conversation with others and so on.

3) Gains in and feeling for knowledge: individuals remain knowledgeable about the information on the environment and that encourage them to seek more knowledge and satisfy their curiosity.

3.1.2. Information: The quality of our life would be poorer without the bit of information we get from mass media. In the western countries, information is now regarded as power. The more informed you are, the more powerful you become. Those who have access to information can take advantage of it in their own interest. Mass communication provides us enormous information about the environment in which we live. Information such as news of war, danger, crisis, earthquake, famine, etc. is important for that helps us in taking appropriate steps to safeguard our interests.

3.1.3. Entertainment: We all need entertainment to break the monotony of our hectic stressful life and divert our attention from the troubles and tensions. Such diversion will have a positive impact on our lives. Mass media provides a variety of entertainment to audiences through films, TV shows, drama, dance, music, art, comedy, games, animation, etc.

Common people have the impression that mass media exist because they are designed to entertain. Mass media provide the audience with some sort of escape or diversion from the realities and anxieties of daily living. Game shows, situation comedies, serials, movies, dramas, variety shows, sport events on television screen
and huge discharge of message like music, dramas (radio plays), skits, etc. from radio-provide variety of daily entertainment material to the audiences and the listeners. Even in print media, the use of color, fancy typefaces, the pictures and many attractive features in the presentation style, may provide entertainment to the readers.

3.1.4. Persuasion: Persuasion is an alternative term used to denote an act of influencing others. One of the most important functions of mass communication is to persuade the other person. It is only through persuasion that one can control and govern others. But it is also possible that one may resort to persuasion with a bad motive. The receiver must be careful about the source of such persuasion. The persuasive potential of mass communication is used heavily in both developing and developed countries. Media are extensively used for socio-economic progress and for sales promotion of the consumer goods.

Persuasion is the process of influencing the audience members to develop a favorable attitude towards new ideas and become dissatisfied with the traditional methods. It seeks change in the behavior of the audience by way of substituting the old practices with the new. Similarly, when an advertiser pleads for acceptance of his product, he influences consumers to develop favorable attitude and behavior towards the advertised products. On the other hand, when a political leader delivers his election speech on radio, television or in newspaper he performs a propaganda job for his party candidate. Both the electronic media and the print media have great persuasive potentials but that depends on the nature of the delivered message.

3.2. Persuasiveness of mass communication depends on the following factors:

1. **Source Credibility**- Credibility is the degree to which a communication source or channel is perceived as trustworthy and competent by the receiver. The source and the medium are viewed as inseparable by the audience, so credibility of the source and the medium is often treated interchangeably.

2. **Presentation of the message**- the affectivity of the media communicated persuasion is largely dependent on how the message is presented by the communicators. Clarity, brevity and preciseness are the pillars of persuasion on mass media.

3. **Media factor**- there is a general impression that messages having persuasive content if communicated through television, become more effective than when the message is communicated through radio or print. This impression does not seem to have validity in every situation with the audience for every message.
4. **Audience factor**- audience is the single most important factor to determine the degree of persuasiveness of mass communication. The attitude of the audience toward the persuasion message of the mass media largely depends upon who gives what message in which channel; to what extent the content of the message satisfy their needs and the intentions; to what measures the suggestions contained in the message are in line with their pre-held experiences and pre-existing preferences; and, how far the message is compatible with group norms and value system to which the audience belongs.

3.3. **Instruction:** Mass communication helps to instruct, educate and socialize the members of the society. Mass communication provides a fund of knowledge, expertise and skills that enable people to operate as effective members of society. It also creates awareness; give direction and opportunity to audience through positive impact of mass media.

3.3.1. **Correlation:** This term was used by Lasswell and is an important function of mass communication. The role of mass media in correlation function was termed as ‘**Forum**’ by Schramm. The mass communication in the role of forum is for the exchange of comments and criticism. The said function of mass communication arouses interests through lead articles, editorials, special articles in case of newspapers and magazines and news commentary, current affairs in case of radio and television. The purpose is to improve the quality of usefulness of the information for the citizen. Forum implies a platform where exchange of views takes place. This function of media thus enables the audience/readers to widen their understanding about the environment and events happening all around them.

3.4. **Debate and discussion:** It is through debate and discussion in media that the public can clarify different viewpoints on issues of public interests and arrive at a general agreement on matters that concern us all. Also the audience gets a chance to present their views through debate and discussions in talk shows through different mass media.

3.5. **Cultural Promotion:** Media educate the people toward better living and preserving the traditions of the society. Mass media provide an opportunity for culture to be preserved and promoted. It presents different cultures, beliefs and customs from different countries and helps us promote ours to all part of the world. Thus, individuals come to know one another, understand and appreciate other’s ways of life and thereby develop tolerance towards one another.
3.6. **Integration**: Communication is a great integrating tool. Through a fund of knowledge or information, individuals, groups or cultures come to know one another, understand and appreciate other’s ways of life and thereby develop tolerance towards one another. It can also be the greatest disintegrating tool.

McQuail’s (1983) sums up the functions of mass communication as:

### 3.6.1. Information

- finding out about relevant events and conditions in immediate surroundings, society and the world
- seeking advice on practical matters or opinion and decision choices
- satisfying curiosity and general interest
- learning; self-education
- gaining a sense of security through knowledge

### 3.6.2. Personal Identity

- finding reinforcement for personal values
- finding models of behavior
- identifying with valued others (in the media)
- gaining insight into oneself

### 3.6.3. Integration and Social Interaction

- gaining insight into the circumstances of others; social empathy
- identifying with others and gaining a sense of belonging
- finding a basis for conversation and social interaction
- having a substitute for real-life companionship
- helping to carry out social roles
- enabling one to connect with family, friends and society

### 3.6.4. Entertainment

- escaping, or being diverted, from problems
- relaxing
- getting intrinsic cultural or aesthetic enjoyment
- filling time
- emotional release
- sexual arousal

3.7. IMPORTANCE OF MASS COMMUNICATION

-Mass Communication Informs
-Mass Media Entertains
-Mass Communication Persuades
-Mass Communication Binds
-Popularity of Mass Media

The mass media have an important role in modern democratic society as the main channel of communication. The population relies on the news media as the main source of information and the basis on which they form their opinions and voting decisions. Any selection of messages in the mass media will thus have a profound effect on the entire society.

Competition has become increasingly keen in the area of the mass media as they keep fighting for the attention of the readers, listeners, and TV-viewers. The life and death of each newspaper and TV station is at stake here when the income from advertising and sponsoring is proportional to the number of readers or viewers. The printed media have problems competing with the electronic media as sources of news. In order to survive, they are increasingly turning to other strategies such as entertainment, titillation, scandal mongering, and spreading fear and spending fewer resources on serious researching of news. This is not only about the survival of the fittest of the news media; it is also about cultural selection and political selection.

The news media are the most important channels for the propagation of culture, ideas, and opinions. Most opinion formation takes place when people sit and watch news and debates on television. Analyzing the cultural selection in the electronic information society, we find that an important part of the selection lies in the choice between TV channels. Millions of lazy viewers sit in their comfortable armchairs with remote controls in their hands zapping between action films, revivalist preachers, and commercials for a new fragrance, hardly realizing that by choosing which cultural and political influences they expose themselves to, they also chose the cultural and political evolution of their country.
It is very important to analyze which selection criteria are in effect here. The electronic media are first and foremost pacifying. It is a relaxation machine, and the viewer wants to be entertained. The faces on the screen are not chosen for their opinions but for their entertainment value. TV stations do not compete on ideologies but on sense impressions. An extreme example is music videos, satiated with fast changing sense impressions in sound as well as in pictures.

Media scientists have often discussed how much influence the media have on people's opinions. People tend to selectively read what they already agree with and to rationalize their preformed opinions in the face of contrary arguments. Experimental evidence seems to indicate that the mass media have little power to change people's opinions on issues for which they already have formed a strong opinion, but they have a profound influence when it comes to setting the agenda and priming people on new issues.

We live in the age where mass communication performs certain functions that are useful to us. It is through mass communication that millions of audience is exposed to a variety of messages each day. While many consumers of media are satisfied with any single channel of mass communication, there are others who seek exposure to more than one channel. There is increasing anxiety about the adverse effect of mass communication on society in general and individuals in particular.

In spite of limited reach, mass communication is so central to society that life seems inconceivable without mass media. They inform and shape our social life. Their influence is positive if they are able to fulfill the information and entertainment needs of the people in accordance with the existing norms, values and culture in society. Usually, the mass communication messages are positive like conveying messages for communal harmony, peace, anti-terrorism, anti-social evils, anti-drugs, etc.

The newspaper can influence the people to a large extent creating awareness and political development. Broadcasting under government control can be use for the purpose of education, social change and development of the society. Films can bring forward unhealthy social issues of our society and promote peace and harmony within communities. Thus, these mass media can contribute immensely towards nation development and social awareness.

Media like television and cable television can sometimes have bad effect in our society. The audience of these media are watching everything being telecasted in hope of entertaining themselves, be it violence, vulgarity, etc. besides this,
advertising also leaves images and impact on young minds. They give children a materialistic world, which desires unaffordable things. Also too much of television watching is creating health problems of obesity and diversion from studies, sleep and eating proper diet.

Mass communication does influence (and even reflect) social values and practices, but this influence is always in combination with a whole lot of other socio-cultural and economic and political factors. By themselves, the media have little power to influence, change and develop. For example, Hindi films may start fashions for men and women in the areas of clothes, hairstyles, manner of speech, manner of greeting, or ways of socializing. We may even go to the extreme of acting out what we see or hear in the mass media, say a violent gesture or protest, but it takes much more than film or TV to change our social and cultural values.

**Importance of Mass communication for us**

Communication in its simplest sense involve two or more persons who come together to share, to dialogue and to commune, or just to be together for a festival or family gathering. Dreaming, talking with someone, arguing in a discussion, speaking in public, reading a newspaper, watching TV etc. are all different kinds of communication that we are engaged in every day. Communication is thus not so much an act or even a process but rather social and cultural ‘togetherness’.
Communication can be with oneself, god, and nature and with the people in our environment. Interaction, interchange, transaction, dialogue, sharing, communion, and commonness are ideas that crop up in any attempt to define the term communication.

Communication is important both for an individual and also for the society. A person’s need for communication is as strong and as basic as the need to eat, sleep, and love. Communication is the requirement of social existence and a resource in order to engage in the sharing of experiences, through ‘symbol mediated interaction’. Isolation is in fact the severest punishment for human being. Grown-ups, children, and old people all need to communicate. Society punishes criminals by locking them up in solitary cells, thus starving them of the basic need, and indeed the fundamental right to communicate. Communication thus involves active interaction with our environments -physical, biological and social. Deprived of this interaction we would not be aware of whether we are safe or in danger, whether hated or loved, or satisfied or hungry. However, most of us take this interaction and this relationship for granted, unless we experience some deprivation of it. When that happens we adapt ourselves to the environment so that we do not lose touch, in both the literal and figurative senses. For, to lose touch is to suffer isolation.

The basic human need for communication can perhaps be traced to the process of mankind’s evolution from lower species. Animals, for instance, have to be in sensory communication with their physical and biological surroundings to find food, protect themselves and reproduce their species. A loss of sensation-the inability to hear a predator for instance can mean loss of life. Thus, it is said that the biology of human beings and other living organisms is such that they have to depend upon each other. This dependence give rise to a situation where it is the biological necessity for the human beings to live in groups. Society is therefore, the outcome of the evolution of the human race and man is a social animal not by option but by compulsion.

SUMMARY

The primary function of communication is to inform, instruct/educate, entertain, and influence/persuade people to make them function smoothly and effectively. Besides, communication has a secondary function to perform as well, through debates and discussion, cultural promotion and integration; it fosters consensus,
creativity, and understanding amongst people, groups and societies so that they live in peace and harmony.

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Competition has become increasingly keen in the area of the mass media as they keep fighting for the attention of the readers, listeners, and TV-viewers. The life and death of each newspaper and TV station is at stake here when the income from advertising and sponsoring is proportional to the number of readers or viewers. The printed media have problems competing with the electronic media as sources of news.

In order to survive, they are increasingly turning to other strategies such as entertainment, titillation, scandal mongering, and spreading fear and spending fewer resources on serious researching of news. This is not only about the survival of the fittest of the news media; it is also about cultural selection and political selection.

EXERCISES AND QUESTIONS

Q1. Discuss the various functions of Mass Communication.
Q2. Explain the importance of Mass Communication.
Q3. How does mass media act as surveillance of the environment?

FURTHER READING

1. Mass Communication & Development Dr. Baldev Raj Gupta
2. Mass Communication in India Keval J Kumar
3. Mass Communication Journalism in India D S Mehta
4. Mass Communication Theory Denis McQuail
UNIT 4. THEORIES OF MASS COMMUNICATION

OBJECTIVES

- To understand the basic terms ‘Mass’ & ‘Communication’ in Mass Communication
- To know the various channels of distributions of Mass Communication
- To compare Mass Communication with Intrapersonal Communication

INTRODUCTION

Early theories were based on the assumptions that mass media have enormous and direct influence upon society. But later researches provided evidence against any direct cause and effect relationship between the mass communication and society; rather they underline the importance of individual differences and personal influences on transmission, acceptance and retention of the message.

4.1. MEANING OF THEORIES & ANALYSIS


They presented the four major theories behind the functioning of the world's presses: (1) the Authoritarian theory, which developed in the late Renaissance and was based on the idea that truth is the product of a few wise men; (2) the Libertarian theory, which arose from the works of men like Milton, Locke, Mill, and Jefferson and avowed that the search for truth is one of man's natural rights; (3) the Social Responsibility theory of the modern day: equal radio and television time for political candidates, the obligations of the newspaper in a one-paper town, etc.; (4) the Soviet Communist theory, an expanded and more positive version of the old Authoritarian theory.

Fredrick S. Siebert, Theodore Peterson, and Wilbur Schramm’s four Theories of the Press probably constitute the most well known attempt to clarify the
link between mass media and the political society in modern world. Since the theory was presented in 1963, it has been widely accepted and utilized by media scholars. Nevertheless, a critical evaluation shows that Siebert's theories are outdated and too simplistic to be useful in today's media research.

Mass media do not operate in a vacuum. This assertion is generally agreed upon, and has led researchers to study the relationship between mass media and the government.

The first well-known attempt to clarify the link between mass media and the political society was introduced by Frederick S. Siebert in 1963, and presented in Four Theories of the Press by Siebert, Peterson, and Schramm. The purpose of the work was to establish and explain four normative theories that ought to illustrate the 'press position' in relation to its political environment. By "press" Siebert, means all the media of mass communication, including television, radio, and newspaper.

Siebert's four theories (the authoritarian, the libertarian, the Soviet, and the social responsibility) are still acknowledged by many mass media researchers as the most proper categories to describe how different media systems operate in the world. Almost every article and book dealing with philosophical bases for journalism has alluded to this book ‘Four Theories of the Press’, commented on it, or quoted from it. It has definitely made an impact. There is, therefore, a need to evaluate the four theories analytically in order to find out if Siebert's approach still is the most functional. A critical evaluation shows that Siebert's theories, which seek to explain the relationship between mass media and the government, are outdated and too simplistic to be useful in today's media research.

4.2. Peterson, Wilbur, Schramm & Siebert’s four theories of press

(a) The Authoritarian Theory

According to Siebert, the authoritarian state system requires direct governmental control of the mass media. This system is especially easy to recognize in pre-democratic societies, where the government consists of a very limited and small ruling-class. The media in an authoritarian system are not allowed to print or broadcast anything, which could undermine the established authority, and any offense to the existing political values is avoided. The authoritarian government may go to the step of punishing anyone who questions the state's ideology.
The fundamental assumption of the authoritarian system is that the government is infallible. Media professionals are therefore not allowed to have any independence within the media organization. Also foreign media are subordinate to the established authority, in that all imported media products are controlled by the state.

The relationship between the state and the media in an authoritarian system can be illustrated as such:

![Diagram of authoritarian media system]

The Authoritarian theory of the press can be traced to the very beginning of printing. At that time, truth was thought to reside in those who held power—that is, the governing agency. Thus there was strict control of the press through the licensing of printers by the throne. Censorship was practiced if the ruler thought that information should be withheld from the masses. Therefore, although the government did not necessarily own the press, it was looked on as being an advocate of the state. Today many nations will not admit that their countries are governed according to authoritarian principles, they publicly espouse libertarian concepts, but behind the scenes authoritarian practices are carried out.

This term was first used by Siebert refers to an arrangement in which the press is subordinated to state power and the interests of a ruling class. The theory justifies advance censorship and punishment for deviation from externally set guidelines. Unacceptable attack on authority, deviation from official policy, or offences against moral codes should be criminal offences. Under certain circumstances, media are subjected to authoritarian tendencies in democratic regimes as well, especially in times of war and during internal and external emergencies. Other media like film, video, etc are subjected to censorship. Even the press, which is free, lost its independence and freedom during the emergency (1975-77). The authorities can and do use the provisions of official secrets act to deny free access to information, thereby hampering the freedom of press.
The table below will highlight the practice of this theory:

<table>
<thead>
<tr>
<th>Complete Control</th>
<th>to varying Degrees of control</th>
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<tbody>
<tr>
<td>Complete press control</td>
<td>Criticism allowed, but government invokes Censorship</td>
</tr>
<tr>
<td>Special press laws lead to arrest of editors</td>
<td>Suppression of press opposition is more covert</td>
</tr>
</tbody>
</table>

| Soviet Union | China | Colombia | South Africa | Yugoslavia | Egypt | Syria | Iran, Iraq | Pakistan | Lebanon | Turkey | Argentina | Indonesia |

(b) The Libertarian Theory

Fredrick S. Siebert, Theodore Peterson, and Wilbur Schramm’s go on to explain the libertarian theory, which is also called the free press theory. In contrast to the authoritarian theory, the libertarian view rests on the idea that the individual should be free to publish whatever he or she likes. Its history traces back to the 17th century's thinker John Milton, who asserted that human beings inevitably choose the best ideas and values. In the libertarian system, attacks on the government's policies are fully accepted and even encouraged. Moreover, there should be no restrictions on import or export of media messages across the national frontiers. Moreover, journalists and media professionals ought to have full autonomy within the media organization.

It is hard to find intact examples of libertarian media systems in today's world. The U.S. will in many aspects come close, but this country's media system has have tendencies of authoritarianism as well.
As this illustration shows, there is no explicit connection between the government and the media in the libertarian theory:

![Diagram](image)

Today ‘the open market place of ideas’ and the ‘self-righting process’ define the boundaries of the libertarian theory of the press. In the seventeenth century John Milton defended the concepts of reason and the moral integrity of man in telling right from wrong, good from bad, and truth from falsehood in a powerful argument for intellectual freedom. Other exponents of this philosophy were John Stuart, Thomas Jefferson and other who believed in freedom of expression, rationalism, and natural rights. They saw as the press’s function to inform, to sell, to entertain, to uphold the truth, and to keep check on the government. Press ownership in countries espousing the libertarian philosophy is likely to be private and should be free from defamation, obscenity, and impropriety and wartime sedition.

Countries practicing the libertarian philosophy today are the United States, Great Britain, and other western European nations. Other theories related to libertarian theory are the social responsibility theory and the objective theory of the press.

Libertarian theory is based on the fundamental right of an individual to freedom of expression, which is regarded as the main legitimating principle for print media in liberal democracies. In its simple form, it prescribes that an individual should be free to publish what he or she likes, it is thus extension of other rights to hold opinions freely, to express them, to assemble and organize with others. The free press theory needs no elaboration as is evident from the first amendment to the American constitution, which states that ‘congress shall make no law…abridging the freedom of speech or of the press, it is thus simply an absolute right of the citizen’.

But the application of press freedom has hardly been straightforward. Milton, Stuart Mill and many others argued that if freedom is abused to the extent of threatening good morals and the authority of the state, it must be restrained. According to de Sola Pool (1973), ‘no nation will indefinitely tolerate a freedom of the press that serves to divided the country and to open the flood gates of criticism against the freely chosen government that leads its’. Moreover, much difficulty has arisen because press freedom has become identified with property rights (private
ownership) and freedom from interference in the market. The free press theory or the libertarian theory thus protects the owners of media but fails to give equal expression to the rights of editors and journalists or of the audiences.

(c) The Soviet Communist/Workers Theory

Apparent from its name, the Soviet Communist/Workers theory is closely tied to a specific ideology; the communist. Siebert traces the roots of this theory back to the 1917 Russian Revolution based on the postulates of Marx and Engels. The media organizations in this system were to serve the interests of the working class and not intended to be privately owned.

An illustration of the Soviet system would appear to be the same as the authoritarian model, in that both theories acknowledge the government as superior to the media institutions:

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  Gvt
   ↓
  Media
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However, there is a major difference between the two theories that needs to be clarified: The mass media in the Soviet model are expected to be self-regulatory with regard to the content of their messages. Also, the Soviet theory differs from the authoritarian theory in that the media organizations have a certain responsibility to meet the wishes of their audience. Still, the underlying standard is to provide a complete and objective view of the world according to Marxist-Leninist principles.

Today, the name of this theory is only of historical interest. Beginning in the mid-eighties and continuing after the fall of the Soviet Union, Russia has performed a mass media model closer to the social responsibility principle. The clearest current example of the Soviet media theory is how the media function in China, where the communist government controls TV, radio, and newspapers.
The Soviet Theory is also called as ‘the communist media theory’. Just as the social responsibility theory is an outgrowth of the libertarian theory, soviet-communist theory is an outgrowth of the authoritarian theory. However, whereas according to the authoritarian theory the press resides outside the government, in the soviet media theory the press and the state are held to be one. The main purpose of the soviet-media theory is to ensure the success and continuance of the soviet socialist system and to promote the objectives of the soviet socialist party. This system is found mainly in the Soviet Union and other communist countries.

Russian media was reorganized after the revolution of 1917 and this theory is derived mainly from basic tenets of Marx and Engels. It envisages media to be under the control of the working class whose interest they are meant to serve. Private ownership of the press or other media is ruled out. The media must serve positive functions in society relating to information, education, motivation, and mobilization. They must support progressive movements in the country and abroad.

The media according to this theory are subject to the ultimate control of the state and are integrated with other instruments of political life. Within these limits, the media are expected to be self-regulatory. They must

- Act with responsibility
- Evolve and follow norms of professional conduct, and
- Respond to people’s needs and aspirations.

The media as per this theory are not subject to arbitrary interference as in the case of the authoritarian theory.

(d) The Social Responsibility Theory

An American initiative in the late forties brought forth the social responsibility theory. Realizing that the market had failed to fulfill the promise that press freedom would reveal the truth, The Commission on Freedom of the Press provided a model in which the media had certain obligations to society. These obligations were expressed in the words "informativeness, truth, accuracy, objectivity, and balance". Siebert writes that the goal of the social responsibility system is that media as a whole is pluralized, indicating "a reflection of the diversity of society as well as access to various points of view".
As opposed to the libertarian theory, the social responsibility principle is to provide an entrance to different mass media to minority groups. The journalist is accountable to his audience as well as to the government.

Most media systems in Western Europe today come close to the social responsibility theory. An illustration of the theory puts the mass media and the government on the same level, signifying an interaction where both parts are allowed to criticize the other:

![Diagram of media and government interaction]

The social responsibility theory is an extension of the libertarian theory in that the press recognizes that it has a responsibility to society to carry out its essential functions. The social responsibility theory ascribes basically the same six functions to the press as the libertarian theory:

1. Providing information, discussion, and debate on public affairs
2. Instructing and informing the public to make it capable of self government
3. Protecting the rights of the individual against the government through its watchdog function
4. Maintaining the economic equilibrium of the system by bringing together buyer, seller, and advertiser
5. Providing entertainment
6. Remaining independent of outside pressures by maintaining its own economic self-sufficiency.

The basic principles of the social responsibility theory uphold conflict resolution through discussion; there is high regard for public opinion, consumer action, and professional ethics and jealous guard over private rights and important social interests. This theory emerged in the United States in the twentieth century, and it is evidenced today in the Anglo-American nations.

The social responsibility theory is based on the assumption that media serve essential functions in society. Therefore, it should accept and fulfill certain obligations to the society. These obligations are to be met by setting high professional standards in communication of information, truth, accuracy, objectivity
and balance. In accepting and discharging these obligations, the media should be self-regulatory within the framework of law and established institutions. In the public interest, the media should underplay that news which might lead to crime, violence, and social tension or cause offence to ethnic or religious minorities. The media should be pluralist, should reflect the diversity of their society and allow access to various points of view, including the right to reply.

(e) Other Theories

Development Media

Development media or Development Communication refers to a spectrum of communication processes, strategies and principles within the field of international development, aimed at improving the conditions and quality of life of people struggling with underdevelopment and marginalization. Reflective of the field’s historical evolution, Development communication is characterized by conceptual flexibility and diversity in the application of communication techniques used to address the problems of development.

Some approaches in the field include: information dissemination and education, behavior change, social marketing, social mobilization, media advocacy, communication for social change, and participatory communication. Development communication is for the betterment of the society though raised from a particular group but affect the whole mass for better.

The limited application of the four established theories of the press to the third world countries, which are vastly different from each other and also from western countries, led to the birth of a new approach whereby communication is use to carry out development tasks. These tasks are carried out in line with nationally established policy. The best source for information on this issue is the report of the UNESCO sponsored international commission for the study of communication problems. According to it, some common conditions of developing countries that limit the potential benefits of other theories here are:

- The absence of communication infrastructure
- Dependence on the developed world for hardware and software
- The commitment of these societies to economic, political and social development as a primary national task
• The developing countries awareness of their similar identity and interest in international politics.

Because of these different conditions, the developing countries overriding objectives would be to use mass media for nation building. In the interest of this task of national development, the freedom of the media and of journalists needs to be curbed to an extent. The major thrust of development communication theorists has been on the use of media as a support to national development programmes like poverty alleviation, population control, literacy drive, employment generation schemes, etc. But the effectiveness of this theory depends on how governments exercise their right to restrict freedom or to intervene in media operations and how they use devices of censorship, subsidy and direct control.

**Democratic Participant Theory**

This is the most recent addition to the list of normative theories; is relevant to the developed liberal societies but has some elements of the development media theory. Mc Quail notes that it is most difficult to formulate this theory ‘partly because it lacks full legitimization and incorporation into media institutions and partly because some of its tenets are already to be found in some of the other theories’. In his opinion, this theory represents a challenge to the reigning theories and merits separate identification.

The main feature of the democratic participant theory relates to the needs, interests, and aspirations of the active receiver in a political society. It is concerned with the right to information, the right to answer back, the right to use the means of communication for interaction in the small-scale settings of the community. The theory favors

- Multiplicity of media
- Smallness of scale, of operation and
- Horizontality of communication at all levels. It opposes uniform, centralized, high cost, highly professionalized and state-controlled media.

It is argued that the media should exist primarily for the audiences and not for media organizations and professionals.

**4.3. Study & analysis of four press theories**
Theodore Peterson, Wilbur Schramm and Fredrick S. Siebert's theories were intended to be normative, meaning that "they do not attempt to stipulate how social systems do operate, but rather with specification of how they should or could work according to some preexisting set of criteria". An evaluation of the theories should, therefore, not find out if they provide perfect descriptions of the various political systems, but rather if the approach leads to a valuable understanding of the mass media's position in society. For instance, it would be a mistake to judge Siebert's theories as dysfunctional solely on the basis of a study that shows that the Soviet model does not entirely tell how the current Russian media operate.

With regard to this, two notes need to be made: First, the ideal system is not synonymous with the best system as ascribed to the author. Secondly, one must not mistake Siebert's theories as being a representation of how the mass media systems actually work.

Siebert's theories have relevancy over at least three to four decades. Unfortunately, several recent political changes in the world indicate that Siebert's approach fails to do so. Most apparent are the drastic changes of Eastern Europe's political conditions during the past five years. The collapse of the iron curtain and the Soviet Union makes it irrelevant to talk about a "Soviet media theory," because it no longer reflects the conditions of the Soviet superpower. The other three models are also closely related to political ideologies of their age, as explained by Siebert himself. When introducing the basis for the four theories, he does not make any attempt to hide the fact that all of them have their roots from specific periods of time and are closely tied to the political conditions of those ages.

Siebert's theories are easy to understand, because the simple approach makes use of well-known concepts from the area of political science. For instance, one does not have to be a communication scholar in order to understand how words like "Marxism," "working class," "communism," and "Pravda" are connected.

The names of the four press theories not only testify the close link between media and their political environment, but also reveal that Siebert's starting-point is political, not communicative. First he observes the political conditions, and then he provides a mass media theory according to the known conditions.

4.4. A new proposal
The fundamental objection against Siebert's approach is the lack of flexibility. In order to avoid this weakness, the following model may be proposed:

This model's strength lies first of all in its starting-point: communication. The two continuums illustrate the two elements required for a communication event to occur: Context (the medium itself) and content (the message). Another strength is the breakdown of strictly given categories, which opens up for new ideas.

The model seeks to answer the question "Who owns the medium, and who determines what message is to be sent?" Siebert's four-division is put into the model to demonstrate how it may be used. This model remains normative as one might suggest that media ought to strive for an audience-oriented content.

Mass communication theory is best understood as a branch of social theory. Indeed, the attempt to theorize “society” and “communication” arise in the same moment. A theorist is, one who argues, gives reasons and makes connections to larger problems. Theory is not only something that people do in their armchairs; it is an art that every scholar, if not citizen and human, should cultivate. All theories are a re-approach with the past of an established theory.
SUMMARY

Siebert's four theories (the authoritarian, the libertarian, the Soviet, and the social responsibility) are still acknowledged by many mass media researchers as the most proper categories to describe how different media systems operate in the world.

According to Siebert, the authoritarian state system requires direct governmental control of the mass media. This system is especially easy to recognize in pre-democratic societies, where the government consists of a very limited and small ruling-class. The media in an authoritarian system are not allowed to print or broadcast anything, which could undermine the established authority, and any offense to the existing political values is avoided. The authoritarian government may go to the step of punishing anyone who questions the state's ideology.

Siebert goes on to explain the libertarian theory, which is also called the free press theory. In contrast to the authoritarian theory, the libertarian view rests on the idea that the individual should be free to publish whatever he or she likes. Its history traces back to the 17th century's thinker John Milton, who asserted that human beings inevitably choose the best ideas and values. In the libertarian system, attacks on the government's policies are fully accepted and even encouraged. Moreover, there should be no restrictions on import or export of media messages across the national frontiers.

The Soviet Theory is also called ‘the communist media theory’. Just as the social responsibility theory is an outgrowth of the libertarian theory, soviet-communist theory is an outgrowth of the authoritarian theory. However, whereas according to the authoritarian theory the press resides outside the government, in the soviet media theory the press and the state are held to be one. The main purpose of the soviet-media theory is to ensure the success and continuance of the soviet socialist system and to promote the objectives of the soviet socialist party.

Mass communication theory is best understood as a branch of social theory. Indeed, the attempt to theorize “society” and “communication” arise in the same moment. A theorist is, one who argues, gives reasons and makes connections to larger problems. Theory is not only something that people do in their armchairs; it is an art that every scholar, if not citizen and human, should cultivate. All theories are a re-approach with the past of an established theory.
QUESTIONS FOR PRACTICE

Q1. Discuss the Siebert’s four theories of Press.
Q2. What are the features of the Authoritarian Theory given by Siebert?
Q3. Critically analyze the relevance of the four theories of Press given by Siebert.
Q4. Write short notes on:
   (a) Authoritarian Theory
   (b) Libertarian Theory
   (c) Social Responsibility Theory
   (d) Soviet Communist/Workers Theory
   (e) Other Theories: Development Media & Democratic Participant Theory

FURTHER READING

1. Mass Communication & Development Dr. Baldev Raj Gupta
2. Mass Communication in India Keval J Kumar
3. Mass Communication Journalism in India D S Mehta
4. Mass Communication Theory Denis McQuail
UNIT 5. TOOLS OF MASS COMMUNICATION

OBJECTIVES

- To know the various tools of Mass Communication
- To study the role of Newspapers, Magazines, Radio, TV, Films, Records, Internet
- To recognize the role of Advertising, Public Relations and Public Affairs as the tools of Mass Communication

INTRODUCTION

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

5.1. Tools of mass communication

(a) Newspapers, Magazines, Radio, TV, Films, Records, Internet

The Newspaper

‘Those who do not read the newspaper is uninformed and those who do read the newspaper are misinformed’--Mark Twain.

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

**Brief History of Newspaper**

Although printing was introduced to England in the late 1400, it was not until 1621, nearly a century and a half later that early forerunners of the newspaper began to appear. These were called ‘*corantos*’. Their content focused on foreign intelligence, and they were not published regularly. From the beginning the publication of corantos was strongly regulated by the government. One of the interesting patterns discernible in the history of press was that the greater the extent to which a form of government is actually dependent upon favorable public opinion, the more likely it is to support a free press. When the common people play
significant roles in the determination of their own political destiny, the distribution of news and political opinions is an important process.

The American and the French revolutions began germinating and the whole fabric of western society was changing. Old pattern was slowly being replaced by a new social structure within which a strong middle class would be prominent. This commercialism was dependent upon improvement in the availability of various kinds of communication media. England had many skilled writers and journalists like Addison, Steele, and Daniel Defoe. The colonial press was edited and published by people who were not great literary figures. They were still using the same printing technology used by Guttenberg, the first person to discover printing procedure three centuries ago. Before a true mass press could develop, a series of sweeping social changes was necessary in the society. A number of printers and publishers had experimented with the idea of a cheap newspaper that could be sold to urban population.

Various approaches to this problem were tried both in England and in the United States, but without success. It remained for an obscure New York printer, Benjamin H. Day, to find a successful formula. His little paper, the New York Sun, began modestly enough on September 3, 1833; with the motto ‘It shines for ALL’. As subsequent events proved, it did indeed shine for all. Benjamin H.Day had begun a new era in journalism that within a few years would revolutionize newspaper publishing. The Sun attracted its impressive circulation primarily by appealing to new readers who had not previously been reached by a newspaper. The newspaper had redefinition of ‘news’ to fit the tastes, interests, and reading skills of the less-educated level of society.

Up to that time, ‘news’ generally meant reports on social, commercial, or political events of genuine importance, but Benjamin Day, however, filled the paper with news of another sort-news the people in the street found exciting, catastrophe, disaster, crime, amusement, etc. the paper was vulgar, cheap, and sensational and aimed at new literate masses. By 1837 the Sun was distributing 30,000 copies daily, more than the combined total of all New York daily papers. Imitators of Day had started rival papers almost immediately. This penny press was successful because it had great appeal for advertisers.

More and more newspapers began to seek out the news. The role of reporter grew more complex and specialized as papers added foreign correspondents and special news gatherers of various kinds. Reporters were sent to the scene of battles. The ‘surveillance’ function of the press became well established. The rising demand
for fresh news was met by newly formed cooperative news gathering agencies, which made use of the telegraph wires. Printing technology was making rapid strides, moving toward ever-increasing automation. Revolving presses, with print cast in a solid metal stereotype, became capable of rolling out 10,000 and even 20,000 sheets and hour.

Papers continued to gain in popularity. In 1850 there were about two copies of a daily newspaper purchased in the United States for every ten families. This rapid growth actually continued until about the time of World War I. The last decade of the 19th century is one of special significance in the growth of the press because it was the beginning of new kind of journalism. ‘Yellow journalism’ was one of the most dramatic episodes in the development of press.

Within this competitive context, brutal struggles for additional readers developed between the leaders of giant rival papers. They would fight by any means available to expand their circulation figures, which were, of course the key to increased advertising revenue and profits. Various features, devices, gimmicks, styles, and experiments were tried by each side to make its paper more appealing to the mass of readers.
Newspapers today contain many of the devices that were actually products of the rivalries of the 1890s (one of these was color comics; an early comic character was called the ‘Yellow Kidd’ from which ‘Yellow journalism’ is said to derive its name.) Yellow journalism is a pejorative reference to journalism that features scandal-mongering, sensationalism, jingoism or other unethical or unprofessional practices by news media organizations or individual journalists.

Yellow journalism, in short, is biased opinion masquerading as objective fact. It was particularly indicative of two papers founded and popularized in the late 19th century- The New York World, run by Joseph Pulitzer and The New York Journal, run by William Randolph Hearst.

It all started, some historians believe, with the onset of the rapid industrialization that was happening all around the world. The Industrial Revolution eventually affected the newspaper industry, allowing newspapers access to machines that could easily print thousands of papers in a single night. This is believed to have brought into play one of the most important characteristics of yellow journalism - the endless drive for circulation. And unfortunately, the publisher's greed was very often put before ethics.

Although the actual practice of what would later become known as yellow journalism came into being during a more extended time period (between 1880-1890), the term was first coined based on a series of occurrences in and following the year of 1895. This was the year in which Hearst purchased the New York Journal, quickly becoming a key rival of Pulitzer’s. The term was derived, through a series of peculiar circumstances, from a cartoon by the famous 19th century cartoonist, Robert Outcault called "The Yellow Kid" (see bottom picture). The cartoon was first published in The World, until Hearst hired him away to produce the strip in his newspaper. Pulitzer then hired another artist to produce the same strip in his newspaper. This comic strip happened to use a new special, non-smear yellow ink, and because of the significance of the comic strip, the term "yellow journalism" was coined by critics.

Sadly though, this period of sensationalist news delivery (where the so-called yellow press routinely outsold the more honest, truthful, unbiased newspapers) does stand out as a particularly dark era in journalistic history. The demand of the United States people for absolutely free press allowed such aforementioned newspapers, which often appealed to the shorter attention spans and interests of the lower class, to print whatever they so desired. This means that they could easily steal a headline and story directly from another paper, or simply fabricate a story to fit their particular agenda.
Intellectuals in general were deeply wounded by yellow journalism. According to them the great new means of communication, which held forth the tantalizing potential of mass cultural and moral upliftment, was turning to be societal degeneration.

Leaders in religion, education, law and government increasingly voiced strong protests. The press lords were faced with the threat of losing public confidence. These considerations led a number of major publishers to begin to put their own houses in order. Resolution of the conflicts brought new social arrangements. Gradually, the press became less sensational and more responsible. A set of codes and norms defining its limits and responsibilities gradually became increasingly clear.

While the mass press today varies in its degree of such strict codes, the excesses of the yellow journalism is a thing of the past. Today, the newspaper is regularly published printed unbounded newsprint in broadsheet or tabloid size and serves general interests of specific communities with news, comments, features, photographs and advertisements.

**Future of Newspaper**

Newspaper will undoubtedly survive with some further reduction of market share. Few changes in literacy or other factors related to potential increases in readership are probably in the immediate future. Newspaper publication houses today have features all modern features like Internet; four color offset printing, electronic newsrooms and many such gadgets.

The future newspaper could be a tablet newspaper having liquid crystal (LCD) screen in which the contents could be collected through telephone lines or cables. Everything could be displayed on the screen at the click of a button. Another major development could be that newspaper could be customized, and people will get to read only the things, which interests them. This way the readers will exercise a lot of control on the contents of the newspaper. But only few people will get access to such electronic newspaper.

**Magazine**

Magazine means a ‘store house’ and thus has a variety of contents in it. Magazines have specific well-defined readers and thus advertiser can reach specific target people through it more effectively. The magazines are dependent on advertising
and try to reach particular segments of men, women, film lovers, young generation, etc through it. We also have trade and business magazines for people in such professions.

Newspapers, private publishing houses, societies, educational institutions or some religious organizations may publish magazines. Even some government department and political parties publish their regular magazines. Magazines are published weekly, fortnightly, monthly, half yearly and even yearly. One of the earliest magazines known was the *Journal des Scavans* founded in Paris in 1665 and initially it carried abstracts of books.

The golden age for magazines in America came in the late half of the 19th century during which channels of distribution were created as transmission network developed. Paper pulp was now cheaper; the printing processes were improved and invention of linotype facilitated automatic typesetting. Yet another advancement was better photographic reproduction.

Today, we have magazines for every topic under the sun like, beauty and fashion, business and commerce, art and craft, education and career, health and grooming, photography, automobiles, electronics, science and technology, etc. magazines do
play an important role in information, education, and offer variety of subjects for entertainment of its specific target readership.

The Radio

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

Radio established its place very fast in the minds of listeners. Heavy doses of infotainment including music, drama, talk shows, etc supplemented with news made radio popular overnight. Soon radio industry developed wide spreading networks and by the 1930’s radio became prime mass medium. Radio broadcasting was introduced in India by amateur radio clubs in Calcutta, Bombay, Madras and Lahore, though even before the clubs launched their ventures, several experimental broadcasts were conducted in Bombay.

Radio programmes may be classified into two broad groups

1. Spoken word programmes, which include news bulletins, talks, discussions, interviews, educational programmes for schools and colleges, specific audience programmes directed at women, children, rural and urban listeners, drama, radio features and documentaries.
2. Music programmes, which include disc jockey programmes, musical performances of all types and variety programmes.

Strength of the Radio

2. Radio reaches messages to illiterates, neo-literate and highly educated receivers simultaneously.
3. It is a fairly affordable to be owed by everyone.
4. The want of visual effect is compensated by sound effects, both natural and mechanical and so live effect is moderately high. The quality of voice and sound makes the communication fairly enjoyable.
5. Musical sound effect enlivens the communication and often breaks monotony.
6. It has the capacity to deliver instantaneous messages.
7. Radio does not require captivity. Listeners can receive messages even when they are working. Farmer may listen to farm programmes while working in fields, a busy executive may listen to news bulletin even while driving or a housewife may listen to her favorite programme even while working in the kitchen.
8. Radio does not require power line for operation and so people in remote villages devoid of power lines can also receive messages from this medium.
9. Once a transistor radio is purchased, messages flow constantly and no cost is involved for reception of messages.

Weakness of the Radio

1. Communication through radio lacks visual component and so does not demonstrate but suggests.
2. Spoken messages are subject to interpretation of listeners according to their imagination, experience and predisposition; hence possibility of misinterpretation is very high.
3. Listeners need lot of imagination and therefore understanding of message depends largely on the characteristics of the receivers.
4. Communication is time limited and presents tiny fragments of topics in a haphazard mosaic. The medium has also limitations because of its audio nature.
5. Receivers cannot put off listening parts of message for subsequent listening at their convenience.

Future of Radio

Radio’s future is a mystery. It is not easy to predict the future of radio. The future of radio would depend on changing regulatory scenarios, technological developments and change of listener’s appeal. Radio’s current localization and specialized programming will continue. Technologically, radio transmission will improve greatly. FM will continue to grow faster and bigger.

Radio listeners have indeed grown manifold, and the network is expanding a great deal and now it offers a daily service for many hours transmitting news, comments, songs, music, comedies, thrillers, sports, besides special programmes for children, youth and farmers. One of the best advantages that radio has over other media is that it can serve and entertain an audience, which is otherwise occupied. For
example, people can listen to it while working at home, in the fields and factories and even while traveling.

Television

Unlike other forms of mass media, television has become one of the most powerful media of Mass communication. With a modest beginning in the 1930s, it has grown into a massive network of mass information and mass entertainment in today’s world. The attraction of the ‘visual ness’ of the medium makes people remain glued to the TV set for hours. Television captures our imagination and is the most complete and dramatic of all mass media. In addition to providing news and events, television also packages fiction, drama, culture, economy and many other things. Thus, this idiot box (because it provides everything on a platter and we need not do any thinking) has been increasing its hold on us.

History of Television

The inventions and discoveries in the late 1990s and early twentieth century, which gave us radio, films and the telephone, also lead to the invention of the television. Vladimir Zworykin, an American scientist, who developed an all-electronic television system in 1923 and perfected it by 1928, took the first big step in the development of TV. However, only experimental TV broadcasts were conducted in the early days. In 1938, TV sets became widely available and since then there is no looking back. In India, television arrived with small scale experimental telecasting from Delhi in 1959. Slowly the half hour programme experiment grew. While Doordarshan was the only channel available through 1980, the TV in India has completely changed with the arrival of private TV channels.

Strength and weakness of Television

It has all the strength of radio except that it needs captive audience, has not attained portability and miniaturization and needs power line for inexpensive working. TV viewing is essentially a family affair and so helps family unity. It is far from slow and availability is constant. Repetition of message does not incur expense except nominal fees for cable connections. Television like radio, is in all sense a ‘now’ medium.

Television gives cursory overview of the events and is never capable of providing in-depth analysis and reporting. It is severely time limited and presents tiny fragments of topics. Television programmes skip and jumps demands constant
change of mental gears from programmes to commercial, from documentary to cartoon and news. Also contents are high in entertainment and low in information. Power line is needed for its inexpensive operation and battery operated television sets are most expensive.

**Films**

Films refer to all documentary, educational, feature, informational and advertisement cinemas. A film is considered a mass medium because it reaches to a very large audience. It is not as immediate as newspaper, television or radio, but reaches a large number of people over a long period of time. Film does not have a well-defined audience like other major mass media. It also lacks the overwhelming presence as enjoyed by radio, TV and newspapers, etc. but still it has one very big advantage that is it commands attention. Once inside the darkened theatres, audience members forget the outside world and become captive to the charm of the film. The larger than life format of film (from 16mm, 35mm, 70mm, cinema scope to the most recent I-max format) provides the film producer absolute control over emphasis, order of presentation, continuity, dramatic effect and timing. Thus film has become a superb medium of entertainment, instruction and persuasion.

When individual photographs or visuals are shown one after the other at a very fast rate, then we get an illusion of motion or movement. Cinema works on the principles of ‘persistence of vision’, which means that the eye retains an image for fleeting seconds after it is gone. Efforts had started very early to create illusion of motion. Many devices were invented for this purpose. Long back Leonardo da Vinci developed the camera obscura. In 1671, Kircher developed the ‘magic lanterns’.

Photography and projection were united when Stanford developed the ‘Zoopraxinoscope’. Soon Thomas Alva Edison invented the electric bulb and many other such developments took place. Then came the **Lumiere brothers** who produced and started having commercial shows of short shoot and show films. Soon others followed and by the beginning of the 20\textsuperscript{th} century, film became the second mass medium after newspapers. Very soon films became a form of family entertainment. Movie theaters opened everywhere and people wanted to see more interesting contents. So feature films came into existence. The combination of all these factors made cinema a booming industry.
Film has had an enormous impact on the audiences. One reason is it is not imposed. It does not come to us and instead we go to theatres to watch films. Usually the films deal with universal themes so language barrier is minimal and we can thoroughly enjoy film of another language if we like the theme.

India is in fact the largest producer of feature films in the world. Commercial cinema is all glamour and fantasy. The usual ingredients are sex, songs, dances, crime, fights, melodrama, and comedy, all bordering on unreality. Then also, these films set trends in styles and tastes, dominate the popular radio and television entertainment programmes, provide spicy reading material for film magazines, which are published in large numbers.

**Strength and weakness**

Cinemas are replica of dramas in natural settings and so influence audience. Even myths are depicted as if they are real. Cinema is an audio-visual medium and is rich in live effect and demonstrates as well as suggests. Details are extensive through sound, music, visual effects, and skillful production, editing and role-playing. Dramatization of the presentation sets tempo and mood of the audience. And most significant attribute of film is that it reaches messages to illiterates, neo literates, and moderately educated and highly educated people having basic visual literacy.

Selection of sets and props in films sometimes confuse the audience, makes the communication abstract and creates misunderstanding. Crime and obscene adversely affect the society and so realistic censorship is required for the welfare of the society. Cost of exposure is moderately high especially in case of commercial cinema.

**Future of films**

In its century old existence cinema has faced few shakes ups. First it was television. Skeptics thought no one would watch films in theatres, as so much was available on television within the comforts of one’s home. But soon it was found that TV depends too heavily on films and films form a considerable part of TV programming.

Then came videocassettes. Now it is videodiscs. These eliminate the necessity of “going out” to the theatres to be entertained. But the fact that cinema is thriving proves that mass media share a symbiotic relationship and are not mutually
destructive. Of course, cinema is not sitting idle. It is facing the threat posed by other media head-on.

Highly decorated theatre halls complete with shopping complexes, are now attracting more audience. Multiplexes, like PVR Delhi are another way of film fighting back. Then there are 70 mm and cinemascope. Faster frame rate is another novelty. Hollywood has started delivering films to theatre halls over satellite.

Another recent innovation is the **I-max** screens, which are ten times larger than the traditional 35 mm screen. Dolby stereo system, 16-track recording, etc. also have added more allure to films. Interactive films, where audience member can have a say about how a film should end, is another novel way of attracting more audience.

So it can be safely concluded that film, as a medium of entertainment and communication and as an industry, would continue to grow and hold an important part in our social system.

**Records**

A **gramophone record** (or simply **record**) is an analogue sound recording medium consisting of a flat disc with an inscribed modulated spiral groove starting near the periphery and ending near the center of the disc. Gramophone records were the primary medium used for commercial music reproduction for most of the 20th century. They replaced the phonograph cylinder in the 1900s, and although they were supplanted in popularity in the late 1980s by digital media, they continue to be manufactured and sold as of 2007. Gramophone records remain the medium of choice for many audiophiles and music aficionados, especially in the electronic genre.

In 1878, Thomas Edison independently built the first working phonograph, a tinfoil cylinder machine, intending to use it as a voice recording medium, typically for office dictation. The phonograph cylinder dominated the recorded sound market beginning in the 1880s.

**Materials**

Early disc records were originally made of various materials including hard rubber. From 1897 onwards, earlier materials were largely replaced by a rather brittle formula of 25% "shellac" (a material obtained from the excretion of a southeast Asian beetle), a filler of a cotton compound similar to manila paper, powdered
slate, and a small amount of a wax lubricant. The mass production of shellac records began in 1898 in Germany. Shellac records were the most common until the 1950s. Unbreakable records, usually of celluloid (an early form of plastic) on a pasteboard base, were made from 1904 onwards, but they suffered from an exceptionally high level of surface noise.

In the 1890s the early recording formats of discs were usually seven inches. From 1903 onwards, 12-inch records (30.5cm) were also commercially sold, mostly of classical music or operatic selections, with four to five minutes of music per side.

Such records were usually sold separately, in plain paper or cardboard sleeves that may have been printed to show the producer or the retailer's name and, starting in the 1930's, in collections held in paper sleeves in a cardboard or leather book, similar to a photograph album, and called record albums. Empty record albums were also sold that customers could use to store their records in. The Long-Playing records (LPs) usually come in a paper sleeve within a colour printed card jacket which also provides a track listing.

During the reign of the Communist Party in the former USSR, records were commonly homemade using discarded medical x-rays. These records, nicknamed "Bones", were usually inscribed with illegal copies of popular music banned by the government.

**Speeds**

Earliest rotation speeds varied widely, but 1900-1925 most records were recorded between 74-82 rpm. In parts of the world that used 50 Hz current, the standard was 77.92 RPM, which was the speed at which a strobe disc with 77 lines would "stand still" in 50 Hz light. Thus these records became known as 78s (or "seventy-eights"). After World War II, two new competing formats came on to the market and gradually replaced the standard "78": the 33 ⅓ rpm (often just referred to as the 33 rpm), and the 45 rpm.

The older 78 format continued to be mass produced alongside the newer formats into the 1950s, and in a few countries, such as India, into the 1960s. As late as the 1970s, some children's records were released at the 78 rpm speed.

Deliberately playing or recording records at the wrong speed was a common amusement. For example, playing the song "I'm on Fire" from Bruce Springsteen's 33 LP at a 45 speed gives the singer a falsetto singing voice. Subsequently,
playing a 45 rpm recording at 33 gives a husky voice, almost masculine tone. Faster playback made the tracks sound like punk rock or power pop, while slower speeds gave the songs a thick, heavy metal effect.

**Record Music Industry in India**

Indian recorded music industry had its beginning in 1907 when the Gramophone Company of India (also called as HMV) opened an office in Calcutta. The first recording of an Indian song took place in 1902 in Bombay. During the first few decades of the arrival of the gramophone in India, the records released were confined to classical music, though eventually folk songs and patriotic songs also came to be recorded and sold in large numbers.

Later, Gramco’s sales were initially of English songs but in few years, Indian artists, especially the mehfil and quawwali singers too had their songs recorded and issued on discs. The standard disc at that time was 7 inches in diameter, and had a speed of 78rpm. This restricted the length of a song to three and a half minutes. Later, 12inches discs were introduced to provide for an extra minute of playing time. The global music industry has been estimated worth over $40 billion, out of which India’s share is $250 million.

‘Remix albums’ had first turned into a rage in the 80s and 90s because of the growing interest among young music listeners in the cities in disco rhythms and excellent sound quality. Also, their interest in old film songs has remained intact. This generally involves first re-recording the rhythm track and then superimposing a vocal track on it. Almost, all music majors in India like T-Series, Tips and Venus, are involved in the business of ‘re-mixes’.

**Internet**

There is a rising use of personal computers by individuals at home and in offices. Today, average person has the skill to use basic computer in daily life. As the essence of mass communication is that professional communicators operate the media to a large and heterogeneous audience, a computer network in which people send messages to each other will be a different kind of process altogether. However, where records of memos, messages, and transactions are done, this medium would be considered to be a medium of mass communication. A more likely prospect is that new mass media will develop by coupling computers to modern variants of cable television. In fact, experimental media using this technology have already come into use.
The Internet is the worldwide, publicly accessible network of interconnected computer networks that transmit data by packet switching using the standard Internet Protocol (IP). It is a "network of networks" that consists of millions of smaller domestic, academic, business, and government networks, which together carry various information and services, such as electronic mail, online chat, file transfer, and the interlinked Web pages and other documents of the World Wide Web.

The prevalent language for communication on the Internet is English. This may be a result of the Internet's origins, as well as English's role as the lingua franca. It may also be related to the poor capability of early computers to handle characters other than those in the basic Latin alphabet.

The Internet is allowing greater flexibility in working hours and location, especially with the spread of unmetered high-speed connections and Web applications.

The Internet can now be accessed virtually anywhere by numerous means. Mobile phones, data cards, handheld game consoles and cellular routers allow users to connect to the Internet from anywhere there is a cellular network supporting that device's technology.

Common uses of the Internet

E-mail-The concept of sending electronic text messages between parties in a way analogous to mailing letters or memos predates the creation of the Internet. Even today it can be important to distinguish between Internet and internal e-mail systems. Internet e-mail may travel and be stored unencrypted on many other machines and networks out of both the sender's and the recipient's control.

The World Wide Web-Through keyword-driven Internet research using search engines, like Google, millions worldwide have easy, instant access to a vast and diverse amount of online information. Compared to encyclopedias and traditional libraries, the World Wide Web has enabled a sudden and extreme decentralization of information and data.

Remote access-The Internet allows computer users to connect to other computers and information stores easily, wherever they may be across the world. This is encouraging new ways of working from home, collaboration and information
sharing in many industries. An accountant sitting at home can audit the books of a company based in another country.

**Collaboration**-The low-cost and nearly instantaneous sharing of ideas, knowledge, and skills has made collaborative work dramatically easier. Not only can a group cheaply communicate and test, but the wide reach of the Internet allows such groups to easily form in the first place, even among niche interests. Internet 'chat', whether in the form of IRC 'chat rooms' or channels, or via instant messaging systems allow colleagues to stay in touch in a very convenient way when working at their computers during the day. Messages can be sent and viewed even more quickly and conveniently than via e-mail.

**File sharing**-A computer file can be e-mailed to customers, colleagues and friends as an attachment. It can be uploaded to a Web site or FTP server for easy download by others. These simple features of the Internet, over a world-wide basis, are changing the basis for the production, sale, and distribution of anything that can be reduced to a computer file for transmission. This includes all manner of office documents, publications, software products, music, photography, video, animations, graphics and the other arts.

**Streaming media**-Many existing radio and television broadcasters provide Internet 'feeds' of their live audio and video streams (for example, the BBC). They may also allow time-shift viewing or listening such as Preview, Classic Clips and Listen Again features. These providers have been joined by a range of pure Internet 'broadcasters' who never had on-air licenses. This means that an Internet-connected device, such as a computer or something more specific, can be used to access on-line media in much the same way as was previously possible only with a television or radio receiver.

Webcams can be seen as an even lower-budget extension of this phenomenon. While some webcams can give full frame rate video, the picture is usually either small or updates slowly.

**Voice telephony (VoIP)**-VoIP stands for Voice over IP, where IP refers to the Internet Protocol that underlies all Internet communication. This phenomenon began as an optional two-way voice extension to some of the Instant Messaging systems that took off around the year 2000. In recent years many VoIP systems have become as easy to use and as convenient as a normal telephone. The benefit is that, as the Internet carries the actual voice traffic, VoIP can be free or cost much less than a normal telephone call, especially over long distances.
(b) Advertising, Public Relations & Public Affairs

Advertising and Public Relations are not ‘mass media’ in the same way that the press, the cinema, radio, TV is. They are not so much mediating technologies for reaching the masses as users of the mass media to get across their message to large numbers of customers. Advertising has been the engine of growth of mass media. Much of the financial support for the development of the technologies media has come from business and industry, which need large –scale advertising to make their ware known in the marketplace.

Advertising

For the common men advertising means television commercials, radio jingles and print advertisements. Advertising can be defined as a paid dissemination of information through a variety of mass communication media to motivate a desired action. According the ‘concise oxford dictionary’ the verb, ‘to advertise’ means: to make generally or publicly known.

Jeremy Bullmore defines advertising as ‘Advertising is any paid –for communication intended to inform and /or influence one or more people’. Here, the first element paid for distinguishes advertising from free publicity. The second element communication indicates transmission of messages and the use of a medium. The third element intentional is about advertisements being goal-oriented. Fourthly, inform and/or influence indicates about the persuasive nature of advertising.

Advertising is providing information, calling attention to, and making known something that you want to sell or promote.

Advertising is a message designed to promote or sell a product, a service, or an idea. Advertising reaches people through varied types of mass communication. In everyday life, people come into contact with many different kinds of advertising. Printed ads are found in newspapers and magazines. Poster ads are placed in buses, subways, and trains. Neon signs are scattered along downtown streets. Billboards dot the landscape along our highways. Commercials interrupt radio and television programming.

Individuals, political candidates and their parties, organizations and groups, and the government also advertise. The armed forces use ads to recruit volunteers. Special
interest groups promote a cause or try to influence people's thoughts and actions. Politicians use ads to try to win votes. And people advertise in newspapers to sell cars, homes, property, or other items. Prior to considering methods of advertising and marketing it is important to ensure that you understand and adhere to local country laws relating to data protection and customer rights concerning privacy and opt-out of various marketing methods. This especially relates to maintaining and using lists and people's personal details, to the use of telemarketing, direct mail, fax marketing, and email. Generally private consumers enjoy more protection than business-to-business customers.

Advertising is just not for information, but for a purpose. This purpose is to motivate a desired action. People use advertising to achieve a variety of objectives. The broad functions are to inform, educate, and persuade. The subsidiary functions are to create awareness, change attitudes and generally to gain acceptability. In case of product and service advertising, the objective is to inform the consumers and generate demand. Institutional and ideas advertising are designed to create a favorable attitude and acceptability. Thus, the functions/roles/purposes of advertising are many:

1. **Marketing**- Marketing is the strategic process in business that is used to satisfy consumer needs and wants through goods and services, to reach its target audiences, marketing use many tools of promotion. Also known as marketing communication, these tools include personal selling, sales promotion, public relations and of course, advertising. Advertising is the most widely used and most visible of promotional tools in marketing.

2. **Communication**- Advertising is a commercial form of mass communication. It transmits different types of marketing information and tries to match buyers and sellers in the market place. Advertising not only informs prospective buyers, it also transforms the product by creating a personality for it. Using visuals, words, music, drama and lot of other things, advertising creates an image for the product that goes beyond mere facts.

3. **Economic role**- Advertising play an important role in the economy by helping the society to achieve abundance by informing and persuading people about products, services and goods. Advertising assists in the development of judgment on the part of consumers in their purchase practices. Simply put, advertising helps consumers make informed buyers decisions. Other believes that advertising is a source of information that increases the price sensitivity and stimulates competition.
4. **Social role**- Advertising plays a number of social roles. It informs us about new and improved products. Sometimes it tells us how to use certain products. It also helps us compare products and services.

5. **Improve sales**- Advertising can also be for winning back the lost consumers, by announcing some improvements, new schemes, attractive packages, or better quality of the product or services. It might be necessary to reduce prices to hold on the consumers against competition.

6. **Provide satisfaction**- A consumer buys a product or service for the satisfaction it provides. The interest is not in the product or service for itself, but in the satisfaction it provides. It can be psychological too. If one buys a soap which is advertised as the beauty soap of the stars, one knows very well that one cannot become a film star by using the soap or even acquire the complexion of the film star. The psychological satisfaction is of the self-delusion that one uses the same toilet soap as a film star.

7. **Sells Lifestyle**- Advertising also sells lifestyle. This is very true of the advertisements of such products as pressure cookers or gas stoves. These might be described as conveniences products. Thus, advertising creates demands for the new products and hence creates a lifestyle.

8. **Provide Employment**- Without advertising, products and services could not be sold in sufficient quantities. Without sales, factories would close down causing unemployment. Thus advertising stimulates economy by providing employments to many people.

9. **Revenue for Media**- It is true that newspapers, periodicals and even the electronic media depend on advertising as a major source of revenue.

10. **Influences Public Opinion**- Advertising today has become a very powerful instrument for motivating public opinion and action. That is why it is used for political campaigns as well.

**Public Relations (PR)**

Public relations (PR) is the business, organizational, philanthropic, or social function of managing communication between an organization and its audiences.
There are many goals to be achieved by the practice of public relations, including education, correcting a mistruth, or building or improving an image.

**Definition**

The term Public Relations was first coined by the US President Thomas Jefferson. He used the term during his address to Congress in 1807.

One of the earliest definitions of PR was coined by Edward Bernays. According to him, "Public Relations is a management function which tabulates public attitudes, defines the policies, procedures and interest of an organization followed by executing a program of action to earn public understanding and acceptance."

According to two American PR professionals Scott M. Cutlip and Allen H. Center, "PR is a planned effort to influence opinion through good character and responsible performance based upon mutual satisfactory two-way communication".

Public relations is the art and science of managing communication between an organization and its key constituents to build, manage, and sustain its positive reputation.

Public relations is the process of aligning the perceptions of targeted audiences (or publics) with the current realities and reasonable prospects of another entity.

Public relations is about building public relationships.

Public relations is the strategic art and science of connecting your story to the audiences that matter most, i.e.: key constituents, target audiences, thought leaders, and decision makers.

Public relations is business advocacy among all publics.

**Public relations involve:**

- Evaluation of public attitudes and opinions.
- Formulation and implementation of an organization's procedures and policy regarding communication with its publics.
- Coordination of communications programs.
- Developing rapport and good-will through a two way communication process.
• Fostering a positive relationship between an organization and its public constituents.

Examples include:

• Corporations use marketing public relations (MPR) to convey information about the products they manufacture or services they provide to potential customers to support their direct sales efforts. Typically, they support sales in the short and long term, establishing and burnishing the corporation's branding for a strong, ongoing market.

• Corporations also use public-relations as a vehicle to reach legislators and other politicians, seeking favorable tax, regulatory, and other treatment, and they may use public relations to portray themselves as enlightened employers, in support of human-resources recruiting programs.

• Non-profit organizations, including schools and universities, hospitals, and human and social service agencies, use public relations in support of awareness programs, fund-raising programs, staff recruiting, and to increase patronage of their services.

• Politicians use public relations to attract votes and raise money, and, when successful at the ballot box, to promote and defend their service in office, with an eye to the next election or, at career’s end, to their legacy.

Public Relation is a management function that involves monitoring and evaluating public attitudes and maintaining mutual relations and understanding between an organization and its public. Public could include shareholders, government, consumers, employees and the media. It is the act of getting along with people we constantly come in touch with. PROs ensure internal cohesion in the company by maintaining a clear communications network between the management and employees. Its first objective is to improve channels of communication and to establish new ways of setting up a two-way flow of information and understanding.

Public relations as a separate career option has came into existence when lots of private or government companies and institution felt the need to market their product, service and facilities. Public image is important to all organizations and prominent personalities. The role of public relation specialist becomes pertinent in crisis situations when the correct and timely transmission of information can help save the face of the organization.

In terms of career opportunities, Public relations is broadly practiced for product publicity, corporate publicity, to have better relations with the government, to
publish corporate publications like newsletter, bulletins, magazines for employees etc.

Most training programmes in Advertising also include public relations. These courses mainly cover areas like public relations principles and techniques, public relations management and administration, including organizational development, writing, emphasizing news releases, proposals, annual reports, scripts, speeches, and related items, visual communications, including desktop publishing and computer graphics, and research, emphasizing social science research and survey design and implementation.

**Personal Attributes of a PRO**

One must have excellent communication skills; both spoken and written so have to express thoughts clearly and simply. An effective personality and the ability to get along with a wide range of people both inside and outside an organization are necessary. Must, be polite always as he has to work under pressure or provocation. An organizing ability is required too, as one may have to organize press conferences, lectures, exhibitions and events. Must, have self-confidence and far sightedness. He must be able to understand human psychology and take decisions apt to the situation. Analytical skills are required to interpret research information and plan activity.

Public relations officers have to work within and outside the organization. Within the concern they have to conduct management-employee meets, to inform organizations policies, activities and accomplishments. Outside he has to liaison with government departments, trade unions, press etc whose cooperation is required for the smooth functioning, and also have to manage complaints from the consumers, organized events like fairs, exhibitions etc. The work involves keeping management aware of public attitudes and concerns of the many groups and organizations with which they must deal.

In addition, public relations departments employ public relations specialists to write, research, prepare materials, maintain contacts, and respond to inquiries.

Another important area of work in this field is to create public identity or an image for public figures like political parties, models and film stars. It include advising them on every aspect of personality, including dress code, behavior, statement given in press, public appearances etc.
Lobbying, a new field in this career, involves bringing about the passage of laws favorable to the special interest group they represent like a company, industries, government etc. It is a strategy used to raise public consciousness and influence policy makers in areas like environment, human rights, education etc. This is an interesting area of work in public relation.

**Future Job Prospects**

Public relation officers can find employment in the corporate sector, public sector, government agencies, tourist agencies, hotels, banks and other financial institutions, private consultancy firms etc. Nowadays they can find work even with individuals like political figures, models and film stars who want their pictures, profiles and interviews published in magazines and need agents who can do the work for them so as to have an image in front of general public.

**Public Affairs**

Public affairs refer to:

- Public affairs, is a term for the professional practice of lobbying governments for the purpose of advancing specific public policy outcomes deemed favorable to those funding or directing the lobbying efforts
- Public affairs programming, which refers, in the broadcasting industry, programming which focuses on matters of politics and public policy
- Public administration is the study and implementation of policy. The adjective 'public' often denotes 'government', though it increasingly encompasses non-governmental organizations such as those of civil society or any entity and its management not specifically acting in self-interest

**Public affairs** programming, a broadcasting industry term, refers to programming which focuses on matters of politics and public policy. Among commercial broadcasters, such programs are often only to satisfy regulatory expectations, and hence are scheduled at times when few listeners or viewers are tuned in (or even awake); in U.S. broadcasting, this is known as the "Sunday-morning public affairs ghetto". At some (particularly national) broadcasters, "Public Affairs" may be a special unit, separate from the news department, dedicated to producing long-form public-affairs programming, as at the Canadian Broadcasting Corporation prior to 1992.

The public affair business models of broadcasting differ in the method by which stations are funded:
• in-kind donations of time and skills by volunteers (common with community broadcasters)
• direct government payments or operation of public broadcasters
• indirect government payments, such as radio and television licenses
• grants from foundations or business entities
• selling advertising or sponsorships
• public subscription or membership
• fees charged to all owners of TV sets or radios, regardless of whether they intend to receive that program or not (an approach used in the UK)

Broadcasters may rely on a combination of these business models. For example, National Public Radio, a non-commercial network within the United States, receives grants from the Corporation for Public Broadcasting (which in turn receives funding from the U.S. government), by public membership.

Public affairs campaigns are run with a wide range of strategies and tactics, including forming alliances, mobilizing stakeholders, engaging the media and implementing grassroots activities. Top-notch public policy experts are employed to aid corporations and institutions with legislative and regulatory issues. These officers know well how to communicate effectively about the issues—whether working for an energy company to shape the outcome of a legislative battle, establishing a leadership position regarding Internet policy for an e-business or communicating a policy to the public on behalf of governments.

The public affair companies have issues analysts with backgrounds in environment, energy, transportation, and healthcare, public safety, and trade, labor and tax policy. They help clients successfully navigate the halls of power in the state capital and influence policy issues in key markets across the state. The team has extensive expertise in policy development, issues management, ballot initiatives, media relations, transportation, labor, education and healthcare policy and helps clients nationally and internationally to meet the client’s desired goal.

Global public affairs areas of expertise include:

• Issues Management—Whether an issue is hot or just heating up, building goodwill and understanding is the best way to protect reputations.
• Legislative/Regulatory Counsel—The success of a communications campaign in legislative and regulatory arenas often hinges on access to leaders.
- Ally Development—The most powerful and credible alliances come from uniting independent entities that share a stake in an issue's outcome—without sacrificing individual voices or autonomy.
- Crisis Management—The moment a volatile issue develops, it must be seized, analyzed and understood so a successful strategy can emerge to capitalize on opportunity or steer clear of rough waters.
- Grassroots Advocacy (promotion)—Even when a battle wages on national, international or global fronts, the solution is almost always local. Winning political support from the bottom up requires educating and activating constituencies.
- Legal Action Support—High-profile legal action, regardless of the outcome, can affect public policy decisions. Managing the communications environment surrounding legal action creates opportunities to shape balanced, fair perceptions and attitudes.

(c) Folk Media & Traditional media

Folk Media & Traditional media based on sound, image and sign language. These exist in the form of traditional music, drama, dance and puppetry, with unique features in every society, race and region. Various countries like India, have inherited several rich, effective popular and powerful folk media forms, which were developed over the ages and ensure the emotional integrity of the nation. The
development of electronic media transformed the globe into a village but could not overshadow the folk media of different ethnic groups and regions.

Folk and traditional media continue to play an important role in our society and the new electronic media are used to popularize some of the folk arts. Ingredients of folk media are given special projection in the mass media and as such folk media are being used in development communication (to bring about attitudinal and behavioral changes of the people) and advertising. Messages on issues like agricultural development, primary health care and nutrition; education, women and child rights are projected through the folk media. The great majority in the rural areas enjoys performances of the folk artists as a relief from the myriad of life. Many of them simply do not have access to modern forms of entertainment.

Traditional folk media can be rightly called as the ‘people’s performances’ as it speaks of those performing arts which are cultural symbols of the people. These performing arts pulsate with life and slowly change through time. Since decades, they have been increasingly recognized as viable tools to impart development messages both through live performances and also in a form integrated with electronic mass media. They are thus rightly called as ‘Traditional Folk media’ for communication.

For millions of people living in remote areas in developing countries, to which information is to be quickly imparted, mass media channels of sound and sight do hold glamour but often enough they mask the message. Thus, traditional folk media has been persuaded to come out of their shell to give a personal touch to the otherwise impersonal mass media programmes.

Behavioral changes are most easily brought about by personal interaction and traditional folk media are personal forms of communication, of entertainment. These forms of art are a part of the way of life of a community and provide acceptable means of bringing development issues into the community on its own terms. Traditional folk media are playing a meaningful role in the affairs of developing countries like Asia and Africa.

Traditional folk media are rich in variety, readily available and economically viable. Men and women of different age groups relish them. They command the confidence of the rural masses, as they are live. They are theme-carriers by nature, not simply as vehicles of communication but as games of recreating and sharing a common world of emotions, ideals and dreams. Also, traditional folk media are in a ‘face to face situation’ between the communicator and the receiver of the
message, a situation which energies discussion that may lead to conviction and motivation.

In developing country like India, traditional folk media have proven to be successful mass-motivators. During the years before the advent of the sound and sight channels of mass media, the traditional folk media not only reflected the joys and sorrows of the people, but also inspired the mass during the times of stress and strain. They played a significant role in the freedom movement of India. Since the country has achieved independence, selected folk media have been effectively harnessed for communication of new ‘development messages’. Mass media have extended the area of coverage of a folk performance, while traditional folk media, with their inspiring color and costume, dance and music; have enriched the content of the mass media channels.

Traditional folk performances like ritualistic dances, religious songs and mythology based rural plays, though highly popular, have proved unsuitable to absorb and reflect new messages on population, health and hygiene. Communicators, therefore, have to test different categories of folk performances to identify the ones that are flexible enough to absorb development messages to meet the contemporary needs. Flexibility is the most important factor, which determines the viability of a folk medium for rural communication.

Some traditional folk media in India are: Tamasha, Nautanki, Jatra, Bhavai, Puppetry, Ramlila & Raaslila, Street Theatre, Pawala, Keertana, and others.

**SUMMARY**

There are different media involved in the process of mass communication. They reach every corner of the world and are very powerful. They invade even the privacy of our bedrooms. They inform, educate, entertain and persuade. They also help in the transmission of culture and perform the job of surveillance of the society. They are the mass media. The mass media are ‘the vehicles of mass communication’.

For the common men advertising means television commercials, radio jingles and print advertisements. Advertising can be defined as a paid dissemination of information through a variety of mass communication media to motivate a desired action. According the ‘concise oxford dictionary’ the verb, ‘to advertise’ means: to make generally or publicly known.
Public relations (PR) is the business, organizational, philanthropic, or social function of managing communication between an organization and its audiences. There are many goals to be achieved by the practice of public relations, including education, correcting a mistruth, or building or improving an image.

Public Relation is a management function that involves monitoring and evaluating public attitudes and maintaining mutual relations and understanding between an organization and its public. Public could include shareholders, government, consumers, employees and the media. It is the act of getting along with people we constantly come in touch with. PROs ensure internal cohesion in the company by maintaining a clear communications network between the management and employees.

Public affairs programming, a broadcasting industry term, refers to programming which focuses on matters of politics and public policy. Among commercial broadcasters, such programs are often only to satisfy regulatory expectations, and hence are scheduled at times when few listeners or viewers are tuned in (or even awake).

Folk and traditional media continue to play an important role in our society and the new electronic media are used to popularize some of the folk arts. Ingredients of folk media are given special projection in the mass media and as such folk media are being used in development communication (to bring about attitudinal and behavioral changes of the people) and advertising. Messages on issues like agricultural development, primary health care and nutrition; education, women and child rights are projected through the folk media. The great majority in the rural areas enjoys performances of the folk artists as a relief from the myriad of life. Many of them simply do not have access to modern forms of entertainment.
QUESTIONS FOR PRACTICE

Q1. Discuss the various tools of Mass Communication.
Q2. What is the scope and use of Advertising in modern society?
Q3. Critically analyze the importance of Public Relations in the development of an business organization.
Q4. Write short notes on any two mass media.

FURTHER READING

1. Mass Communication & Development Dr. Baldev Raj Gupta
2. Mass Communication in India Keval J Kumar
3. Mass Communication Journalism in India D S Mehta
4. Mass Communication Theory Denis McQuail
UNIT 6. JOURNALISM & MASS COMMUNICATION

OBJECTIVES

- To know the role of mass media in modern society
- To understand the role played by the mass media
- To present an overview of the Print Media in India
- To know if the mass media are fulfilling their role in modern democratic society recognize

INTRODUCTION

The mass media constitute the backbone of democracy. The media are supplying the political information that voters base their decisions on. They identify problems in our society and serve as a medium for deliberation. They are also the watchdogs that we rely on for uncovering errors and wrongdoings by those who have power. It is therefore reasonable to require that the media perform to certain standards with respect to these functions, and our democratic society rests on the assumption that they do the most important democratic functions that we can expect The media to serve are:

1. Functions include surveillance of sociopolitical developments,
2. Identifying the most relevant issues,
3. Providing a platform for debate across a diverse range of views,
4. Holding officials to account for the way they exercise power,
5. Provide incentives for citizens to learn, choose, and become involved in the political process,
6. And resist efforts of forces outside the media to subvert their independence.

6.1. Mass media and modern democracy

The role of mass media in modern democracy

There is a growing concern that the mass media are not fulfilling their functions properly. Media critics claim that commercial mass media controlled by a few multinationals, have become an anti-democratic force supporting the status quo. The news is more entertaining than informing, supplying mostly gossip, scandals, sex, and violence. Political news is more about personalities than about their
ideologies. In the absence of serious debate, voters are left with paid political propaganda containing only meaningless slogans making them disinterested and cynical about politics. It is also claimed that the watchdogs are barking of the wrong things.

The media hunt for scandals in the private lives of politicians and their families, but ignore much more serious consequences of their policies. They go after wounded politicians like sharks in a feeding frenzy. All too often, the media make us afraid of the wrong things. Minor dangers are hysterically blown out of proportions, while much more serious dangers in our society go largely unnoticed. The exaggerated fears often lead to unnecessary measures.

Critics also complain that the media fail to report wrongdoings in the industry. For example, many media have suppressed information about the health hazards of smoking due to pressure from advertisers. Even more alarming is the claim that certain mass media (especially women's magazines) are promoting worthless alternative health products, thereby effectively conspiring with the industry to defraud consumers of billions of dollars every year.

Most newspapers, radio and TV stations get most or all of their income from advertisements and sponsoring. The media will therefore seek to optimally satisfy the interests of their advertisers, which are not necessarily coincident with the interests of the readers and listeners. The predominant view among economists is that free competition generally benefits society because it provides the most differentiated supply of commodities to the optimal price. There is no guarantee that public interests are served well. This is the reason why many countries have public radio and TV stations with public service obligations. Liberalizing the media market and relying on the free market forces are policies that are often used for the express purpose of making sure that all interests are served.

Numerous policy discussions have recommended increased competition, as the best way to assure diversity, which, it is assumed, will make sure that all interests are served well. It has been known for many years that there is a strong tendency towards wasteful duplication of the most popular program forms under free competition.

There is considerable uncertainty over whether competition increases or decreases the diversity and quality of media. Assume, for example, that a country has two competing commercial TV stations with each one channel. In this case they will most likely both try to maximize their market share by sending the same kind of
programs that appeal to the broadest possible audience. But if, on the other hand, the same TV station owns both channels, then the owner will seek to minimize competition between the two channels by sending different types of programs on the two channels. The conclusion is that reduced competition may lead to increased diversity.

Traditionally, media scholars have described the selection of news with concepts like gate keeping and newsworthiness. But today, the news coverage is determined by such factors as the journalist's knowledge, predefined news formats, deadlines, the authority of sources, and the possibility of obtaining good pictures. The media may not publish a story if it does not fit into an existing format or if it does not relate to an existing theme. The media are self-referential to such a degree that the newsworthiness of a story may be a self-fulfilling prophecy. A topic is interesting because all the media tell about it.

Violent crimes and sex crimes are areas where the news reporting is highly selective. The media prefer emotional stories, sobbing victims, and stories that fit into the political agenda and confirm the image of the criminal as a monster.

6.2. Mass media and modern society

The mass media have an important role in modern democratic society as the main channel of communication. The population relies on the news media as the main source of information and the basis on which they form their opinions and voting decisions.

Urbanization, industrialization and modernization have created the societal conditions for the development of mass media. The bulk of the content of the mass media is not designed to challenge or modify the social and political structure of a nation, either in a one party state or in a democratic society. The mass media plays a crucial role in forming and reflecting public opinion: it communicates the world to individuals, and it reproduces modern society's self-image. Critiques in the early-to-mid twentieth century suggested that the media destroys the individual's capacity to act autonomously - sometimes being ascribed an influence reminiscent of the telescreens.

The consequences and ramifications of the mass media relate not merely to the way newsworthy events are perceived (and which are reported at all), but also to a multitude of cultural influences which operate through the mass media. The mass
media force attention to certain issues. They build up public images of political figures. They are constantly presenting objects suggesting what individuals in the mass should think about, know about, and have feelings about.

Theorists have emphasized the importance of mass media as instruments of social control. In the twenty-first century, with the rise of the internet, the two-way relationship between mass media and public opinion is beginning to change, with the advent of new technologies such as blogging.

Social scientists have made efforts to integrate the study of the mass media as instrument of control with the study of political and economic developments in the Afro-Asian countries. David Lerner (1958) has emphasized the general pattern of increase in standard of living, urbanization, literacy and exposure to the mass media during the process of transition from traditional to modern society. According to Lerner, while there is a heavy emphasis on the expanding of the mass media in developing societies, the penetration of the central authority into the daily consciousness of the mass has to overcome profound resistance.

Although a sizeable portion of mass media offerings - particularly news, commentaries, documentaries, and other informational programmes - deal with highly controversial subjects, the major portion of mass media offerings are designed to serve an entertainment function. These programmes tend to avoid controversial issues and reflect beliefs and values sanctified by mass audience. This course is followed by Television networks, whose investment and production costs are high.

Individuals become ‘irrational victims of false wants’ - the wants which corporations have thrust upon them, and continue to thrust upon them, through both the advertising in the media (with its continual exhortation to consume) and through the individualist consumption culture it promotes. Thus, leisure has been industrialized. The production of culture had become standardized and dominated by the profit motive as in other industries. In a mass society leisure is constantly used to induce the appropriate values and motives in the public. The modern media train the young for consumption. ‘Leisure had ceased to be the opposite of work, and had become a preparation for it’.

Competition has become increasingly keen in the area of the mass media as they keep fighting for the attention of the readers, listeners, and TV-viewers. The life and death of each newspaper and TV station is at stake here when the income from advertising and sponsoring is proportional to the number of readers or viewers. The
printed media have problems competing with the electronic media as sources of news.

In order to survive, they are increasingly turning to other strategies such as entertainment, titillation, scandal mongering, and spreading fear - and spending fewer resources on serious researching of news. This is not only about the survival of the fittest of the news media; it is also about cultural selection and political selection.

The news media are the most important channels for the propagation of culture, ideas, and opinions. Most opinion formation takes place when people sit and watch news and debates on television. Analyzing the cultural selection in the electronic information society, we find that an important part of the selection lies in the choice between TV channels. Millions of lazy viewers sit in their comfortable armchairs with remote controls in their hands zapping between action films, revivalist preachers, and commercials for a new fragrance, hardly realizing that by choosing which cultural and political influences they expose themselves to, they also chose the cultural and political evolution of their country.

People tend to selectively read what they already agree with and to rationalize their preformed opinions in the face of contrary arguments. Experimental evidence seems to indicate that the mass media have little power to change people's opinions on issues for which they already have formed a strong opinion, but they have a profound influence when it comes to setting the agenda and priming people on new issues. The way an issue is framed determines how it is discussed, which causes a social problem is blamed on, and which of the possible remedies are entered into the discussion.

6.3. Print media in India: an overview

Print media in India

Newspaper industry in any country is related to the beginning of printing press and it was Johann Guttenberg who invented printing press in 1455. Thus in India too, the beginning of newspaper is related to the beginning of the press. The Portuguese introduced the printing press in Goa, in 1557. British East India Company brought about the printing press in India and first press was strolled at Bombay in 1674. Ironically, the first printing press was strolled in 1674, yet there was no newspaper being published for another 100 years.
William Bolts who was an officer in the company announced a hand written newspaper in 1776. He wrote the newspaper and asked the people to come to his residence to read it. The aim of this newspaper was to inform British Company in India to the news from home and also to bring about the grievances against colonial administration.

The first newspaper to be published in India was ‘Bengal Gazette’ or Calcutta general, which was a weekly newspaper. Later, it was named as ‘Hickey’s Gazette. Hickey declared that he started the newspaper to expose corruption and favoritism of the Company and thus he covered all the inner fights of the company and did not spare even the governor general.

Raja Ram Mohan Roy published out free newspapers magazines in the year 1821, namely sambad kaumudi (Bengali), mirat-ul-akbar (Persian), brahamanical magazine (English). It was the first time that through these newspapers Raja Ram Mohan Roy tried to cover all the readers in India.

The first newspapers in Bombay were owned and printed by Parsis, who already owned the technological and financial basis for such ventures. Rustomji Keshaspathi printed the first English newspaper in Bombay in 1777. The first vernacular newspaper in Bombay was the Gujarati daily Mumbai samachar, published in 1822 by Fardoonjee Marzban. Although not the first newspaper in an Indian language, Mumbai Samachar is still being published and is India’s oldest newspaper.

6.4. Overview of Print media in India

In India the print and the electronic media are both very active. It was reported that in 1993, there were approximately 4000 newspapers being published in the country. The publications in the country are in Hindi, English and all vernacular languages. There is also a good range of weekly, fortnightly and monthly magazines in the country, which cover a whole range of national as well as international issues in depth. The electronic media in the country has, in the recent past, come in for a major change with worldwide TV networks, now active in India, which has been successful in making their presence felt.

The print media in India is a long way from being dead if the official report on the state of the print publications is anything to go by. The Press in India 2004-5, the annual report of the Registrar of Newspapers for India (RNI), says the print media claimed a substantial share in the information space in the country registering 1,948 new newspapers and over a two crore increase in circulation in 2004-05.
According to official records, the total circulation of newspapers increased from 13,30,87,588 copies in 2003-04 to 15,67,19,209 copies in 2004-05.

Uttar Pradesh had the largest number of daily newspapers (285), followed by Maharashtra (197). Daily newspapers are published from all the states. However, no circulation details were made available from the union territories of Andaman & Nicobar Islands, Dadra & Nagar Haveli, and Lakshadweep. Dailies from Uttar Pradesh with a total circulation of 1,11,45,976 copies were at the top followed by Maharashtra with 83,46,863 and Delhi 80,79,842 copies respectively.

A notable feature was that Orissa achieved the distinction of publishing newspapers in 17 major languages (bilingual and multilingual publications have not been included in the 17 major languages).

Hindustan Times, published from Delhi and printed at New Delhi, Gurgaon, Noida, Chandigarh, Bhopal and Jaipur, was the largest circulated single edition daily with 11,75,339 copies followed by Ananda Bazar Patrika, published from Kolkata with 11,30,167 copies. The Times of India, published from New Delhi and printed at New Delhi and Sahibabad came third with 11,02,772 copies.


India has four news agencies namely, the Press Trust of India (PTI), United News of India (UNI), Samachar Bharti and Hindustan Smachar. Newspapers and magazines in India are independent and largely privately owned. About 5,000 newspapers, 150 of them major publications, are published daily in nearly 100 languages. Over 40,000 periodicals are also published in India. The periodicals specialize in various subjects but the majority of them deal with subjects of general interest.

### 6.4.1. Some major Newspapers in India

#### The Times of India

The Times of India is one of the leading newspapers of India and is very old. Some of the features of the paper are news from various Indian cities, sports, business (Indian and international), entertainment, health, and the world. As a policy it lays more stress on human-interest stories. It also carries features like Sports,
Entertainment, Stocks, Infotech, Editorials, Interviews, Letters, Crosswords, and Horoscopes etc. The Times group also owns The Economic Times, Femina, Filmfare, etc.

**The Economic Times**
The Economic Times is one of the India's leading business newspapers. It carries news about the Economy, Companies, Infrastructure, Trends in the Economy, Finance, Stocks, Forex and Commodities, news from around the world and from the world of politics besides Editorial and Features. The magazine section has Investor's Guide, Brand Equity and Corporate Dossier. It is part of the Times Group.

**Indian Express**
The Indian Express is another leading newspaper of the country. This group's publications include the Indian Express, the Financial Express, Loksatta, Screen and Express Computer.

**India Today**
India Today is part of Living Media India Ltd, one of India's leading names in news and publishing which includes the television production group of Aaj Tak and Headlines Today, along with Business Today, Computers Today, India Today Hindi, India Today Plus, Teens Today and Music Today. It contains everything from hardcore political and business news and analysis to the movies, music, and art, books, computers, and lifestyle and business resources.

**SUMMARY**

The media hunt for scandals in the private lives of politicians and their families, but ignore much more serious consequences of their policies. They go after wounded politicians like sharks in a feeding frenzy. All too often, the media make us afraid of the wrong things. Minor dangers are hysterically blown out of proportions, while much more serious dangers in our society go largely unnoticed. The exaggerated fears often lead to unnecessary measures.

Competition has become increasingly keen in the area of the mass media as they keep fighting for the attention of the readers, listeners, and TV-viewers. The life and death of each newspaper and TV station is at stake here when the income from advertising and sponsoring is proportional to the number of readers or viewers. The printed media have problems competing with the electronic media as sources of news.
The print media in India is a long way from being dead if the official report on the state of the print publications is anything to go by. The Press in India 2004-5, the annual report of the Registrar of Newspapers for India (RNI), says the print media claimed a substantial share in the information space in the country registering 1,948 new newspapers and over a two crore increase in circulation in 2004-05.

QUESTIONS FOR PRACTICE

Q1. Discuss the role of mass media in modern democracy.
Q2. Are the various mass media fulfilling their duties in the modern society?
Q3. Write an overview of the Print media in India.

FURTHER READING

1. Mass Communication & Development Dr. Baldev Raj Gupta
2. Mass Communication in India Keval J Kumar
3. Mass Communication Journalism in India D S Mehta
4. Mass Communication Theory Denis McQuail