

Four Year UG Programme (Honours)

INTRODUCTION TO MASS COMMUNICATION

COURSE CODE: SGB24JL101MI

Minor Course - Journalism
For FYUG Programmes

SELF LEARNING MATERIAL



SREENARAYANAGURU
OPEN UNIVERSITY



SREENARAYANAGURU OPEN UNIVERSITY

The State University for Education, Training and Research in Blended Format, Kerala



Vision

To increase access of potential learners of all categories to higher education, research and training, and ensure equity through delivery of high quality processes and outcomes fostering inclusive educational empowerment for social advancement.

Mission

To be benchmarked as a model for conservation and dissemination of knowledge and skill on blended and virtual mode in education, training and research for normal, continuing, and adult learners.

Pathway

Access and Quality define Equity.

Introduction to Mass Communication

Course Code: SGB24JL101MI

Semester - I

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Message from Vice Chancellor

Dear Learner,

It is with great pleasure that I welcome you to the Four Year UG Programme offered by Sreenarayanaguru Open University.

Established in September 2020, our university aims to provide high-quality higher education through open and distance learning. Our guiding principle, 'access and quality define equity', shapes our approach to education. We are committed to maintaining the highest standards in our academic offerings.

Our university proudly bears the name of Sreenarayanaguru, a prominent Renaissance thinker of modern India. His philosophy of social reform and educational empowerment serves as a constant reminder of our dedication to excellence in all our academic pursuits.

The Four Year UG Programme covers a Minor course titled 'Introduction to Mass Communication', which is aligned with media studies and communication theory. We have incorporated the latest trends in mass communication to ensure a comprehensive and up-to-date curriculum. Minor courses offer valuable supplementary knowledge that complements your major field of study. These allied subjects broaden your academic perspective, enhance interdisciplinary understanding, and develop versatile skills. By exploring related disciplines, you gain a more comprehensive education, preparing you for diverse career opportunities and fostering well-rounded intellectual growth throughout your academic journey.

Our teaching methodology combines three key elements: Self Learning Material, Classroom Counselling, and Virtual modes. This blended approach aims to provide a rich and engaging learning experience, overcoming the limitations often associated with distance education. We are confident that this programme will enhance your understanding of mass communication, preparing you for various career paths and further academic pursuits.

Our learner support services are always available to address any concerns you may have during your time with us. We encourage you to reach out with any questions or feedback regarding the programme. We wish you success in your academic journey with Sreenarayanaguru Open University.

Best regards,



Dr. Jagathy Raj V.P.
Vice Chancellor

01-09-2024

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BLOCK - 01

Understanding Communication

Unit 1

Communication

Learning Outcomes

Upon completion of the unit, the learner will be able to:

- ▶ familiarise the concept of communication
- ▶ analyse and evaluate the process of communication
- ▶ examine various principles of communication

Prerequisites

Imagine you are at a party, surrounded by friends and strangers alike. As you navigate through the crowd, you realize that every interaction, every gesture, and every word spoken is a form of communication. From the animated discussions in one corner to the silent nods of agreement in another, communication is the invisible thread that weaves this social tapestry together. Now, picture yourself as an anthropologist, observing these interactions with a keen eye. You begin to notice patterns, the ebb and flow of conversations, the unspoken rules that govern these exchanges. This is the essence of studying communication – understanding the intricate dance of human interaction that shapes our world. As you embark on this journey to explore the fundamentals of communication, remember that you're not just learning about a concept, but about the very essence of human connection.

Keywords

Communication Concepts, Definitions, Functions, Principle of Brevity, The Principle of Timeliness, The Principle of Attention

Discussion

1.1.1 Concept of Communication

The act of transmitting knowledge, concepts, and attitudes from one person to another is known as communication. It involves sending a message over a channel from a source to a target audience. For

instance, during a conversation - which is one of the most common forms of communication - the speaker is the source and the listener is the audience. The spoken words conveyed over the air serves as the channel for the message being transmitted by the speaker.

Communication is derived from the Latin



word *communicare* which means to transmit, impart, or convey. According to Ban and Hawkins, communication is the act of delivering and receiving messages through a medium that creates mutual understanding between a source and a recipient. Communication, in the words of Joseph A. DeVito, is “the act by one or more persons, of sending and receiving signals, distorted by noise, inside a context, with some effect and with some chance for feedback.”

1.1.2 Definitions

Oxford Dictionary: communication is ‘the imparting or exchange of information by speaking, writing, or using some other medium

John Adair: Communication is essentially the ability of one person to make contact with another and make himself or herself understood.

William Newman and Charles Sumner: Communication is an exchange of ideas, facts, opinions or emotions of two or more persons.

Louis A. Allen: Communication is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding.

Peter Little: Communication is a process by which information is transmitted between individuals and/or organizations so that an understanding response results

1.1.3 Features of Communication

We can infer the following key characteristics of the idea of communication, based on the definitions provided above and the surrounding information:

1. Communication is deemed to be a thorough and logical process only when the receiver comprehends the topic being conveyed. In reality, communication is the transmission of understanding from the message’s source to its recipient. From the standpoint of human interactions, this is a crucial com-

ponent of communication.

2. Communication is typically a two-way affair and should be. This focuses on the feedback component of communication, where the message of the sender must obtain the required response (or reaction) of the recipient to the communication delivered to him.
3. Every communication has a goal or the intention of invoking from the recipient the intended response to the communication. For instance, if a subordinate receives a work order from a superior, the latter is required to follow the order and take the necessary steps to carry it out.
4. For communication to occur, it necessitates the presence of a minimum of two individuals - the sender who conveys the message and the recipient who receives it.
5. The process of communication is circular. The process begins with the sender’s message and progresses through a number of phases before coming to an end with the response from the recipient of the message.

1.1.4 Functions of Communication

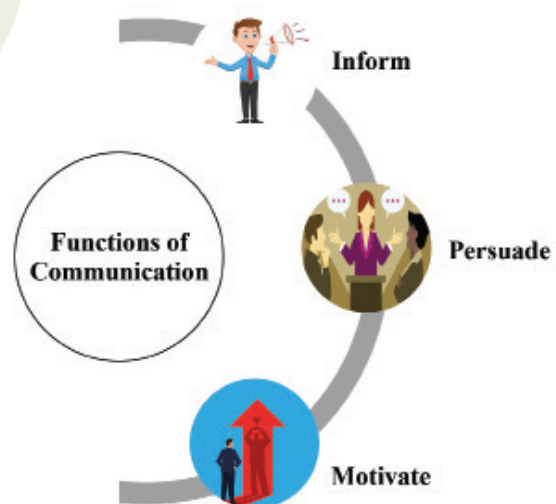


Fig. 1.1.1 Functions of Communication

The most basic functions of communication are to inform, persuade and motivate. Imagine a campaign conducted by the government against the spread of COVID 19. The first function is to educate the public about the pandemic and the need to prevent it. The second is to motivate the public to take necessary steps to prevent the pandemic. The third and final function is to persuade the public about the need of taking necessary steps to prevent the pandemic. Let's have a closer understanding of these functions.

1. To Inform

The main purpose of communication is to convey information to other people. It can be verbal or non-verbal. Verbal communications can be written or spoken. While non-verbal cues like body language, gestures, postures, and so on are also used to communicate. Communication can be done through various media including newspapers and magazines, radio, television, cinema, performing arts, pamphlets, hoardings and electronic boards, cyber media, etc. Messages can be conveyed through interpersonal and group communication or public speaking.

2. To Persuade

Persuasion involves convincing an individual to undertake a specific action or adopt a particular concept by providing them with valid and authentic data. Effective communication serves as a catalyst in facilitating persuasion, which is practiced across various settings such as homes, educational institutions, and workplaces.

3. To Motivate

Communication plays a crucial role in enhancing motivation by providing clarity to recipients on what actions they need to undertake, the level of performance achieved,

and the areas that require improvement in case of performance. The establishment of clear and specific objectives, continuous feedback on progress, and acknowledgement of positive behavior through rewards contribute to stimulating motivation, necessitating effective communication.

These three are the main functions of communication. Effective communication will fulfill all these functions. Communication can only be considered effective when it fulfills all the functions of information, persuasion, and motivation

1.1.5 Principles of Communication

As discussed above, communication without any response (response can be verbal, non-verbal or any actions) is not effective. The most important point of communication is to generate a response from the receiver. For proper reception and feedback, the communication should be effective and it must hold a higher degree of clarity. For example, there is no point in conducting a specialised medical lecture to the students of arts. The recipient must be knowledgeable enough to receive the sender's message and give possible feedback. All communications which fail to generate this feedback are considered ineffective communications.

For the managerial function of communication to be meaningful and efficient, it should adhere to the following principles:

1.1.5.1 Principle of Understanding

Communication becomes effective only when the recipient understands the sender's intentions, in a particular cultural milieu, as well as possible. This notion can be put into practice by stating that communication, whether spoken or written, must be clear. The message must also be concise, leaving no room for doubts that can perplex the recipients



and lead them to misinterpret it. The frame of reference of both the sender and receiver of the message should be the same. For example, when the sender says “It was like an Augean stable”, it will be understood by the receiver only if he/she has a clear idea about Greek mythology.

1.1.5.2 The Principle of Attention

The principle of attention states that communication should be crafted in a manner that captivates the recipient’s attention. In order to put this idea into practice, it is essential that the sender’s motivation for communicating is perfectly clear in addition to the message being delivered in a friendly and sound way.

1.1.5.3 Principle of Brevity

The message that needs to be conveyed must be short because the listener, usually does not have much time to spend on one piece of communication. Therefore, the message’s clarity and its fullness are important factors of comprehension. These three requirements—brevity, clarity, and completeness—must all be balanced by the sender.

1.1.5.4 The Principle of Timeliness

Communication must be timely, i.e., it should be conveyed at the appropriate moment when it needs to be received by the recipient. Early communication carries the risk of the recipient forgetting it, whereas

delayed communication loses its relevance and effectiveness when the opportunity for taking action on it has passed.

1.1.5.5 The Principle of Appropriateness

The communication must be acceptable or logical. The communication must not be illogical or impossible to implement in order to further shared goals.

1.1.5.6 Principle of Feedback

The process of communication must be two-way. The recipient’s reply (or response) to the message must be just as simple for the sender to understand as the sender’s initial communication.

Emphasising the feedback element of communication serves the purpose of aiding the sender in adjusting their subsequent messages based on the recipient’s response, resulting in stronger and more effective interpersonal relationships.

This unit discusses the key concept of communication, its definition function, and principles. The key point in communication is that it is a circular process. The communication is only fulfilled when the sender receives proper feedback from the receiver. In order to generate this proper feedback, the sender should be very clear about his message and find effective ways to make sure that the message is delivered properly.

- ▶ The first recorded form of communication was cave paintings, dating back to 40,000 years.
- ▶ In ancient civilizations, smoke signals were used to communicate messages over long distances.
- ▶ Samuel Morse transmitted the inaugural telegraph message in 1844, which comprised the phrase “What hath God wrought?”
- ▶ The most common form of nonverbal communication is eye contact.
- ▶ The human brain can process information at a rate of up to 120 bits per second.

- ▶ The first mobile phone call was made in 1973 by Martin Cooper, who called a rival at Motorola to gloat about his invention.
- ▶ The word “hello” was first used to answer the telephone in 1877, when Alexander Graham Bell suggested it as a greeting.
- ▶ In 2020, the COVID-19 pandemic led to a surge in virtual communication platforms like Zoom and Google Meet, with people relying on them to work and stay in touch with loved ones

Recap

- ▶ The act of transmitting knowledge, concepts, and attitudes from one person to another is known as communication.
- ▶ Features of Communication
- ▶ Functions of Communication- to inform, to persuade, to motivate
- ▶ Principles of Communication – the principle of understanding, the principle of attention, the principle of brevity, the principle of timeliness, the principle of appropriateness and the principle of feedback

Objective Questions

1. What is communication?
2. What is the definition of interpersonal communication?
3. What are the functions of communication?
4. What is the principle of brevity in communication?
5. What is the principle of timeliness in communication?

Answers

1. Communication is the process of exchanging information, ideas, thoughts, or feelings between two or more people through various channels.
2. Interpersonal communication is the process of exchanging information, feelings, and meaning through verbal and nonverbal messages between two or more people in a face-to-face setting.
3. To Inform, To Persuade, To Motivate
4. The message that needs to be conveyed must be short because the listener, usually does not have much time to spend on one piece of communication.
5. Communication must be timely, i.e., it should be conveyed at the appropriate moment when it needs to be received by the recipient.



Self Assessment

1. Analyze a recent personal communication experience using the SMCR model. Discuss how each element (Sender, Message, Channel, Receiver) played a role in the effectiveness of the communication.
2. Choose a public speech or advertisement and identify the three main functions of communication (to inform, to persuade, to motivate) within it. Explain how each function is achieved.
3. Create a communication plan for a fictional company launching a new product. Include strategies that address each of the principles of communication discussed in the unit.
4. Conduct a small survey among your peers to identify common communication barriers they face. Propose solutions to overcome these barriers based on the concepts learned in this unit.
5. Write a reflective essay on how understanding the concepts of communication can improve your personal and professional relationships. Provide specific examples to support your points.

Suggested Readings

1. Steven A. Beebe, Susan J. Beebe, and Mark V. Redmond (2000). *Communication: Principles for a Lifetime*, London: Pearson Education
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6. Elizabeth M. Perse (2000) *Media Effects and Society*, New Jersey: Lawrence Erlbaum Associates in Mahwah
7. Mark L. Knapp and Judith A. Hall (1972) *Nonverbal Communication in Human Interaction*, New York: Rinehart and Winston in.

Unit 2

Elements of Communication

Learning Outcomes

Upon completion of the unit, the learner will be able to:

- ▶ understand the basic elements of communication
- ▶ be aware of communication noise
- ▶ attain the skill of providing feedback

Prerequisites

A master chef is engaged in a kitchen. Just as a chef combines various ingredients to create a delicious dish, you are about to learn how to blend the essential elements of communication to craft meaningful messages. Each element – be it the sender, the message, the channel, or the receiver – is like a crucial ingredient that can make or break your communication “recipe.” As you explore these elements, imagine yourself fine-tuning your communication skills, adjusting the “flavors” of your messages to suit different audiences and contexts. You’ll learn to recognize the subtle “spices” of non-verbal cues and the importance of the right “temperature” or tone in your communications. This culinary journey through the elements of communication will equip you with the skills to become a master communicator, able to serve up clear, effective messages in any situation.

Communication is a vital part of our daily lives. We use it to share ideas, express feelings, and work together. From casual chats with friends to important work meetings, communication helps us connect with others and get things done. Over time, humans have developed many ways to communicate. We started with simple gestures and sounds, then created spoken and written languages. Now, we have phones, computers, and the internet to help us talk to people all over the world.

Keywords

Communication Process, Sender, Receiver, Message, Channel, Noise, Barriers of communication, Feedback, SMCR



Discussion

At its basic level, communication is straightforward, but it becomes more complicated as the number of communicators increases or as they become separated by distance. For example, communication between two people in close proximity is less complicated, but it becomes more complex as they move further apart.

David Berlo's Sender – Message – Channel –Receiver (SMCR) Model of Communication provides a basic framework for understanding communication. The model abbreviates the fundamental components of communication as Sender, Message, Channel, and Receiver (SMCR). The model emphasizes the importance of coding and decoding messages for effective communication.

1.2.1 Elements of Communication: SMCR

The SMCR model of communication describes the process of communication between a sender and a receiver. The model highlights the key elements of communication that must be considered to ensure effective communication.

1.2.1.1 Sender

The individual who creates and sends a message to someone else is commonly referred to as the sender. This person is responsible for both composing the message and encrypting it before initiating communication. According to Berlo's SMCR Model of Communication, the following elements have an impact on the source:

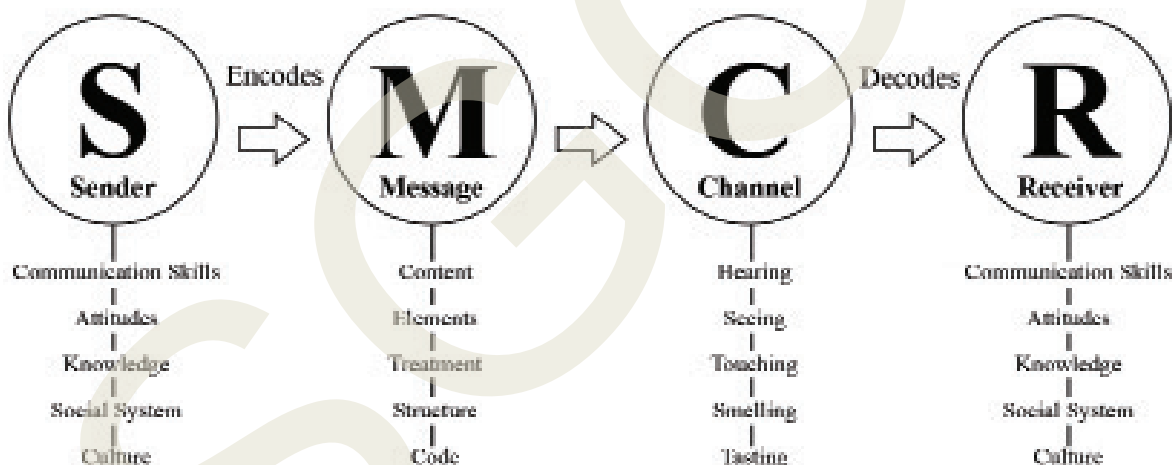


Fig.1.2.1 Illustration of SMCR Model

Aristotle, an ancient Greek philosopher, first wrote about communication mechanisms, identifying three basic components of communication: the speaker, the subject, and the audience. Aristotle argued that the listener ultimately determines the interpretation of any given communication.

1. Communication skills

Effective communication involves a range of skills, including reading, listening, and speaking. There are various other skills too which are important factors in effective communication.

2. Attitude

The attitude of the sender towards the audience, receiver, and subject matter can significantly impact the interpretation and outcome of the message being communicated.

3. Knowledge

Having a good understanding and familiarity with the subject matter being communicated can greatly enhance the effectiveness of the message. When the sender has knowledge and expertise in the topic, they are better equipped to articulate the message clearly and accurately, anticipate potential questions or objections, and provide relevant examples and explanations. This can lead to better comprehension and engagement from the receiver, and a more successful outcome.

4. Social systems

Social and cultural factors such as values, beliefs, religion, and societal norms can significantly impact the way in which a sender communicates his/her message. Additionally, the location and circumstances surrounding the communication, such as the physical environment, the presence of others, and the urgency of the message, can also shape the way the message is conveyed.

5. Culture

Cultural differences can lead to varying interpretations of the message being communicated.

1.2.1.2 Message

To convey meaning, the sender transmits a message, which is a collection of information, through various formats, such as audio, speech, text, video, and other media, to the recipient. The sender usually encodes the message with a specific intention or purpose in mind.

However, it is important for the message to be reasonably clear and easily understood by the recipient. This ensures that the intended meaning is effectively conveyed and prevents any potential misinterpretations or confusion. A clear, precise, and interesting articulation of a message with cultural and literary references which are commonly understood by both the sender and the receiver may be more effective.

The message can be influenced by

1. Content

The content of the message refers to the information or meaning that is conveyed from the beginning to the end of the communication.

2. Elements

Elements are nonverbal or verbal aspects of communication that can influence the meaning and interpretation of the message.

3. Treatment

Treatment refers to the way in which the message is presented or packaged, including the tone, style, and format of the message.

4. Structure

As the term suggests, the structure of the message refers to the way in which it is organized or composed.

5. Code

The code of the message refers to the form or medium in which the message is conveyed from the sender to the recipient. This can include various types of codes, such as language, text, visual or audio signals, gestures, music, and other forms of communication.

1.2.1.3 Channel

The message is conveyed through a channel, which is the medium or method used to transmit the message from the sender to the receiver. The channel must be detectable by the receiver's sensory system, which typically



includes the senses of sight, sound, touch, taste, and smell. All human communication requires the use of at least one of these senses.

1.2.1.4 Receiver

The receiver is the individual or entity who receives the message from the sender and interprets it to extract the intended meaning. In a linear communication model, the receiver is usually situated at the end of the process, and their feedback may be employed to validate or elucidate the message.

Berlo's SMCR Model of Communication emphasizes that effective communication depends on both the sender's ability to encode and transmit the message and the receiver's ability to decode and interpret it accurately. The model also assumes that the thinking pattern and cognitive abilities of the receiver and sender should be similar to ensure smooth and effective communication.

A Broken Communication Chain

Berlo's linear model of communication is an idealized version of communication that does not always reflect the complexities of real-life interactions. In practice, communication breakdowns can occur due to a variety of factors. Here are some examples of situations that can cause disruptions in communication:

Loss or distortion

The sender bears the responsibility of encoding messages in a manner that clearly conveys his/her full intent. While speech is a common method of communication, it is rare for a message to fully capture the intended meaning. In some cases, a communication may only contain the information that the sender intended to convey.

Even with the introduction of a second channel in the communication process, the

message may become distorted. A popular team-building activity involves participants passing messages around in a circle. In this scenario, the final recipient often receives a message that is significantly altered or unrecognizable. Each time the message is passed on by a different person, a part of its original intent may be lost.

1.2.2 Communication Noise

In the realm of communication studies and information theory, any interference that obstructs clear communication between a speaker and an audience is known as noise. It is additionally known as interference. Noise can disrupt communication at any time and can be either internal or external (a physical sound or mental disturbance)

Anything that inhibits a recipient from fully understanding a message is considered communication noise. Different types of noise exist. Distractions can make it difficult for a guy to pay you his undivided attention and may make it difficult for him to fully understand what you are trying to say. Indeed, interruptions or noise in the communication process can make it highly likely that the recipient will misunderstand or fail to comprehend the intended message. Noise can disrupt the encoding or decoding process, resulting in a distorted or incomplete message that does not accurately convey the sender's intended meaning. In order to effectively communicate, it is important to minimize noise and other distractions that could interfere with the transmission and reception of the message

1.2.2.1 Types of Noise in Communication

Communication can be disrupted by various sources of noise, including physical noise, such as a loud conversation in the hallway, as well as other factors. The different types of noise can interfere with the communication

process and divert the recipient's attention away from the intended message. Here are some examples of the types of noise that can cause communication breakdowns:

1. Physical Noise

Physical noise in communication refers to external sounds that interfere with the transmission and reception of a message, resulting in communication breakdown. It can be caused by the environment and surroundings, thereby affecting the clarity of the message. Some instances of physical noise include loud conversations among bystanders, music playing in the background (e.g., at a concert), traffic noise, and the sounds of children playing. Environmental noise is another term used to describe this type of noise in communication.

Example:

A listener can become distracted by a simple phone ring and lose concentration during a conversation. During a presentation, distracting whispers and off-the-topic comments in the classroom can make it difficult for the lecturer and other students to concentrate on the subject at hand.

Physical conditions that can interfere with communication include sickness, hearing problems, intoxication, fatigue, and drug or alcohol use.

2. Semantic Noise

Semantic noise is a type of communication barrier that arises from a lack of agreement on the meaning of words. It occurs when the sender and receiver have different interpretations of the message due to complex, intricate, uncommon, or grammatical communication issues. It may also occur due to a grammatical error that hinders the receiver's understanding. Semantic noise is also known as a syntactical

barrier or noise, especially in academic contexts.

Example:

It is possible that a patient who is not familiar with medical jargon will not be able to comprehend what the doctor is saying. In other words, they take a variety of approaches to the issue, using multiple vocabularies, primary languages, or dialect

Noise can arise when less popular terminology or local slang obstructs dialogue. Cross-cultural communication noise can be caused by misinterpretations of the tone of voice, eye contact, and body language.

3. Physiological Noise

Physiological noise refers to any physical factors that could hinder an individual's ability to receive a message, such as visual or auditory impairments, health conditions, hunger, fatigue, or any other bodily factors.

As a communicator, you can't really control how loud other people's physiological noise is, but you can take visual clues from the receiver and modify your message accordingly. Be prepared to adapt to the communication circumstance and the demands of your audience while being conscious of physiological noise.

Example:

Ela can't focus in class because she has migraines, which makes it difficult for her to learn. A headache is viewed in this context as a physical ailment that impairs communication through listening. Loudness and quickness in voice delivery and the room's temperature being too high or low also interfere with the fidelity of the message.



4. Psychological Noise

Psychological noise is caused by personal attitudes, beliefs, and biases, as individuals hold different worldviews and perspectives. Communication noise occurs when the speaker's words, body language, and implicit attitudes do not align with the audience's expectations.

As a communicator dealing with psychological noise, it is your responsibility to recognize that people will interpret your message differently based on their own viewpoints, just as with cultural noise.

Using straightforward and truthful language, utilising inclusive language, and responding thoughtfully and calmly to questions and concerns expressed are all strategies to reduce psychological noise.

Example:

Psychological noise encompasses distractions such as daydreaming and multitasking while someone is talking to you. Physiological noise is caused by factors that impact our physical and mental state such as hunger, fatigue, headaches, medication, and other similar conditions.

5. Cultural Noise

Cultural noise is a barrier to communication that results from misreading another person's actions. Cultural noise often arises from the nonverbal communication of individuals from diverse cultural backgrounds. Nonverbal cues have distinct connotations in each society and culture.

The transmission of mixed messages is a type of cultural noise that can occur in communication. Other examples of cultural noise include ethnocentrism, prejudice, stereotyping, and discrimination. These factors

can impede effective teamwork and group communication. The four types of cultural noise in group communication are racism, prejudice, stereotyping, and discrimination.

Example:

Jon is a Russian student at Putra Malaysia University. He offers his Malaysian female friend a handshake, but she declines. As a result, Jon feels ashamed. He then discovered that it is customary for women in Malaysia to avoid shaking hands with men. There are noises in group talks, technical and organizational noise.

6. Technical Noise

Your audience may not be able to hear and understand your speech due to technical difficulties with your equipment. It is possible that some users will not have access to video or web conferencing technology, connectivity might be sluggish, or systems might crash.

Example:

One-impulse sounds include the slam of a door, the slap of a hand on a table, and the clap of a hand. Other examples include the sound of a phone ringing, birds chirping, sirens, or a computer buzzing.

7. Organizational Noise

When you are ignorant of some practices or disregard expected communication routes within your organization, organizational noise might result. While some are less regimented, some firms manage their communication channels so that personnel at different levels only communicate with those at their level.

You should know as much as you can about the culture of your company as a communicator. Don't be hesitant to ask peers or superiors for advice on the best ways to communicate so that people will pay attention to your message

and not the method or recipients.

Example:

Noise is something that frequently occurs in large organisations. Instances of organisational noise can be manifest in various ways, such as unnecessary complications across different areas of the organization (structure, process, policies, etc.), unclear job responsibilities, disagreement on vital tools or procedures, ambiguity, and absence of interpersonal trust between employees.

1.2.3 Feedback

The response of the communication's recipient to the message is referred to as feedback in communication. It is essential because it improves communication. Incomplete communication is another thing that is examined. A person can communicate to another person their sentiments and perceptions about their behavior and working style through feedback.

The receiver participates in communication by both passively absorbing the message and actively responding to it. We refer to this as feedback. More crucially, it enables the sender to gauge the message's effectiveness.

The response, whether verbal or nonverbal, is the ultimate phase in communication that facilitates comprehension between the parties involved. This aids them in arriving at a mutually beneficial decision. Communication is the transmission of information or ideas between the sender and receiver, and it is deemed efficient when the receiver comprehends the message as intended by the sender.

Communication is effective when all these elements function properly. For example, consider a television news organization broadcasting news to various parts of the world. The sender is the TV station, the receiver is the general public around the world, the Message is the news programme broadcast. Encoding is the process of converting these visuals into signals that can be broadcast. Media can be varied from DTH to OTT platforms, decoding converts broadcasted signals according to the need of the receiver. Feedback can be the reaction of the public after watching the content and noise is the possible distractions that can occur during the process of communication.

Mis-functions of any of these elements can lead to an ineffective form of communication. For example: Sandra wants to remind her husband Bobby to pick up milk for dinner after work at the supermarket. Sandra texts Bobby a reminder as she forgot to tell him in the morning. He replies to the text and then appears at the door carrying a gallon of milk. However, there is a problem: Sandra requested regular milk, but Bobby bought chocolate milk.

Sandra is the sender in this instance. Bobby is its recipient. A text message serves as the medium. The language they are employing, English, is the code. "Remember the milk!" is the message itself. The input in this situation is both direct and indirect. Bobby texted a picture of milk from the store (directly), then brought it home (indirect). Sandra, however, was unable to see the photo of the milk because the message was lost in the hubbub, and Bobby failed to inquire as to what kind of milk it was.



Recap

- ▶ SMCR stands for Sender-Message-Channel-Receiver.
- ▶ The sender is the person or entity who initiates the communication process.
- ▶ The message is the information or content that the sender is trying to convey.
- ▶ The channel is the medium or means through which the message is transmitted.
- ▶ The receiver is the person or entity who receives and decodes the message.
- ▶ The SMCR model describes the process of communication as involving a sender who creates a message and sends it through a channel to a receiver who then decodes and interprets the message.
- ▶ Feedback: Feedback refers to the response or reaction of the receiver to the message sent by the sender. It can be either verbal or non-verbal and helps the sender to understand how well the message has been understood.
- ▶ Noise: Noise refers to any interference or disturbance that can affect the clarity or accuracy of the message being transmitted. It can be physical noise such as background noise or psychological noise such as distractions or biases.

Objective Questions

1. What is the meaning of the abbreviates SMCR in communication?
2. What is feedback in communication?
3. What is noise in communication?
4. What is a communication model?
5. What is the difference between verbal and nonverbal communication?

Answers

1. Sender – Message – Channel – Receiver
2. Feedback in communication is the response or reaction given by the receiver to the sender's message.
3. Noise in communication refers to any interference or obstacle that distorts or disrupts the message being transmitted.

4. A communication model is a conceptual framework that describes the process of how messages are exchanged between a sender and a receiver.
5. Verbal communication involves the use of spoken or written words, while nonverbal communication involves the use of body language, facial expressions, tone of voice, and other nonverbal cues.

Self Assessment

1. Record a short video of yourself explaining a simple concept (e.g., how to tie a shoelace). Analyze your verbal and non-verbal communication, identifying strengths and areas for improvement.
2. Choose a news article and identify the sender, message, channel, and receiver. Discuss how changes in any of these elements might affect the communication process.
3. Conduct an experiment with a group of friends where you communicate a message using different channels (e.g., text, voice call, face-to-face). Compare the effectiveness of each channel and discuss the results.
4. Create a communication strategy for a fictional crisis situation (e.g., a product recall). Address how you would handle potential noise and ensure effective feedback.
5. Write a report on the evolution of communication channels over the past century. Discuss how these changes have impacted the way we communicate in personal and professional settings.

Suggested Readings

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Unit 3

Types of Communication

Learning Outcomes

Upon Completion of the unit, the learner will be able to:

- ▶ explore the concepts of Interpersonal Communication with its skills
- ▶ develop skills in managing and facilitating group communication
- ▶ understand the concepts of Mass Communication and its types

Prerequisites

As a skilled juggler, you effortlessly keep multiple balls in the air. Each ball represents a different type of communication – interpersonal, intrapersonal, group, and mass communication. As you toss these balls higher and higher, you begin to see how they interact, sometimes colliding in mid-air, other times flowing seamlessly from one to another. This juggling act is a metaphor for the complex web of communication types we navigate daily. As you step into this unit, you will learn to recognize these different types of communication in action, understanding when to use each one and how they complement each other. Like a master juggler who can add more balls to their routine, you'll develop the skills to handle increasingly complex communication scenarios, adapting your style to suit any situation or audience.

In the early days, communication was mostly face-to-face. People used spoken words, gestures, and facial expressions to get their points across. As civilisations developed, new forms of communication emerged. Writing allowed messages to travel across time and space. Later, inventions like the printing press, telegraph, and telephone revolutionised how we share information. Today, we live in a world where communication happens in countless ways. From a chat with a friend to a global news broadcast, our lives are shaped by various forms of communication. Understanding these different types helps us navigate our interconnected world more effectively.

Keywords

Interpersonal Communication, Intrapersonal Communication, Group Communication, Mass Communication, Emotional Intelligence

Discussion

The formalisation of speech communication departments in the universities, which happened very late compared to other disciplines of study, resulted in a broader understanding of the role of communication. Although Aristotle and other ancient rhetoricians and philosophers discussed the correlation between rhetoric and citizenship, the attention shifted to the communicator's role instead of the message. James A. Winans, one of the first modern speech teachers and an advocate for teaching communication in higher education, said there were "two motives for learning to speak. Increasing one's chances of success while also increasing one's ability to serve". Later, as social psychology became more prevalent in academic institutions, speech communication scholars saw opportunities to further broaden communication definitions to include social and psychological contexts. These attempts of formulating academic frameworks for communication segmented communication into different categories according to the style in which they function. Let's have a closer look on each of them.

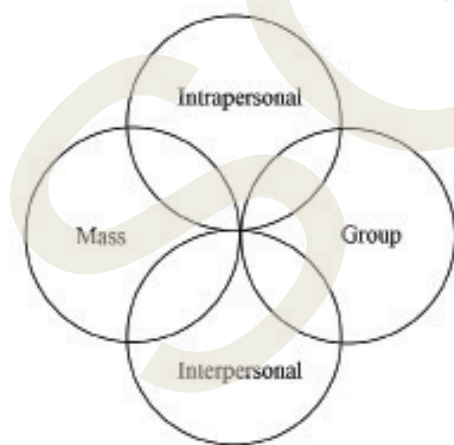


Fig. 1.3.1
Different types of communication

1.3.1 Interpersonal Communication

Reshma and Greeshma have been friends since they were young children and are both interested in attending the same college as roommates. However, only Greeshma receives an acceptance letter, leaving Reshma disappointed. Reshma suggests that Greeshma go to college without her and promises to apply again after completing a semester at a local junior college. Concerned for her friend, Greeshma discusses her options with family and friends, as well as on social media. This exchange of information and support is an example of interpersonal communication, which involves sharing experiences and information with others.

Interpersonal communication encompasses both informal and formal contexts, such as a casual chat or a lecture in a classroom. This type of communication occurs regularly in face-to-face interactions, and often happens spontaneously and without prior planning. In everyday conversations with friends and family, for instance, we engage in interpersonal verbal communication that may not always be grammatically correct.

Having effective interpersonal communication skills can offer various benefits, including:

- i. Enhancing your ability to connect with others and establish relationships
- ii. Fostering positive and healthy relationships with others
- iii. Displaying leadership qualities and providing reassurance to those around you
- iv. Expressing your needs and ideas in an effective and clear manner
- v. Providing emotional support and empathy to others, while also receiving it from them

- vi. Demonstrating emotional intelligence by understanding how your decisions can impact others
- vii. Knowing how to gauge the atmosphere and reactions of others when speaking
- viii. Effectively communicating and obtaining information necessary for any task
- ix. Remaining grounded and authentic to your values and beliefs.

Four skills are very important in interpersonal communication. They are as follows;

1. Verbal Communication

It is the prime form of communication. It is critical to be able to tailor your language and message to your audience. An effective leader, manager, advisor, or consultant must be able to share their story, build a rapport, or get them excited about a goal through verbal communication.

2. Non-verbal Communication

Nonverbal communication is all about how you express yourself. Nonverbal communication includes everything from your tone of voice and facial expression to how you hold your body and use gestures. Non-verbal communication has got the power to alter the meaning of your verbal communication. For example, an appreciation in a lighter tone will not convey the exact meaning.

3. Listening Skills

Listening abilities include the ability to understand both the literal meaning of someone's words and the emotional undertones of those words. Listening also involves being capable of comprehending another person's nonverbal cues and providing others with the

impression that they are being heard.

4. Emotional Intelligence (Emotional Quotient)

Empathizing with others, perceiving their unspoken feelings about something, and recognising others' boundaries are all examples of emotional intelligence. Emotional intelligence also entails learning to manage your own emotions in any given situation so that you are perceived as confident, knowledgeable, caring, or a combination of these traits.

1.3.2 Intrapersonal Communication

Intrapersonal communication is defined as communication with oneself, which can include self-talk, acts of imagination and visualization, as well as recall and memory. Imagine seeing a notification on your phone that your friends are headed to your favorite restaurant for dinner. What thoughts and sensations come to mind? Do you recall the atmosphere, sights, sounds, and aromas of the restaurant? Perhaps a memorable event happened the last time you visited. Do you intend to join your friends for dinner? Do you start planning your route to the restaurant from your current location? Would you reach out to your friends and ask if they would like company? Before you hit the "send" button in a WhatsApp chat, for instance, you are essentially communicating with yourself.

Leonard Shedletsky, a communications expert, examines intrapersonal communication as transactional by examining the eight basic components of the communication process (i.e., source, receiver, message, channel, feedback, environment, context, and interference). Perhaps you are aware of all the work that awaits you as you consider whether to leave your current location and join your friends at the restaurant. You might hear your

boss or one of your parents admonishing you about personal responsibility and duty. On the other hand, you could imagine your restaurant companions saying something along the lines of “you deserve some time off!”

All of this interaction occurs in the mind without externalisation, and it is all dependent on previous interaction with the external world. What language would you speak if you were born in a different country to different parents? What language do you typically use when you think? As you evaluate your priorities and consider whether going to the restaurant with your friends is worth potentially sacrificing time for work, you rely on language and symbols that have been ingrained in you through communication. Your cultural background and language have equipped you with the means to reason, make decisions, and respond to inquiries such as “What are you up to?” However, your actions and decisions are still influenced by your own expectations and the expectations of others.

1.3.3 Group Communication

Group communication involves a group of people, such as colleagues in an organization, employees working in teams, or individuals discussing a particular topic or message. Small groups may consist of three to twenty individuals, while larger groups can range from one hundred to two hundred people. Effective group communication requires a clear purpose, appropriate content for the intended audience, a proper communication channel, and a capable communicator to lead the discussion.

In today’s world, effective group communication is essential. One-sided communication can be effective, but it lacks proper understanding and feedback, leading to message loss. For instance, marketing efforts may not be successful unless companies

receive customer feedback and suggestions. Therefore, effective group communication is crucial in every field where communication plays a significant role.

1.3.3.1 Types of Group Communication

The selection of a communication mode is influenced by various factors such as the intended audience, the availability and means of the communication mode, and the cost implications of the communication initiative.

1. Verbal

Verbal group communication involves group members sharing their thoughts and ideas on a topic and coming to a conclusion through discussions and feedback. This could take the form of a seminar aimed at a target audience in marketing, a group discussion, or a focus group study to discuss a product before its release.

2. Powered by technology

In today’s interconnected world, technology plays a crucial role in group communication. People use various platforms such as social media, forums, customer service channels, and webinars to communicate and collaborate towards achieving a common goal. Using technology, people can discuss ideas and achieve positive outcomes through group chats, online meetings, and other digital means.

3. Non Verbal

Nonverbal group communication refers to communication through non-verbal cues, such as body language, gestures, and facial expressions. This type of communication can be effective in situations such as regulating traffic flow at a busy intersection through the use of traffic controllers and automated lights, ensuring clear and effective execution of decisions.



4. In-person

In-person communication refers to face-to-face conversations between individuals without the use of technology, such as friends meeting for dinner or a marketer giving a product demo to potential customers.

5. Virtual

Virtual communication refers to the use of technology to connect people in different locations, and webinars are a popular example of this type of communication that allows for interactive presentations and discussions among groups of people with common interests or goals. During a webinar, participants can ask questions and receive answers, making the communication more engaging and effective. Typically, webinars can attract dozens or even hundreds of attendees, making them an efficient way to reach a large audience at once.

Another excellent example is the new concept of online classes, in which a teacher or professor instructs students via the internet.

1.3.4 Mass Communication

Throughout history, mass communication has taken many forms, including verbal and nonverbal communication. However, with the advent of new technologies and social media platforms, the mass media has evolved into a global platform for social communication, allowing individuals to freely express themselves. This shift has had a significant impact on our perception of the world around us and has created numerous career opportunities in the media industry. This blog post aims to explore the different types of mass communication and the diverse range of opportunities available in this rapidly growing field.

Mass communication is the process of disseminating information to a large

audience across physical and geographical boundaries through various media. This has been a fundamental part of human society for centuries, ranging from traditional forms like folk songs, dances, and theaters to modern channels such as radio, video games, and social media. With advancements in communication technology, the scope and reach of mass communication have dramatically expanded.

1.3.4.1 Types of Mass Communication

There are mainly **four types of Mass Communication**:

1. **Print Media:** Newspapers, Magazines, Books and Novels, Comics, Journals and Publications
2. **Broadcast Media:** Films, Television, Radio
3. **Outdoor and Transit Media:** Billboards, boardings, posters, banners
4. **Digital Media/New Media:** Social media, video platforms, websites, mobile apps, e-books, podcasts, online radio

1.3.4.1.1 Print/Traditional Media

Print media is a traditional form of Mass Communication that uses written communication as its primary platform. This includes newspapers, books, and journals which were widely used for broadcasting news and entertainment before the emergence of cinema and television. Despite the rise of digital media, print media still plays an important role in our society. Many individuals prefer to read the morning newspaper with a cup of tea and enjoy the tactile experience of reading a paperback novel.

However, print media has undergone significant changes and has adapted to online platforms as well. Today, many newspapers have a strong online presence, providing up-to-date news from around the world at the

touch of our screens.

1.3.4.1.2 Broadcast Media

The term Broadcast Media pertains to electronic platforms that are crucial forms of mass communication. These platforms disseminate news, information, and entertainment through audio and visual means by utilizing electronic broadcasting platforms such as radio, films, and television shows. The three primary types of broadcast media, which include radio, film, and television, are discussed comprehensively below.

1. Radio

Radio is among the earliest and most conventional forms of mass communication that transmits electromagnetic signals over long distances. Initially, it was used primarily for making news announcements, broadcasting significant events, and later expanded its scope to include music and entertaining talk shows. With the digital age, online radio channels have emerged, making it more accessible than traditional FM stations that operated on specific frequencies and network connections.

2. Film and Television

The inception of motion pictures can be traced back to Thomas Edison's invention of the Kinetoscope. Today, over 90% of the world's population receives its entertainment from film and television. This popular form of mass communication combines audio and visual elements to produce engaging and entertaining content through moving images, sounds, and interactive storytelling.

Additionally, the television and film industry provides a plethora of career opportunities for individuals with creative writing and imaginative visualizing skills.

3. Outdoor and transit advertising

Outdoor media is an underappreciated yet potentially powerful type of mass communication that involves the dissemination of information and advertising through outdoor environments, such as billboards, posters, boards, and banners. This format is commonly used to advertise products or services and also to disseminate social information and raise public awareness. Similarly, Transit Media focuses on advertising through posters, banners, signs, and notices in modes of transportation such as buses, metros, and railways, among others.

4. Digital and new media

Digital media is a modern and popular form of mass communication that has gained immense power in recent times. It combines the features of interactive communication, thanks to the internet's ability to provide quick and easy access to information in various formats. Often referred to as new media, digital media comprise various media, such as emails, podcasts, blogs, websites, videos, and social media, among others. From the digital apps on our smartphones to our preferred online video games, digital media have become an integral aspect of our daily routines.



Recap

- ▶ The exchange of information between two or more people.
- ▶ Intrapersonal Communication: Communication that occurs within an individual.
- ▶ Group Communication: Communication between three or more people.
- ▶ Mass Communication: Communication that reaches a large audience through mass media channels.
- ▶ Verbal Communication: The use of spoken or written words to convey a message.
- ▶ Nonverbal Communication: Communication that conveys emotions, attitudes, and intentions through body language, gestures, facial expressions, and other nonverbal cues.

Objective Questions

1. What is verbal communication?
2. What is nonverbal communication?
3. What is interpersonal communication?
4. What is group communication?
5. What is mass communication?

Answers

1. Verbal communication is the use of spoken or written words to convey a message.
2. Nonverbal communication is the use of body language, facial expressions, tone of voice, and other nonverbal cues to convey a message.
3. Interpersonal communication is the exchange of messages between two or more people in a face-to-face setting.
4. Group communication is the exchange of messages between three or more people in a group or team setting.
5. Mass communication is the use of media, such as television, radio, newspapers, and the internet, to convey a message to a large audience.

Self Assessment

1. Keep a communication diary for a day, noting instances of different types of communication (interpersonal, intrapersonal, group, mass). Analyze the effectiveness of each type in different contexts.
2. Choose a recent group project you were involved in and analyze the group communication dynamics. Identify strengths and weaknesses in the communication process and suggest improvements.
3. Create a social media campaign for a fictional product or cause. Explain how you would utilize different types of communication to reach and engage your target audience.
4. Conduct an interview with a professional in a communication-intensive field (e.g., public relations, journalism). Discuss how they use different types of communication in their work and the challenges they face.
5. Write a comparative essay on the strengths and weaknesses of verbal and non-verbal communication. Provide real-life examples to illustrate your points.

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Unit 4

Verbal and Non-verbal Communication Barriers to Communication

Learning Outcomes

On successfully completing the unit, the learner will be able to:

- ▶ identify the different types of Communication, including formal and informal
- ▶ analyze various nonverbal cues, such as facial expressions, body language, and gestures
- ▶ recognize common barriers to effective communication
- ▶ find solutions to overcome communication barriers and improve the effectiveness of communication

Prerequisites

A lively school play. The lead actor forgets his lines and freezes on stage. But instead of panicking, he uses exaggerated facial expressions and gestures to keep the audience engaged. Meanwhile, his co-star whispers the forgotten lines, helping him get back on track. The audience, unaware of the mishap, laughs and claps.

In the front row, a teacher uses hand signals to remind students to stay quiet. At intermission, friends excitedly discuss the play, their voices rising and falling with enthusiasm. A shy student gives a thumbs-up to the actors instead of speaking.

After the show, the drama teacher praises the cast's teamwork. Her warm smile and gentle pat on their shoulders say more than words alone. As everyone leaves, a "Great Job!" banner hangs in the hallway, silently congratulating the performers.

This school play shows how we use both words and actions to share ideas and feelings. Sometimes we speak, sometimes we use gestures or expressions, and often we use both together. Understanding these different ways of communicating helps us connect better with others and express ourselves more clearly.

Keywords

Verbal and Non-verbal Communication, Barriers to Communication, Facial expressions, Gestures, Proximity

Discussion

Verbal and nonverbal communication are two primary forms of human communication. Verbal communication involves the use of spoken or written words to convey a message, while nonverbal communication involves the use of body language, facial expressions, and other nonverbal cues to communicate messages. Both forms of communication are important in everyday interactions and can influence how messages are received and interpreted. Effective communication often requires the ability to use both verbal and nonverbal cues to convey messages clearly and accurately.

1.4.1 Verbal communication

Verbal communication is an essential mode of communication in various settings, such as organizations and fields, where people communicate directly with one another. It can take the form of talks, discussions, telephone conversations, speeches, meetings, conferences, lectures, and other forms of communication such as social gatherings and training sessions. Language plays a critical role in verbal communication, as it defines the series of words and grammar rules used. Effective communication requires a common language that everyone can understand. Good relations at work and home can be achieved through effective verbal communication.

1.4.1.1 Types of Verbal Communication

1. Public Communication

Public communication refers to the process of conveying information or messages to a large group of people. This type of communication involves a significant gathering of individuals, such as when a public figure speaks to a large audience or during election campaigns. The aim is to share important information, promote awareness, or persuade the public to

take action.

2. Small-Group Communication

Small group communication refers to the interaction and communication between a minimum of two individuals and a maximum of several people. Such interactions are usually characterized by a significant amount of interaction and engagement among the participants. Examples of small group communication include school clubs, family gatherings, team meetings, press conferences, board meetings, and office meetings. In certain situations, small group communication may become complex due to the issues discussed or conflicting views among the participants.

3. Intrapersonal Communication

Intrapersonal communication is communication with oneself, also known as internal communication. It involves thoughts, self-reflection, self-analysis, and self-evaluation. The internal thoughts and feelings of a person play a significant role in intrapersonal communication. Some examples of intrapersonal communication include talking to oneself, self-reflection, meditation, and self-awareness exercises.

4. Interpersonal Communication

Interpersonal communication refers to the exchange of information between individuals through various channels, such as online, face-to-face, video conferencing, or mobile communication. Effective interpersonal skills are crucial for individuals in all roles, including managers, employees, and job seekers. Soft skills, such as communication, behavior, and relationship-building, play a significant role in determining how well a person can interact with others.

1.4.1.2 Merits of Verbal communication

1. Oral communication is a quick, direct,



simple, and cost-effective mode of communication.

2. It is highly effective in conveying the message and establishing a connection.
3. Immediate feedback is available, which aids in understanding and resolving any misunderstandings.
4. Because not all information can be written down, a significant portion of it is communicated through oral instructions, discussions, and telephone conversations.

1.4.1.3 Demerits of Verbal Communication

1. Communication can be disrupted when the sender and receiver have some sort of conflict, leading to the distortion of verbal messages.
2. Incomplete communication can arise due to various barriers such as status, physical or personal differences, and communication gaps.
3. For lengthy messages, verbal communication may not be the most suitable option.
4. Responses made in the heat of the moment may not be well-thought-out.

Written words are less prone to misunderstanding than spoken words due to the ease of misinterpretation in verbal communication.

1.4.2 Non-Verbal Communication

Nonverbal communication refers to the transmission of messages without the use of words. It encompasses human responses such as facial expressions and gestures, and the contextual factors of the environment in which messages are conveyed through verbal and nonverbal means. Nonverbal communication is sometimes referred to as the “silent language” and employs cues, gestures,

vocal qualities, facial expressions, and spatial relationships between communicators to convey meaning.

Kinesics is a term used to describe the interpretation of body language, including facial expressions and gestures, or any nonverbal behavior related to movement of the body. Body language is a type of kinesics, which includes gestures, facial expressions, and other physical movements. Each of these movements conveys a specific meaning.

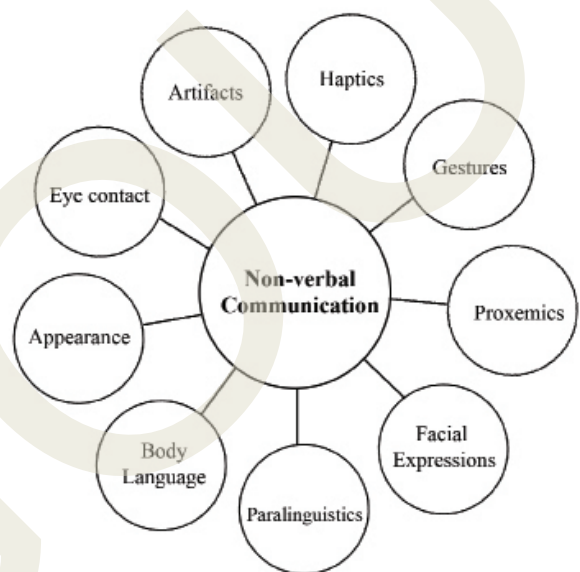


Fig. 1.4.1 Different types of non-verbal communication

1.4.2.1 Types of Non-Verbal Communication

1. Facial expressions:

In an earlier section, your disinterested teenage cousin may have verbally expressed his happiness, but his lackadaisical facial expression could have conveyed a different message. Facial expressions, such as happiness, sadness, and anger, play a vital role in communicating your message effectively. When communicating, it is important to be mindful of your facial expressions, particularly when listening, as this is often overlooked.

2. Gestures

In verbal communication, incorporating gestures can significantly enhance the strength of your message. For instance, pointing to draw your listener's attention to a specific aspect can be a powerful nonverbal cue that reinforces your message. Similarly, using gestures, such as warmly moving towards a deserving coworker or making a fist to express frustration or anger, can help you more effectively engage with your audience while speaking.

3. Proximity

The distance between you and your audience while speaking can convey a nonverbal message. If you have a large physical presence and stand too close to your listener, it may come across as intimidating or threatening. Conversely, keeping too much distance can be an uncomfortable nonverbal cue that may confuse your listener.

4. Touch

Nonverbal cues, such as shaking an audience member's hand or placing a hand on their shoulder, can significantly impact the effectiveness of your message. Touch conveys both affection and power dynamics. In social interactions, when women touch a listener, it is often perceived as a sign of affection or empathy. In contrast, when men touch a listener, it can be interpreted as a display of power or even dominance.

5. Eye contact

When communicating verbally or listening, establishing and maintaining eye contact with your audience communicates your interest and engagement in the conversation. Effective eye contact can also convey a sense of honesty to the other person.

6. Appearance

Your clothing, hairstyle, and accessories are also crucial components of nonverbal communication. Additionally, the quality and condition of your attire, how well it fits, and whether it is suitable for the occasion or season can all communicate nonverbally about you as a speaker.

1.4.2.2 Merits of Non-verbal communication

1. Nonverbal communication provides easy ways to present information, including visual aids, audio-visuals, and silent cues.
2. Nonverbal cues can substitute for verbal messages in situations where noise, interruption, or distance blocks verbal communication, such as using a finger-to-lips gesture to indicate the need for quiet or nodding instead of saying yes.
3. Nonverbal communication can be particularly helpful for illiterate individuals as it uses gestures, facial expressions, eye contact, and touch to convey messages without words.
4. Nonverbal cues are essential for communication with differently-abled individuals, especially those who are deaf, who may use hand and finger movements or eye contact to exchange messages.
5. Nonverbal communication can be attractive and engaging as it often relies on visual aids like pictures, graphs, and signs.
6. Nonverbal cues, such as signs and symbols, can convey messages quickly, often faster than written or oral communication.
7. Nonverbal communication can save valuable time by quickly conveying messages to the receiver.



1.4.2.3 Disadvantages or limitations of non-verbal communication:

1. Non-verbal communication may not be suitable for long conversations or detailed explanations. It may not be able to address specific issues of the message effectively.
2. Non-verbal communication can be difficult to understand and may require repeated attempts. Gestures, facial expressions, eye contact, and touch may not be easily understandable to many people.
3. Non-verbal communication can sometimes be expensive. For example, the use of neon signs, powerpoint presentations, or cinema can incur significant costs.
4. There is a possibility of information distortion in non-verbal communication since it involves the use of gestures, facial expressions, eye contact, touch, signs, sound, and paralanguage

1.4.3 Barriers of communication

The example we discussed earlier illustrates how communication barriers can hinder our ability to enjoy a performance. Whether it is due to a snoring friend, distorted sound, or uncomfortable seating, any disturbance can ruin the experience. Furthermore, if the performer speaks in a foreign language or makes inside jokes that you are not familiar with, it can be a terrifying experience. All of these scenarios are examples of communication barriers that prevent effective communication.

Communication barriers can take various forms and prevent us from accurately receiving and understanding the messages and information. Some of these barriers include information overload, selective perceptions,

workplace gossip, semantics, and gender differences.

We will discuss important barriers of communication, which are listed below:

1.4.3.1 Types of Communication Barriers

1. Physical barriers

Various obstacles can impede effective communication, including physical barriers that affect both verbal and nonverbal exchanges. Such barriers may arise from environmental factors, such as noise pollution, technical malfunctions, flawed design, and similar factors.

2. Attitude barriers

Attitude barriers can be caused by various factors, such as overconfidence, inadequate management, lack of motivation, and improper behavior, that hinder effective communication. Such barriers arise due to a lack of comprehension, which can cause individuals to misjudge and disregard others, thereby preventing them from communicating efficiently.

3. Emotional barriers

The emotional state of an individual plays a crucial role in determining their ability to communicate with ease and comfort. Insufficient emotional intelligence can hinder this development. By gaining a better understanding of our own emotions, we can learn to appreciate the emotions of others, which is a crucial step in breaking down emotional barriers. This skill is necessary for effective communication.

4. Cultural barriers

Cultural barriers may manifest themselves in various contexts, such as inter-country relations, religion, caste, or ethnicity, among others. Such barriers are rooted in the

differences of values, body language, gestures, beliefs, and behavior, which vary between individuals and groups.

5. Language barriers

Language barriers occur when individuals with different language backgrounds or limited proficiency in a common language face difficulties in comprehending each other during communication. These barriers can impede both verbal and non-verbal exchanges, resulting in ineffective communication and making it challenging for individuals to express their thoughts, feelings, or ideas.

6. Gender discrimination

Gender barriers refer to the differences in behavior, decision-making styles, and choices between men and women. For instance, women tend to be more open to discussing their issues. Achieving gender equality in the workplace entails dismantling these gender barriers.

7. Lack of focus and eye contact

Failure to maintain eye contact and attention may lead to a loss of interest among listeners or audience members. Several factors, such as insufficient sleep, long working hours, stress, and alcohol consumption, can contribute to a lack of focus.

8. Fear of making mistakes

Errors are an inherent part of the communication process. To minimize these errors, it is essential to practice and undertake exercises aimed at improving communication skills. It is crucial to make a conscious effort to learn from these mistakes.

9. Psychological obstacles

A person's psychological condition, which encompasses their opinions, consciousness,

emotions, attitudes, and behavior, can hinder communication by diverting their focus from the exchange. For instance, an individual who lacks confidence or self-esteem may struggle to respond appropriately while conversing with a superior.

10. Perceptual obstacles

Perceptual barriers, like preconceived expectations, can hinder an individual's ability to make accurate predictions about others. To comprehend any information, one must first analyze their surroundings. The most effective approach to overcoming such barriers is to find positive solutions.

1.4.3.2 Ways to overcome communication barriers:

1. ***Simplify your language:*** Use simple and clear language that is easy to understand, avoiding jargon, technical terms, or slang that may be confusing to the listener.
2. ***Listen actively:*** Pay close attention to the speaker, clarify any misunderstandings, and ask questions to show that you are engaged and interested in what they are saying.
3. ***Use non-verbal cues:*** Use non-verbal communication, such as gestures, facial expressions, and body language, to convey meaning and reinforce your message.
4. ***Be aware of cultural differences:*** Be sensitive to cultural differences and adapt your communication style to the listener's cultural background.
5. ***Use visual aids:*** Visual aids, such as diagrams, charts, or videos, can help to clarify complex information and make it easier to understand.



6. **Provide feedback:** Provide feedback to the speakers to show that you have understood their message, and ask for feedback on your own communication to improve your skills.

7. **Use technology:** Use technology, such as translation software or video conferencing, to overcome language or distance barriers and improve communication.

Recap

- ▶ Verbal communication
- ▶ Types of Verbal Communication
- ▶ Non-Verbal Communication
- ▶ Types of Non-Verbal Communication
- ▶ Barriers to communication
- ▶ Types of communication Barriers
- ▶ Ways to overcome communication barriers

Objective Questions

1. What is verbal communication?
2. What is nonverbal communication?
3. What are the types of verbal communication?
4. What are the types of nonverbal communication?
5. What are some barriers to effective communication?
6. What is language barrier?
7. What are the cultural barriers to communication?

Answers

1. Verbal communication is the use of spoken or written words to convey a message.
2. Nonverbal communication is the use of body language, facial expressions, tone of voice, and other nonverbal cues to convey a message.
3. The types of verbal communication include face-to-face conversation, phone calls, video calls, meetings, and presentations.
4. The types of nonverbal communication include Facial expressions, Gestures, Proximity, Touch, Eye contact, Appearance
5. Some barriers to effective communication include language barriers, cultural differences, physical barriers, psychological barriers, and noise
6. Language barrier refers to the difficulty of communicating due to differences in language.
7. Cultural barriers to communication include differences in values, beliefs, and customs that affect how messages are interpreted and understood.

Self Assessment

1. Observe a conversation between two people for 5 minutes. Note down all the non-verbal cues you see (gestures, facial expressions, posture, etc.). Explain how these cues added to or changed the meaning of their words.
2. Record a short video of yourself telling a story. Watch it back and analyze your own verbal and non-verbal communication. What did you notice about your tone, pace, gestures, and facial expressions? How could you improve?
3. Choose a famous speech or movie scene. Transcribe one minute of it, noting both the verbal content and any non-verbal cues described or seen. Discuss how the non-verbal elements enhance the verbal message.
4. Create a comic strip that shows a miscommunication caused by conflicting verbal and non-verbal cues. Then, create another strip showing how the miscommunication could be resolved.
5. Interview three people from different age groups about their use of emojis in text messages. Analyze how these digital symbols are used as a form of non-verbal communication in written exchanges.

Suggested Readings

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Unit 5

Models of Communication

Learning Outcomes

On successfully completing the unit, the learners will be able to:

- ▶ analyse Mass Communication Models
- ▶ attain a deeper understanding of various Communication Models
- ▶ evaluate models of Mass Communication developed in the Indian context

Prerequisites

Imagine a big game of telephone at a school assembly. The principal whispers a message to the first student, who passes it on to the next, and so on. By the time it reaches the last student, the message has changed completely! Everyone laughs at how different the final version is.

Next, the teacher explains how radios work. She shows how a DJ speaks into a microphone, the sound travels through the air, and comes out of our radios at home. Some students ask questions, and the teacher adjusts her explanation to make sure everyone understands.

Later, in the cafeteria, you see friends sharing inside jokes. They barely need to finish their sentences before everyone starts laughing. Meanwhile, at another table, exchange students are using a mix of words, hand gestures, and phone translators to chat with local students.

As you watch all this, you start to wonder: How does information travel from one person to another? Why do some messages get mixed up while others come through clearly? How do people from different backgrounds manage to understand each other?

These questions are what communication models try to answer. They help us understand the different ways we share information, from simple one-way messages to complex back-and-forth conversations. By studying these models, we can learn to communicate more effectively in all kinds of situations.

Keywords

Models of Communication, Rhetoric model, Lasswell model, Berlo model

Discussion

1.5.1 Communication Models

Communication models come in various classifications, which often overlap. Some models are broad, attempting to encompass all types of communication, while others are more specialized and are limited to specific fields or areas. Mass communication models, for instance, are specialized and do not aim to provide an all-encompassing explanation of communication. Linear and non-linear models are another significant distinction. Early communication models are mostly linear, depicting communication as a one-way process in which messages flow from sender to receiver. On the other hand, non-linear models are bidirectional, implying that messages are exchanged between participants.

1. Linear transmission model



Fig. 1.5.1
Illustration of Communication

Linear transmission models of communication are represented as a unidirectional process, where the sender sends a message to the receiver, with no feedback loop involved once the message is received. However, such models are considered overly simplistic in capturing the dynamic nature of various communication forms, including face-to-face conversations. The models are criticized for being sender-centric and ignoring the recipient's viewpoint. Active listening, for

example, involves interpretation and listening skills. Although linear models can be useful in describing certain forms of communication, they may disregard essential elements of the communication process.

2. Models of interaction

Interaction models of communication differ from linear transmission models because they feature bidirectional communication. In this model, communication participants switch between being the sender and the receiver, resulting in a feedback loop. When a message is received, a new message is generated and returned to the original sender as feedback. This back-and-forth process of sending and receiving messages allows participants to verify that their messages were understood and to clarify any misunderstandings. However, this model can be complicated because it requires participants to alternate between sender and receiver roles.

3. Transaction models

Transactional models of communication differ from interaction models in a few ways. Firstly, they view sending and responding as simultaneous activities. This allows for the understanding of how listeners use nonverbal cues to provide feedback while the speaker is still speaking, which may influence the message being created. Secondly, transactional models emphasize that meaning is co-created during the communication process rather than being predetermined. This means that communication creates social realities such as relationships and personal identities. As a result, communication impacts communicators on multiple levels, including their thoughts.



Transaction models of communication are centered around how context influences communication, with the contexts being categorized as social, relational, and cultural. Social contexts consist of both explicit and implicit rules that dictate acceptable messages and feedback, such as refraining from interrupting or greeting someone in response to their greeting. Relational contexts are more specific and relate to the prior relationship and shared history between communicators, such as friends, coworkers, neighbors, or competitors. The cultural context involves the various social identities of the communicators, including their race, gender, nationality, sexual orientation, and social class.

Communication has a rich history dating back to Ancient Greece, with Aristotle developing one of the earliest communication models. However, communication studies only emerged as a distinct research discipline in the twentieth century. During its early stages, communication studies heavily borrowed from other fields, including psychology, sociology, anthropology, and political science. As a science, it began to develop its own models and concepts, with several new models emerging from the 1940s onwards. Linear transmission models were dominant during the early stages, but non-linear models like interaction, transaction, and convergence models are now popular in many applications.

Let's have a look on some important communication models

1.5.2 Types of Communication Models

1.5.2.1 Aristotle/ Rhetoric Communication Model



Figure 1.5.2
Rhetoric Communication Model

Aristotle's Rhetoric provides an early communication model that focuses on public speaking, consisting of five components: the speaker, the message, the audience, the occasion, and the effect. Aristotle categorized communication as both an art and a technique and emphasized the speaker's ability to persuade the audience. He acknowledged that the same message could have different effects based on the audience and occasion, and thus, the message should be adapted to suit them. Although many modern communication models have evolved, the essential elements of the Aristotelian model remain prevalent today.

1.5.2.2 Lasswell's communication model



Figure 1.5.3
Lasswell's communication model

Harold Lasswell's communication model, first published in 1948, is one of the earliest and most influential models of communication. It is based on five fundamental questions: "Who?", "Says What?", "In What Channel?", "To Whom?", and "With What Effect?". These questions are centered around the five key components of communication, which include the sender, the message, the channel, the receiver, and the effect. Although some theorists have disputed its classification as a model of communication and instead refer to it as "Lasswell's formula" or "Lasswell's definition," it has been widely used in the analysis of mass media such as radio, television, and newspapers. Additionally, many researchers view it as a general model of communication that can be applied to various fields.

1.5.2.3 Shannon and Weaver model

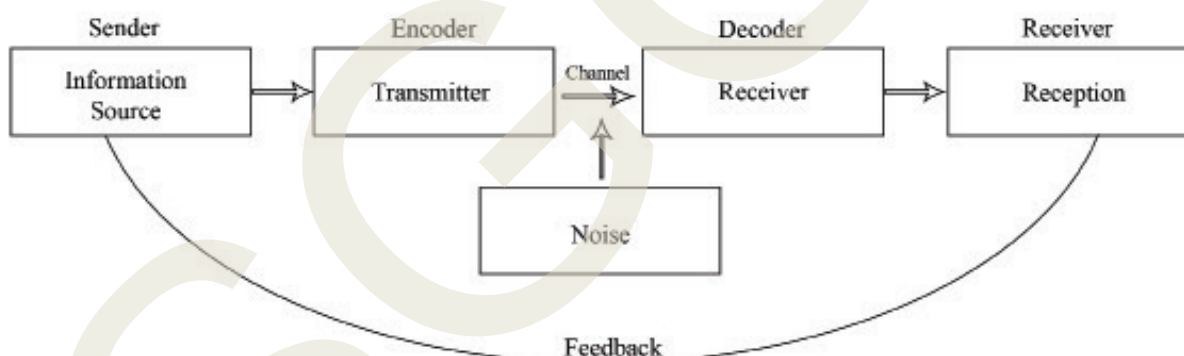


Fig. 1.5.4 Shannon-Weaver communication model

The Shannon-Weaver model is a communication model that had a significant impact in its early stages. Developed in 1948, it is a linear transmission model that explains communication as the interplay of five essential elements, namely a source, a transmitter, a channel, a receiver, and a destination. The source takes the responsibility of creating the message, which is then converted into a

signal by the transmitter, transmitted via a channel, and received by the receiver. The receiver then converts the signal back into the message, which is sent to the destination. This model was initially designed to explain how phone calls work but has since become a widely accepted general model for all forms of communication. In the case of a landline phone call, the individual making the call serves as the source, their phone as the transmitter, the wire as the channel, the recipient as the destination, and their phone as the receiver.

1.5.2.4 Berlo's model

Aristotle is credited with providing one of the earliest communication models, and David Berlo's model is a linear transmission model that builds on earlier models such as the Shannon-Weaver and Schramm models.

Berlo's model is commonly known as the Source-Message-Channel-Receiver (SMCR) model because of its four primary components: source, message, channel, and receiver. Berlo's primary objective is to examine how each component and its aspects influence effective communication.

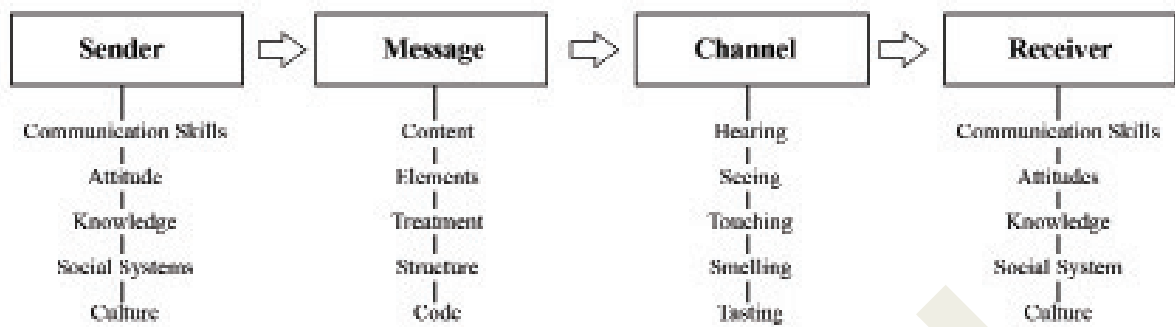


Fig. 1.5.5 Berlo's model communication

According to Berlo, all forms of communication are attempts to influence the receiver's behavior. For effective communication, the source must encode their intent into a message, which is then transmitted via a channel to the receiver, who must decode it to understand it.

Berlo identifies four characteristics on the source and receiver level: communication skills, attitudes, knowledge, and the social-cultural system. Successful communication is more likely when the source and receiver have similar communication skills, attitudes, knowledge, and social-cultural systems. Communication may fail if the receiver lacks the necessary decoding skills to understand the message or if the source has a negative attitude towards the receiver.

The message has three main factors: code, content, and treatment. Choosing an appropriate content and code to express the message is critical for successful communication. Berlo uses the term treatment to reflect the style of the source as a communicator. The channel is analyzed based on the five senses used to decode messages: seeing, hearing, touching, smelling, and tasting.

1.5.2.5 Frank Dance's Helical Communication Model

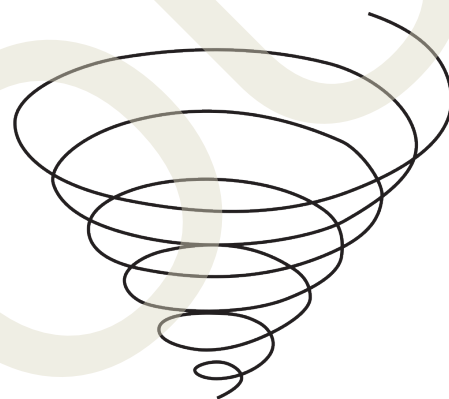


Fig. 1.5.6 Illustration of Helical communication

Aristotle is credited with developing one of the earliest communication models. However, in 1967, Frank Dance published his helical model of communication in his book *Human Communication Theory*, aiming to improve on existing models by emphasizing the dynamic nature of communication and its transformative effect on participants. Dance critiques both linear and circular models and proposes a helix as a better representation of the communication process, where communication continuously evolves and has a long-term impact on communicators. The upward movement of the helix represents optimism by viewing communication as a means of growth, learning, and improvement.

Although Dance's model has been criticized for focusing on certain aspects of communication, it remains a significant contribution to the study of human communication.

a man noticing a burning house and shouting "Fire!" The man represents "someone," and the burning house is the perceived event.

1.5.2.6 George Gerbner's Model

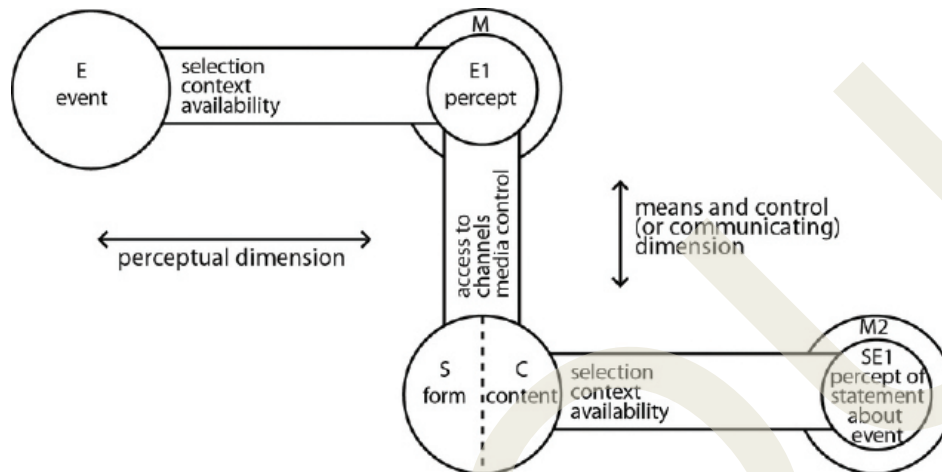


Fig. 1.5.7 Illustration of Gerbner's model

In 1956, George Gerbner published a model of linear transmission called "Toward a General Model of Communication," which builds on the Shannon-Weaver and Lasswell models but expands on them. The model's objective is to provide a comprehensive account of all forms of communication, beginning with an event rather than a message or idea. The communicating agent perceives the event and composes a message about it. Gerbner posits that messages are not pre-existing packages but are created during the encoding process, influenced by the code and channel used. Gerbner believes that communication serves the purpose of informing someone about something they are unaware of. His model comprises ten essential components, each corresponding to a distinct field of study, such as communicator and audience research and perception research. To illustrate, Gerbner presents an example of

Gerbner's model focuses on the connection between the message and reality, which results in two dimensions. The horizontal dimension corresponds to the relationship between the communicator and the event, while the vertical dimension corresponds to the communicator and the message. Communication begins with the sender perceiving an event in the horizontal dimension, which is then translated into a signal containing the message in the vertical dimension. The message has two critical components, namely content and format. The information about the event forms the content of the message. Finally, the audience perceives and interprets the event message in the horizontal dimension.

All of these steps are creative processes that require the communicator to choose which features to include. For example, the event is not fully perceived, and the communicator must select and interpret its most important

features. Similarly, the message is encoded, expressing only the most critical aspects of the percept since it is often too complicated to be fully communicated. The selection process also involves choosing the code and channel to use. The availability of channels varies among people and situations. Some individuals may lack access to mass media, such as television, to disseminate their message to a large audience.

Gerbner's model's emphasis on the relationship between message and reality has influenced subsequent communication models. However, the model's limitations are comparable to those of the earlier models on which it is based, such as its emphasis on linear information transmission without a detailed discussion of the role of feedback loops or how meaning is created.

1.5.2.7 Westley and MacLean Model of Communication

The Westley and MacLean Model of Communication is a widely used model that describes communication as a dynamic, interactive process. It was developed by Bruce Westley and Malcolm MacLean in 1957 and has been used to study various types of communication, including mass communication and interpersonal communication.

The model consists of five components: the source, the message, the channel, the receiver, and the destination. The source is the person or organization that initiates the communication process by creating a message. The message is the information that the source wants to convey to the receiver. The channel is the medium through which the message is

transmitted, such as television, radio, or social media. The receiver is the person who receives and interprets the message. The destination is the intended outcome of the communication process.

According to the Westley and MacLean model, communication is a cyclical process that involves feedback and adaptation. Feedback occurs when the receiver responds to the message, and adaptation occurs when the source adjusts the message based on the receiver's feedback.

The model also recognizes that communication is influenced by a variety of factors, including the context, the culture, and the individuals involved in the communication process. The context refers to the physical, social, and psychological environment in which the communication takes place. The culture refers to the shared beliefs, values, and norms of the people involved in the communication process. The individuals involved in the communication process bring their own experiences, attitudes, and beliefs to the interaction, which can influence the interpretation and effectiveness of the communication.

Overall, the Westley and MacLean model of communication provides a framework for understanding the complex and dynamic nature of communication. By considering the source, message, channel, receiver, and destination, as well as the feedback, adaptation, context, culture, and individual factors, we can analyze and improve our communication skills in various settings.

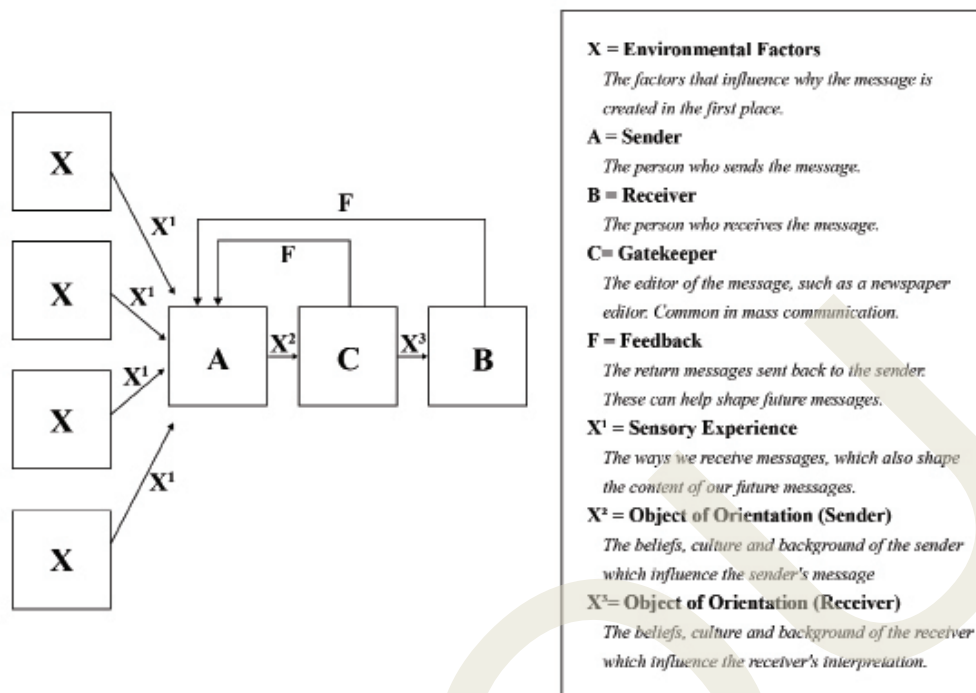


Fig. 1.5.8 Westley and MacLean's Model

1.5.3 Indian Models of Communication

There are several models of communication that have been developed in the Indian context, taking into account the unique cultural and linguistic diversity of India.

One such model is the Bharatiya Model of Communication, which was developed by Dr. N Bhaskara Rao, a well-known communication scholar in India. This model emphasizes the importance of traditional Indian values such as mutual respect, humility, and the importance of relationships in communication. It also emphasizes the role of non-verbal communication, including facial expressions, gestures, and posture.

Another model is the Cultural-Cognitive Model of Communication, which was

developed by Dr. K.S. Jacob, another prominent communication scholar in India. This model recognizes the cultural and linguistic diversity of India, and emphasizes the need to take into account the different cultural and linguistic backgrounds of communicators in order to ensure effective communication.

There are also other models that have been developed in India, including the Cultural Transaction Model, the Gandhian Model of Communication, and the Glocalized Communication Model. These models reflect the rich cultural and linguistic diversity of India, and offer unique insights into the communication patterns and practices that are prevalent in different regions of the country.

Recap

- ▶ Aristotle's Rhetoric: This model emphasizes the importance of persuasion in communication. It suggests that effective communication involves the use of logos (logic), pathos (emotion), and ethos (credibility) to persuade an audience.
- ▶ Harold Lasswell's Model: This model is often referred to as the "who says what, in which channel, to whom, with what effect" model. It suggests that effective communication involves understanding the source of the message, the content of the message, the medium used to communicate the message, the intended audience, and the impact of the message.
- ▶ David Berlo's Model: This model emphasizes the importance of feedback in communication. It suggests that effective communication involves the transmission of a message from a sender to a receiver, with feedback from the receiver to the sender to ensure understanding.
- ▶ Shannon and Weaver's Model: This model emphasizes the importance of noise and channel capacity in communication. It suggests that effective communication involves the transmission of a message through a channel, with the sender encoding the message and the receiver decoding the message.
- ▶ Westley and MacLean's Model: This model is also known as the "conceptual model of communication." It emphasizes the importance of shared meaning in communication. It suggests that effective communication involves a process of shared interpretation, with both the sender and receiver contributing to the creation of meaning.
- ▶ Frank E X Dance's Model: This model emphasizes the importance of context in communication. It suggests that effective communication involves considering the social, cultural, and historical context of communication, as well as the psychological and interpersonal factors involved.
- ▶ George Gerbner's Model: This model emphasizes the importance of media in communication. It suggests that communication is influenced by the messages that we receive from media sources, and that our understanding of the world is shaped by these messages.

Objective Questions

1. What is Aristotle's model of communication?
2. What is Harold Lasswell's model of communication?
3. What is David Berlo's model of communication?
4. What is the Shannon and Weaver model of communication?
5. What is the Westley and MacLean model of communication?
6. What is Frank E X Dance's model of communication?
7. What is George Gerbner's model of communication?
8. What is the main difference between Aristotle's and Lasswell's model of communication?
9. What is the main difference between Shannon and Weaver's model and Westley and MacLean's model of communication?
10. What is the main contribution of David Berlo's model of communication?

Answers

1. Aristotle's model of communication, also known as the Rhetorical model, emphasizes the speaker, the audience, and the message as key elements of effective communication.
2. Harold Lasswell's model of communication emphasizes the five Ws: who, what, where, when, and why, as important components of effective communication.
3. David Berlo's model of communication, also known as the SMCR model, focuses on the source, message, channel, receiver, and feedback as important elements of effective communication.
4. The Shannon and Weaver model of communication is a mathematical model that focuses on the transmission of a message through a channel, with noise as a key factor that can affect communication.
5. The Westley and MacLean model of communication focuses on the concept of communication as a process of interaction between individuals, with feedback and context as important elements.



6. Frank E X Dance's model of communication, also known as the Helical model, emphasizes the dynamic and cyclical nature of communication, with feedback and context as key factors.
7. George Gerbner's model of communication, also known as the Cultivation Theory, focuses on the role of media in shaping perceptions and attitudes, particularly in relation to violence and crime.
8. Aristotle's model focuses on the speaker, audience, and message, while Lasswell's model emphasizes the five Ws: who, what, where, when, and why.
9. Shannon and Weaver's model focuses on the transmission of a message through a channel, while Westley and MacLean's model emphasizes the dynamic nature of communication as a process of interaction between individuals.
10. David Berlo's model, with its emphasis on the source, message, channel, receiver, and feedback, provides a comprehensive framework for understanding the different elements involved in effective communication.

Self Assessment

1. Choose two different communication models discussed in class. Apply each model to analyze how news about a school event (like a sports victory) might spread among students. Compare and contrast the insights each model provides.
2. Create a visual representation (poster, digital graphic, etc.) of one communication model. Use a real-life example to illustrate each component of the model.
3. Write a short story or dialogue that demonstrates the principles of the Shannon and Weaver model of communication. Include examples of the source, encoder, message, channel, decoder, receiver, and noise in your narrative.
4. Analyze a recent social media post (yours or a public figure's) using Lasswell's model of communication. Identify who said what, in which channel, to whom, and with what effect. Discuss how this model helps understand the impact of social media communication.
5. In small groups, act out a scene that shows how communication changes when using different models (e.g., one-way vs. two-way communication). Discuss how each model affects the effectiveness and accuracy of the communication.

Suggested Readings

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BLOCK - 02

Mass Communication

Unit 1

Mass Communication

Learning Outcomes

On successfully completing the unit, the learner will be able to:

- ▶ understand the concept of Mass Communication and how it works in different contexts
- ▶ familiarise various characteristics of Mass Communication
- ▶ evaluate Mass Communication's interventions for value additions

Prerequisites

Envision yourself standing at the helm of a massive ship, navigating through the vast ocean of information that surrounds us. This ship is mass communication, and you're about to embark on a journey to understand its power and reach. As you steer through waves of media messages, you'll encounter islands of different cultures, continents of diverse opinions, and the deep currents of societal change. This voyage will teach you how mass communication shapes our world, influencing everything from the products we buy to the leaders we choose. You'll learn to read the stars of media trends, navigate the treacherous waters of misinformation, and chart a course through the ever-changing landscape of digital communication. As you set sail on this adventure, remember that understanding mass communication is not just about consuming media, but about becoming a savvy navigator in our information-rich world.

Keywords

Mass Communication, Dissemination of Messages, Heterogeneous Audience, Absence of Feedback, Electronic Media, Modern Technology

Discussion

2.1.1 Mass Communication

Mass communication is a fascinating field that explores the ways in which we share information and ideas with large and diverse

audiences. We live in a world where we are bombarded with messages from various media outlets, such as television, radio, newspapers, magazines, and the internet. These media outlets are all part of the vast and complex system of mass communication.



At its core, mass communication is about sharing information on a large scale. Through various channels we can communicate with people all around the world, sharing news, entertainment, and ideas. Whether it is a breaking news story, a hit TV show, or a viral meme, mass communication has the power to shape our culture and influence the way we think and behave.

One of the most exciting aspects of mass communication is the diversity of voices and perspectives it encompasses. From journalists to bloggers, advertisers to filmmakers, and social media influencers to podcasters, there are countless ways to communicate with audiences and tell stories.

Studying mass communication is about understanding how these messages are created, shared, and received by different audiences. It involves exploring the role of media in society and how it shapes our attitudes, beliefs, and behaviors. It also requires critical thinking and analysis, as we seek to understand the impact of mass communication on individuals, communities, and the world at large.

Overall, mass communication is a fascinating and important field that offers endless opportunities for learning, creativity, and discovery. Whether you are interested in pursuing a career in media or simply want to better understand the world around you, studying mass communication is a valuable and rewarding experience.

2.1.2 Definitions of Mass Communication

Some of the definitions of Mass Communication are given below:

“The process by which a person, group of people, or large organization creates a message and transmits it through some type of

medium to a large, anonymous, heterogeneous audience” - Joseph Dominick

“The study of how people and entities relay information through mass media to large segments of the population at the same time, typically using technology such as radio, television, and the Internet” - Glenn Sparks and Larry D. Fisher

“The communication of information from a single source to multiple audiences, typically mediated by technology or infrastructure” - John Pavlik and Shawn McIntosh

“The transmission of a message from a sender to a large audience via a mass medium with the intention of influencing the audience’s understanding or behavior” - Baran and Davis

“The process whereby media organizations produce and transmit messages to large publics and the ways in which those messages are interpreted and evaluated by those publics” - Denis McQuail

Littlejohn and Foss have provided a definition of mass communication which involves the transmission of messages from media organizations to a large audience, as well as the process by which these messages are received, comprehended, and influenced by the public. In contrast, McQuail perceives mass communication as just one aspect of communication at the societal level, with its institutional characteristics that distinguish it. Fundamentally, mass communication can be understood as the spread of messages from an entity to a broad audience through media or technology-driven channels, usually with a cost attached. Typically, the sender is an affiliate of a significant media organization, and the audience is composed of a diverse and sizable group of people.

However, the majority of mass

communication is produced by powerful organizations that wield significant influence over cultural discourse. Schramm describes this as a “working group,” and today, most mass communication is controlled by large conglomerates like Viacom, Disney Hotstar, Reliance, Sun Network, Time Warner, and CBS. In India, for instance, these conglomerates owned 90% of media in 2012, and merges have only further consolidated their ownership.

In the context of communication research, it is important to investigate who controls the content, for whom it is intended, through which channels, and what the outcomes of this communication are. The concentration of mass communication under the control of a few large organizations poses troubling implications for political democracy, as media critic Robert McChesney has noted.

To understand mass communication, it is essential to recognize the unique characteristics that differentiate it from other forms of communication. Firstly, it relies on a media channel to convey messages to a large audience. Secondly, the audience can be dispersed, diverse, and vary in size depending on the medium and message. Thirdly, profit is often the primary driving force behind most mass communication, organisation and feedback is limited. Finally, participants are not equally present throughout the process as mass communication is often impersonal.

Our daily lives are becoming increasingly intertwined with mass communication, as technology continues to advance and evolve. This convergence has made it easier for us to fulfill our interpersonal and social needs through mediated communication. O’Sullivan has coined the term “mass personal communication” to describe this type of communication, which involves using traditional mass communication channels

for interpersonal communication, traditional interpersonal communication channels for mass communication, and a combination of both. As communication technology progresses, the barriers between the masses and the elite are diminishing. Social media platforms like Facebook, Twitter, Vine, Snapchat, and Instagram are examples of emerging mass communication channels that we use to develop and maintain interpersonal relationships.

According to Marshall McLuhan, media can be categorized as hot or cold based on the amount of information and participation involved. Hot media, such as photographs and radio, provide a clear and straightforward message that requires little effort from the audience, resulting in passive consumption. On the other hand, cold media, like television and virtual reality, require more sensory input and active participation from the audience. As technology advances, we can expect more cold media, such as online video games like PubG, where players can connect and play together without being physically close. These games are highly realistic and immersive, requiring significant sensory input and participation, making them an example of a cold medium.

The increasing reliance on mass communication is leading to a transformation into a “global village,” where geographical barriers are becoming irrelevant. McLuhan anticipated this development, as mass communication has the potential to connect people worldwide. By sharing personal information on public platforms, individuals become part of the “public sphere” created by mass communication, as Habermas has described. However, individuals must be cautious about what they share as potential employers often research applicants’ online profiles. It is important to note that not all



communication technologies fall under the definition of mass communication, which specifically refers to communication that can reach a large audience.

2.1.3 Characteristics of Mass Communication

Mass communication shares similarities with other forms of communication, such as involving people, messages, channels, and noise. However, it also possesses unique characteristics that set it apart.

Mass communication possesses several unique features that distinguish it from other forms of communication. These features include:

- 1. Large and Heterogeneous Audiences:** Mass communication messages reach millions of people who are diverse and anonymous. The audience members may be of different ages, religions, sections, and groups.
- 2. Scattered and Individually Unknown Audiences:** The audience of mass communication is dispersed across a large geographical area, and the communicator is usually unfamiliar with the audience.
- 3. Common Messages:** Mass communication conveys the same message to a large and diverse audience simultaneously. This message can be received by anyone who has access to the media.
- 4. Use of Mechanical or Electronic Media:** Mass communication relies on mechanical or electronic media, such as radio, television, newspapers, posters, and leaflets, to reach a large and diverse audience.
- 5. Rapid and Continuous Message Dissemination:** Mass communication messages are distributed rapidly and continuously to the audience. Modern mass

communication transmits messages instantly, and thousands of copies of films, newspapers, books, and magazines can be distributed across vast geographical areas within a few days.

- 6. Absence of Direct Feedback:** Mass communication is primarily a one-way communication process due to the distance between the source and the audience. The live programmes from radio and television channels and YouTube facilitate immediate feedback. www. facilitates feedback to the print media, but it is not immediately done.
- 7. Professional Assistance Required:** Developing and designing mass communication messages requires the assistance of professional communicators, such as reporters, editors, actors, authors, writers, and official spokespersons.
- 8. Use of Modern Technology:** Modern mass communication utilises various specialised technologies, such as computers, computer networks, fax machines, mobile phones, broadcasting media, and printing devices.

The features described above make mass communication a unique and powerful tool for disseminating information to a vast and diverse audience.

Intervention for Value Additions

- Mass communication is often a one-way process, with the sender of the message having little or no direct feedback from the receiver. This distinguishes it from other forms of communication, such as dialogue or conversation. The live programmes from radio and television channels and YouTube facilitate immediate feedback.
- The sender of the message in mass communication is usually a profession-

al communicator or an institution with a large reach, while the receiver is often an anonymous and heterogeneous audience. This creates a power dynamics that is not present in other forms of communication.

- ▶ Mass communication is often subject

to regulation and censorship by governments, industry self-regulation, and public pressure. This makes it different from other forms of communication, which are usually not subject to such external constraints.

Recap

- ▶ Mass communication is the transmission of messages from media organizations to large audiences, as well as the process by which those messages are received, understood, and influenced by the public.
- ▶ The unique characteristics that differentiate mass communication from other forms of communication are also explored.
- ▶ The evolution of mass communication facilitated by the convergence between ourselves and technology is discussed.
- ▶ The categorization of media as hot or cold based on the amount of information and participation involved.
- ▶ Caution in sharing personal information on public platforms.

Objective Questions

1. How is mass communication defined by Littlejohn and Foss?
2. What does McQuail think about mass communication?
3. Who controls the majority of mass communication?
4. What are the unique characteristics that differentiate mass communication from other forms of communication?
5. What is “mass personal communication”, according to O’Sullivan?
6. What is the difference between hot and cold media, according to Marshall McLuhan?
7. What is the potential of mass communication, according to McLuhan?
8. What is the primary driving force behind most mass communication?



Answers

1. Mass communication is defined as the transmission of messages from media organizations to large audiences, as well as the process by which those messages are received, understood, and influenced by the public.
2. McQuail sees mass communication as just one aspect of communication at the societal level, distinguished by its institutional characteristics.
3. Powerful organizations
4. It relies on a media channel to convey messages to a large audience
5. “Mass personal communication” refers to the use of mediated communication to fulfill interpersonal and social needs, which encompasses the use of traditional mass communication channels for interpersonal communication, traditional interpersonal communication channels for mass communication, and simultaneous use of both.
6. Hot media, such as photographs and radio, provide a clear and straightforward message that requires little effort from the audience, resulting in passive consumption. On the other hand, cold media, like television and virtual reality, require more sensory input and active participation from the audience.
7. The potential of mass communication is to connect people worldwide, leading to a transformation into a “global village” where geographical barriers are becoming irrelevant
8. Profit is often the primary driving force behind most mass communication.

Self Assessment

1. Choose a major news event from the past year and analyze how it was covered across different mass media channels (TV, print, online). Discuss the similarities and differences in coverage and their potential impact on public opinion.
2. Create a timeline of mass communication technologies, from the printing press to social media. For each major innovation, discuss its impact on society and how it changed the nature of mass communication.
3. Conduct a content analysis of a popular TV show or movie. Identify the messages it conveys about cultural values, gender roles, or social issues. Discuss how these messages might influence viewers.
4. Design a mass communication campaign to raise awareness about a social issue of your choice. Outline your strategy, target audience, message, and choice of media channels.
5. Write an essay on the role of mass communication in democracy. Discuss both its potential to inform and empower citizens, and the challenges it poses (e.g., misinformation, media bias)

Suggested Readings

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Unit 2

Functions and Dysfunctions of Mass Media

Learning Outcomes

On successfully completing the unit, the learners will be able to:

- ▶ examine various functions of Mass Media
- ▶ analyse dysfunctions of Mass Media

Prerequisites

Imagine you're a skilled tightrope walker, balancing precariously between two towering skyscrapers. On one side are the functions of mass media – informing, educating, entertaining, and shaping public opinion. On the other side lie the dysfunctions – misinformation, sensationalism, and potential manipulation. As you take each careful step along this tightrope, you'll learn to appreciate the delicate balance that mass media must maintain in society. You'll discover how the same force that can unite people in times of crisis can also divide them with polarizing content. This balancing act will teach you to critically evaluate media messages, understanding both their intended functions and potential dysfunctions. As you navigate this high-wire act, you'll develop the skills to be not just a consumer of media, but a discerning analyst of its complex role in our world.

Keywords

The Narcotizing Dysfunction, Conformity to Social Norms, Impact on Popular Taste

Discussion

Mass media plays a crucial role in shaping society's beliefs, values, and behaviors. It encompasses various channels of communication such as television, radio, newspapers, magazines, and the Internet. Mass media serves both functional and dysfunctional purposes in society.

On one hand, mass media provides individuals with access to information, entertainment, and knowledge. It informs people about current events, educates them about social issues, and provides them with entertainment to escape from their daily routines. Mass media also acts as a watchdog, holding those in power accountable for their

actions and providing a platform for public discourse and debate.

On the other hand, mass media can also have negative impacts on individuals and society. It can perpetuate stereotypes, disseminate false information, and promote harmful behavior. Mass media can also contribute to the erosion of privacy and personal relationships and may contribute to a culture of superficiality and consumerism.

Therefore, understanding the functions and dysfunctions of mass media is essential for individuals to make informed decisions about the information they consume and the media they engage with. In this context, it is important to critically evaluate the messages and media outlets and choose the ones that align with our values and interests.

2.2.1 Functions of Mass Media

The following are some of the functions of mass communication:

1. Surveillance

Surveillance is a helpful tool for raising awareness and keeping people informed round the clock. Society depends on mass communication to keep track of the latest developments in their surroundings, such as news channels and the internet. People seek to stay current with political events, social media, lifestyle, and weather. Having knowledge of their environment gives them a sense of security. Smartphones, television, and radio are channels through which this information is delivered to the public. Notifications are especially useful in providing people with timely updates and keeping them informed.

2. Entertainment

Mass communication offers various forms of entertainment for people with diverse interests, including sports for enthusiasts, celebrity gossip for movie lovers, YouTube videos, dance, and music, among others. During times of stress, people turn to their phones or television for relief. In

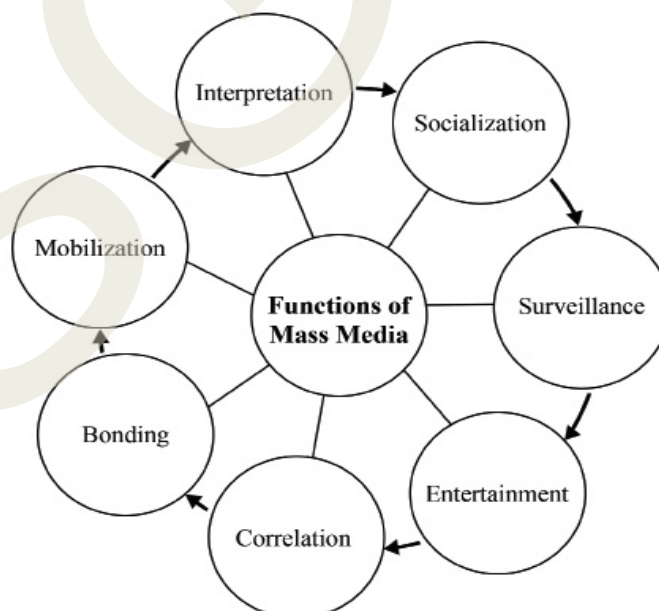


Fig. 2.2.1 Functions of Mass Media

the present era of mass communication, people can find anything and everything to satisfy their entertainment needs on weekends, be it watching movies or TV shows, sharing laughter with loved ones through comedy shows, or dancing to their favorite tunes.

3. Correlation

We live in a world where we are increasingly reliant on mass communication to keep us informed about what is going on around the world. However, not everything on the internet is completely accurate. Everything on the internet is ultimately written, edited, and uploaded by someone. It could contain facts, interpretations, conspiracy theories, criticisms, half-truths, and so on. But it is critical that we filter the content that is projected at us. Media also aids in the integration of various societal elements. One such example is raising enough money to treat a person's illness. Correlation examines how the media presents facts that we use to navigate the world.

4. Bonding

Mass communication, particularly mass media, plays a unifying role by connecting people and fostering a bond between the public and the media. It enables individuals from similar backgrounds to connect more effectively and accept differences in others. Moreover, it exposes members to a diverse range of people and helps them to see things from various perspectives. For instance, people with shared interests can create a forum to connect and introduce themselves to each other.

5. Mobilisation

Mass communication can reach a vast audience, allowing people to remain informed about events occurring in faraway

locations. This capability can be harnessed to garner public support for a cause or a protest. Additionally, it helps to connect people from across the globe, making the world feel more closely connected. This feature of mass communication is a double-edged sword for humankind, having both advantages and disadvantages.

6. Interpretation

Mass media not only presents facts and relevant data, but it also provides context and educates the public about the significance of specific information. However, the interpretation of messages by the media for its audience or viewers can be ethical or unethical. The media employs objective interpretations to present their opinions, which can vary from one individual to another.

7. Socialisation

Mass communication allows people to connect and socialize with others who share similar interests, values, and beliefs. People can learn about different cultures, lifestyles, and perspectives through various forms of media, such as books, movies, games, and social media. Mass communication can shape the way people think, behave, and perceive the world around them, as well as facilitate the formation of new social groups and communities.

Dysfunctions of Mass Media

1. The Narcotising Dysfunction

The operators of mass media are well aware of the functions of status conferral and reaffirmation of social norms, which can be applied in various ways like other social and psychological mechanisms. Understanding these functions can give individuals power, which can be used for specific or general interests.

However, there is a third consequence of mass media that has not been given much attention. This is known as the narcotizing dysfunction of mass media. Various studies have indicated that people spend more time to consume mass media content. While there are regional and social variations in media consumption, the vast amount of media outlets available today allows us to stay informed about the world. However, there is concern that this flood of information may result in a superficial understanding of societal issues, leading to mass apathy.

In fact, exposure to media may have a narcotising effect, leaving individuals feeling intellectually connected to political reality without actually taking any action. Despite being interested and well-informed, individuals may fail to act on their knowledge and instead view their consumption of media as a vicarious pleasure. This may result in a false sense of accomplishment and a lack of actual engagement with societal issues.

Thus, while the media has increased the amount of information available to the public, it may also be inadvertently causing individuals to become passive and disengaged. This “narcotising dysfunction” is a phenomenon that requires further research to fully understand its scope and impact. As such, it remains one of the key issues that students of mass communication must address.

2. The Ownership and Operation Structure

We have analysed the mass media in isolation without considering their place in the larger social and economic framework. However, it is clear that the media’s societal impact is influenced by their ownership and control structure. Therefore, studying only the effects of privately held, profit-driven mass media neglects their social consequences. It is important to note that this is not an inherent

feature of media technology, as evidenced by the government-owned and controlled radio in many countries.

In summary, the social effects of the media are not solely determined by their technology but also by their ownership and control systems.

3. Conformity to Social Norms

The media is supported by large corporations that are integrated into the current social and economic system. This support is not limited to the successful marketing of the sponsor’s products but also includes the typical presence of confirmation or approval of the current social structure in various media outlets. The media’s continuous reaffirmation of the status quo emphasises the obligation to accept it. However, the impact of the mass media on their audiences is not only influenced by what is said but also by what is left unsaid. These media fail to raise critical questions about the structure of society and, by doing so, indirectly discourage a critical assessment of society and encourage conformism. Despite occasional critical content in some radio programs or journal articles, they are lost in a vast array of conformist materials. Therefore, relying on commercially sponsored mass media to advocate even minor changes in the social structure is not feasible as they promote unthinking allegiance to it. Though community organisations may ask producers to include progressive themes, their inclusion is subject to the producers’ discretion and must be acceptable to the audience. When social goals conflict with financial gains, commercialized media frequently abandon the former.

4. Impact on Popular Taste

The widespread coverage of “entertainment” in television, movies,



magazines, books, and newspapers prompts us to consider how the mass media shape popular taste. If we were to ask an individual presumed to have literary or aesthetic cultivation whether mass communications have impacted popular taste, they would likely answer in the affirmative.

The impact of mass media on popular taste is widely acknowledged, with examples such as the repetitive and formulaic nature of soap operas and movies, and the content of pulp and slick magazines. To understand the social context of aesthetic tastes, we need to recognize that the audience for the arts has changed historically. In the past, the audience was largely restricted to a select group of aristocrats, and literacy rates were low. Very few people had the means to purchase books, attend the theater, or access urban arts hubs. As a result, the effective audience for the arts was likely less than one or two percent of the population, and their relatively high artistic standards were a result of their cultivated preferences. Thus, to understand the impact of mass media on popular taste, we must consider how it has affected a larger and more diverse audience, and whether it has led to the growth or decline of aesthetic standards.

As popular education spread and new technologies of mass communication emerged, a much larger market for the arts emerged.

This resulted in what we now call mass media and mass art. While most of the mass media audiences are educated, they are not necessarily well-cultivated, with about half of the population stopping formal education after becoming matriculates. As popular education grew, there seems to be a decline in popular taste, and a significant gap between literacy and comprehension emerged. This gap is often described as “formal literacy,” meaning a person’s ability to read and understand basic meanings but not to fully comprehend what they read. As a result, people read more but understand less, and fewer critically absorb what they read.

In conclusion, mass media is a powerful force in society, with the ability to both inform and influence individuals and communities. While it serves many important functions, such as providing access to information and entertainment, it can also have negative impacts on society by perpetuating harmful stereotypes and promoting superficiality and consumerism. As consumers of mass media, it is important for individuals to critically evaluate the messages and media outlets they engage with, and to choose those that align with their values and interests. By doing so, we can ensure that mass media serves a positive role in our lives and in society as a whole.

Recap

- ▶ Mass media plays a significant role in shaping society’s beliefs, values, and behaviors, serving both functional and dysfunctional purposes.
- ▶ While mass media provides individuals with access to information, entertainment, and knowledge, it can perpetuate stereotypes, disseminate false information and promote harmful behavior.

- ▶ Understanding the functions and dysfunctions of mass media is crucial for individuals to make informed decisions about the information they consume and the media they engage with.
- ▶ The functions of mass media include surveillance, entertainment, correlation, bonding, mobilization, interpretation, and socializing.
- ▶ In contrast, the narcotising dysfunction of mass media is considered dysfunctional, leading to political apathy and an inert population. Therefore, individuals should critically evaluate the messages and media outlets they consume and choose those that align with their values and interests.

Objective Questions

1. What is the role of mass media in society?
2. What are the positive functions of mass media?
3. What is the narcotising dysfunction of mass media?
4. What are the negative impacts of mass media?
5. Why is it important to critically evaluate the messages and media outlets?

Answers

1. Mass media plays a crucial role in shaping society's beliefs, values, and behaviors.
2. Surveillance, entertainment, correlation, bonding, mobilisation, interpretation, and socialising.
3. People become passive and apathetic due to excessive consumption of mass media, which can lead to a lack of political involvement and social activism.
4. The negative impacts of mass media include perpetuating stereotypes, disseminating false information, promoting harmful behavior, contributing to the erosion of privacy and personal relationships, and contributing to a culture of superficiality and consumerism.
5. It is to make informed decisions about the information we consume and the media we engage with. This helps us to avoid negative impacts and choose the ones that align with our values and interests.



Self Assessment

1. Choose a recent social or political movement (e.g., #MeToo, Black Lives Matter) and analyze the role of mass media in its development and spread. Discuss both the positive and negative impacts of media coverage.
2. Conduct a comparative analysis of how a specific news story is covered in a traditional news outlet versus a social media platform. Discuss the differences in tone, depth, and potential impact on the audience.
3. Create a media literacy workshop for high school students. Design activities that help them identify and critically analyze media functions and dysfunctions.
4. Write an essay on the “narcotizing dysfunction” of mass media. Provide examples from current media landscape and discuss potential solutions to combat this effect.
5. Analyze a recent advertising campaign for a major brand. Discuss how it fulfills the functions of mass media and identify any potential dysfunctions or ethical concerns.

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Unit 3

Types of Media

Learning Outcomes

On successfully completing the unit, the learners will be able to:

- ▶ explore print media with its types
- ▶ analyse the advantages and disadvantages of print media
- ▶ evaluate radio, television and film with its types, advantages and disadvantages

Prerequisites

Imagine yourself as an explorer in a vast media jungle, surrounded by a diverse ecosystem of communication channels. Each type of media – from the sturdy oak trees of print journalism to the fast-growing vines of social media – has its own unique characteristics and role in this complex environment. As you navigate through this media jungle, you'll learn to identify the strengths and weaknesses of each media type, understanding how they interact and compete for attention. You'll discover how different species of media have evolved to survive in this ever-changing landscape, adapting to new technologies and audience preferences. This journey through the media jungle will equip you with the knowledge to become a skilled media ecologist, able to understand and navigate the diverse and interconnected world of modern communication.

Keywords

Newspapers, Magazines, Radio, TV, Broadcast Television, Film and Digital Media

Discussion

Media is a powerful tool that has played a crucial role in shaping the world we live in today. From traditional forms of media such as newspapers, magazines, radio and

television to modern digital platforms such as social media, podcasts, and streaming services, media has evolved and expanded over time. Understanding the different types of media and their characteristics is essential in comprehending the impact they have on



society and how they can be used for various purposes such as information dissemination, entertainment, and social activism. In this context, exploring the various types of media and their unique features can provide a comprehensive understanding of the complex landscape of media in today's world.

2.3.1 Print Media

Print media has been a popular form of mass communication for centuries, with newspapers and magazines being the most common types. Compared to other forms of media, print media has the advantage of being able to reach a large audience at a relatively low cost. Over time, printing technology has advanced significantly, from woodblock printing in 200 BC to modern digital printing.

Print media allows message senders to target specific consumer segments. It provides information about daily events and news, and has historically been the quickest way to disseminate information to the public. Before the digital era, print media was also an important source of entertainment, with magazines and newspapers covering a wide range of stories and articles that appealed to the public.

Advertisements are another important use of print media due to its affordability and ability to reach a large audience. While books are the oldest form of print media, other types such as banners, billboards, brochures, and flyers are also commonly used in mass communication. Each of these types of print media can be used to effectively convey messages to target audiences.

2.3.2 Types of Print Media

2.3.2.1 Newspapers

Print media has a variety of forms, and

newspapers are the most commonly used. They have been in existence for a long time and are distributed through various channels such as newsstands and home delivery. One of the advantages of newspapers is that they appeal to a wide audience and have different categories that cater to the interests of various groups. A newspaper is usually divided into different sections including current events, sports, agriculture, food, fashion, politics, finance, and advertisements, as well as informative articles among others.

2.3.2.2 Newsletter

A newsletter is a publication that is centered around a particular theme or subject matter. It is often a subscription-based service, although some newsletters may be available for free. Newsletters are frequently utilized as a means of disseminating information to specific audiences such as residents, communities, and interest groups. They can also be employed for promotional purposes, political campaigns, or charitable causes. Additionally, many schools use newsletters to communicate with parents about events and activities occurring at the school. Businesses may also use newsletters as a marketing tactic to keep customers and employees up-to-date on company news and developments.

2.3.2.3 Magazines

Magazines, also known as periodicals, are publications that are available in print or digital format, and they contain a variety of texts, including essays, articles, stories, and poems, which are published regularly. The roots of modern magazines can be traced back to early printed pamphlets, broadsides, chapbooks, and almanacks that were released at regular intervals. The first magazines had varied content and were designed to appeal

to specific readers' interests. However, the growth of technology had an adverse impact on the magazine industry. As people gained easier access to a vast amount of content, often at no cost, conventional magazines experienced a decrease in readership. Moreover, as more advertisers turned to other online channels, advertising revenue also declined. Consequently, many magazines ceased publication in the early 21st century, while others halted their print editions and transitioned to digital-only formats.

2.3.2.4 Banners

Banners made of cloth or paper are commonly used to display slogans, logos, or messages in various settings. They are also often utilized in exhibitions to advertise brands and provide product or service information. Posters, which have a similar purpose and fall into the same category as banners, are also designed to catch the attention of passersby and are typically hung at a height. These banners and posters can include important communication details and are often customized with text and graphics that are large enough to be seen from a distance. While they have various applications, banners and posters are commonly used in political campaigns.

2.3.2.5 Billboards

Billboards are a form of print media that have largely transitioned into digital, but they are still considered print media because the communication material is printed on them. Billboards usually use a combination of text and graphics to make them more visually appealing, and they are placed in fixed locations where they can be seen and read from a distance. Among print media, billboard

advertisements are the most costly due to factors such as size, location, and length of the advertisement. In addition to advertisements, billboards are used for a range of promotional activities. Although they are expensive, billboards are an effective way to target all market segments.

2.3.2.6 Books

Books have existed for centuries and are considered the oldest form of print media. They play a crucial role in communication and information-sharing, enabling writers to share their knowledge on a specific topic with readers across the globe. Books are diverse in form and content, covering a broad range of topics including literature, history, fiction, and others that not only increase our knowledge but also provide entertainment. A book typically comprises multiple printed pages that are bound together to create a complete work. The invention of printing made books readily accessible, granting access to knowledge on various subjects.

2.3.2.7 Brochure

A brochure, sometimes referred to as a pamphlet, is a type of booklet that provides information about a business or organisation. These booklets are often designed to be taken away by the audience to keep the brand in their minds. Brochures are distributed in a variety of settings, including exhibitions and shops, and contain information about the company's products or services, as well as contact information. Brochures must include all of the necessary product or service details, including terms and conditions and charges. Brochures are typically comprised of two or three folds of glossy, colorful sheets with an attractive presentation. They are often distributed by



hand, but can also be found in brochure racks.

2.3.2.8 Flyers

A flyer is another form of print media that is particularly useful for small businesses. While larger corporations may not use this type of advertising, a well-designed flyer can be eye-catching and effective in generating business. Flyers should always be visually

appealing and easy to read in order to capture the reader's attention. Depending on the target audience, flyers can be distributed at exhibitions or posted on college and school walls. Flyer printing is also relatively inexpensive, allowing for a large stack to be distributed in the local area or at traffic signals. They are frequently used in advertisements, as well as at local events and parties.

Types of Print Media	
Newspapers	
Newsletter	
Magazines	
Banners	
Billboards	
Books	
Brochure	
Flyers	

Fig. 2.3.1 Types of Print Media

2.3.3 Advantages of Print Media

(a) Viewed as credible:

Various studies have shown that print media's credibility arises from the inherent favourable impression of the printed word and the "halo effect" that results from the prestige of the publication in which the ad appears. Although consumers do not always view print ads as credible, the ad's content has a significant impact. Nonetheless, consumers perceive print media as more reliable and trustworthy than radio, television, and the internet.

(b) Capability to create a message that will last:

Design an advertisement or brochure that captures the attention of your target audience. Unlike other mediums, print media allows customers to save and return to the message later. According to media research, print media benefits from "double dipping" or the "pass-along effect," where readers tend to pass the piece on to others, making it a valuable investment for your business. You can create a one-quarter, half, or full-page ad or brochure, and even consider mailing a postcard or a large envelope to reach your audience. With print media, your message has the potential to be seen and shared by a wider audience, making it a powerful tool for your business.

(c) High recall value:

The ability to easily remember an advertisement increases the likelihood of consumer action, such as responding to the advertisement. However, other factors may also contribute to this. While web users tend to be impatient and quickly abandon a site if it doesn't load quickly, print ads encourage a more relaxed approach by their very nature.

2.3.4 Disadvantages of Print Media

Consumers tend to remember print ads easily, which can lead to a higher likelihood of response. However, there are some drawbacks to print media. Recent studies have shown that people in India now interact with an average of seven information sources every day, including print media, television, radio, and online videos. In addition, a significant amount of time is spent on social media platforms. Rather than ignoring this trend, smart business owners work to create a media mix that takes advantage of all available opportunities.

2.3.5 Radio

Radio technology utilizes electromagnetic waves, known as radio waves, to transmit information, with frequencies ranging from 30 hertz (Hz) to 300 gigahertz (GHz). The process begins with a transmitter that is linked to an antenna, which produces the radio waves. These waves are then received by another antenna connected to a radio receiver. Radio waves play a vital role in modern technology, enabling radio communication, radar, radio navigation, remote control, and remote sensing.

2.3.5.1 Types of Radios

Since its invention in the late 1800s, radio has evolved into several different forms, each of which serves a different purpose. Here are six of the most important radio types.

- a. **AM Radio**, short for amplitude modulation, is one of the earliest forms of wireless broadcasting. It operates by using an audio signal to modulate the strength of radio waves, a process known as modulation. The AM radio in your car or home then decodes this modulation into audible sound that the human ear can perceive. In the



1960s, AM radios began using transistors, leading to the widespread use of household AM radios.

- b. **FM Radio** is a preferred choice for people who listen to the radio while driving. Invented in the 1930s, FM radio has undergone several improvements, which have kept it popular to this day. FM radios, also referred to as frequency modulation radios, put more emphasis on the modulation process, which changes radio waves, as compared to AM, which relies on signal strength. Consequently, FM generally offers superior sound quality while experiencing less electrical interference.
- c. **Shortwave Radio** Shortwave radio has a frequency range of 1.7 to 30 MHz, in contrast to AM radio, which has a frequency range of 550 to 1720 kHz. Shortwave radio frequencies have a distinct interaction with the ionosphere, allowing broadcasts to travel hundreds and even thousands of miles. As a result, people can listen to broadcasts from all over the world. Shortwave radio is utilized by both commercial stations and governments.
- d. **Satellite Radio** is a subscription-based, for-profit service that uses satellites for transmission, enabling it to cover large areas without compromising audio quality.
- e. **Ham Radio**, also referred to as amateur radio, operates on a specific set of frequencies designated by the Federal Communications Commission. In the event of a natural disaster or other emergency, ham radio operators often step in to provide vital information and communication when local systems are disrupted.
- f. **Community Radio** is a radio service that provides a third model of radio

broadcasting in addition to commercial and public broadcasting. It serves geographic and interest communities by broadcasting relevant content to a local audience that is often overlooked by commercial or mass-media broadcasters.

Advantages of Radio

Radio is the second oldest mass communication medium after newspapers and has played a significant role in overcoming various historical challenges. Advertisers can effectively target their desired audience through radio, which may not be possible through other media.

Disadvantages of Radio

One of the significant limitations of radio is its inability to incorporate a visual component. Advertisers are not able to showcase their products visually, and this can be a disadvantage for some products where packaging plays a crucial role in brand recognition. This is particularly important in urban areas with self-service stores, and rural markets with low literacy rates. There are numerous radio stations available, leading to audience fragmentation.

2.3.6 Television

Television has become an integral part of our lives, and it is difficult to imagine a world without it. The audiovisual nature of television allows us to witness events in real time and from the comfort of our own homes, creating a magical medium that can transport us to the stadium. When we see Sachin hitting a sixer in a crucial match, we can't help but feel emotionally involved. As the audiovisual quality of television continues to improve, the images become more vivid and memorable.

The characteristics of television as a means of mass communication

Television is a dominant mass communication tool due to its wide-ranging audience and accessibility, with an average daily viewership of 3 hours and 40 minutes. The medium's strength lies in its ability to deliver audio-visual content, which can emotionally connect with viewers. As a domestic medium, it offers personalized entertainment and information that families can enjoy together in their homes.

Television has contributed significantly to globalization by providing immediate access to international events and people. It also serves an educational purpose, featuring programs on health, food, and children's development. With a large share of daily attention from viewers, it holds significant sway in influencing voters' decisions.

Advertising agencies favor television as their primary means of communication, as it reaches a diverse audience with varying preferences, ages, personalities, and cultural contexts. Furthermore, the medium's diverse selection of content, including films, series, news, sports, culture, and cuisine, helps different cultures to know, accept, and appreciate each other. Television's promotion of a wide range of programs has also contributed to social diversity, making it an open and liberal medium.

2.3.6.1 Advantages and Disadvantages of Television

The impact of television on our lives has been a topic of debate for a long time. Some argue that it is harmless, while others view it as entirely negative. Nowadays, television is so ubiquitous in our culture that a home without one is considered uncommon. To fully experience media, we expect every household

to have a TV, ideally paired with an exceptional media center. Technological advancements have made televisions more engaging than ever, with features such as curved edges, high screen resolutions, and even functioning as computers. These improvements have solidified television's position as a dependable source of entertainment in our homes.

Advantages of Television

Television is an effective way to stay informed and up-to-date with the latest trends worldwide. It is considered one of the most popular forms of communication, enabling the dissemination of valuable information to a vast audience. Television provides a comprehensive view of everything, and some people even make a living from it. Watching TV can help us learn different languages and gain knowledge about various topics. Educational programs are available on some channels, which can enhance our understanding and awareness of the world around us. Overall, television can connect us to the world and broaden our horizons.

Flexibility: Television offers a convenient way to watch various shows and channels from the comfort of one's home. It provides access to news, movies, family shows, sports, music, and other valuable programs. Additionally, TV plays a crucial role in educating individuals about corruption and helping them expand their knowledge of the social and political world.

Entertainment: Children can benefit from watching TV through educational children's channels and other channels like Discovery Channel that can provide knowledge. TV can be a great learning tool for children since there are various channels available in different languages, allowing them to watch their favorite shows in their regional language.



Furthermore, television is an affordable source of entertainment, offering a wide range of options such as movies, drama, comedy, and music that can be enjoyed at home. Watching TV in leisure time can be a refreshing activity and a good way to promote a product or convey information effectively.

Exposure to the world: Television serves as a powerful tool to educate and inform people worldwide, without the need for government intervention. Through TV, individuals can gain a deeper understanding of the world around them. It also keeps us up-to-date with live news, shows, and sports events.

Information Medium for a Large Number of People: Television is a fast and effective way to disseminate information to a broad audience. News from one part of the world can be broadcast to another part of the world within seconds or minutes.

Cheap source of entertainment: In this hectic and expensive world, television is a simple and inexpensive source of entertainment. We can watch international news and stay up to date with breaking news from around the world. Television can also be a good way to help people learn another language.

Variety of information: Television provides us with convenient access to a diverse range of information, such as cooking channels that present new recipes and techniques, home improvement shows that introduce us to various money-saving and financial tips, and investment guides that offer advice on managing finances and saving money.

Disadvantages of Television

Improper content: Children may be exposed to age-inappropriate content on television, including sexual and violent themes that can harm their innocence. Some networks air adult-oriented programs and movies that can

contribute to social issues.

Time-wasting: Watching TV can be addictive, and some individuals may spend excessive amounts of time in front of the screen. This can lead to laziness and unproductivity.

Encouragement of negative behavior: Television often portrays violence, risky behavior, rigid gender roles, and racial stereotypes. This can affect viewers' self-esteem and lead to acceptance of such behavior as normal. Watching the news about violent incidents may increase anxiety, and exposure to sexually explicit content may contribute to unhealthy attitudes towards sex.

Health effects: Excessive TV viewing can lead to health problems such as obesity, sleep disorders, and behavioral issues. Some viewers may become addicted to television, and it can negatively impact their mental and physical health.

Social disconnection: Watching television can lead to social isolation and replace human interaction. Many programs offer a biased perspective on events, and they are often too short and interrupted by advertisements to provide in-depth analysis. Reality TV shows can promote negative behaviors and trivialize important issues.

Television is the most digitally integrated medium of the 21st century. With the invention of digital technologies, TV evolved towards it and emerged as a separate medium integrating digital technologies.

2.3.7 Film

Film is an art form that utilizes moving images to convey experiences, ideas, stories, perceptions, emotions, beauty, or ambiance. Sound and occasionally other sensory stimuli accompany these images. The term "cinema," which is a shortened form of cinematography,

is commonly used to refer to both filmmaking and the film industry, as well as the resulting art form. In the 21st century, films are undoubtedly the most influential medium.

The film is not just one form of art but rather a blend of various arts. It is a space where different art forms come together and enhance each other for the greater good. The history of film dates back to December 31, 1895, when the Lumiere brothers presented their reels to the public in France. Since then, the film has been journeying alongside humankind and has achieved great heights.

Film studies offer various frameworks to approach film. The objective of a film scholar is to comprehend how media operates and how it relates to the context in which it was created. Film studies go beyond just examining a movie's production value; they delve into how meaning is constructed, as well as how audiences interpret and engage with that meaning.

Film Studies vs. Film Criticism

In Roger Ebert's approach to film criticism, the focus is on evaluating the production quality of the film. The analysis includes various aspects such as the pacing of the plot, camera work, soundtrack, and acting performances. The critics may also mention technical elements like sound design and lighting techniques that can either enhance or distract from the film's quality. Typically, film critics conclude their analysis with a star rating or letter grade, determining whether the film is well-made or not.

While understanding the production quality is crucial, film studies take a broader approach to analyzing films. It is more concerned with the film's formal construction and historical context, focusing on how films create meaning

and their relationship with society. Instead of evaluating the quality of the film, film studies seek to understand the film's significance in cultural and historical contexts.

Cinema and Anxiety

German expressionism in the 1930s is an excellent example of cinema reflecting cultural anxieties. The directors of the Weimar era depicted the country's anxieties in dark and dreamy scenes with canted angles. Today, the Dutch or Deutsch angle remains a powerful tool to make audiences uneasy. Without the wave of German directors who immigrated to Hollywood due to the rise of the Nazi regime, we may not have these techniques as part of our cinematic lexicon.

Films such as *Rebel Without a Cause* (1955) and *Fight Club* (1999) reflect specific periods in American history when the definition of masculinity was being challenged. *Rebel Without a Cause* captures post-war masculine anxiety in 1950s suburban America, while *Fight Club* explores a similar theme in a later era.

Cinema's dialectical relationship with history and culture is evident in the scholarly research of monster movies. A researcher studying horror films is bound to become an expert on post-9/11 horror films' body dismemberment. These films, such as *Saw* (2004) and *Hostel* (2005), reflect a nation at war and the existential threat posed by the 2001 World Trade Center attacks. It is impossible to understand a work of cinema without considering its cultural and historical context.

The Human Condition and Film Theory

So far, we have discussed two ways to approach analyzing films: film criticism and film history. The third and final approach, film



theory, draws heavily from other disciplines such as rhetoric, philosophy, and psychology. Film theory aims to understand the mechanics of film as a medium, providing us with the necessary tools to analyze how different cinematic elements work together to create meaning. It is a complex field that branches off into various subcategories, making it a long and winding path to explore.

The Montage Theory

During the early days of the Soviet Union, Russian scholars such as Lev Kuleshov and Sergei Eisenstein contributed significantly to our understanding of film. They helped us comprehend how individual shots can connect to form meaning in cinema, which is a time-based medium that provides complete control to the creator over which images are displayed, for how long, and in what order.

The Kuleshov Effect is a powerful tool that teaches us that a single image can have multiple meanings depending on its context. Eisenstein expanded on this idea and developed it into montage theory, which he used in his propaganda film *Battleship Potemkin* (1925).

Once again, history and film are interconnected, and they provide a more profound understanding of each other. Eisenstein recognized that film was the perfect medium for Soviet propaganda since it could convey complex and abstract ideas through visceral and emotional images using montage.

The “Realism” Problem

Can a story be told objectively? Despite even the longest take having to be cut at some point and the broadest frame missing something, there are attempts to present objective accounts of events. However, films such as *Rashomon* (Kurosawa, 1950) question the notion of film realism by telling the same story from four different perspectives.

The French New Wave, including Goddard, also rejected the illusion of realism and polished construction of mainstream French cinema. *Breathless* (1960), an iconic film of the movement, aimed to shatter the illusion of unfiltered reality through techniques like jump cuts and character asides, exposing traces of the filmmaking process. These films both challenge and celebrate film as an art form.

Auteur theory

A framework for examining the relationship between art and industry is the auteur theory. Originally introduced as *La politique des auteurs* by François Truffaut during the era of film criticism in *Cahiers du cinéma*, Andrew Sarris later applied the concept to Hollywood cinema in his 1962 essay *Notes on the Auteur Theory*.

The auteur theory posits that, regardless of the studio's policies and budget constraints that affect production, the director is ultimately the author - or auteur - of the film. The director wields the most creative authority in this theory. Despite criticisms, the auteur theory remains a significant influence on how we understand the director's role in the filmmaking process.

The Politics of Motion Pictures

Cinema can also be viewed through the lens of identity, community, and lived experience. Feminist film theory, for instance, applies feminist critique to films. Laura Mulvey noted that men frequently take on the active protagonist role in films, while women are viewed as objects of desire. Mulvey employed feminist theory to understand how cinema often creates a male viewer position. This idea spawned a new filmmaking genre aimed at dismantling this oppressive narrative structure.

This is just one instance of how we use broader cultural frameworks to analyze and subvert films. Queer theorists scrutinize films from an LGBTQ+ perspective and how they interact with oppressive discourse. Similarly, race and ethnic studies theories can be used in film analysis. The issue of race and representation in film has been contentious for a long time.

Feminist theory, queer theory, and race theory are all extensive discourses with numerous points of entry. These approaches examine what cinema communicates — and what it could potentially convey — regarding society's structure. Each of these frameworks is intricate and diverse, deserving more attention than can be offered in this summary.

Characteristics of Digital Media

Interactivity: In contrast to traditional media, which was typically a one-way street, new media is more of a two-way street. Rather than just passively consuming media content, users and consumers can now become more engaged with it. This increased interactivity is a hallmark of new media, with even simple acts like liking a Facebook post or commenting on a news article demonstrating this trend. Some users take things even further, becoming “prosumers” who create their own blogs, videos, and other content. This trend has helped to foster a more participatory culture, with the roles of media producer and consumer becoming increasingly blurred.

Hypertextual: New media offers users more control over the information they consume with features such as hypertext or ‘links.’ By providing non-sequential connections between various data types, users can navigate information in a more individualized manner. This feature has the potential to allow for more independent and informed decision-making.

Global Networks: Digital media has facilitated cultural globalization by enabling virtual networks of people across the globe to connect and interact. These networks allow for greater collective intelligence, pooling resources, and drawing on a broader range of talents and information sources.

Virtual Worlds: While new media offers a fast-paced flow of information, it is important to remember that it presents a virtual reality. Social media sites, in particular, allow users to present themselves in a curated manner, often showing only one aspect of themselves.

Simulation: New media offers simulation beyond virtual reality, as seen in computer games, driving and flight simulators. Users can immerse themselves in a simulated experience that relies on algorithms to determine how events unfold.

Advantages of Internet-Enabled Media

Educational Value: New media has a great educational value as it provides the ability to reach a vast audience and build a brand. Sharing relevant information or content on social media can help in promoting a company or product, which ultimately increases sales.

Wide Reach: New media allows users to connect and share information with friends or followers easily. Millions of people use social media every day, which makes it easier for businesses to reach potential customers online. It is an essential tool for businesses worldwide as it allows them to communicate directly with customers and interact with them without being physically present.

Stay Updated: One can keep themselves updated with the latest happenings in their industry or around the world by following new media channels. Spending time following brands and companies of interest helps in learning about the new products and services



they offer. Time is of the essence in the age of new media, with every second counting.

Freedom of Expression: New media provides complete freedom of expression in terms of news produced. It is a space where every individual can run their media organization without the presence of an editor.

Cost-effective: New media is an affordable medium as it is mostly free. Creators provide essential and basic services for free, and any costs incurred in starting or maintaining it, such as a monthly fee, are usually very low and affordable

Disadvantages of New Media

Time-consuming nature: New media can be incredibly time-consuming, and if you don't have other interests, it can become addictive and consume your time. To stay productive, it is important to set limits on the time you spend using new media.

Spread of fake news: The viral nature of fake news stories has become a major issue in recent times. Young people, who may lack critical thinking skills or experience reading between the lines of online content, are particularly vulnerable to these stories.

Lack of censorship: While social media offers an opportunity to freely spread ideas, it also allows for the dissemination of inappropriate content that can cause chaos in society. For example, sensitive religious content can be shared without any censorship.

Lack of privacy: New media is inherently public, which means there is no privacy. Anyone with access to social media content can view it without prior notice or permission from the user who originally posted it.

In conclusion, the various types of media have played a crucial role in shaping the world we live in today. Print, radio, TV, film, and internet-enabled media have all contributed to the dissemination of information, entertainment, and education to different audiences worldwide. While each type of media has its strengths and weaknesses, the integration of these media has led to the emergence of new and innovative ways of communicating and engaging with audiences. As technology continues to advance, it is clear that the future of media will continue to evolve, and it will be exciting to see how these changes will affect the way we communicate and interact with each other.

Intervention for Value Additions

One way to understand the types of media is to critically analyze the impact of each type of media on society. For example, you can discuss how print media has historically been used as a tool for propaganda and censorship, while also acknowledging its potential for providing in-depth analysis and investigative reporting. Similarly, you can explore how radio and television have been used to shape public opinion and reinforce cultural norms, and how the rise of internet-enabled media has disrupted traditional media models and facilitated new forms of social and political engagement. By examining the strengths and weaknesses of each type of media, you can gain a more nuanced understanding of the role of media in contemporary society and how it both reflects and shapes our culture.

Recap

- ▶ Print media includes newspapers, magazines, books, and other printed materials that have been in use for centuries to disseminate information and reach a wider audience.
- ▶ Radio broadcasting has been a popular medium since the early 20th century, and it remains a primary source of news, music, and entertainment for millions of people worldwide.
- ▶ Television (TV) broadcasting emerged in the mid-20th century and became a dominant medium for entertainment, news, and advertising. Today, cable and satellite TV have expanded the reach of this medium to millions of households globally.
- ▶ The film is a popular medium for entertainment, and it has a significant influence on popular culture worldwide. Film genres include drama, action, comedy, horror, and more.
- ▶ Internet-enabled media, including social media, blogs, podcasts, and streaming services, have transformed the way people consume and share information. With the increasing use of smartphones and other digital devices, the internet has become an essential source of news, entertainment, and communication for people worldwide.

Objective Questions

1. What is print media?
2. What is radio communication?
3. What is shortwave radio?
4. What makes television a unique medium?
5. What is a film?
6. What is digital media?
7. What are the disadvantages of new media?

Answers

1. The media uses printed materials to disseminate information.
2. Radio communication is a technology that uses radio waves to transmit information from a transmitter to a receiver.
3. Shortwave radio has a frequency range of 1.7 to 30 MHz and can travel hundreds and even thousands of miles.



4. Its combination of sound and visuals creates an immersive experience that can emotionally connect with viewers.
5. Film is an art form that utilizes moving images to convey experiences, ideas, stories, perceptions, emotions, beauty, or ambiance.
6. Digital media refers to the storage, transmission, and conversion of information into binary code consisting of 1s and 0s, allowing for compact storage of vast amounts of data on hard discs and micro memory cards, as well as near-instantaneous transmission of information via cable and satellite.
7. Some disadvantages of new media include its time-consuming nature, the spread of fake news, lack of censorship, and the lack of privacy.

Self Assessment

1. Create a multimedia story about your local community, using at least three different types of media (e.g., written article, podcast, video). Reflect on the strengths and limitations of each medium for storytelling.
2. Analyze the evolution of a specific media type (e.g., radio, television, newspapers) over the past 50 years. Discuss how technological advancements and changes in audience behavior have shaped its development.
3. Conduct a survey on media consumption habits among different age groups. Analyze the results and discuss how preferences for different types of media vary across generations.
4. Choose a global brand and analyze how it uses different types of media in its marketing strategy. Discuss the effectiveness of its cross-media approach and suggest improvements.
5. Write an essay on the future of media, predicting how different types of media might evolve in the next 20 years. Consider factors such as technological advancements, changing audience preferences, and societal trends.

Suggested Readings

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Unit 4

Advertising, Public Relation, Communication for Development and Social Change

Learning Outcomes

On successfully completing the unit, the learners will be able to:

- ▶ know the term advertising with its features and objectives
- ▶ comprehend the concept of Public Relation including its types and features
- ▶ understand the basics of Communication for Development and Social Change

Prerequisites

Sarah was excited to start her internship at a local non-profit organization focused on community development. On her first day, she noticed a colorful poster in the office about a new health campaign. Curious, she asked her supervisor about it.

“That’s our latest project,” her supervisor explained. “We’re trying to reduce teen smoking in our area.”

As Sarah learned more, she realized the campaign involved many different communication strategies. They had eye-catching ads in local newspapers and on social media. The team was also organizing school visits where ex-smokers shared their stories.

What fascinated Sarah most was how they were using local folk dances to spread their message in rural areas. “People love these performances,” her colleague mentioned. “It’s a fun way to talk about a serious topic.”

Over the next few weeks, Sarah saw how all these pieces worked together. The ads caught people’s attention. The school visits provided information. The dance performances connected with people’s emotions.

She also noticed how the team carefully listened to community feedback and adjusted their approach. When they realized many teens were getting mixed messages at home, they added a parent education component.

By the end of her internship, Sarah had seen firsthand how advertising, public relations, and community-based communication could work together to drive positive change. She left with a new appreciation for the power of thoughtful, strategic communication in addressing social issues.

Keywords

Advertising, Public Relations, Public Cooperation, Propaganda, Social Change, News filtering

Discussion

Advertising, public relations (PR), folk media, development communication, and social change are all interconnected and powerful tools in communication. These techniques are used to influence, inform, and persuade individuals and groups about a particular message, product, or cause. Advertising and PR aim to reach a mass audience through different media such as television, radio, print, and digital platforms. On the other hand, folk media is a more traditional and cultural way of communication that targets a specific group or community. Development communication focuses on improving the social, economic, and political changes in society through communication strategies. Social change communication is a broader approach that aims to bring positive changes in society through various communication techniques. This topic is crucial in today's world as communication plays a vital role in shaping people's opinions, behavior, and attitudes towards various socio-political, and economic issues.

2.4.1 Advertising

The term “advertising” has its roots in the Latin word “advertere,” which means “to turn the minds towards.” There are several

definitions provided by different authors, including William J. Stanton who describes advertising as “all the activities involved in presenting a non-personal, sponsor-identified, paid-for message about a product or organization to an audience.” The American Marketing Association defines advertising as “any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor.”

Advertising is a crucial method of conveying business information to both existing and potential customers. It usually includes information about the advertiser, the qualities of their product, the location of product availability, and more. Advertising is essential for both sellers and buyers, although it is more important for the former. In today's world of mass production, manufacturers cannot envisage promoting their products without advertising. Advertising largely complements personal selling. It has gained immense significance in the present age of fierce market competition and rapid technological change where customer fashion and preferences come into play.

2.4.1.1 Definitions of Advertising

1. American Marketing Association has defined advertising as “any paid form



of non-personal presentation of ideas, goods, and services by an identified sponsor”.

2. According to Webster, “Advertising is to give public notice or to announce publicity”.
3. According to Gardner, “Advertising is the means of mass selling that has grown up parallel with and has been made necessary to mass production”.

2.4.1.2 Features of Advertising

1. Advertising is a form of mass communication that can reach a wide audience, making it a non-personal communication method.
2. Advertising is an information source for potential buyers, highlighting the benefits of a specific product or service. However, the information should be accurate and complete.
3. The primary objective of advertising is to persuade and create a favourable attitude towards the product or service, which will ultimately result in a favourable action. It is a persuasion technique and indirect salesmanship.
4. Advertising aims to increase sales and maximize profits, focusing on promoting sales rather than increasing costs. This approach helps to keep the product’s price low while increasing profits.
5. Unlike personal selling, advertising is a non-personal presentation and is directed toward everyone rather than a specific individual. Therefore, it lacks personal appeal.
6. An advertiser pays for the advertisement and becomes the identified sponsor. The sponsor’s reputation can positively impact the product’s sales and marketability.

7. Advertising assists consumers in making informed decisions, enabling them to purchase products based on their preferences and budget.
8. Advertising is an art form, as it requires creativity and imagination. It is also a science, with a structured body of knowledge. It has now developed into a profession with professional bodies and a code of ethics for members.
9. Advertising is a vital component of the marketing mix and has proven to be effective in promoting goods and services, with large corporations investing millions of dollars in advertising campaigns.
10. A successful advertising campaign requires creativity and imagination to create a message that resonates with consumers and meets their expectations.

2.4.1.3 Objectives of Advertising

The primary objective of advertising is to promote and sell a product, service, or idea. In addition to this general objective, modern businesses employ advertising for various specific purposes, including:

1. Generating interest among potential customers about a new product or service.
2. Supporting a personal selling programme by introducing a product to customers before a salesperson does.
3. Reaching out to individuals who are not easily accessible by a salesperson.
4. Expanding into a new market or attracting a new group of customers.
5. Creating competition in the market and increasing sales, as seen in the intense rivalry between Coke and Pepsi.
6. Enhancing the reputation of the business by pledging to deliver better quality

products and services.

7. Improving dealer relationships by supporting them in selling the product effectively.
8. Warning the public against counterfeit versions of the enterprise's products.

2.4.2 Public Relation

Public relations (PR) refers to the techniques and strategies used to manage the dissemination of information about an individual or company to the general public, particularly the media. The primary objectives of PR are to disseminate important company news or events, maintain a positive brand image, and manage negative events to minimize their impact. Public relations can be conducted through a variety of channels, including company press releases, news conferences, journalist interviews, and social media postings.

Any individual or entity operating in the public eye is susceptible to the public dissemination of information about them or their practices. Although public relations is a distinct industry, any attempt to shape one's image or reputation to others can be considered a form of public relations.

2.4.2.1 Understanding Public Relations (PR)

While not explicitly stated in its definition, public relations is often associated with "spin," to portray a person, company, or brand in the most favorable light possible. Public relations sets itself apart from advertising by striving to present a person's or brand's image naturally, such as by generating positive press from independent sources and advising business decisions that will gain public support. Until the mid-twentieth century, public relations had a vague definition, but it has since become one

of the fastest-growing industries in the world.

Public relations is crucial to the success of any company, particularly when shares are publicly traded and the public's trust in a company or brand determines the value of a share. In addition to handling media inquiries, information requests, and shareholder concerns, public relations professionals are often responsible for creating and maintaining a corporation's image. Despite the industry's code of ethics, some PR professionals use negative PR or intentional efforts to discredit a rival brand or company.

2.4.2.2 Few Definitions of Public Relations:

"The art and social science of analysing trends, predicting their consequences, counselling organisational leaders and implementing the planned programme of action which will serve both the organisation and the public interest." – The World Assembly of Public Relations Association

"A strategic management function that adds value to an organisation by helping it to manage its reputation." -The Chartered Institute of Public Relations.

Public relations have now become an important marketing function. The total process of building goodwill towards a business enterprise and securing a bright public image of the company is called public relations. It creates a favourable atmosphere for conducting business.

According to Edward Bernays, "Public relations are the attempt by information, persuasion, adjustment, to engineer public support for an activity, a cause, movement or an institution."

Thus, in this sense, Public Relations is a



mode of getting public support for an activity or a movement.

Mr. John E. Marston has developed Public Relations as a management function. According to him, “Public Relations is the management function which evaluates public attitudes, identifies the policies and procedures of an organisation with the public interest and executes a programme of action and communication to earn public understanding and acceptance.”

2.4.2.3 Types of Public Relations

The field of public relations is often segmented into distinct agencies or departments, each with its own area of expertise. Media relations, for instance, concentrate on establishing and fostering robust connections with external media organizations. Media relations teams usually collaborate closely with external media outlets by sharing company news, offering reliable sources of content, and being available for public statements regarding other news stories.

- (i) **Production Relations** is a department within a company that is closely linked to its direct operations. It supports broad marketing plans and often focuses on specific, one-time projects like launching a new product, managing a major product change, or running a special campaign.
- (ii) **Investor Relations** is responsible for managing the relationship between a company and its investors. This aspect of public relations handles investor events, communicates financial reports, and deals with investor complaints.
- (iii) **Internal Relations** is the public relations branch that manages communication between a company and its employees.

This department provides counseling to employees, ensures that workers are satisfied with their working conditions, and mediates internal issues to prevent public disclosure of dissatisfaction.

- (iv) **Government Relations** is the connection between a company and relevant governing bodies. Some public relations departments aim to build a strong relationship to provide feedback to politicians, influence decision-makers to act in specific ways, and ensure fair treatment of the company's clients.
- (v) **Community Relations** is a branch of public relations focused on a company's brand and reputation within a specific community. This community could be physical, such as a specific city, or non-physical, like the dog-owner community. This department of public relations aims to align itself with the social niche of the community to build stronger relationships with its members.
- (vi) **Customer Relations** is the department that connects a company and its customers. Public relations often involves managing key relationships, conducting market research, understanding the priorities of customers, and addressing major concerns.

2.4.2.4 Features of Public Relations

The following are the main features of Public Relations:

- (i) **Public Relations for obtaining public cooperation:** Public relations seeks to gain public support, which is essential for the success of an organisation. This support can be garnered from various stakeholders such as consumers,

employees, shareholders, and society. Public relations helps to achieve this support.

- (ii) **Developing successful relations with the public:** A negative attitude towards a company by the public can be changed by establishing public relations, which helps in developing better relationships with the public.
- (iii) **Satisfying different groups:** Public relations attempts to satisfy different groups such as consumers, employees, shareholders, and society. For instance, public relations acknowledges the expectations of a particular group and tries to meet them to please the group.
- (iv) **Engaging in dialogue:** Engaging in dialogue is essential to establish goodwill with stakeholders. Public relations helps in facilitating this exchange of ideas by providing necessary information.
- (v) **Ongoing activity:** Public relations is an ongoing effort that requires repeated engagement. For example, arranging meetings with employees from time to time to keep them satisfied.
- (vi) **Specialized activity:** Public relations is a specialized activity that is performed alongside other activities such as purchase, production, sale, finance, and marketing. This is why large organizations have separate Public Relations Departments.

2.4.2.5 PR and Propaganda

Propaganda is a form of communication that is designed to influence or persuade an audience to support a specific agenda, which may not be objective and may use loaded language or selective presentation of facts

to elicit an emotional response. Propaganda can be found in various forms of media such as news, government, advertising, entertainment, education, and activism, and is often associated with political campaigns, war efforts, corporations, and religious organizations.

In recent years, propaganda has gained increasing importance, particularly in events such as the elections. Although propaganda and public relations share some similarities, there are significant differences between the two. Public relations is aimed at improving the relationship between an organisation and the public, while propaganda is focused on promoting a particular ideology and persuading the audience to accept it on a deeper level.

Governments and militias have used propaganda as a powerful tool for centuries. Julius Caesar, for example, rallied public support through publications and staged events before battles. During World War I, President Woodrow Wilson's Committee on Public Information played a crucial role in recruiting support for the war, led by journalist George Creel. The campaign introduced the concept of "Four-Minute Men," who delivered persuasive speeches in public places such as schools and churches.

During the American war, George Creel, a prominent journalist, led the war propaganda campaign, which included the introduction of the "Four Minute Men" concept. These men were trained to give short, powerful speeches in public places like schools and churches, combining the latest war news with patriotic appeals for support. All newsreel footage was subjected to military censorship, and images of American casualties were removed to



maintain public morale.

Hitler was a master propagandist, and his successful use of propaganda helped the Nazis come to power. He manipulated the fears and grievances of people who felt marginalized or wronged, and promoted Nazi nationalism while portraying intellectuals as unpatriotic. This propaganda was disseminated on a large scale through media, events, and movies, while opponents were labeled as traitors. Hitler was presented as the only solution, and submission to his leadership was expected. Although these were initially small pieces of promotion, their strategic use ultimately led to violence against Jews and Hitler's rise to power.

2.4.2.5.1 What do public relations and propaganda have in common?

Both have a specific audience in mind, and they work to shape the thoughts of the audience, alter perceptions, and influence public opinion. Both use a variety of media platforms to reach their target audience, and their approach is methodical. However, the intentions are vastly different.

2.4.2.6 The distinction between public relations and propaganda

The foundation of PR lies in positively presenting truthful information. Suppose a politician makes a negative statement about the environment; PR will counter it by creating a positive buzz, such as encouraging them to plant a tree. Propaganda, on the other hand, is focused on promoting a specific agenda, regardless of the truth. It achieves this by using half-truths, distorted language, and false information to sway public opinion. The ultimate goal is to create an "Us vs. Them" situation.

There is also a significant difference in communication style between propaganda and public relations. Propaganda is one-way communication that targets emotions, whereas public relations is a two-way communication process that appeals to rational thinking. While public relations aims to generate interest or awareness about something, propaganda is designed to aggressively promote a specific agenda.

News filtering

Propaganda is a forceful tactic that utilises financial resources and authority to censor any information that contradicts its objectives. This empowers the sponsor, often a government or military organisation, to manipulate public opinion and marginalise dissenting perspectives, ultimately allowing them to suppress opposing views and disseminate their messages to the masses. On the other hand, public relations is more focused on factual information, and any negative publicity is addressed through explanations, apologies, or corrective measures.

2.4.3 Folk Media

The term "FOLK" comes from the German word "VOLK," meaning people. Folk media is a form of popular media, but it differs significantly from folklore. Folklore encompasses a wide range of expressions, such as legends, folktales, jokes, proverbs, riddles, chants, costumes, dances, drama, songs, folk medicines, and graffiti.

Folk media, on the other hand, pertains to the different methods of communication that are accessible to rural and tribal communities. Folk media is also known as traditional media, indigenous communication systems, alternative media, group media, and low-cost media, among others.

Folk media has a variety of characteristics.

1. The activities involve the entire cultural group.
2. Folk media works with materials that are locally available and in sufficient quantity.
3. The skills required for folk media operations do not require formal training.
4. Because everyone participates, the criteria of quality and quantity participation become irrelevant.
5. The members of the group are in charge of disseminating information.
6. Finance is not a criterion in folk media operations, and there is no copyright system in place.
7. The majority of folk media is anonymous.
8. The folk media's work is limited to specific occasions and audiences.

Folk media continues to play a crucial role in society and has the ability to effect social change. Despite the pervasive influence of modern media, folk media still holds its place and remains a potent force in shaping the attitudes and beliefs of the general public.

Traditional media can be used to dispel superstitions and promote progressive and scientific ideas to the public. Folk media, being popular among the masses, holds great persuasive power.

In contrast to modern media, which is often controlled by a small group of individuals or corporations, folk media operates on an interpersonal level and belongs to the people.

2.4.4 Communication for Development and Social Change

Communication for Development (C4D) is an interdisciplinary approach to development that involves the use of communication tools, strategies, and processes to bring about positive social change. The primary goal of C4D is to facilitate two-way communication between communities, governments, and other stakeholders, leading to a shared understanding of development issues and the creation of sustainable solutions.

Social change refers to a transformation in social structures, institutions, and cultural norms. C4D recognizes that communication is a critical tool for driving social change, as it can influence attitudes, behaviors, and policies at the individual, community, and societal levels. By using communication to mobilize people, raise awareness, and promote participation, C4D can help to create a more equitable and just society.

C4D initiatives typically involve the participation of various stakeholders, including government agencies, NGOs, community groups, and media outlets. Communication strategies used in C4D may include community radio, social media campaigns, storytelling, theater, and other forms of interactive media. The aim is to create an enabling environment that supports open dialogue, knowledge sharing, and collaboration, leading to sustainable development outcomes.

In summary, Communication for Development and Social Change is an approach that recognises the critical role of communication in promoting positive social change. By fostering dialogue and participation, C4D can help to create a more equitable and just society, with sustainable



solutions that are tailored to the needs and aspirations of communities.

In conclusion, advertising, public relations, folk media, communication for development, and social change are all essential elements in the field of communication that are used to inform, persuade, and influence people on various issues. These techniques have evolved over time, and with the advent of digital media, have become more widespread and influential than ever before. The effective use of these communication tools can contribute

to positive social, economic, and political changes. However, their misuse or unethical practices can have negative consequences, such as promoting harmful products or perpetuating harmful stereotypes. Therefore, it is crucial to use these tools responsibly and ethically, keeping in mind their impact on society. As communication continues to evolve, it is essential to study and analyse these communication techniques to ensure their effectiveness and contribution to positive change.

The first known print advertisement was created in 1472 to promote a prayer book.

- ▶ The term "public relations" was coined in the early 1900s by Ivy Lee, who is considered the father of modern PR.
- ▶ Folk media includes traditional forms of communication such as songs, dances, and storytelling that have been passed down through generations.
- ▶ Communication for development is a field that uses communication strategies to promote social, economic, and political development.

Recap

- ▶ Advertising and PR aim to reach a mass audience through different media such as television, radio, print, and digital media.
- ▶ Advertising is a crucial method of conveying business information to both existing and potential customers.
- ▶ Public relations (PR) refers to the techniques and strategies used to manage the dissemination of information about an individual or company to the general public, particularly the media.
- ▶ Types of Public Relations are: Production relations, Investor relations, Internal relations, Government relations, Community relations, and Customer relations

Objective Questions

1. What is the primary objective of advertising?
2. What is folk media?
3. What is the American Marketing Association's definition of advertising?
4. What is public relations (PR)?
5. What are the features of public relations?
6. What is Folk Media?
7. What is the goal of Communication for Development (C4D)?

Answers

1. Persuade and create a favorable attitude towards a product or service.
2. Traditional and cultural way of communication that targets a specific group or community.
3. The American Marketing Association defines advertising as “any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor.”
4. Public relations refers to the techniques and strategies used to manage the dissemination of information about an individual or company to the general public, particularly the media, with the primary objectives being to disseminate important company news or events, maintain a positive brand image, and manage negative events to minimize their impact.
5. Obtaining public cooperation, developing successful relations with the public, satisfying different groups, engaging in dialogue, ongoing activity, and specialised activity.
6. Folk media refers to the different methods of communication accessible to rural and tribal communities, and it works with materials that are locally available.
7. To facilitate two-way communication between communities, governments, and other stakeholders, leading to a shared understanding of development issues and the creation of sustainable solutions.



Self Assessment

1. Design an advertising campaign for a new eco-friendly product. Create a print ad, a social media post, and a short radio script. Explain your choice of messages and visuals for each medium.
2. Analyze a recent public relations crisis faced by a company. Describe the situation, the company's response, and suggest alternative strategies they could have used to manage the crisis better.
3. Choose a social issue in your community (e.g., literacy, health, environment). Develop a communication plan to raise awareness and promote positive behavior change. Include at least three different communication channels in your plan.
4. Compare and contrast the use of folk media and modern digital media in development communication. Provide examples of how each can be effective in different contexts.
5. Create a press release for a fictional event at your school or workplace. Then, write a short news article based on this press release, as if you were a journalist. Reflect on how the information changes as it moves from PR to news.

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Unit 5

Role and Functions of Mass Media in Society

Learning Outcomes

On successfully completing the unit, the learners will be able to:

- ▶ understand the Mass Media's role in society
- ▶ analyse how functions of Mass Media shape and influence society

Prerequisites

It was just another Tuesday morning for Raj as he sipped his coffee and scrolled through his phone. Suddenly, a news alert popped up: "Major earthquake hits neighboring country." Concerned, Raj turned on the TV for more details.

As he watched, Raj realized how quickly information was flowing. Reporters on the ground were sharing live updates. Social media was buzzing with eyewitness accounts and calls for help. Within hours, Raj saw how the media was not just informing people, but mobilizing them too.

His sister called, worried about their cousin who was traveling in the affected area. Thanks to the constant news updates, they were able to learn which regions were safe and how to contact emergency services.

Later at work, Raj noticed how the earthquake dominated conversations. Colleagues discussed relief efforts they'd seen advertised on various platforms. Some were fact-checking rumors that had spread on social media.

That evening, Raj watched a documentary about earthquakes on a streaming service. He realized how media was not just reporting the news, but also educating people and potentially saving lives by spreading awareness.

Before bed, Raj reflected on his day. From the morning alert to the evening documentary, mass media had played various roles - informing, educating, mobilizing, and even providing a shared topic of conversation. He fell asleep with a new appreciation for the complex functions media serves in society, especially during critical times.

Keywords

Surveillance, Sensationalisation, Entertainment, Mobilisation, Validation

Discussion

To put it simply, mass communication is when an individual, group, or organization sends a message to a large and diverse audience through a communication channel. The intended recipients of the message could be the general public or a specific segment of it. The sender is often a professional representative speaking on behalf of an organization.

In democratic societies, the media is considered the Fourth Estate, which influences public affairs and indirectly governs them. The media doesn't have the constitutional authority to control a State's affairs, but it has significant power in shaping public opinion on important issues in democratic governance, thus contributing to acceptable public policy.

When we use the term "media," we're not just referring to the physical modes of communication. We're also talking about the various channels, both print and non-print, through which news and information are disseminated to the audience.

Mass Media comprise predominantly:

The print media, primarily daily newspapers, popular periodicals and such others;

- ▶ Radio
- ▶ Television
- ▶ Audio-visual presentations
- ▶ Motion pictures

2.5.1 Role of Mass Media

According to Wilbur Schramm, the role of media can be divided into three parts i.e. (i) to

inform (ii) to instruct and (iii) to participate.

To inform: The primary objective of media is to inform society about social, political, and economic issues that can impact their lives. This media should have both national and international coverage to ensure that people are aware of the facts and events happening around them, enabling them to make informed decisions.

To instruct: Achieving mass literacy is an important aspect of development, which can be facilitated by imparting basic skills to people. In this context, the media plays a crucial role in educating and training people. Two examples of such media initiatives are VICTERS Channel and Gyan Darshan, which educate and teach students the fundamental skills. The acquisition of these skills can improve people's standard of living.

To participate: The progress of a nation necessitates the active and willing involvement of its citizens. Such engagement is possible in a democratic society. Debates, conflicts, and discussions are effective means of creating awareness among citizens. People benefit from engaging in discussions and debates.

The media is widely recognized as the fourth estate of democracy, with a crucial role in representing the public and giving voice to the voiceless. In many democracies, the media is responsible for conducting a public audit on the activities of the other three pillars of democracy, the legislature, judiciary, and executive. Therefore, the media serves not only as a representative but also as a watchdog of the democratic society.



2.5.2 Functions of Mass Communication

Mass communication is a multifunctional field that serves various purposes. As it has evolved over time, its applications have expanded, and its significance in our daily lives has increased. Charles R. Wright has identified seven functions of mass communication that aid in comprehending its role.

1. **Surveillance:** The initial and fundamental function of mass communication is to act as a primary source of information for individuals seeking knowledge about the world. Various media channels such as newspapers, television, and the internet serve as the world's eyes and ears, providing news and updates about current events, weather forecasts, entertainment, and sports schedules. For instance, the 9/11 terrorist attack that occurred in 2001 was known to people around the globe through mass communication. With the advent of smartphones and the internet, people can receive real-time updates through news Apps, which have made mass communication surveillance more accessible and convenient.
2. **Correlation:** The correlation between media and facts is crucial in understanding how we perceive the world. The information provided by mass media is not always impartial or objective. While people often joke that if it's on the internet, it must be true, this attitude would not have been as prevalent in previous generations when radio was the primary source of news. This raises questions about the reliability of the media and whether we should consume it without questioning its motives and intentions. The media is curated, interpreted, edited, and evaluated by individuals, who may have their own biases and agendas. Reality TV producers, for example, acknowledge that what we see on their shows is not an accurate depiction of real life.
3. **Sensationalisation:** The news industry often follows the adage "if it bleeds, it leads," highlighting the concept of sensationalism. Sensationalism refers to the media's practice of promoting the most exciting or attention-grabbing stories to attract viewers. According to Elliot, media managers prioritise consumerism over citizenship. While good journalism can sell, bad journalism can be just as profitable. In fact, bad journalism, which involves stories that merely echo government claims or reinforce popular beliefs rather than providing independent reporting, is less costly and easier to produce.
4. **Entertainment:** Technology has become an integral part of our daily lives, providing us with various forms of entertainment and information. From watching sports and movies to playing video games and listening to music on our iPods, we rely on mass communication for both entertainment and education. In our free time, we often turn to media to break the monotony of our routine lives and explore new and exciting experiences. Media transports us to far-off places we may never get to visit and educates us about diverse cultures. Additionally, it also evokes a range of emotions in us, from humor to reflection to sadness.
5. **Transmission:** The media plays a vital role in transmitting cultural norms, values, rules, and habits. It shapes our ideas about fashion and music, and influences our socialisation process. Often, we tend to look up to role models who represent appropriate cultural norms, but sometimes, we fail to recognise their inappro-

priate or stereotypical behavior. As a result, the mainstream society imitates the person in the music video, commercial, or film, which affects their shopping choices, fashion, behavior, and even speech patterns. Many companies pay millions of dollars to famous personalities like Virat Kohli or Shah Rukh Khan to endorse their products. Have you ever changed your hairstyle or bought a product because of something you saw in the media? The media's impact on culture, age, media type, and other cultural variables all play a significant role.

- 6. Mobilisation:** According to McQuail (1994), mass communication plays a crucial role in mobilizing people during times of crisis. The floods that hit Kerala in 2018 serve as an example of this. Despite differing levels of personal connection to the event, the entire nation felt the impact of the floods, and people closely followed the news until the situation was under control.

Thanks to the instant access to media and information, we can collectively witness the same events happening in real-time, which helps mobilise a large population of people around a specific incident.

- 7. Validation:** Mass communication plays a role in reinforcing the status and cultural norms of certain individuals, groups, movements, organisations, or products. The validation of particular people or groups helps to establish and maintain social norms, as noted by Lazarsfeld and Merton. Consider the typical characters in television dramas and sitcoms - what is the predominant gender and ethnicity of the stars? Who is typically cast as the criminal or the "outsider"? Through its portrayal of characters and storylines, the media reinforces cultural norms while disregarding differences and deviations from those norms. This has led to criticism of the media for promoting certain groups while marginalising others.

- ▶ In what year was the first newspaper, "Publick Occurrences Both Foreign and Domestick," published in America?
A: 1690
- ▶ Who is considered the Father of Modern Journalism?
A: Walter Lippmann
- ▶ What was the first radio broadcast in history, and who made it?
A: The first radio broadcast in history was made on December 24, 1906 by Reginald Fessenden.
- ▶ What was the first television news program in history, and when did it air?
A: The first television news program in history was "The Camel News Caravan," which aired on NBC on February 16, 1948.
- ▶ What was the first social media platform, and when was it launched?
A: The first social media platform was, SixDegrees.com, launched in 1997.



Recap

- ▶ Mass communication refers to the distribution of messages to a large and diverse audience through different channels.
- ▶ The media is considered the Fourth Estate in democratic societies, influencing public opinion on important issues and indirectly governing them.
- ▶ Mass media channels include print media, radio broadcasting, television, audio-visuals, and motion films.
- ▶ The role of media is to inform, instruct, and participate in democratic processes.
- ▶ The seven functions of mass communication are surveillance, correlation, sensationalization, entertainment, transmission, mobilisation, and Validation.
- ▶ These functions aid in comprehending the role of mass communication in our daily lives.

Objective Questions

1. What is the primary function of mass media in society?
2. How does mass media act as a watchdog in society?
3. What is the role of mass media in shaping public opinion?
4. How does mass media contribute to cultural diffusion?
5. What is the role of mass media in advertising?
6. What is mass communication?
7. What are the three roles of media, according to Wilbur Schramm?
8. What are the seven functions of mass communication?
9. How does mass communication play a role in entertainment?

Answers

1. To inform, educate, and entertain the public.
2. By monitoring the actions of those in power and holding them accountable for their actions.
3. To present information and issues in a certain way that can influence the way people think and feel about them.

4. By exposing people to different cultures and ideas from around the world.
5. To promote products and services to a wide audience through various mediums.
6. When an individual, group, or organization sends a message to a large and diverse audience through a communication channel.
7. To inform, instruct, and participate.
8. Surveillance, correlation, sensationalization, entertainment, transmission, Mobilisation, and Validation.
9. Mass communication provides various forms of entertainment and education, including watching sports, movies, playing video games, listening to music, and exploring new experiences.

Self Assessment

1. Choose a current event and analyze how it's covered across different media platforms (e.g., TV news, newspapers, social media). Compare the content, tone, and focus of the coverage. Discuss how these differences might impact public understanding of the event.
2. Examine a popular TV show or movie. Identify and discuss at least three ways it reflects or influences societal values and norms. Consider aspects like gender roles, cultural representations, or moral messages.
3. Create a mock social media campaign to raise awareness about a local community issue. Outline your strategy, including target audience, key messages, and types of content you would create. Explain how your campaign fulfills different functions of mass media.
4. Analyze the role of mass media in a recent political election. Discuss how media coverage may have influenced public opinion and voter behavior. Include examples from different types of media (e.g., traditional news, social media, political ads).
5. Choose a marginalized group in society. Research and discuss how their representation in mass media has changed over time. Consider both positive developments and ongoing challenges. How might media representation impact societal attitudes towards this group?



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BLOCK - 03

Themes of Mass Communication

Unit 1

The Role of Language in Communication

Learning Outcomes

On successfully completing the unit, the learners will be able to:

- ▶ Understand the importance of language in communication
- ▶ Enhance communication skills
- ▶ Understand cultural differences
- ▶ Improve intercultural communication
- ▶ Understand the impact of language on society

Prerequisites

Imagine you are a skilled linguist decoding an ancient, complex language. Each symbol you decipher reveals not just words, but entire worlds of meaning, culture, and human experience. This is the power of language in communication – it's not just a tool for conveying information, but a lens through which we perceive and shape our reality. As you delve into this unit, you'll uncover the subtle nuances of language that can bridge or divide cultures, the power of words to inspire or manipulate, and the intricate dance between language and thought. You'll learn to see beyond the surface of everyday communication, recognizing the deeper structures and cultural contexts that give language its power. This linguistic journey will transform your understanding of communication, revealing the profound impact of language on our interactions, our societies, and our very perception of the world.

Keywords

Cultural, Intercultural, Impact, Society

Discussion

Language is a system of communication consisting of words, sounds, gestures or symbols used to express thoughts, feelings and ideas. In the broad sense, language is usually

defined as a set of symbols used in more or less uniform ways by a number of people, who are thus able to communicate with each other. Words are the basic symbols, but the verbal language includes elements other than words. Often these nonverbal elements (sounds,

gestures) help to determine the meaning we communicate. It is a system of communication used by humans to share information with one another. The words that make up language are ideal for expressing ideas, thoughts and beliefs, as well as conveying information.

Their linear structure and the strict rules they follow are well-suited to getting across

language when they wish to own or take responsibility for information.

A child learns a new word largely through demonstration and association. The first few times he/she hears the word milk, it is as meaningless as the Hindi word *doot*, but he/she hears the sound over and over each time his/her mom offers him the white liquid in his/

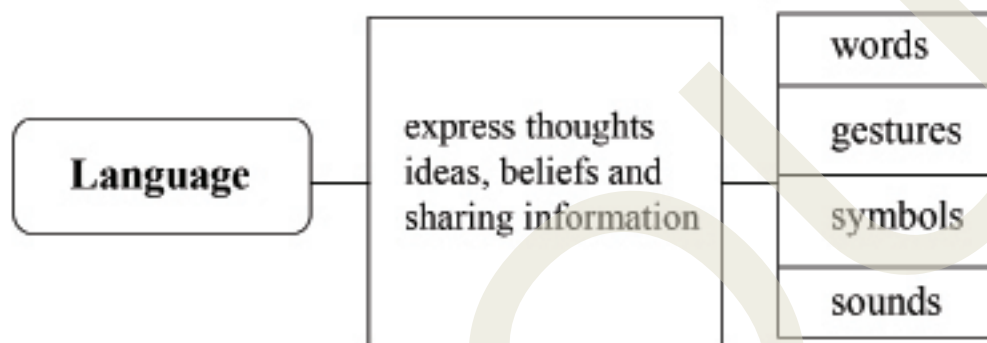


Fig. 3.1.1 Components of Language

explicit information, as a given word only has a small number of possible meanings, and words can be arranged in only a small number of different orders to mean different things. If we examine the words closely, we can see that there is no necessary relationship between the words and the thing it stands for. Therefore people of each language community developed collection of their own sounds, called words that they use to represent ideas, without regard to sounds of another language community may use for the same ideas. The German *Strasse*, French *rue*, Greek *drama*, and English *street* all represent the same thing, although there is little or no resemblance between the four words (Ray, Communication Today, 2002). In most cultures, language is used when people want to get information and ideas efficiently, even though they are not always successful in fulfilling this task. However, people use

her glass. Through repeated demonstrations he/she learns to associate the word and substance. Moreover, he/she will tend to associate with the substance. The word milk may come to mean not only a white liquid but also the present sensations of good flavour and satisfied hunger. And the process does not stop here. Later he/she will acquire an ever growing body of ideas, experiences and sensations that may be stirred with conscious thought by the word milk.

People have different values, rules and cultures. According to these differences, people's approach to the use of language is also different, even though all cultures rely on language as the major way of getting information across others. In fact, the structure and use of language is closely tied to cultural values. Language is an excellent medium for transmitting these values.

3.1.1 Language and Communication

Language plays a critical role in communication. It is the primary tool we use to exchange information and express our thoughts, feelings, and ideas. Language allows us to share our experiences, opinions, and beliefs with others. It also helps us to understand the perspectives of others and build relationships. Language is essential for communication, as it is one of the best ways we can truly express ourselves and understand one another. It also allows us to express our emotions and feelings, which can help us to better understand each other. Language also helps us to create a shared understanding of the world around us, which can help us to work together to solve problems.

In verbal communication we use language to share information with other people. Verbal communication is essential for effective communication, as it allows us to convey our message in a clear and concise manner. It also helps us to build relationships, as it allows us to connect with others on a deeper level. Without verbal communication, it would be difficult to communicate effectively with others.

It is important to remember that an individual acquires his/her stock of communication symbol largely through association. The crucial point is that an individual learns, by these various means, to associate language symbols and ways of acting with objects, concepts, situations and feelings. The heart of the matter is that the communicator generates ideas, thoughts, concepts and feelings that match with the symbols used by the audiences. But this is not possible always. No two persons ever have exactly the same association.

3.1.1.1 Role of Language in Communication

Expression: Language is a powerful tool for

expressing our thoughts, ideas, and emotions to others. It allows us to articulate complex concepts, share our feelings, and convey our needs and wants to those around us. Whether we are speaking, writing, or using nonverbal cues, language enables us to communicate our intentions and desires to others in a way that is meaningful and impactful.

Interpretation: Language is also critical for interpreting the messages we receive from others. It allows us to comprehend and make sense of what others are saying, even if we don't share the same perspective or background. Effective interpretation requires us to consider the context, tone, and body language of the speaker, as well as any cultural or social factors that may impact the way language is used.

Conflict Resolution: Language is essential for resolving conflicts through dialogue. Effective communication can help us find common ground, compromise, and reach agreements that are mutually beneficial. It allows us to listen to others' perspectives, express our own, and work together to find solutions that meet everyone's needs.

Sharing information: Language enables us to share knowledge, information, and experiences with others. It allows us to learn from each other, pass on our experiences and build on the achievements of others. Effective sharing of information requires us to consider the needs and interests of our audience and to use language in a way that is clear, concise, and engaging.

Social bonding: Language can create and reinforce social bonds between individuals and groups. It allows us to connect with others and form relationships based on shared experiences, interests or values. Language can also create a sense of belonging and help us

feel part of a community or group.

Barriers: While language is essential for communication, it can also create barriers if we do not share a common language or if there are cultural or social differences in the way language is used. Misunderstandings, mistranslations, and linguistic barriers can all hinder effective communication. It is essential to be aware of these barriers and try to overcome them through active listening, empathy and cultural sensitivity.

Worldview: Language can shape our understanding of the world around us and influence our beliefs and attitudes. The words we use can reflect and reinforce our values, perceptions and biases. It is essential to be mindful of the language we use and how it may impact others, especially those from different backgrounds or cultures.

Globalization: In a globalized world where people from different backgrounds and cultures interact regularly, effective communication is crucial for success in many fields, from business to diplomacy to education. Being able to communicate effectively with people from different cultures and languages requires cultural sensitivity, empathy, and a willingness to learn and adapt to new ways of communicating. Language is essential for building strong relationships, fostering collaboration, and promoting understanding and respect between people and cultures.

3.1.2 Language Barrier

Language barrier is a difficulty in communication between people who speak different languages. It can be caused by a lack of knowledge of the other language, cultural differences, or a lack of common vocabulary. Language barriers can lead to misunderstandings and can prevent people

from effectively communicating with each other.

Language problems can result from the vocabulary used and from different meanings applied to the same word (semantics)

3.1.2.1 Vocabulary

A manager must understand the type of audience being addressed. Statisticians, skilled mechanics, and unskilled labourers are likely to use different vocabulary sets. Words that the statistician might fully understand have little meaning to the unskilled labourer, and vice versa. Breakdowns in communication often occur when the sender does not tailor the message to match the knowledge base of the receiver. This problem is most severe when someone deliberately uses fancy words just to flaunt that he/she is more knowledgeable (Ray, Communication Today, 2002)

‘Certain’ are part of practically every person’s vocabulary. Fig shows the common vocabulary base. If a speaker uses words of level 1 or less, both the statistician and the unskilled labourer will understand. As the speaker progresses above this base level, more and more people will not be able to comprehend the message. If the statistician uses words above the level of 2, communication with the skilled mechanic is lost. Naturally, there will be times when higher level words must be used to communicate a technical concept, but if managers can concentrate their messages in the common vocabulary base, they have a better chance of being understood.

3.1.2.2 Semantics

When a sender transmits words to which a receiver attaches meanings different from those intended, a semantic (relating to the meaning of words) communication breakdown may occur. A major difficulty with the English language is that multiple meanings may be



attached to a single word. Take for instance, the word *charge*. A manager may place an employee in *charge* of a section. A company *charges* for its services. A person gets a *charge* out of a humorous story.

3.1.2.3 Jargon

Jargon also creates barriers to communication. JARGON is a special language that group members use in their daily interaction.

Virtually every industry develops a jargon that is used in everyday business. The statistician, computer programmer, word processor, an unskilled labourer are likely to use the jargon associated with their jobs. When one person in a trade speaks to another not associated with the trade— a breakdown in communication may occur. For this reason, many firms provide new employees a list of definitions of terms associated with the particular industry.

Recap

- ▶ Language is usually defined as a set of symbols used in more or less uniform ways by a number of people, who are thus able to communicate with each other.
- ▶ Communication is a two-way process wherein the message in the form of ideas, thoughts, feelings and opinions is transmitted between two or more persons with the intent of creating a shared understanding.
- ▶ Language plays a critical role in communication. It is the primary tool we use to exchange information and express our thoughts, feelings, and ideas. Language allows us to share our experiences, opinions, and beliefs with others.
- ▶ The communicator generates ideas, thoughts, concepts and feelings which should be matched with the symbols used by the audiences.
- ▶ Language barrier is a difficulty in communication between people who speak different languages
- ▶ Language barrier can be caused by a lack of knowledge of the other language, cultural differences, or a lack of common vocabulary.
- ▶ Language barriers can lead to misunderstandings and can prevent people from effectively communicating with each other.

Objective Questions

1. What are the basic linguistic concepts required for better communication?
2. What are the communication models that help in better understanding of communication?
3. What are the cultural and social factors that can impact communication?
4. Which skills help in evaluating and interpreting research on language and communication?
5. Which disciplines are involved in a multidisciplinary approach for the study of language in communication?

Answers

1. Phonetics, syntax, semantics and pragmatics
2. Shannon-Weaver model
3. Gender, ethnicity and power dynamics
4. Critical thinking and analytical skills
5. Linguistics, psychology, sociology and anthropology

Self Assessment

1. Analyze a political speech of your choice, focusing on the use of language to persuade and influence the audience. Discuss the effectiveness of linguistic devices used.
2. Conduct a cross-cultural communication experiment with peers from different linguistic backgrounds. Attempt to convey the same message in different languages and reflect on the challenges and insights gained.
3. Create a glossary of terms related to a specific field (e.g., technology, medicine) that are commonly misunderstood by the general public. Explain each term in simple language and discuss the importance of clear communication in specialized fields.
4. Write an essay on the impact of social media on language evolution. Discuss new linguistic phenomena (e.g., hashtags, internet slang) and their implications for communication.
5. Analyze the use of language in advertising across different cultures. Choose ads for the same product in three different countries and discuss how language is adapted to suit cultural contexts.

Suggested Readings

1. Language in Communication by Sunita Mishra
2. Language and Communication by Usha Menon
3. The Role of Language in Communication by M.K. Rastogi
4. Language and Communication Skills by D.N. Pandey and D.V. Prasad
5. Language and Communication in Education by B. Bhattacharya and S. Chakraborty
6. The Importance of Language in Communication by R.C. Chakraborty
7. Language, Culture and Communication by Kalyan Kumar Das.
8. Language in Thought and Action by S.I. Hayakawa
9. The Language Instinct by Steven Pinker



10. How to Do Things with Words by J.L. Austin
11. Verbal Communication by George Cheney, et al.
12. Language and Communication: Essential Concepts for User Interface and Documentation Design by Andrew Mara and Cheryl Stenström
13. Language, Culture, and Society: An Introduction to Linguistic Anthropology by James Stanlaw

Unit 2

Media Audience, Public, Public Opinion and Public Sphere

Learning Outcomes

On successfully completing the unit, the learners will be able to:

- ▶ Understand the role of public opinion in shaping public policy
- ▶ Explore the relationship between public opinion and public discourse
- ▶ Examine the influence of media on public opinion
- ▶ Study the impact of public and public opinion

Prerequisites

Visualize yourself as a conductor of a vast, invisible orchestra. The musicians are the media, each playing their unique instruments. The audience is the public, listening and responding to the symphony of information. The melody that emerges is public opinion, shaped by the interplay of media messages and audience interpretations. The concert hall where this performance takes place is the public sphere, a space where ideas are shared, debated, and transformed. As you raise your baton to conduct this complex performance, you'll learn to understand the dynamics between media and audience, the formation of public opinion, and the vital role of the public sphere in democratic societies. This symphonic journey will teach you to hear the subtle harmonies and discordant notes in the media landscape, understanding how they come together to create the soundtrack of our social and political lives.

Keywords

Media Audience, Audience Research, Public, Public Sphere, Public Opinion

Discussion

3.2.1 Media Audience

Media audience refers to the people who consume media content, such as television, radio, newspapers, magazines, websites

and social media. Media audiences can be measured in terms of size, demographics and engagement. Audience measurement is used to determine the success of a media campaign. Here is a list of media audience:



1. Television viewers
2. Radio listeners
3. Moviegoers
4. Online video viewers
5. Social media followers
6. Magazine readers
7. Newspaper readers
8. Podcast listeners
9. Video game players
10. Music streaming subscribers

The media audience plays an important role in maintaining democracy by providing citizens with access to information and news about current events. This allows citizens to make informed decisions about their government and hold their elected officials accountable. Additionally, the media audience can help to shape public opinion and influence policy decisions. By engaging in public discourse and participating in the democratic process, the media audience can help to ensure that democracy is upheld. The internet has had a profound impact on both audience and democratic freedom. It has enabled people to access information and communicate with each other in ways that were not possible before. This has allowed for a much larger and more diverse audience to be reached, as well as for more voices to be heard. At the same time, the internet has also enabled governments to monitor and control the flow of information, which can limit democratic freedom. This has been seen in countries such as China, where the internet is heavily censored and monitored by the government. This censorship is known as the Great Firewall of China and it blocks access to websites and

content deemed to be politically sensitive or offensive. This censorship has been criticized by many as a violation of freedom of speech and expression. In terms of democracy, China is an authoritarian state and does not have a democratic system of government. The Chinese Communist Party is the ruling party and has been in power since 1949.

3.2.1.1 Features of media audience

- i. **Reach:** The number of people who are exposed to a particular media message.
- ii. **Engagement:** The level of interaction between the audience and the media message.
- iii. **Demographics:** The characteristics of the audience, such as age, gender, income, education and location.
- iv. **Attitudes:** The beliefs and opinions that the audience have about the media message.
- v. **Behaviours:** The actions that the audience take in response to media contents

3.2.1.2 Advantages and disadvantages of media audience

1. Media audience can be easily influenced: Media audiences can be easily influenced by the messages they receive from the media. This can lead to people believing false information or making decisions based on incomplete or biased information.
2. Media audience can be manipulated: Media audiences can be manipulated by the media to believe certain messages or to take certain actions. This can lead to people making decisions that are not in their best interests.
3. Limited reach: One of the main

disadvantages of media audiences is that they are limited in their reach. This means that the audience is limited to those who have access to the media outlet, such as television, radio or the internet. It is difficult to reach a large audience with traditional media, as it is expensive and time consuming. This limits the potential audience size and can make it difficult to reach a large number of people.

4. **Cost:** Another disadvantage of media audiences is the cost associated with reaching them. Advertising on television, radio, or the internet can be very expensive
5. **Lack of interactivity:** Traditional media does not allow for much interactivity between the audience and the content. This can make it difficult to engage with the audience and build relationships.
6. **Lack of targeting:** Traditional media does not allow for much targeting of specific groups.
7. Media Audience can be exposed to inappropriate content.
8. Media audience can be exposed to excessive advertising.
9. Media audience can be exposed to negative messages and stereotypes.
10. Media audience can be exposed to violence and other inappropriate deeds in the society.

3.2.2 Media Audience and Society

Media audiences can play an important role in society by helping to shape public opinion and influence decision-making. They can also help to spread awareness about important issues and create a sense of community. Audiences can also help to hold

media outlets accountable for their reporting and ensure that they are providing accurate and unbiased information. The role of media audiences in society is to provide feedback to media producers and to shape the content of media products. Audiences can influence the media by providing feedback on what they like and don't like and by engaging with media content. This feedback can help media producers create content that is more relevant and engaging to their audiences. Audiences can also help shape the media landscape by supporting content that reflects their values and interests. By doing so, audiences can help create a more diverse perspective.

3.2.3 Media audience and social development

The media audience provides feedback to the media producers, which helps them create content that is relevant and engaging to the public. The media audience also helps to shape public opinion and can influence public policy. Additionally, the media audience can help to hold the media accountable for its content and ensure that it is providing accurate and unbiased information. The relationship between media audience and national development is complex. On the one hand, media audiences can be a powerful force for national development. They can help to spread awareness of important issues, such as poverty, health and education, and can be a powerful tool for mobilizing people to take action. Media audiences can also be a source of inspiration and motivation, helping to create a sense of national pride and identity. On the other hand, media audiences can also be a hindrance.

The relationship between an online media audience and journalism is a complex one. On one hand, the audience can provide valuable feedback and insights to journalists, helping



them to better understand the issues they are covering and the people they are writing about.

On the other hand, the audience can also be a source of distraction and disruption, as they can be quick to criticize and challenge journalists' work. As such, it is important for journalists to be aware of the potential pitfalls of engaging with an audience.

3.2.4 Audience Research

Audience research is the process of gathering data about a target audience in order to better understand their needs, interests, and behaviours. This type of research is often used in the media industry to form decisions about content creation, marketing, and advertising. Audience research can be conducted through surveys, focus groups, interviews, and other methods. It can also involve analyzing existing data such as viewership numbers, website analytics and social media metrics. The goal of audience research is to gain insights into the characteristics of the audience.

In media studies, the audience is any group of people who receive a media text, and not just people who are together in the same place.

They receive the text via a medium carrier such as a newspaper or magazine, television, DVD, radio or the internet. It can also be a mobile phone, iPod or any other device that stores or receives media message. 'Audience' is a key concept throughout media studies, because all media texts are produced with an audience in mind - that is to say a group of people who will receive the text and make some sort of sense out of it. Audience is part of the media equation – a product is produced and an audience receives it. This is where audience research becomes important. A media producer has to know who is the potential audience, and as much about them as

possible. Audience research is a major element for any media producer. Companies are set up to carry out audience research for media producers, broadcasters and advertisers. These research companies use questionnaires, focus groups, one to one interviewing and electronic devices to find out about people's life-styles, and television viewing habits as well as the type of products they want to buy.

Short extracts or trailers of upcoming programmes are often shown to focus groups to see how they react. If they don't like something, then the producers may make some changes. Hollywood films are regularly 'trialled' in front of cinema audiences in America. In some cases, the ending of the film is changed because the trial audience do not like it. Sometimes several endings are filmed and the trial audiences are asked to choose the one they like best.

Media producers spend a lot of time and money to find out the potential audience for a programme. It is a serious business; media producers want to know how the audience is made up. A mass audience is very large, so ways of breaking it down into categories have been devised. A common and traditional method of audience research is known as demographics. This defines the adult population largely by the work that they do. It breaks the population down into six groups, and labels them by using a letter code to describe the income and status of the members of each group. Producers need to know the demographics of their potential audience so that they can shape their text or product to appeal to a group with known viewing habits. Psychographics is a way of describing an audience by looking at the behaviour and personality traits of its members. Psychographics labels a particular type of persons and makes an assessment about their viewing and spending habits.

3.2.4.1 Benefits of audience research

1. **Improved understanding:** Audience research helps you to gain a better understanding of your target audience. This understanding can be used to create more effective marketing campaigns, tailor content to the needs of the audience and develop products and services that meet their needs.
2. **Increased engagement:** Audience research can help you to identify the most effective channels for reaching your target audience. This can help you to create more engaging content and campaigns that will resonate with your audience. There are several types of research into audiences and what they watch and want.
 - a. **Primary research** - direct investigation of the needs, desires and media habits of an audience involves contacting and talking directly to members of the target audience individually, on the phone, by email or questionnaire or in groups.
 - b. **Secondary research** - looks at data and other research that has already been undertaken about the audience largely carried out on the internet, and by consulting books, magazines and journals.
 - c. **Quantitative research** - is about collecting facts and figures and other data to do with the size of the audience. This can be a breakdown of the number of people, including their gender, age and location who make up an audience. TV audiences are measured in a quantitative way by BARB – Broadcasters Audience Research Board.

- d. **Qualitative research** - is about investigating the reasons why audiences consume a particular text. It is conducted through discussion and by setting up focus group questionnaires to know the audience preferences, opinions, tastes and desires.

3.2.5 Public

Public refers to a group of people who are not related to each other and who come together for a common purpose or goal. This could include a crowd of people attending a public event, a group of people participating in a protest, or a group of people engaging in a public discussion.

Examples of publics in an organization are

1. Customers
2. Taxpayers
3. Voters
4. Media
5. Employees
6. Shareholders
7. Suppliers
8. Community members
9. Government officials
10. Industry professionals

3.2.5.1 Information about the public

- i. **Size:** Publics can range in size from a few individuals to millions of people.
- ii. **Diversity:** Publics can be composed of people from different backgrounds, cultures and beliefs.
- iii. **Interests:** Publics have different interests and motivations.
- iv. **Accessibility:** Publics can be difficult to reach, depending on their size and diversity.



- v. Influence:** Publics can have a significant influence on public opinion and behaviour.

Public figures include politicians, celebrities, athletes, business leaders, and other influential people. Examples include Barack Obama, Beyoncé, LeBron James, Mark Zuckerberg, and Oprah Winfrey.

Public in an organization can include customers, suppliers, shareholders, employees, government agencies, media, and the general public. Each of these publics has different needs and interests, and it is important for an organization to understand and address these needs and interests in order to maintain a positive relationship with each public.

The prime responsibility of the rulers is to cater to the needs and grievances of the publics (citizens) in their country. The duties of authorities are:

1. Ensuring access to quality education
2. Ensuring access to quality healthcare
3. Ensuring access to clean water and sanitation
4. Ensuring access to safe and affordable housing
5. Ensuring access to reliable and affordable energy
6. Ensuring access to quality nutrition
7. Ensuring access to financial services
8. Ensuring access to safe and secure employment
9. Ensuring access to a clean and healthy environment

Public is a term used to describe something that is available to or shared by all members of a society or community. It can refer to physical spaces, services, resources or information that is accessible to everyone

3.2.6 Public opinion

Public opinion is the collective opinion of a group of people on a particular issue or topic. It is typically measured through surveys, polls and other forms of data collection. Public opinion can influence the decisions of governments, businesses and other organizations. It can also shape public policy and the direction of social movements.

3.2.6.1 Strengths Public Opinion

1. Public opinion can be a powerful force for change. It can influence the decisions of elected officials and help shape public policy.
2. Public opinion can be a source of accountability for elected officials. It can help hold them accountable for their actions and decisions.
3. Public opinion can be a source of information for elected officials. It can provide them with valuable insights into the views and opinions of their constituents.
4. Public opinion can be a source of feedback

Governors of public opinion

1. Media: The media plays a major role in shaping public opinion. Through news reports, editorials and opinion pieces, the media can influence how people think about certain issues.
2. Education: Education can also shape public opinion. People who are more educated tend to have more informed opinions on certain topics.
3. Social Networks: Social networks can also influence public opinion. People are more likely to trust the opinions of their friends and family than those of strangers.
4. Parents and teachers can have a significant impact on public opinion. Parents are often seen as role models and can

influence their children's views on a variety of topics. Teachers, too, can shape public opinion by teaching students about current events and providing them with the tools to form their own opinions. Additionally, parents and teachers can use their own public platforms to express their views and opinions, which can influence the opinions of others.

5. Religion and peers can have a significant impact on public opinion. Religion can shape public opinion by providing a moral framework for how people should think and act. People may be more likely to accept certain ideas if they are in line with their religious beliefs. Peers can also influence public opinion by providing a sense of belonging and acceptance. People may be more likely to accept certain ideas if they are shared by their peers. Additionally, peers can provide a platform for discussing and debating different ideas, which can mould the personality.

The media has a great influence on public opinion. It can shape public opinion by providing information and opinions on various topics. It can also influence public opinion by providing a platform for people to express their views and opinions. The media can also influence public opinion by providing a platform for debate and discussion on various topics. The media can also influence public opinion by providing a platform for people to share their experiences and stories.

3.2.6.2 Opinion Leaders

Opinion leaders are individuals who have the ability to influence the opinions and behaviours of others. They are often seen as trendsetters and can be influential in the decisions of those around them. Public opinion is the collective opinion of a large group of

people on a particular issue or topic. It is often shaped by opinion leaders, who can influence the beliefs and attitudes of the public. In an organization, opinion leaders can be used to help shape the culture, values, and goals of the organization. They can help to create a sense of unity and purpose among employees, and can be used to promote new ideas and initiatives. Opinion leaders can also be used to help foster collaboration and communication between the opinions and behaviours of others.

3.2.7 Public Sphere

Public sphere is a concept in social and political theory which refers to a physical or virtual space in which public opinion can be expressed and debated. It is a space where individuals can come together to discuss and influence public policy and social issues. It is a space where citizens can engage in dialogue and deliberation, and where the public can hold government and other institutions accountable.

Habermas argued that the public sphere was important for the democratic polity as it required both quality of discourse and quantity of participation. He pointed out that how in the 17th and 18th century Europe, the classical bourgeoisie public sphere was seen as unique. They sit in a coffee shop and discuss public matters.

However, despite the argument proposed by Habermas, many other social scientists and scholars such as Hans Schneck & Nancy Frazer viewed public sphere as a concept with strong and dominant upper-class roots. They argued that within a democratic system, public sphere is not an apt concept for determining the formation of public opinion as it was highly class centric and propagated the ideologies of the higher class members of the society upon the members of the lower or working class.



For instance, scholars such as Craig Calhoun (1992) argued that the concept proposed by Habermas depicted a very narrow approach in terms of the formulation of public opinion within society. Firstly, it included only the members of the upper-class society. Secondly, coffee shop in the 17th- 18th century European society was seen more as an exclusive space. It did not project the attributes for plurality in terms of participation for the formation of public opinion. As a result, coffee shop as an institution for the formation of public sphere in itself contradicted the attributes on the basis of which it claimed to create a plural space for collective engagement. Thirdly, the formation of public opinion occurred only with the involvement of the bourgeoisie class. There was no participation of the members of the plebeian classes, as a result, the public opinion that was being formed not only was devoid of pluralistic characteristics and the opinion formed was more of a hegemonic argument which was enforced upon the members of the lower socio-economic class. Therefore, public opinion formed contradicted itself as it did not include any plural public participation.

Public opinion plays an important role in the public sphere. It is the collective opinion of the public on a particular issue or topic. Public opinion can influence the decisions of government, business, and other organizations. It can also shape public policy and shape the direction of society. Public opinion can be expressed through surveys, polls and other forms of public discourse. It can also be expressed through protests, demonstrations, and other forms of collective action. Public opinion can be a powerful force

for change. Social media has had a significant impact on the public sphere. It has enabled people to connect with each other and share information and opinions on a global scale. This has allowed for the emergence of new forms of public discourse, such as online petitions, crowdfunding campaigns and virtual protests. Social media has also enabled people to challenge traditional power structures and to engage in political debates and discussions. Additionally, it has allowed for the emergence of new forms of activism, such as hashtag campaigns and online boycotts.

The public sphere is a concept that refers to a space in which individuals can freely express their opinions and engage in open dialogue. This space is typically open to all members of society, regardless of their social or economic status. The public sphere is an important part of a functioning democracy, as it allows citizens to engage in meaningful discourse and debate on issues that affect them. By providing a platform for free expression, the public sphere helps to promote freedom of speech and expression. It also allows for the opportunity to make suggestion, attitude and reveal our beliefs.

One of the main disadvantages of a public sphere is that it can lack privacy. People may be able to access information about you that you would rather keep private. Another disadvantage of a public sphere is that it can be difficult to control the information that is shared. People can post whatever they want, and it can be difficult to monitor or regulate the content. It is also one of the platforms to disseminate misinformation.

Recap

- ▶ Media audience refers to the people who consume media content, such as television, radio, newspapers, magazines, websites, and social media.
- ▶ Media audiences can be measured in terms of size, demographics, and engagement.
- ▶ Media audiences can play an important role in society by helping to shape public opinion and influence decision-making.
- ▶ They can also help to spread awareness about important issues and create a sense of community.
- ▶ Audience research is the process of gathering data about a target audience in order to better understand their needs, interests, and behaviours.
- ▶ Public opinion is the collective opinion of a group of people on a particular issue or topic.
- ▶ It is typically measured through surveys, polls, and other forms of data collection.
- ▶ Public opinion can influence the decisions of governments, businesses, and other organizations.
- ▶ It can also shape public policy and the direction of social movements.
- ▶ Public sphere is a concept in social and political theory which refers to a physical or virtual space in which public opinion can be expressed and debated.
- ▶ It is a space where individuals can come together to discuss and influence public policy and social issues.

Objective Questions

1. What is the term for the group of people who consume media?
2. What is the term for the collective opinion of the people on a particular issue or topic?
3. What is the term for the social space where people discuss and form opinions on public issues?
4. What are the disadvantages of Public Sphere?
5. What is the term used to call individuals who have the ability to influence the opinions and behaviors of others?



Answers

1. Media audience
2. Public opinion
3. Public sphere
4. Lack privacy, Difficult to control the information, Disseminate misinformation
5. Opinion Leaders

Self Assessment

1. Conduct a small-scale public opinion survey on a current social issue. Analyze the results and discuss factors that might have influenced the opinions formed.
2. Choose a recent public debate (e.g., on climate change, vaccination) and analyze how it has been discussed in the public sphere. Identify key stakeholders, main arguments, and the role of media in shaping the discourse.
3. Create a media plan for a local community issue, designed to engage diverse audiences and foster public discussion. Outline strategies for reaching different demographic groups and encouraging participation in the public sphere.
4. Write an essay on the concept of “filter bubbles” in social media and their impact on public opinion formation. Discuss potential solutions to ensure a more diverse information diet for audiences.
5. Analyze the audience engagement strategies of a major news outlet across its various platforms (e.g., website, social media, print). Discuss the effectiveness of these strategies in building and maintaining an audience.

Suggested Readings

1. *Media, Culture and Society* by Lata Singh
2. *Media, Public Opinion and Foreign Policy in India* by K.R. Gupta
3. *The Public Sphere: Liberal Modernity, Catholicism, Islam* by Arvind Rajagopal
4. *The Public Sphere from Outside the West* by Srirupa Roy

5. *Media and the Politics of Culture: The Case of Television in India* by Arvind Rajagopal
6. *Public Opinion and Democracy in India* by Gurpreet Mahajan
7. *The Public Sphere: An Introduction* by Michael Warner and Hemant Shah.
8. *The Structural Transformation of the Public Sphere: An Inquiry into a Category of Bourgeois Society* by Jürgen Habermas
9. *Public Opinion* by Walter Lippmann
10. *Manufacturing Consent: The Political Economy of the Mass Media* by Edward S. Herman and Noam Chomsky
11. *The Media and Modernity: A Social Theory of the Media* by John B. Thompson
12. *The Public Sphere: An Encyclopaedia Article* by Jürgen Habermas
13. *The Public and Its Problems: An Essay in Political Inquiry* by John Dewey
14. *Mediated Society: A Critical Sociology of Media* by Michael Schudson



Unit 3

Mass Communication and Culture

Learning Outcomes

On successfully completing the unit, the learners will be able to:

- ▶ Understand the term culture and its popular types
- ▶ Describe the relation between Culture and Language
- ▶ Analyse the role of Culture in Mass Communication

Prerequisites

Imagine you're an anthropologist studying a fascinating tribe – the tribe of media consumers. This tribe spans the globe, connected by invisible threads of shared content and cultural references. As you observe their rituals of binge-watching, their totems of viral memes, and their sacred texts of popular franchises, you begin to unravel the complex relationship between mass communication and culture. You'll discover how media both reflects and shapes cultural values, how global communication creates new hybrid cultures, and how local traditions persist in the face of media homogenization. This anthropological journey will open your eyes to the profound impact of mass communication on our cultural landscape, teaching you to see the subtle interplay between media messages and cultural meaning-making. As you explore this media-saturated world, you'll gain insights into how our identities, beliefs, and social norms are influenced by the ever-present flow of mass communication.

Keywords

Culture, Culture and Language, Mass media and culture, diglossia

Discussion

3.3.1 Culture

Culture is the beliefs, values, behaviours and material objects that make up a society's way of life. It includes language, religion, customs, traditions, art, music, literature,

and technology. Culture is passed down from generation to generation and shapes how people think, act, and interact with one another.

Language and culture are closely intertwined. Language is a tool for expressing

culture and culture is a tool for expressing language. It is a way of expressing social values, beliefs and norms and it maintains social relationships. The language two people speak may be the same, but their different cultural background inhibits free flow of communication. Language is not a problem for everybody; indeed, majority of the world's people are bilingual or multilingual. In the business community, this is becoming increasingly the case, especially business people realise that the 'language of business is the customer's language, whatever language that is'. In many parts of the world, people have developed the custom of using different languages for different purposes, a practice called *diglossia*.

Language is supplemented with a continuous flow of non-verbal cues which involves not only the voice (the pitch, tone, speed and quality of speech) but also the face (gaze, facial expression) and the body (the distance we stand from others, our spatial orientation to them posture, touch and the like). Even though some types of non-verbal behaviour appear to be innate, cultural differences may lead to wrong or inappropriate interpretations. Thus, another major source of misunderstandings occurs in the non-verbal channels. For example, a Keralite may believe that Tamilians are excitable and emotional because they speak loudly.

Misunderstandings based on the differences in non – verbal behaviour can be very hard

to detect, because it functions largely to express emotion, mood, identity and attitude in conversation. While words carry most of the ideas and facts, emotions are conveyed mainly through body language. Those of us who interact frequently with people from different cultures are usually aware of the fact that the meaning of emblematic gestures differs in various subcultures.

3.3.2 Culture vs. Language

Culture affects our language in many ways. It influences the words we use, the way we structure our sentences, and the topics we talk about. It also affects the way we interpret and understand language. For example, certain words or phrases may have different meanings in different cultures, and the same words may be used to express different ideas. Additionally, cultural norms and values can shape the way we communicate, as certain topics may be considered taboo in some cultures but acceptable in others.

Language is a powerful tool that shapes and reflects our culture. It is the primary way we communicate with each other and express our values, beliefs and identity. Language can influence our culture in many ways. Language can shape our values and beliefs. The words we use to describe our experiences and the world around us can shape our understanding of the world and our values. Language can shape our identity also.

3.3.3 Mass Media and Culture

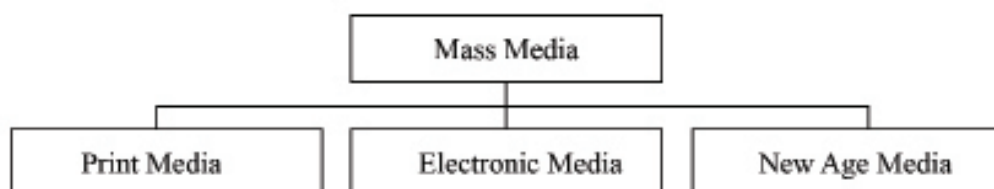


Fig. 3.3.1 Types of Mass Media



Mass communication and culture are closely intertwined. Mass communication has the power to shape and influence culture, while culture can also shape and influence mass communication. Mass communication can be used to spread ideas, values, and beliefs, which can then be adopted by a culture. For example, television shows, movies, and advertisements can all be used to spread messages about gender roles, racial stereotypes, and other cultural norms. On the other hand, culture can also shape the messages that are spread through mass communication

Media has a huge influence on culture. It shapes and reflects cultural values, beliefs and norms. It can also be used to create and spread awareness about social issues. Media can influence people's opinions and behaviour, and it can also be used to influence public policy. Media can also be used to create a sense of community and to bring people together. It can also be used to spread messages of hope and positivity, universal love and brotherhood, and of course, hate literature. Television and movie generally promote positive values such as respect, kindness, and hard work. They also spread negative messages and promote violence, sexism, and racism.

Media can have a negative impact on our culture by promoting unrealistic body images, perpetuating stereotypes, and creating a culture of fear. Media can also be used to spread misinformation and manipulate public opinion. Additionally, media can be used to exploit vulnerable populations, such as children, and to promote consumerism and materialism.

The media plays a pivotal role in passing tradition from one generation to the next. The following are the roles played by mass media as far as culture is concerned:

1. Promotes cultural values and diversity.
2. Creates awareness about cultural heritage, customs, and traditions.
3. Educates people about different cultures and promotes cultural exchange and understanding.
4. Challenges stereotypes and prejudices.
5. Promotes cultural tourism, which helps in generating income for local communities.
6. Promotes socialisation among the youths, leading to cultural and national integration.
7. Promotes inclusiveness of subaltern populations into the mainstream society and focuses on their uniqueness.
8. Mass media not only act as the disseminator and agents of culture, but also bring out new elements or ideas from another culture. For example, we get latest fashion tips and designs from mass media.
9. Promotes acceptance and tolerance of difference in cultures.

Preserving our culture is important for many reasons. It helps to keep our traditions alive, provides a sense of identity and belonging, and helps to pass down knowledge and values from one generation to the next. It also helps to keep our history alive and allows us to learn from our past. Additionally, preserving our culture helps to promote diversity and understanding between different cultures and can help to foster a sense of pride and appreciation of our heritage.

New media can help to preserve our cultures by providing a platform for people to share stories, traditions, and customs. This can help to keep cultural practices alive and accessible to future generations.

3.3.4 Popular Culture

New articulations of entertainment, fashion, out-of-the-box thinking, technological

innovations and new trends in arts and literature and social values and norms are popularised mainly by the media, particularly among the younger generations.

People generally know about another culture only with the help of mass media and in this aspect the mass media play their role effectively in any society. We have to know to understand and appreciate the value of

mass media in promoting and contributing to changing of cultures. In general terms, popular culture is a culmination of the fads, trends and views that are widely acceptable by the contemporary society. The local and global trends influence the media and they generally contribute to the emergence of popular culture into the mainstream life.

Recap

- ▶ Language and culture are closely intertwined.
- ▶ Language is a tool for expressing culture, and culture is a tool for expressing language
- ▶ Language is a powerful tool that shapes and reflects our culture. It is the primary way we communicate with each other and express our values, beliefs, and identity.
- ▶ Culture affects our language in many ways. It influences the words we use, the way we structure our sentences, and the topics we talk about. It also affects the way we interpret and understand language.
- ▶ For any commodity to be termed as popular, it is essential for the same to be accepted and also followed by a large group of people at any given point of time.
- ▶ Popular culture influences society from numerous points of view and also acts as a unifying agent for the youth around the globe.

Objective Questions

1. What is culture?
2. How does mass communication impact culture?
3. What are some examples of mass media channels?
4. Why is understanding the relationship between mass communication and culture important?
5. What is the role of mass communication in shaping cultural values?
6. How does culture influence the content of mass media?
7. Can mass media influence cultural change?
8. What meant by popular culture?
9. How do cultural differences impact the interpretation of mass media content?



Answers

1. The shared beliefs, values, customs, behaviours, and artifacts that characterize a group or society
2. It can shape and influence cultural norms, values, and beliefs
3. TV, radio, newspapers, magazines, internet, social media, etc.
4. It helps us analyze and evaluate the impact of media on society and cultural changes
5. Mass communication has the power to transmit cultural values and norms to a large audience
6. Culture can shape the content of mass media, as media producers often create content that resonates with their audience's cultural background.
7. Yes, mass media has the potential to influence cultural change by shaping public opinion and disseminating new ideas.
8. Popular culture refers to cultural products that are widely consumed and enjoyed by a large audience.
9. Cultural differences can impact the way that individuals interpret and understand mass media content, as different cultures may have different values and norms.

Self Assessment

1. Choose a popular TV show or movie franchise and analyze its impact on global culture. Discuss how it has influenced language, fashion, or social norms across different countries.
2. Conduct a comparative analysis of how a global news event is covered in media from different cultural contexts. Discuss how cultural values and norms influence the framing and interpretation of the event.
3. Create a cultural sensitivity guide for a multinational media company. Outline potential cultural pitfalls in content creation and distribution, and provide strategies for respectful and inclusive communication across diverse audiences.
4. Write an essay on the concept of cultural imperialism in the age of digital media. Discuss whether new technologies have reinforced or challenged this phenomenon, using specific examples.

5. Analyze the representation of a specific cultural group (e.g., ethnic minority, LGBTQ+ community) in mainstream media over the past decade. Discuss changes in representation and their potential impact on public perceptions and cultural identity.

Suggested Readings

1. *Mass Communication in India* by Keval J. Kumar
2. *Communication and Media Studies: An Introduction* by J V Vilanilam
3. *Understanding Media: Cultural Studies, Theory and Practice* by Dharmendra Kumar Singh
4. *Media, Society and Culture: Indian Perspectives* by Dr. Yogendra Singh
5. *Media and Culture: Global Issues and Local Perspectives* by Amita Baviskar and Raka Shome
6. *Globalization and Media: Global Village of Babel* by Dr. Dhruvajyoti Bhattacharjee and Dr. Dipannita Datta
7. *Media and Cultural Studies: Critical Approaches* by Rohit Chopra
8. *Mass Communication Theory: Foundations, Ferment, and Future* by Stanley J. Baran and Dennis K. Davis
9. *Media, Culture and Society: An Introduction* by Paul Hodkinson
10. *Understanding Media and Culture: An Introduction to Mass Communication* by Jack Lule
11. *Culture, Society and the Media* by Michael Gurevitch, Tony Bennett, James Curran and Janet Woollacott
12. *Mass Communication and Popular Culture* by Ralph E. Hanson
13. *Communication and Cultural Studies: Key Concepts* by Peter Kellner and Gillian Lester



Unit 4

Role of Media in Democracy

Learning Outcomes

On successfully completing the unit, the learners will be able to:

- ▶ Understand the importance of a free and independent media
- ▶ Recognize the challenges to media freedom
- ▶ Analyse the relationship of media Freedom and Democracy

Prerequisites

Ravi lived in a small town where everyone knew each other. One day, he noticed construction workers digging up the park where kids usually played. Curious, he asked around, but nobody seemed to know what was happening.

That evening, Ravi's dad brought home the local newspaper. On the front page was a story about the park. It turns out the town council had decided to build a new community center there. The article explained the project's costs, timeline, and how it would benefit the town.

Ravi and his friends started talking about the news. Some were excited about having a new place to hang out, while others were sad about losing their playground. They decided to write letters to the newspaper, sharing their thoughts.

A week later, the newspaper printed some of their letters. This sparked a town-wide discussion. The mayor even called a meeting to hear everyone's opinions.

In the end, the town council adjusted their plans. They decided to build the community center on one side of the park and keep a play area on the other side.

Ravi realized how important the newspaper had been. It told people what was happening, gave them a chance to speak up, and helped the town make a decision together. He saw firsthand how media could make democracy work better, even in a small town.

Keywords

Media freedom, Democracy and Media freedom, Challenges of media freedom, Media and Democracy.

Discussion

Democracy postulates more than the ritual of going through the electoral process. Democracy calls for the unceasing responsibility of every citizen. Democracy is always a beckoning goal, not a safe harbour. It postulates an unremitting endeavour, never a final achievement.

One of the great advantages of democracy is that it provides for peaceful voluntary adjustment of disputes through negotiation as an alternative to their settlement by force or fiat. Democracy is a delicate form of government which rests for its successful functioning on conditions which are rather precarious but all the same vital. It postulates that despite differences on matters of detail, emphasis and degree, there should be a broad consensus on major national issues like the fundamental structure of society and form of government. Democracy put forward an open society. It rests upon accountability of those in power for their doings and conduct to the public.

Media should have the freedom to report and express their opinions without fear of reprisal or censorship. This is essential for the media to play their role as a watchdog and to ensure transparency and accountability in the governance. It should adhere to ethical standards such as accuracy, impartiality, fairness and accountability. These standards are necessary for the media to maintain their credibility and integrity. Media should have access to information from various sources, including government, private organizations and citizens. This is crucial for the media to provide accurate and comprehensive news and analysis to the public. They should reflect the diversity of the society they serve in terms of race, gender, ethnicity, religion and socio-economic status. This is necessary

to ensure that different perspectives and voices are represented in the media. Media should have professional journalists who are trained to report news accurately, objectively and ethically. This includes having well-trained editors, reporters, and fact-checkers. Media should be independent of political and commercial influences. This is necessary to ensure that the media can report on issues without fear of retribution or bias. It should serve the public interest by informing, educating and entertaining the public. This includes providing accurate information on public policies, political campaigns and social issues that affect the lives of citizens. Overall, the media's role in a democracy is to inform, educate and engage citizens in the political process.

3.4.1 Democracy and Liberty

Democracy and liberty are twin sisters. Democracy and liberty are two closely related concepts. Democracy is a form of government in which the people have the power to choose their leaders and make decisions about their lives. Liberty is the right to act, speak and think freely without fear of any interference or oppression. Together, democracy and liberty form the foundation of a free and just society. In a democratic country, people enjoy liberty in many ways. They have the right to vote for their representatives, to express their opinions freely, to practice their religion without fear of persecution, to access education and healthcare, to form associations and unions, to own property, and to pursue their own economic interests. They also have the right to a fair trial and to be protected from arbitrary arrest and detention. The citizens freely make their own choices and pursue their own goals.

In addition, democracy ensures the following freedoms to the citizens



1. Freedom of speech and expression
2. Freedom of religion
3. Right to privacy
4. Right to equality
5. Right to assembly
6. Right to vote
7. Right to education
8. Right to a fair trial
9. Right to own property
10. Right to health care.

3.4.2 Media and Democracy

In a democratic society, media plays an important role in providing citizens with access to information and allowing them to express their opinions. It serves as a platform for citizens to engage in public discourse and hold their government accountable. Media also helps to ensure that citizens are informed about the issues that affect their lives and help them to make decisions. In an autocratic country, the media is often used as a tool of control by the government. It is used to spread propaganda and manipulate public opinion. But in a democracy it serves as a watchdog, holding government accountable for its actions and providing a platform for citizens to articulate their aspirations and goals. Media also helps to educate citizens about their rights and responsibilities as members of a democratic society. By providing a forum for debate and discussion, media can help to shape public opinion and influence the decisions of elected officials. Media can protect democracy by providing citizens with accurate and unbiased information about current events, political candidates and policy issues. This allows citizens to make informed decisions when voting and participating in the democratic process. Additionally, media can hold politicians and government officials accountable for their actions by providing a platform for citizens to voice their dissent and

concerns. Finally, media can help to promote civil discourse and encourage citizens to engage in meaningful dialogue about important issues.

3.4.3 Media Freedom

Media freedom is the right of journalists and other media professionals to report news and information without interference or censorship from government, corporate, or other entities. It is a fundamental right that is essential for a free and open society.

Media freedom is essential for a healthy democracy. It allows citizens to access information and form their own opinions on political and social issues. It also allows for the free exchange of ideas and encourages public debate. Media freedom safeguards democracy by providing a platform for citizens to hold their government accountable and to challenge the status quo. It also allows for the free flow of information, which is essential for citizens to make informed decisions. Finally, media freedom helps to ensure that all voices are heard, regardless of their caste, colour, gender, financial status etc.

Objectives for maintaining media freedom are

1. It ensures access to information
2. It promotes accountability through investigation into corruption and abuse of power.

3.4.4 Media Freedom and Democracy

Media freedom is essential for a healthy democracy by allowing free exchange of ideas and encourages public debate. Media freedom is essential for holding governments and other powerful institutions accountable and ensuring that citizens are informed and empowered to make decisions that are in their best interests.

Media freedom in India is protected by the Constitution of India, which guarantees freedom of speech and expression. However, the Indian government has often been accused of curtailing press freedom by using various laws to restrict the media. For example, in 2018, the Indian government passed the Information Technology (Intermediary Guidelines) Rules, which require online news outlets to register with the government and follow certain guidelines. This has been criticized by many as an attempt to control the media and restrict freedom.

3.4.5 Challenges of Media Freedom

1. **Censorship:** Governments and other powerful entities can censor media outlets, preventing them from reporting on certain topics or expressing certain opinions.
2. **Surveillance:** Governments and other powerful entities can monitor and track journalists and media outlets, creating a chilling effect on freedom of expression.
3. **Harassment:** Journalists and media outlets can be subject to harassment, intimidation, and even physical violence in order to prevent them from reporting on certain topics or expressing certain opinions.

Gauri Lankesh was an Indian journalist and activist who was known for her outspoken views on social and political issues. She was a vocal critic of right-wing extremism and was a strong advocate for media freedom in India. She was shot dead outside her home in Bengaluru in September 2017. The killing of Gauri Lankesh sparked widespread outrage in India and around the world. Her death highlighted the dangers faced by journalists in India, and the need for greater protection of media freedom.

Media freedom in India is protected by the Constitution of India, which guarantees freedom of speech and expression. However, the Indian government has imposed restrictions on media freedom in the past, including censorship and the banning of certain publications.

Example: The BBC has produced a number of documentaries about India, including *India's Daughter* (2015), which focused on the 2012 Delhi gang rape case, and *India's Unsung Heroes* (2016), which highlighted the work of grassroots activists in India. The BBC has also produced *India: The Modi Question* (2023), which revealed Modi's early political career and his role in the 2002 Gujarat riots, which occurred when he was the Chief Minister of Gujarat.

3.4.6 Responsibilities of a Democratic Country in Preserving Media Freedom

1. Ensure that the government does not interfere with the media's right to freedom of expression.
2. Ensure that the government does not impose any restrictions on the media's right to access information.
3. Ensure that the government does not impose any restrictions on the media's right to publish or broadcast information.
4. Ensure that the government does not impose any restrictions on the media's right to criticize the government or its policies.
5. Protect journalists from physical harm and intimidation.
6. Ensure that journalists have access to information and sources.
7. Guarantee the right to freedom of expression and opinion.
8. Ensure that journalists are not subjected to censorship or other forms of control.



9. Provide legal protection for journalists and their sources. unable to access unbiased information and would be unable to make informed decisions.
10. Ensure that journalists are not subjected to arbitrary arrest or detention. Media freedom also allows for the protection of human rights and the promotion of social justice. It is essential for a healthy and functioning democracy.
11. Ensure that journalists are not subjected to criminal prosecution for their work.

Without media freedom, citizens would be

Recap

- ▶ Democracy put forward an open society. It rests upon accountability of those in power for their doings and conduct to the public.
- ▶ Media should have the freedom to report and express their opinions without fear of reprisal or censorship.
- ▶ Together, democracy and liberty form the foundation of a free and just society.
- ▶ In a democratic society, media plays an important role in providing citizens with access to information and allowing them to express their opinions and information about their government and its policies.
- ▶ Media freedom is essential for a healthy democracy. It allows citizens to access information and form their own opinions on political and social issues.
- ▶ Without media freedom, citizens are unable to make informed decisions about their government and their society.
- ▶ Censorship, surveillance and harassment are the major challenges of media freedom.

Objective Questions

1. What is media freedom?
2. What are the objectives of media freedom?
3. How does media help in holding government accountable in democracy?
4. What is the main positive effect of media in democracy?
5. How does media ensure transparency in democracy?

Answers

1. The absence of censorship or government control over media outlets
2. It ensures access to information ,It promotes accountability through investigation into corruption and abuse of power.
3. By exposing corrupt practices
4. Access to information and allowing citizens to express their openions.
5. By providing reliable and timely information

Self Assessment

1. Choose a recent local news story and analyze how different media outlets (news-papers, TV, social media) covered it. Compare their approaches and discuss how this might impact public understanding of the issue.
2. Create a mock press release for a fictional government policy. Then, write two different news articles based on this press release - one that presents a balanced view and another that shows potential bias. Discuss the differences and their potential impacts.
3. Research a historical event where media played a crucial role in shaping public opinion or government action. Present your findings and discuss how the media's role in democracy has evolved since then.
4. Conduct a survey in your community about people's trust in different types of media (e.g., newspapers, TV news, social media). Analyze the results and discuss what they might mean for democracy in your area.
5. Choose a current political issue and create a media campaign to raise public awareness about it. Include at least three different types of media (e.g., social media posts, a newspaper op-ed, a radio ad script). Explain your choices and how they support democratic participation.

Suggested Readings

1. *Media and Democracy in India* by Paranjoy Guha Thakurta and Shankar Raghuraman
2. *Media and Society in India* by Pradeep Nair
3. *Democracy and the Media: A Comparative Perspective* edited by Daya Kishan Thussu and Sevanti Ninan
4. *Indian Media in a Globalised World* by Shakuntala Rao and Hemant Shah
5. *Media, Politics and Democracy in India* edited by Shefali Jha and Anshuman Bhera
6. *The Role of Media in Democracy: A Strategic Approach* by G.V. Joshi and Lata Singh
7. *Manufacturing Consent: The Political Economy of the Mass Media* by Edward S. Herman and Noam Chomsky.



Unit 5

Mass Communication in a Networked Society

Learning Outcomes

On successfully completing the unit, the students will be able to:

- ▶ Understand the role of media in society
- ▶ Examine the impact of digital media on social interactions
- ▶ Examine the role of media in a global context, including the challenges and opportunities of international communication
- ▶ get a comprehensive understanding of the impact of communication technologies on society

Prerequisites

Maya woke up and checked her phone, as usual. She saw a message from her cousin in another country, sharing a funny video. Next, she scrolled through her social media feed, liking photos from friends and reading news headlines.

On her way to school, Maya noticed people at the bus stop all looking at their phones. In class, her teacher announced a group project where students would collaborate using online tools.

During lunch, Maya's friends were discussing a viral challenge they'd seen online. Some had already tried it, while others were sharing it with more people.

After school, Maya video-called her grandmother to teach her how to use a new app. Later, she joined an online gaming session with players from different parts of the world.

Before bed, Maya watched a live-streamed concert of her favorite band. She chatted with other fans in the comments section, feeling connected to people she'd never met in person.

As she fell asleep, Maya realized how much of her day had involved communicating with people near and far, all through digital networks. She was part of a big, connected world – a true networked society.

Keywords

Information society, Networked society, Mass media and Networked society, Mass media and Global village

Discussion

In today's networked society, the field of mass communication is rapidly evolving and requires a diverse set of skills and knowledge. Effective communication is the backbone of the mass communication industry. Communication skills include both verbal and written communication, as well as the ability to listen and understand others. In today's networked society, digital media is at the forefront of mass communication. Therefore, it is essential to have a good understanding of digital media, including social media platforms, search engines, and other forms of digital communication. As a mass communication professional, it is important to have a solid understanding of media ethics, including issues related to privacy, intellectual property and the public interest. Mass communication requires creativity in order to produce content that captures the attention of an audience. Creativity can take many forms, including writing, design and multimedia production. The mass communication industry is constantly evolving, and professionals must be able to adapt to new technologies and trends as they emerge.

ICT stands for Information and Communication Technology. It refers to a broad range of technologies, devices and services used for the acquisition, processing, storage and dissemination of information. ICT includes hardware, software, networks and internet technologies that enable communication and information sharing between individuals and organizations.

ICT plays a crucial role in modern society, facilitating communication, commerce, education, entertainment and many other aspects of daily life. Some examples of ICT include computers, smartphones, tablets, the internet, social media, email, instant messaging, video conferencing, cloud computing, artificial intelligence and many others.

ICT has revolutionized the way people live and work, enabling new forms of collaboration, innovation and economic growth. It has also created new challenges, such as the need to protect personal data, ensure cyber security and bridge the digital divide between different regions and populations.

3.5.1 Global Village

Marshall McLuhan was a Canadian philosopher, media theorist and communications expert who introduced the concept of the "global village." According to McLuhan, the world has become a "global village" due to the advancements in communication technology and the widespread availability of media.

McLuhan argued that electronic media, such as television and the internet, have transformed the world into a single interconnected community, where people can instantly communicate and exchange information across vast distances. He believed that this new global village would bring people closer together, breaking down barriers of distance, time, and culture, and creating a more unified and connected world.



However, McLuhan also warned that the global village would come with its own set of challenges and drawbacks. He believed that the constant barrage of information and communication could lead to sensory overload and a loss of privacy. He also argued that the speed and immediacy of electronic communication could create a culture of instant gratification, where people no longer valued thoughtful reflection or deep analysis.

McLuhan's concept of the global village has become an influential framework for understanding the impact of communication technology on society and culture. While the global village has brought many benefits, it has also presented new challenges that require careful consideration and analysis.

3.5.2 Technology, society, and historical change

Technology, society, and historical change are deeply interconnected. Technology refers to the application of scientific knowledge for practical purposes, while society encompasses the people, culture and institutions that make up a community or nation. Historical change refers to the evolution of human societies over time.

Technological innovations have played a crucial role in shaping society and driving historical change. For example, the invention of the printing press in the 15th century facilitated the spread of knowledge and ideas, leading to the Renaissance and the Enlightenment. The Industrial Revolution in the 18th and 19th centuries transformed the way goods were produced, leading to urbanization and the rise of the modern capitalist economy.

In turn, society and culture influence the development and adoption of technology. Social values, beliefs, and norms shape the

direction of technological innovation, and technology can also reinforce and perpetuate social hierarchies and inequalities. For example, the development of automation and artificial intelligence has the potential to exacerbate income inequality by replacing human labour with machines.

Historical change is driven by a complex interplay of social, economic and technological factors. Technological innovations can create new opportunities and challenges for society, shaping the course of history in unexpected ways. Understanding the relationship between technology, society and historical change is essential for making informed decisions about the future of human society.

3.5.3 Information society

The term “information society” refers to a society that is driven by information and communication technologies (ICTs). It is characterized by the widespread use of digital technologies, the internet and other communication networks to create, store and distribute information. Some key features of an information society are:

1. Ubiquitous access to information: The internet and other digital technologies have made it possible for people to access vast amounts of information from anywhere in the world.
2. Knowledge-based economy: The production and dissemination of knowledge are essential to the economy, and knowledge workers are becoming increasingly important.
3. Digital divide: Not all individuals and communities have equal access to technology and information, leading to disparities in education, income, and social participation.

4. Networked communication: The ability to communicate and collaborate across geographical and cultural boundaries has been greatly facilitated by the internet and other communication networks.
 5. Increased automation: Digital technologies have enabled the automation of many tasks and processes, leading to greater efficiency and productivity.
 6. E-commerce: The ability to conduct business online has led to the growth of e-commerce, which has transformed the way goods and services are bought and sold.
 7. Intellectual property: The creation and protection of intellectual property, such as copyrights and patents, have become increasingly important in the information society.
 8. Privacy and security: With the proliferation of digital technologies, there are concerns about the security and privacy of personal information.
2. Improved education: ICTs have transformed the education sector, providing access to vast area of academics.

3.5.4 Networked society

The networked society is a term used to describe the way in which technology has enabled people to connect and interact with each other in new and innovative ways. It is a society in which people are increasingly connected to each other through the internet, mobile phones and other digital technologies. This has enabled people to access information, communicate, collaborate and share ideas more quickly and easily than ever before. The networked society has also enabled businesses to become more efficient and effective.

The concept of a networked society was first proposed by Manuel Castells, a Spanish sociologist, in his book *The Rise of the Network Society* (1996). Castells argued that the emergence of new information and communication technologies (ICTs) had led to the emergence of a new type of society, one in which networks of people, organizations and technologies were increasingly interconnected and interdependent. He argued that this new type of society was characterized by a shift from traditional hierarchical structures to more decentralized structure.

The concept of a networked society has been around since the early days of the internet. In the late 1990s, the term 'networked society' was first used to describe the emerging trend of people using the internet to connect with each other and share information. This concept was further developed in the early 2000s, when the term 'social networking' was coined to describe the use of online social networks such as Myspace and Facebook.

Toward the end of the second millennium of the Christian era several events of historical

The information society is characterized by the use of information and communication technologies to transform economic, social and cultural practices.

3.5.3.1 Impact of information society

The information society refers to a society where information is a significant resource, and information and communication technologies (ICTs) are widely used to facilitate the sharing, processing and dissemination of information. The information society has had both positive and negative impacts on different aspects of human life. Here are some examples:

1. Enhanced communication: Information and communication technologies (ICTs) have enabled people to communicate quickly and efficiently across long distances, promoting social and economic interactions.



significance transformed the social landscape of human life. A technological revolution, centered around information technologies, began to reshape, at accelerated pace, the material basis of society. Economies throughout the world have become globally interdependent, introducing a new form of relationship between economy, state and society, in a system of variable geometry.

The Networked Society refers to a society that is heavily connected through digital networks, which have a significant impact on various aspects of human life, such as communication, commerce, social interaction and entertainment.

Some of the key features of the Networked Society include:

1. **Digital Connectivity:** The Networked Society is characterized by high-speed digital connectivity, which enables people to communicate, share information and resources and engage in various activities online.
2. **Social Networking:** Social networking is a key feature of the Networked Society, where individuals can connect and interact with others through social media platforms, such as Facebook, Twitter, Instagram and LinkedIn.
3. **Information Sharing:** The Networked Society is characterized by the ability to share information quickly and easily, which has led to the creation of knowledge-based economies, where information is a valuable resource.
4. **Collaboration and Co-creation:** Digital networks have enabled collaboration and co-creation across different geographical locations, which has led to new opportunities for innovation and creativity.
5. **Mobility:** The Networked Society is

characterized by high levels of mobility, where people can work, communicate, and interact with others from anywhere in the world, using mobile devices such as smartphones and tablets.

6. **Personalization:** Digital networks have enabled the personalization of services and products, where individuals can customize their experiences according to their preferences and needs.
7. **E-commerce:** The Networked Society has enabled the growth of e-commerce, where people can buy and sell goods and services online, which has transformed the traditional retail industry.
8. **Big Data:** The Networked Society has led to the creation of vast amounts of data, which can be analyzed and used to gain insights and make informed decisions.

The Networked Society is characterized by a high degree of digital connectivity, which has enabled new opportunities for communication, collaboration and innovation

Advantages of networked society:

1. **Increased Connectivity:** Networked society has enabled people to connect with each other irrespective of their geographical location. Social media platforms have made it possible for people to communicate, share ideas and collaborate with each other.
2. **Increased Information Access:** The internet has made it possible for people to access information on a global scale. Individuals can learn about different cultures, languages and ideas, which can help them to broaden their knowledge and understanding of the world.
3. **Improved Efficiency:** Networked society has facilitated better communication and collaboration among individuals, businesses and organizations. This has

improved efficiency in different fields, including healthcare, education and business.

4. **Enhanced Social Interactions:** The ability to connect with people from different backgrounds and cultures has enhanced social interactions among people. It has helped to reduce cultural and linguistic barriers, and individuals can now learn from each other.

Disadvantages of networked society:

1. **Increased Isolation:** Although networked society has enhanced connectivity, it has also contributed to increased isolation among people. People tend to spend more time online, which can lead to social disconnection from family and friends.
2. **Cyberbullying and Harassment:** Social media platforms have made it easier for cyberbullying and harassment to occur. Individuals can use the anonymity provided by social media to attack others, leading to psychological trauma and emotional distress.
3. **Privacy and Security Concerns:** Networked society has increased the risk of privacy breaches and security threats. With the increased amount of personal information available online, individuals are at risk of identity theft, cyber-attacks, and other malicious activities.
4. **Information Overload:** With the abundance of information available online, individuals can easily become overwhelmed and find it difficult to discern accurate and trustworthy information from misinformation and propaganda. This can lead to confusion and misunderstandings.

3.5.4.1 Role of mass media in creating networked society

Mass media plays a crucial role in creating a networked society by facilitating communication, information sharing, and collaboration among people across different geographical locations. With the widespread adoption of the internet and social media platforms, mass media has become more accessible and interactive, allowing individuals to connect and engage with each other on a global scale.

One of the primary functions of mass media in creating a networked society is to provide a platform for people to share their ideas, opinions and perspectives. Through various forms of media, such as news, television, radio and social media, individuals can share their experiences and connect with others who share similar interests.

Mass media also helps to create a sense of community by providing a shared platform for individuals to engage in discussions, exchange information and build relationships. This fosters a sense of belonging and connectedness, which can contribute to social cohesion and reduce feelings of isolation and loneliness.

Moreover, mass media plays a critical role in facilitating political participation and civic engagement. Through news media and social media platforms, people can access information about important social and political issues and engage in discussions and debates with others. This can help to raise awareness about critical issues and encourage people to take action to address them.

3.5.4.2 Mass communication in networked society

Mass communication in a networked society has undergone significant changes in recent years. With the widespread availability



of digital communication technologies, people are now more connected than ever before. This has created a networked society in which individuals and communities are constantly interacting, exchanging information and ideas and participating in online communities.

One of the most significant changes in mass communication in a networked society is the rise of social media platforms. These platforms allow individuals and organizations to communicate with large audiences, share content and engage with others in real-time. This has transformed the way that news and information are disseminated, with social

media often serving as the primary source of information for many people.

Another key development in mass communication in a networked society is the rise of citizen journalism. With the ability to capture and share information through mobile devices and social media, ordinary people have become important contributors to the news cycle. This has led to a greater diversity of voices and perspectives in news coverage, as well as an increased focus on issues that may not have been covered by traditional media outlets.

Recap

- ▶ As a mass communication professional, it is important to have a better understanding of media ethics, including issues related to privacy, intellectual property, and the public interest.
- ▶ ICT has revolutionized the way people live and work, enabling new forms of collaboration, innovation, and economic growth.
- ▶ McLuhan argued that electronic media, such as television and the internet, have transformed the world into a single interconnected community, where people can instantly communicate and exchange information across vast distances.
- ▶ Technology, society, and historical change are deeply interconnected. Technological innovations have played a crucial role in shaping society and driving historical change.
- ▶ The information society refers to a society where information is a significant resource, and information and communication technologies (ICTs) are widely used to facilitate the sharing, processing, and dissemination of information.
- ▶ With the widespread availability of digital communication technologies, people are now more connected than ever before. This has created a networked society in which individuals and communities are constantly interacting, exchanging information and ideas, and participating in online communities.

Objective Questions

1. What is networked society in the context of mass communication?
2. What are some examples of communication networks in the networked society?
3. How has the networked society changed the way mass communication operates?
4. What are some advantages of the networked society in mass communication?
5. What are some potential drawbacks of the networked society in mass communication?

Answers

1. A society in which people are interconnected through communication networks.
2. Social media platforms, email, texting, etc.
3. It has made communication more decentralized and democratized.
4. Increased access to information and the ability for individuals to participate in public discourse.
5. The spread of misinformation and the difficulty in verifying the accuracy of information.

Self Assessment

1. Keep a “media diary” for one day, noting every instance you use or encounter mass communication in our networked society. Analyze your findings, discussing the types of media used, the purposes they served, and how they connected you to others.
2. Choose a global event (e.g., a natural disaster, a sports competition) and examine how it was communicated across different social media platforms. Compare the speed, reach, and nature of information sharing. Discuss the benefits and potential drawbacks of this networked communication.
3. Interview three people from different generations about how they get their news and communicate with others. Compare their responses and discuss how the networked society has changed mass communication over time.
4. Create a social media campaign for a fictional product or cause. Develop a strategy that utilizes the interconnected nature of our networked society. Explain how you would use different platforms to reach and engage your target audience.
5. Research a recent instance of misinformation spreading rapidly through networked communication. Analyze how it spread, its impacts, and what measures were taken to combat it. Propose strategies for improving information accuracy in our networked society.



Suggested Readings

1. *Communication in a Changing World: An Introduction to Theory and Practice* by Bethami A. Dobkin and Roger C. Pace
2. *Understanding Media: The Extensions of Man* by Marshall McLuhan
3. *Communication and the Global Landscape of Faith* by Stuart H. Platt
4. *Media and Society: Critical Perspectives* edited by Graeme Burton
5. *The Globalization of Mass Communication* by Armand Mattelart and Seth Siegel
6. *Media, Technology and Society: A History: From the Telegraph to the Internet* by Brian Winston
7. *Indian Media in a Globalised World* edited by Usha M. Rodrigues and Vibodh Parthasarathi
8. *Communication for Development and Social Change* by Srinivas Melkote and H. Leslie Steeves
9. *Media and Communication Management* by R. Srinivasan and Preeti H. Talwar
10. *New Media and Communication Across Religions and Cultures* edited by Krishnamurthy Sriramesh and Arvind Singhal.
11. *Media and Cultural Studies: Keywords* edited by Meenakshi Gigi Durham and Douglas Kellner
12. *Mass Communication in India: A Sociological Perspective* by K. J. Chakrapani
13. *Contemporary Issues in Media and Information Society* edited by Usha Rani and K. Sreenivasarao.
14. *Media, Culture and Society in India* edited by Anuraag Khaund

BLOCK - 04

Theories of Communication

Unit 1

Theories of Media Effects

Learning Outcomes

On successfully completing the unit, the students will be able to:

- ▶ explain the basic theoretical concepts about media effects
- ▶ analyse the reflex effect of mass media
- ▶ critically evaluate the bandwagon effect
- ▶ identify the opinion leaders from daily life

Prerequisites

Imagine you're scrolling through your social media feed and come across a news article about a controversial political issue. You notice the comments are filled with heated debates and strong opinions. Have you ever wondered how media content can influence people's thoughts and behaviors on such a large scale? This is where theories of media effects come in. By studying these theories, you'll gain insight into how mass media shapes public opinion, influences attitudes, and impacts society as a whole. Whether you're interested in journalism, advertising, or simply want to be a more informed media consumer, understanding media effects theories will give you valuable tools to critically analyze the media landscape around you.

Keywords

Narcosis, Catharsis, Reinforcement, Reflex effect, Bandwagon effect, Magic bullet, Two-step flow.

Discussion

4.1.1 Narcosis

Imagine one of your favorite actors has moved into a house in your neighborhood. You have a chance to meet him/her quite often. No doubt that your excitement is too high when you meet the star for the first time. You would greet the actor and try to impress the

celebrity. How about your attitude after two months? The level of excitement reduces if you frequently meet the actor, and slowly the presence of the actor may be normal event. At this point you may even ignore the presence.

When overwhelmed with information, mass media messages may also have the actor's fate! People may become apathetic

and fail to engage with the massive amount of information they receive through mass media. As informed individuals become knowledgeable about social issues and are able to discuss them, they think that they are helping to solve the issues. People substitute knowledge of social issues for social action. Paul F. Lazars Feld and Robert K. Merton identified this as narcotizing dysfunction in their article “Mass Communication, Popular Taste and Organized Social Action”, in 1946. According to them, the viewer, who is overwhelmed with information, is drugged into inactivity as if under the influence of a narcotic. The viewer is content with the knowledge and his state of abstaining from decision-making and acting or reacting to the information.



Figure 4.1.1
Paul Lazars Feld

4.1.2 Catharsis

What goes through one’s mind while watching a tragic film? How would violence shown in mass media affect the psyche of viewers? Do such dramas work as a safety valve for releasing emotions from negative feelings like anxiety, fear and anger? If the answer is yes, this phenomenon, Catharsis, as used in the work *Poetics* by Aristotle, is beneficial to the individual as well as the society.

Sigmund Freud and his associates, who developed psychoanalytic techniques, suggested that patients may watch violent action scenes for a long duration as part of the treatment. They believed such treatment would purge the anger and aggressive feelings of the patients. Film directors like Alfred Hitchcock (*Psycho*), Paul Verhoeven (*Total Recall*), and producers of violent computer games supported this idea. They claim that their products are Cathartic and offer the users an outlet for their aggressive urges. However, scientific data disproves the catharsis theory.

Social scientists have conducted hundreds of studies worldwide since the late 1960s, and the results reveal that viewing violence increases anger and aggression among the audience. Continuous exposure to violence can have harmful effects on the viewers.

Media fatigue

Media fatigue is the psychological tiredness caused by information overload from mass media, generally from news media. Convergent digital media offers various online platforms to access a variety of news content that leads to excessive exposure to vast quantities of information. Such exposure causes psychological exhaustion to the audience, and they may develop adverse outcomes such as stress, emotional instability, etc. This leads to the experience of sensory overload and media fatigue, which results in media avoidance.

4.1.3 Reinforcement

You might have noticed that the readers may show much interest in a match summary where their favorite team wins. Moreover, they would show less interest in the news when the team loses. The sports enthusiasts who support a team believe in the performance and quality of the team and the news of failure dare their loyalty to the team. They may be less interested or even skip the news.

It is a general tendency of people to confirm their beliefs and attitudes. People usually do not change them or would counter changes until they are convinced of the necessity for such changes. Reinforcement theory proposes that the mass media has an effect on individuals by reinforcing their preset attitudes and beliefs. This means that people tend to enquire and accept information that supports their preconceived views. They feel comfortable only when exposure to such information strengthen their fixed thoughts.

This theory is grounded on the idea that people are more prone to be influenced by information that reassures their existing attitudes and beliefs than inconsistent ones. The theory is also based on the idea that individuals are more prone to be influenced by information that they encounter most often than by information that they encounter occasionally.

Joseph Klapper, who developed the phenomenistic theory, argued that media seldom have any direct effect on the audience. To him, the primary impact of the media is to reinforce (not change) the existing values, beliefs and attitudes of the viewers. However, his study conducted in 1960 omitted the media environment, including television, radio, film and the press.

4.1.4 Reflex Effect

The world has witnessed difficult situations during the Covid 19 pandemic in 2019. As the lockdown strategy was introduced, a significant share of media content was about the pandemic-related subjects. People accepted the messages without resistance and followed the mediated messages to a great extent. They started wearing masks, kept a reasonable personal distance and always carried a bottle of sanitiser with them! The reflex effect of mass media refers to situations where media can directly and immediately impact individuals and society, shaping their attitudes and behaviours without the need for conscious reflections or critical evaluation. The theory suggests that repeated exposure to media messages influences people's perception of reality and affects their actions.

4.1.5 Bandwagon Effect

Mass media often review the successful works or innovations of competitors. They would examine each other's programmes carefully and critically. Such innovative ideas are reproduced and transmitted with cosmetic changes in their products. This is nothing new to the media industry. Think of "Kaun Banega Crorepati?" started with Mr. Amitabh Bachchan and how regional channels have introduced similar programmes with stars of the regional language film industry! Reality shows on music, quiz, comedy, sitcoms, acting, etc., have replaced the concept of primetime television programmes. The primetime debate on news channels is another instance of explaining the situation.

The big question is, why do people accept these repetitions? What prompts the media to create trends by promoting similar genres? Because people conform to what they believe is the popular opinion or trend without

independently evaluating the information or evidence. This is called the bandwagon effect, where individuals conform to the attitudes, beliefs, or behaviours they perceive to be popular and dominant in society.

4.1.6 Magic Bullet Theory

You must be aware that many viral messages circulated through social media and other platforms are fake information. You may have forwarded some of them to your contacts, thinking they were true. It is very difficult to distinguish deep fakes as they are made with the help of computer technology and artificial intelligence. Sometimes these messages are received without strict analysis on the part of receivers. It can be assumed that the viewers admit or accept the messages as it is. Thus media messages are like a bullet shot from a gun called media. The bullet hits the target without distortion and is unaffected by intervening factors such as the receiver's insight, prior experience and socio-cultural background.



Fig. 4.1.2

Magic bullet theory is also known as the 'hypodermic needle theory' or 'one-step communication process.' This theory is criticized for omitting the role of the receiver in the process of communication. According to this theory, receivers are passive, and mass media has the power to control and manipulate their behaviour and attitude. It is essential to point out that the magic bullet theory is a simplistic view of how people interact with mass media. People are not passive; they have their perceptions and other factors shaping their attitudes and behaviour.

4.1.7 Two-step flow of communication

In the era of pre-literate, pre-media and pre-industrial society, people depended on oral communication skills for transferring information. There are traces of word-of-mouth transactions among many communities even today. In such conditions, messages are spread through oral transmissions. Social ties between individuals, families, and villages established links to transfer local news, gossip and rumours. This method is popularly known as 'grapevine.' Today even multi-national corporates employ grapevine as part of their strategic communication plans in various situations.

Grapevine

News spreads like the tendrils of a grapevine, extending quickly in all directions. One theory is that grape pickers work in close proximity to each other when they are harvesting grapes, and they gossip among themselves, passing stories "through the grapevine," up and down the rows. Some people called this the "grapevine telegraph," referring to the way gossip spread as quickly as telegraph messages. The popularity of the phrase increased when the song "**I Heard It Through the Grapevine**" written by Norman Whitfield and Barrett Strong for Motown Records in 1966 became a massive hit of the time. Cynthia Duncan, <https://www.quora.com/>)

Opinion leaders

A comparison between the pre-media scenario and the present-day situation shows that the oral transmission of information is a secondary flow of information. The primary flow occurs through mass media like television, radio, newspapers, the internet or social media. People talk to each other about the messages they receive directly from mass media.

decisions of various categories of people. Second, an unexpected outcome was that the main sources of information for the public were not the mass media but other people! That is, the voting decisions were made after conversations with some people like relatives, friends, colleagues etc. Those people who influenced them in decision-making were called opinion leaders.

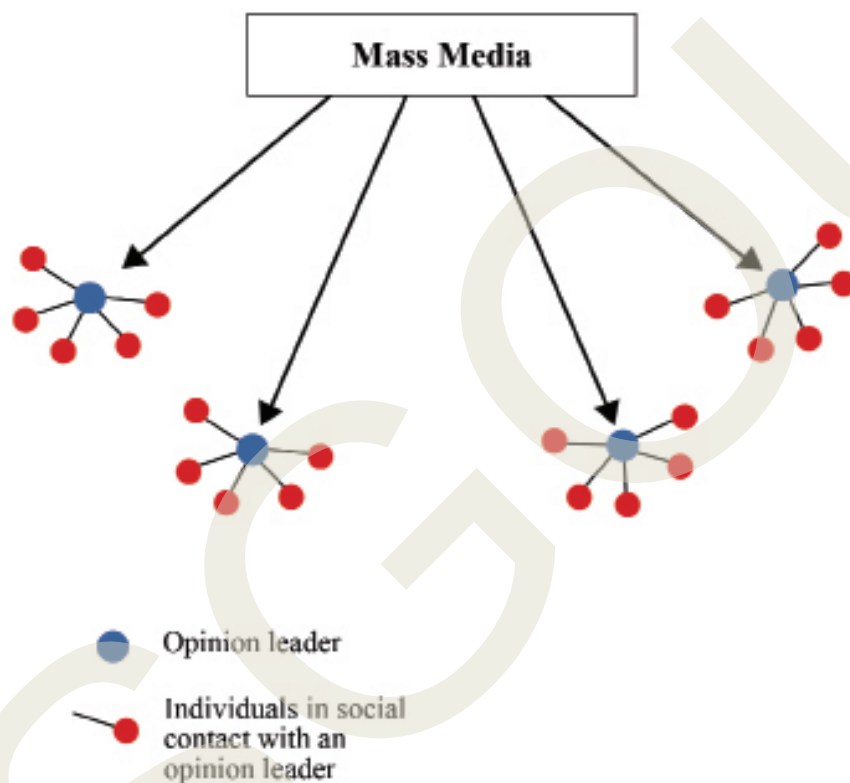


Fig. 4.1.3

The history of the two-step flow theory can be traced to the early 1940s in the USA. A study was conducted by the famous sociologists Paul Lazar Feld, Bernard Berenson and Hazel Gaudet on the relative contribution of mass media campaigns on voting decisions in Presidential Elections. They published a detailed report of the research in the book “The People’s Choice” in 1944. The study pointed out two things – first, the mass media did not have a direct influence on the voting

In the age of social media, the presence of opinion leaders is visible in the form of influencers. A study by Jason Turcotte reveals that among Facebook users, the shared information by their friends is more trustworthy than that of traditional media. People listen to them and accept their suggestions to a certain extent. The flow of information has extended beyond the scope of opinion leaders and receivers. A longer chain of interpersonal exchange creates multiple ways of access between people.

Recap

- ▶ Narcotizing dysfunction suggests that the huge volume of information distributed via mass media may elicit a lethargic feeling among viewers.
- ▶ Catharsis refers to the emotional release or purging of feelings through mass media experience.
- ▶ Reinforcement theory suggests that mass media has an effect on individuals by reinforcing their existing attitudes and beliefs.
- ▶ The reflex effect of mass media refers to situations where media can directly and immediately impact individuals.
- ▶ According to the magic bullet theory, receivers in the mass communication process are passive and accept the messages without any distortion.
- ▶ The two-step flow theory emphasizes the primary and secondary flow of information.

Objective Questions

1. Who introduced the concept of narcotizing dysfunction?
2. Which book introduced the term catharsis?
3. Who wrote the book *Poetics*?
4. Name the film directors who supported catharsis.
5. What are the other names of magic bullet theory?
6. Name the communication method that uses social ties between people?
7. Who developed phenomenistic theory?

Answers

1. Paul F. Lazarsfeld & Robert K. Merton.
2. *Poetics*
3. Aristotle
4. Alfred Hitchcock (director of *Psycho*), Paul Verhoeven (Director of *Total Recall*)
5. 'hypodermic needle theory' or 'one-step communication process.'
6. Grapevine
7. Joseph Klapper



Self Assessment

1. Analyze a recent viral social media campaign and explain how it demonstrates concepts from the hypodermic needle theory.
2. Compare and contrast the uses and gratifications theory with the agenda-setting theory. Provide examples of how each could apply to modern streaming platforms.
3. Design a research study to test the spiral of silence theory in relation to a current controversial issue. Outline your methodology and expected results.
4. Write a paper examining how the cultivation theory could be applied to analyze the long-term effects of reality TV shows on viewers' perceptions of relationships.
5. Create a presentation explaining how marketers and advertisers utilize media effects theories in their campaigns. Include specific examples.

Suggested Readings

1. McQuail, D. (2022), *McQuail's Mass Communication Theory* (7th ed.), Thousand Oaks, CA: Sage Publications.
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4. Griffin, E. (2017), *A First Look at Communication Theory* (9th ed.), New York, NY: McGraw-Hill Education.
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Unit 2

Psychological Theories

Learning Outcomes

On successfully completing the unit, the learners will be able to:

- ▶ Analyze different psychological theories of mass communication
- ▶ Critically evaluate individual difference
- ▶ Differentiate selective exposure and selective perception
- ▶ Evaluate the causes of cognitive dissonance

Prerequisites

Have you ever found yourself binge-watching a TV series late into the night, even though you have an early morning the next day? Or have you noticed how certain news stories grab your attention more than others? Psychological theories of mass communication explore the cognitive and emotional processes that influence how we interact with media. By delving into these theories, you'll gain a deeper understanding of your own media habits and motivations. You'll also learn valuable insights into how media creators craft messages to appeal to our psychological tendencies. Whether you're pursuing a career in media or simply want to be a more conscious consumer, exploring psychological theories will give you a new perspective on the media landscape

Keywords

Individual differences, selective exposure, selective perception, selective retention, cognitive dissonance

Discussion

4.2.1 Individual Differences Theory

In the previous unit when we discussed about the magic bullet theory, one major criticism was the omission of intervening factors that reduce the direct influence of mass media messages. However, the mass

media influences are mediated by individual differences and group membership or relationship also.

Individual differences theory suggests that since the individuals perceive things in different ways, the psychological makeup of people vary significantly. So the influence



of mass media varies differently among individuals. The process of “thinking involves many factors such as beliefs, attitudes, values, opinions, tastes, interests, memory structures, habits of attention and perception and even intelligence” (De Fleur). For example, research has proven that people who are high in the trait anxiety are more prone to experience negative emotions and physiological arousal in response to violent or aggressive media content.



Fig. 4.2.1
Melvin DeFleur

Another important aspect of individual differences theory is that cognitive abilities, such as attention and memory, affect how people process and retain information from media messages. For example, people who possess higher levels of working memory may be better able to hold and process multiple pieces of information simultaneously. This could influence how they interpret and remember news stories or any other types of mass media content.

Overall, individual differences theory in mass communication highlights the importance of considering the unique features and experiences of individuals when studying

how they interact with and are affected by media messages.

4.2.2 Selective Exposure

If you do not like a person, you will not listen to the person even if the messages are positive and favorable. At school/college, how patiently and politely you listen to the instructions of your favourite teachers? And remember the way you listened to those teachers you disliked? It is equally applicable to the topics of messages. You like to access the messages if they are built around your favorite subjects and point of views. Yes, you select the exposure to messages in accordance with your interests.

Selective exposure is the phenomenon where individuals opt for and notice information that affirms their existing beliefs and attitudes, while neglecting or disregarding information that contradicts them. This can happen both knowingly and unknowingly. For example, if a person holds a strongly negative opinion towards a particular political party, he/she may actively avoid news stories or social media posts that are favorable towards the candidates representing that party, and instead would seek for negative information about such candidates. In contrast, if a person holds a favourable attitude towards the same candidates, he may do the opposite, actively seeking for positive news or information about the candidates, and would avoid the negative ones.

Selective exposure can have a significant role in how people form and maintain their attitudes and beliefs. This further reflects on their ability to make informed decisions. For example, if people only reach out and notice the information that affirms their existing beliefs, they may become increasingly entrapped in those beliefs and would ignore any alternative perspectives to change their minds.

When a person practices selective exposure, the chances of formation of echo chambers are too high. This happens when people maintain exclusive exposure to those messages that affirms their existing beliefs and attitudes and further contribute to extreme polarization.

An example of selective exposure is the way people use news. With the popularization of social media and the internet, people command more control over what news they see and read. As a result, they can actively select the news sources that go in agreement with their existing beliefs and attitudes, and can avoid news sources that are not.

4.2.3 Selective Perception

Selective perception occurs when individuals interpret and reach to conclusions of information that affirms their pre-existing beliefs and attitudes. This can happen either knowingly or unknowingly. Individual bias is reaffirmed through this process as the perception sticks on to the existing beliefs and attitudes.

An example of selective perception is when people are presented with two different versions of the same news story, one that confirms their existing beliefs and the other that contradicts them; they tend to believe the version that confirms their beliefs, even if the other version is more accurate. As George L.K. Morris said, “The mind does not absorb what the mind is not ready to receive”.

Another example of selective perception is when people are shown a photograph of a group of people in which one person is behaving badly, they tend to focus on the person who is behaving badly and perceive that person as representative of the entire group, even if the majority of the people in the group are behaving well. According to Walter

Lippmann, “The picture inside our head is the one that ought to be there, but isn’t.”

Selective perception can have a significant impact on how people develop and maintain their attitudes and beliefs. This also affects their ability to make decision on the basis of information thus received. For example if a person who is a believer of occult practices, and interpret things only in support of such practices would less likely to accept scientific alternatives.

It is important to be aware of the potential for selective perception, and to make an effort to interpret information in an open-minded and unbiased way. This can help to avoid being misled or making decisions based on inaccurate or incomplete information.

4.2.4 Selective Retention

Of the events in college/school, how many of them would you like to recall in a get-together? Of course, the sweetest ones will be rushed to your mind. Same way, you retain those information that would support your thoughts, ideology or actions.

Selective retention occurs when individuals tries to remember information that affirms their existing beliefs and attitudes and simultaneously forgets information that are contradicting. This can be either intentional or unintentional which results in the reinforcement of the pre-existing bias while interpreting information.

Imagine a person who holds a strongly negative attitude towards a particular political candidate. If that person is presented with both positive and negative information about the candidate, he or she may be more likely to remember the negative information and forget the positive information, even if the positive information is accurate.



It's important to be aware of the potential for selective retention, and to make an effort to remember information in an open-minded and unbiased way. This can help to avoid being misled or making decisions based on inaccurate or incomplete information. One way to do this is by trying to recall information from different perspectives and actively seeking out information that contradicts our existing beliefs.

4.2.5 Cognitive Dissonance Theory

Cognitive dissonance theory says that individuals experience uneasiness or “dissonance” when they possess two or more conflicting beliefs, attitudes, or values. This discomfort can lead to a change in one or more of the incompatible beliefs in order to reduce the dissonance and to attain balance.

Imagine a person who is a smoker and also values health. The belief that smoking is bad for health and the habit of smoking are in conflict. This can lead to cognitive dissonance, which can manifest as feelings of guilt or anxiety. To reduce the dissonance, the person may change their behavior by quitting smoking or they may change the belief by rationalizing that smoking isn't as bad as thought it was.

A classic example of cognitive dissonance is when someone purchases a product and later finds out it is defective. The buyer may tend to ignore or downplay the defects in order to justify the purchase. The buyer may utter “It's not that bad” or “I got a good deal.”

The theory of cognitive dissonance was first introduced by the psychologist Leon Festinger in 1957. This theory has been widely studied and supported by subsequent research. A wide range of behavioural and attitudinal studies used cognitive dissonance theory. It has also been used to explain “confirmation bias”, the tendency to look for and concentrate on information that confirms our pre-existing beliefs, while ignoring or dismissing information that contradicts them. For example, imagine a person who has a strong belief that a particular political candidate is the best choice for office. They may actively attend to news stories and social media posts that support this belief, while ignoring or dismissing information that contradicts it. This can lead to a reinforcement of the belief that the candidate is the best choice, even if the candidate's policies and positions are not in line with the person's true values and beliefs.

Cognitive dissonance is a psychological theory that explains the experience of discomfort or “dissonance” when people hold two or more conflicting beliefs, attitudes or values. This discomfort can lead to a change in such mutually conflicting cognitions in order to avoid the dissonance and restore balance. The theory also helps to understand confirmation bias, which is the tendency to look for information that confirms the pre-existing beliefs, while ignoring or dismissing information that stand against the existing ones.

Recap

- ▶ People's individual characteristics shape their media use and the effects of media on them.
- ▶ There is a tendency of individuals to seek out and expose themselves to information and media content that is in par with their exiting beliefs, attitudes and values.
- ▶ People may ignore or avoid information and mass media contents that challenge their beliefs and attitudes.
- ▶ Individuals tend to remember information that supports their beliefs, attitudes and values and forgets opposing ones.

Objective Questions

1. Who proposed the individual difference theory of mass communication?
2. What is the concept of selective exposure in mass communication?
3. Where does selective exposure occur in the media consumption process?
4. Who said, "The mind does not absorb what the mind is not ready to receive"?
5. Who introduced the theory of cognitive dissonance?

Answers

1. Melvin DeFleur
2. Selective exposure is the phenomenon where individuals opt for and notice information that affirms their existing beliefs and attitudes, while neglecting or disregarding information that contradicts them.
3. Selective perception occurs when individuals interpret and reach conclusions of information in such a way that affirms their pre-existing beliefs and attitudes.
4. George L.K. Morris
5. Leon Festinger

Self Assessment

1. Conduct a small survey to explore how cognitive dissonance theory applies to people's media consumption habits around a controversial topic.
2. Write an essay analyzing a popular movie or TV show through the lens of social cognitive theory. Explain how it may influence viewers' behaviors.
3. Design a public health campaign utilizing principles from the elaboration likelihood model to encourage a positive behavior change.



4. Compare and contrast the psychological theories of selective exposure and selective perception. Provide real-world examples of how each operates in social media.
5. Create an infographic explaining how psychological theories like priming and framing are used in news media to influence public opinion.

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Unit 3

Sociological Theories

Learning Outcomes

On successfully completing the unit, the students will be able to:

- ▶ critically evaluate the sociological theories and media practices
- ▶ identify priming in mass media practices
- ▶ explain the agenda setting by mass media
- ▶ evaluate the mass media framing techniques

Prerequisites

Think about the last time you discussed a trending news story or viral video with friends. How did that conversation shape your understanding or opinion of the topic? Sociological theories of mass communication examine how media interacts with social structures, cultural norms, and group dynamics. By exploring these theories, you'll gain insight into how media both reflects and shapes society at large. You'll also develop a critical eye for analyzing media's role in social movements, cultural trends, and public discourse. Whether you're interested in journalism, social media, or cultural studies, understanding sociological theories will equip you with valuable tools for navigating our media-saturated world.

Keywords

Cultivation, mean world syndrome, agenda setting, priming, framing, spiral of silence, gratification.

Discussion

4.3.1 Cultivation Theory

At times we witness the upsurge about food safety in the society as mass media carry news about food poison and unhygienic conditions in restaurants. The coverage will be very

intense when deaths related to the food poison issues occur. All the media would be flooded with news, photographs and video contents plus detailed analysis, prime time debates and expert sessions by researchers and doctors etc. What is the impression on food safety generated in the scenario? People may



develop distrust on restaurants and even to a particular type of food. Such aggressive news coverage can influence people's perceptions of food safety in their community!

In everyday life, how print, television and social media can affect the way we perceive body image and beauty standards? Individuals who watch a lot of television and social media may perceive that the ideal body type is very thin, and that this is the standard to which they should aspire. This can lead to negative body image, low self-esteem, and even eating disorders. It also can lead to a distorted view of reality, as the images presented in the media are often airbrushed and not representative of the population as a whole.

The introduction of television after World War II paved way for a new arena in the media mix in the United States of America. Within a decade of its introduction the medium was adopted by almost all the households in the country. Thus the idea of motion picture became an in-house experience with all the characteristics of films except colour and screen size. It was a richer experience to the people as the contents varied widely – that is news, cartoons, short films, serials, debates, political campaigns and lot more.

The history of cultivation theory begins when the US President appointed a group of

media researchers as the The U.S. National Commission on the Causes and Prevention of Violence (National Violence Commission) to conduct research on the influence of violent media content on viewers. The chief focus was on television as there were arguments regarding the direct relation between increased violent content in television programmes and crime rates. George Gerbner, a Hungarian-American communication researcher and educator had done a variety of empirical research on media influence brought out the theory of cultivation analysis. The studies were conducted between 1970s and 80s in the US.



Fig. 4.3.1

George Gerbner

Media Mix

Media mix refers to combining different media types a company or organization uses to communicate with its target audience. This can include traditional forms of media, such as television, radio, and print ads, as well as newer digital media, such as social media, online advertising, and mobile apps. The goal of a media mix is to reach the target audience in a variety of methods and through numerous media vehicles in order to increase the effectiveness of the overall marketing campaign. A good media mix strategy is based on the target audience's demographics, behaviour, and media consumption habits, as well as the company's budget and goals.

According to George Gerbner, “Television is the most pervasive and persistent form of storytelling in our culture, and the ‘stories’ it tells shape our perceptions of the world and ourselves.”

The findings of over 20 years of the studies conducted by Gerbner found that the level of violence in television dramas were greater than it occurred in the real life situations. The study identified the heavy viewers as those who spend more than four hours in front of television per day. Such heavy viewers had greater levels of fear of crimes and being the victims of a violent crime. They also thought that the world is a mean and dangerous place owing to their overexposure to heavy persistence of violence in the television programmes. This is known as *the mean world syndrome*.

One criticism is that the theory is too focused on the effects of television and does not take into account the effects of other forms of media, such as the internet and social media. For example, a person may watch a lot of TV news programs, but also get their news and information from social media and online sources, which may shape their perceptions and beliefs in a different way. Critics also argue that the theory implies that viewers are passive recipients of media messages, but in reality, people actively interpret and make sense of the media they consume. Some critique fall on the omission of individual difference in the cultivation analysis. People from different cultures may have different interpretations of the same TV show, and therefore the show may not have the same effects on them.

Overall, cultivation theory highlights how media consumption can shape our perceptions of reality, influencing the way we understand crime, safety, body image and many other aspects of our lives. It also emphasizes the

importance of critical thinking, and being aware of the messages that media is delivering, in order to make our own judgments and form our own opinions. However, it has faced criticisms such as being too focused on the effects of television, not taking into account the role of individual agency, not accounting for the ways in which media use can vary across different groups and cultures and not accounting for the ways in which media use can be influenced by the user’s personal characteristics and experiences.

4.3.2 Agenda Setting Theory

In every mass media the flow of information is regulated by the gate keeping activity. The news flow is enormous and round the clock, it is not possible to include every item in the media. Editors choose, grade and categorize the news according to the principles, practices and formulas of news selection. Imagine a newspaper editor is deciding which news items to feature on the front page. The editor must choose from a wide range of potential stories such as local crime, international politics, entertainment news and sports. Through the process of deciding which stories are to be displayed prominently, and which to be given less attention, the editor is essentially setting the agenda for what readers will talk about and think about. For example, if the editor chooses to run a story about fuel price hike in the country on the front page, this could be the agenda for people’s conversation and concerns about inflation and increased cost of living. This ability of media to turn the public’s attention to certain issues, making them more relevant and important in their minds is known as priming.

If you contemplate about your exposure to mass media at the end of a day, which of the news items easily come to your mind? What is the reason for some news being memorable and others are not? A study conducted by Iyengar and Kinder in 1987 revealed that



such memory is created through vividness of presentation and positioning of stories.

In fact priming is the impact of news coverage due to the weight assigned to specific issues in order to make political judgments. It is a crucial element of agenda setting and also the ability of mass media to influence public opinion. Through the consistent coverage of certain issues mass media can prime the attention of the public and shape their perception of priorities. It is crucial for the public to be aware of priming as they often required developing critical evaluations on the information they are exposed. Thus they will be able to form independent opinions and beliefs.

The evolution of agenda setting theory is a fascinating study in the power of the media to shape public opinion. The theory, first proposed in the 1970s by two American communication researchers, Maxwell McCombs and Donald Shaw, argues that the media plays a critical role in determining which issues are considered important by the public. The origins of agenda setting theory can be traced back to the 1968 presidential campaign in the United States, where McCombs and Shaw observed that the issues that were covered by the media were not always the same as the issues that were most important to the public. They hypothesized that the media had the ability to shape public opinion by deciding which issues to cover and how to frame them.

Agenda setting is a communication theory that suggests that the media can influence the public perception of what is important. The theory states that the media can set the agenda for what people will consider, by highlighting certain issues and stories and giving them more coverage than others. In a broader sense, agenda setting theory also describes that how media choose to cover certain topics, can shape the public's view on it. If a particular

topic is covered frequently and prominently, it can create the impression that it is important, while issues that are not covered or are given less attention, may be seen as less important. This is why the theory is often used to study the role of the media in politics and public policy, as well as in shaping public opinion on various social and cultural issues.

Over the years, many researchers have built upon the work of McCombs and Shaw, expanding the scope of agenda setting theory to include new forms of media such as the internet and social media. They have also explored the ways in which different types of media, such as television and newspapers, can influence public opinion differently.

One criticism is that the theory is too focused on the effects of media on the agenda and does not take into account the effects of other factors, such as public opinion, on the agenda. This criticism argues that the theory implies that the media is the only source of information and influence on the agenda, but in reality, people get information and form opinions from a variety of sources, such as family, friends, and social media. For example, a person may learn about an issue from a news programme and then discuss it with their friends and family, which may shape their opinions and attitudes towards the issue.

Critics also argue that the theory implies that viewers are passive recipients of media messages, but in reality, people actively interpret and make sense of the media they consume. The theory implies that the effects of the media are the same for everyone, but in reality, people from different cultures, socioeconomic backgrounds, and age groups may have different levels of exposure to and engagement with the media.

The agenda setting theory has been studied over many situations since its appearance in

the 1970s. Over the years it grew to become one of the most widely accepted and respected theories in the field of media studies and continues to be an important area of research today. The theory has been proven by many studies conducted by well known researchers all around the globe.

4.3.3 Framing

The fuel prices are hiked drastically by the petroleum companies. The news already made big impact by the prominent coverage in the mass media. People are scrolling the news apps to know further details. At this point of time the picture or a visual of a young super star cycling his way to the poll booth to cast his vote would be the best way to intensify the news impact in formulating public opinion on a poll day. Do you think there is a purpose behind including such news on a poll day?

It was Erving Goffman who developed frame analysis to provide a systematic account of how we use expectations to make sense of everyday life situations. Framing focuses on the way in which information is presented to the public, and how this affects their understanding and interpretation of the issue. As per this theory the ways of framing an issue, can have serious impact on the ways people understand and react to it.



Fig. 4.3.2
Erving Goffman

Consider a news story about a new policy aimed at reducing crime. If the story is framed as a crackdown on crime, it may be perceived as a more aggressive and punitive approach, while if it is framed as a community-based initiative to reduce crime, it may be seen as a more collaborative and proactive solution. In both cases, the policy remains the same, but the way it is framed influences the public's perception of it and the attitudes they hold towards it.

Framing suggests that people are influenced by the frames that are used to present information, and that the frame used can shape people's thoughts, attitudes, and beliefs about an issue. This is because frames provide a particular context for understanding information, and influence how people interpret, recall, and react to the information.

Framing emphasizes the power of the mass media in determining public opinion. The media has the ability to frame issues in certain ways, and this can influence the way people understand and react to the information. For example, a media vehicle may choose to frame a story about climate change as a political issue, rather than a scientific one, and this can affect how people perceive the issue and how they prioritize the solutions to tackle the issue.

4.3.4 Spiral of Silence

Imagine you are at a public meeting to discuss wildlife population control measures. Most of the attendees support the idea of using hunting as a means of controlling wildlife populations, but you have concerns about the impact this could have on the long-term health of the ecosystem. You feel that your views are not popular among the attendees, and that speaking out might make you the target of criticism or ridicule. So, even though you have valid concerns, you choose to stay quiet and not share your thoughts.



This scenario is an example of the Spiral of Silence in mass communication theory. When people feel like their views are not widely shared in a particular context, they may become afraid to express those views in public, leading to a situation where only the majority view is heard. This can further reinforce the perception that the minority view is not popular, creating a self-reinforcing spiral of silence. The idea is that when people believe that their opinions are not widely shared, they become afraid to speak out for fear of being isolated or criticized. This creates a situation where the majority view becomes even more dominant, further reinforcing the perception that the minority view is not popular.

While considering the election scenario, a popular leader is familiar to the audience because of his repeated presence in mass media debates. On the other end a comparatively new candidate raises some reasonable arguments. The followers of the less popular leader may have valid points in supporting him but they themselves may be overwhelmed as the popular leader's views receive wide acceptance. Thus the voices of minority may undergo a self-imposed spiral of silence! The more popular voice of the majority with mass media attention becomes more dominant.

4.3.5 Uses and Gratification Theory

Do we access mass media to fulfill any use? Do media gratify any of our day to day life needs? Well the Uses and Gratifications Theory is an approach in mass communication that looks at why people seek out and use media in their everyday lives. It argues that individuals are active media users who have specific needs and goals that they seek to fulfill through their media use.

According to this theory, people use media for a variety of reasons, that is, to escape from reality, to relax, to stay informed, to connect with others, to be entertained, and to learn new things. The theory suggests that individuals are motivated to use media based on their individual needs and wants, and that they are actively looking for media that will fulfill those needs and wants.

In short, the Uses and Gratifications Theory is a way of understanding why people use media, and argues that people are not passive receivers of media, but active users who seek out media to fulfill specific needs and wants. This theory is explained elaborately with adequate illustrations and everyday life experiences in unit 4.

Recap

- ▶ Sociological theories of mass communication examine how media affects and are affected by social structures, power dynamics and cultural norms.
- ▶ Cultivation analysis suggests that repeated exposure to mass media content can shape an individual's perceptions and beliefs about society.
- ▶ The media has the ability to set the agenda by choosing which issues and events to cover and how much coverage to give them.
- ▶ The public is influenced by the media's agenda, meaning that they come to see the issues that the media covers as important.

- ▶ The media's agenda setting can have a powerful impact on public opinion and decision-making.
- ▶ Framing is the way in which a message is presented to influence the interpretation of the audience towards a particular issue or topic.
- ▶ People have a tendency to remain silent when they believe that their views are in the minority and this is known as spiral of silence.
- ▶ According to uses and gratification theory people are not passive receivers of media, but active users who seek out media to fulfill specific needs and wants.

Objective Questions

1. Who is the main proponent of cultivation theory?
2. Who is a heavy viewer of television?
3. The ability of mass media to project certain news as more relevant is called
4. Who proposed the Agenda setting theory?
5. Who developed frame analysis?

Answers

1. George Gerbner
2. Those who watch television more than four hours per day.
3. Priming
4. Maxwell McCombs and Donald Shaw.
5. Erving Goffman

Self Assessment

1. Analyze a recent social movement through the lens of social construction of reality theory. Explain how media coverage influenced public perception.
2. Write a paper examining how symbolic interactionism theory can be applied to understand the rise of influencer culture on social media platforms.



3. Design a research study to test the diffusion of innovations theory in relation to the adoption of a new technology or social media platform.
4. Compare and contrast the sociological theories of cultural imperialism and media dependency. Provide examples from global media trends.
5. Create a presentation explaining how the public sphere concept applies to modern digital media environments. Discuss challenges and opportunities.

Suggested Readings

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Unit 4

Media Audience Theory

Learning Outcomes

On successfully completing the unit, the students will be able to:

- ▶ Understand the Media Audience theory
- ▶ Differentiate the media uses
- ▶ Critically evaluate cognitive gratification of social media

Prerequisites

Priya loved watching her favorite cooking show every Saturday morning. She'd sit with her notebook, jotting down recipes and tips. Her friend Rahul, on the other hand, only watched the show when nothing else was on, barely paying attention.

One day, Priya's mom asked her why she was so hooked on the show. Priya explained how it helped her learn new recipes and made her feel connected to other food lovers. Rahul overheard and chimed in, saying he just used it as background noise while doing other things.

Their teacher, overhearing the conversation, saw an opportunity. She explained that their different ways of watching the same show were perfect examples of media audience theory. Priya was actively using the show to learn and connect, while Rahul was a more passive viewer.

The teacher went on to describe how people choose and use media for different reasons - some for information, others for entertainment or social connection. She explained that understanding these choices helps media creators make better content and helps viewers be more aware of their media habits.

Priya and Rahul were fascinated. They started noticing how they and their friends used different media in various ways. It opened their eyes to a whole new way of thinking about the shows, apps, and websites they used every day.



Keywords

Uses and gratification, cognitive gratification, personal integrative gratification.

Discussion

4.4.1 The Uses and Gratification Theory

The Uses and Gratification theory is a communication theory that emphasizes the active role of the audience in seeking out and using media for specific purposes and needs. According to this theory, people are not passive recipients of media messages but actively seek out and use media to fulfill their own goals and needs. For example, a person who is feeling stressed after a long day of work might turn on the television to watch a comedy show as a way of coping with the stress and to gain a sense of entertainment and relaxation. A person might use social media to keep in touch with friends and family, to stay informed about current events, to express themselves creatively, or to build their personal brand.

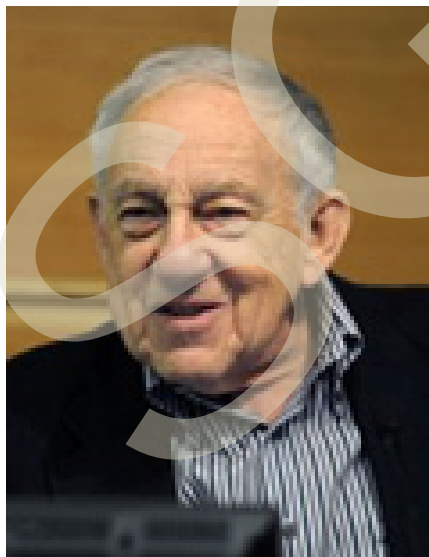


Fig. 4.4.1
Elihu Katz

The uses and gratification theory was

developed by a group of communication researchers in the United States, including Elihu Katz, Jay Blumer, and Herta Herzog. They conducted a series of studies in the 1940s and 1950s that explored how people used radio and television and found that people were not simply passive recipients of media messages but actively sought out and used media to fulfill specific needs and goals.

One of the key contributions of the Uses and Gratification theory was the idea that people have a variety of needs and goals, such as the need for information, entertainment, social interaction, and personal identity. These needs and goals are shaped by factors such as age, gender, education, and culture. The theory suggests that people use media to fulfill these needs and goals and they are motivated to seek out media that they believe will fulfill these needs.

In the 1970s, researchers expanded on the theory by identifying four main categories of gratifications that media can fulfill: cognitive, affective, personal integrative and social integrative. These categories describe the different ways in which people use media to fulfill their needs and goals. For example, cognitive gratification refers to the need for information and knowledge, while affective gratification refers to the need for emotional and psychological well-being.

Cognitive gratification refers to the need for information and knowledge. For example, a person might watch the news to stay informed about current events or to learn about a particular topic. Affective gratification refers to the need for emotional and psychological well-being. For example, a person might

watch a popular film to cope with stress or to feel a sense of entertainment and relaxation.



Fig. 4.4.2

Popular films as stress relievers

Personal integrative gratification refers to the need for self-expression and personal identity. For example, a person might use a blogging platform to express their thoughts and opinions or to build their personal brand. Social integrative gratification refers to the need for social interaction and connection. For example, a person might use social media to keep in touch with friends and family or to join online communities.

Another important aspect of the theory is that it recognizes that the media audience is active and not passive. They are not just recipients of media messages but also actively interpret, filter and use the information they receive. In simple terms, they make sense of the message and use it to meet their needs and goals.

In the 1980s and 1990s, researchers began to explore the relationship between the uses and gratifications of different media, such as television, radio, and the internet. They found that different media can fulfill different needs and goals and that people tend to use different media in different ways. For example, people might use television for entertainment and relaxation, while they might use the internet for information and social interaction.



Today, the Uses and Gratification theory continues to be an important perspective in the field of mass communication, and it continues to evolve as new technologies and news media platforms emerge. The theory highlights the importance of understanding the audience's needs and motives and how they use media to fulfill them. It suggests that media content and delivery should be tailored to the audience's needs and goals in order to be effective.

However, the uses and gratification theory also have undergone several revisions and adaptations, but the core idea remains the same. Critiques of the theory pointed out that it is too individualistic in nature. The theory assumes that people are rational and make conscious choices about which media to use and for what purpose. However, research has shown that media consumption is often not a conscious decision but rather a result of socialization and habituation. Additionally, the theory does not take into account the impact of structural factors, such as poverty or limited access to information, on media use.

Another criticism of the theory is that it is overly simplistic. The theory posits that there are a limited number of basic needs that individuals seek to fulfill through media use, such as information, entertainment, and social interaction. However, research has shown that media use is much more complex and multifaceted than this. For example, people may use social media for different reasons at different times, such as to communicate with friends, to share news, or to seek out new information.



Social media uses

Additionally, the uses and gratification theory does not take into account the role of media producers and gatekeepers in shaping the media content that is available to audiences. The theory assumes that people have access to a wide range of information and can make informed choices about what to consume. However, research has shown that the media landscape is often dominated by a small number of large corporations and that these corporations have significant control over the information available to audiences. This means that people's choices are often limited and that they are exposed to a narrow range of perspectives and ideas.

The uses and gratification theory has been a valuable framework for understanding media use and its effects on individuals over time and media technologies. The theory suggests that people have a variety of needs and goals, such as the need for information, entertainment, social interaction, and personal identity and that media can fulfill these needs and goals. It continues to be an important perspective in the field of mass communication and highlights the importance of audience-centred research. The theory continues to evolve as new technologies and platforms emerge and the media landscape changes, providing new opportunities for researchers to explore the relationship between media and society.

Recap

- ▶ Uses and gratification theory focuses on understanding what motivates people to use mass communication and what they hope to gain from it.
- ▶ Unlike other theories that view the audience as passive receivers of information, uses and gratification theory assumes that audiences are active and seek out mass communication for specific needs and desires.
- ▶ This theory argues that factors such as personal characteristics, situational factors, and individual motivations determine why and how individuals use mass communication.
- ▶ People may seek different gratifications from mass communication, such as information, entertainment, personal relationships, or escape from reality.
- ▶ The theory suggests that individuals continually evaluate their media use and adjust their choices based on the satisfaction they derive from their media consumption.

Objective Questions

1. What is the main focus of the uses and gratification theory of mass communication?
2. Who developed the uses and gratification theory?
3. What are some of the gratifications that individuals may seek from mass communication?

Answers

1. Mass media uses
2. Elihu Katz, Jay Blumer, and Herta Herzog
3. Cognitive gratification and personal integrative gratification

Self Assessment

1. Keep a media diary for one day, noting what media you consume and why. Analyze your choices using concepts from the Uses and Gratifications theory.
2. Choose a popular social media platform and survey 10 friends about why they use it. Categorize their responses according to the gratifications discussed in class (e.g., information seeking, entertainment, social interaction).
3. Compare two different types of media (e.g., a news website and a video game) and analyze how they might satisfy different needs for their audiences. Use specific examples to support your analysis.
4. Create a mock advertisement for a new app, explicitly targeting one of the gratifications discussed in the Uses and Gratifications theory. Explain your creative choices.
5. Watch a TV show episode with a friend. Afterward, discuss and compare how you each interpreted the content. Write a short report on your findings, relating them to concepts of active audience theory.

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Unit 5

Normative Theories of Press

Learning Outcomes

On successfully completing the unit, the students will be able to:

- ▶ evaluate the media scenario in relation to normative theories
- ▶ analyze different normative theories of press
- ▶ critically evaluate the use of propaganda in mass media

Prerequisites

In the bustling newsroom of the Daily Chronicle, veteran reporter Maya was mentoring new intern Arjun. As they worked on a story about a local politician's controversial statement, Arjun was eager to publish immediately.

"Wait," Maya cautioned. "We need to verify this information and get comments from all sides."

Arjun was puzzled. "But if we delay, other news outlets might beat us to it!"

Maya smiled, remembering her own early days. She explained, "Our job isn't just to be first, but to be right. We have a responsibility to our readers."

As they worked, Maya shared stories about different approaches to journalism around the world. She told Arjun about countries where the press was tightly controlled, others where it was completely free, and some where it focused on development news.

"You see," Maya said, "these are all different theories about how the press should work in society. Our choices as journalists are shaped by these ideas, even if we don't always realize it."

Arjun was fascinated. He began to see how these theories played out in the daily decisions they made - which stories to cover, how to present them, and what role they played in their community.

As they finished their article, making sure it was balanced and accurate, Arjun realized he was learning not just how to write news, but how to be a responsible voice in society.

Keywords

Authoritarian theory, propaganda, libertarian theory, Social responsibility theory, Soviet media theory



4.5.1 Authoritarian Theory of the Press

The authoritarian theory of mass communication suggests that a small group controls media and uses it to manipulate and control the masses. According to this theory, all forms of communication were under the control of governing elite or authorities (Siebert, Peterson and Schramm, 1956). Maintenance of social order is highlighted as the reason for the absolute power of authority over means of mass communication. This theory emerged in the 16th and 17th centuries in response to the growing influence of mass media in society.

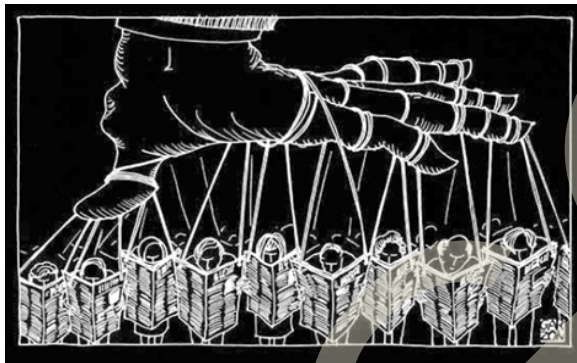


Fig. 4.5.1
Authoritarianism

In most countries, the kings enjoyed absolute control over the mass communication process, and it was executed by issuing the license to media operators. Those operators, if they caused displeasure of the king, could be punished by cancelling of licenses or even imprisonment. Censorship of all kinds was justified and was used as a repressive measure to curb dissent.

The authoritarian theory of mass communication says that the media is used as a tool for domination by those in power, who are able to shape public opinion and control public discourse. This control is maintained not only through censorship but also with a combination of ownership and propaganda.

For example, a small group of corporations might own the majority of media outlets, giving them control over the content that is produced and distributed. These corporations might then use their power to shape public opinion in ways that serve their own interests than the interests of the public.

Another example of authoritarian control over media censorship is when governments restrict access to certain information or limit the ability of journalists to report on sensitive topics. In some authoritarian regimes, journalists who report critically on the government or its leaders are subject to punishment, such as imprisonment, torture, or even death. For instance, the colonial government introduced sedition law in India to control nationalists who used newspapers to propagate their criticisms and the idea of independence. Unfortunately, this law is still used in our country more or less for the same reason! Such a situation creates a climate of fear, which discourages journalists from reporting on sensitive topics and encourages self-censorship.

Propaganda is often used as a tool of control in authoritarian regimes. Governments might use propaganda to promote their own interests and discredit their opponents. This can take many forms, such as state-controlled media outlets that only report on events and developments that are favourable to the government or the use of “fake news” to spread false information and manipulate public opinion.

One example of the use of propaganda in authoritarian regimes is North Korea. The government controlled all major media outlets and used them to promote its own ideology and discredit its opponents. The government also uses propaganda to promote the idea of nationalism and to discourage dissent. The

state-controlled media would only report on events that are favourable to the government while ignoring or downplaying events that are unfavourable.

The Nazi regime also used propaganda to promote its own ideology and to discredit its opponents. The state-controlled media portrayed Jews as evil and dangerous and used this portrayal to justify the persecution and extermination of Jews during the Holocaust.



Fig. 4.5.2
Auschwitz Camp

While the authoritarian theory of mass communication is often associated with repressive regimes, it can also be found in democratic societies. For example, the concentration of media ownership in the hands of a few corporations can limit the diversity of voices and perspectives that are represented in the media. This can result in a narrow range of views and opinions being presented, which can be skewed in favour of the interests of the corporations that own the media.



This theory highlights the power that media can have over public opinion and discourse and the dangers that can result when media power is concentrated in the hands of a few. Authoritarian control over the media can limit the diversity of voices and the perspectives of minorities in the public sphere.

4.5.2 Libertarian Theory of the Press

The libertarian theory of the press suggests that the media should be free from government control and intervention. Proponents of this theory believe that freedom of the press is essential to protecting individual liberty and promoting democracy. According to this theory, the media should be free to gather, publish, and disseminate information and opinions without fear of censorship or retaliation. In fact, the libertarian arguments were shaped by rebelling against the authoritarian theory to free individuals from the arbitrary limitations on communication imposed by church and state. If free, the individuals would naturally use their conscience, search for truth, would engage in public debate, and ultimately create a better life for themselves and others (McQuail, 1987; Siebert, Peterson, and Schramm, 1956). Many early libertarians were Protestants rebelling against church restrictions on their freedom to communicate. They believed that individuals are self-sufficient to communicate relevantly and to reach the knowledge of the truth (Baran, S. J., & Davis, D. K. (2019).

The basic idea behind the libertarian theory of the press is that a free press is essential to ensure an informed public. This, in turn, is essential to ensuring that citizens can participate in a democratic society. A free press allows for the flow of information and ideas, which allows for public discourse and debate. This leads to a well-informed public, which is better equipped to make informed decisions about political and social issues.

The libertarian theory of the press also suggests that a free press is essential to protect individual liberties. By providing a platform for different voices and opinions, the media can help to ensure that all individuals have access to information and can express their views. This helps to prevent the concentration of power in the hands of a few and to promote individual liberty.

One example of the importance of a free press is the Watergate scandal in the United States. The Watergate scandal was uncovered by investigative journalists, who were able to uncover the wrongdoing of President Richard Nixon and his administration. This led to the resignation of the President and the indictment of several top officials, demonstrating the power of a free press to hold those in power accountable.

Another example of the importance of a free press is the Arab Spring in the Middle East. In many of the countries that are affected by the Arab Spring, the media played a key role in spreading information and encouraging citizens to demand change. In countries where the media is controlled by the government, citizens are not able to access information and are unable to participate effectively in the political process.

The libertarian theory of the press also recognizes the importance of media diversity. A diverse media landscape helps to ensure that a wide range of voices and perspectives are represented in the public discourse. This helps to promote a well-informed public, as citizens are exposed to a wide range of opinions and ideas. Libertarian thinkers consider John Milton as one of the pioneers who advocated for fair debate and truthful arguments to win over lies and deceit. The idea of the 'self-righting principle' in the work *Areopagitica* by John Milton is widely cited as the rationale

for preserving media freedom by libertarian media professionals.



Fig. 4.5.3
John Milton

However, the libertarian theory of the press is not without its critics. Some argue that a free press can lead to the spread of wrong or harmful information. People like Harold Lasswell and Walter Lippmann argue that media practitioners cannot be trusted to communicate responsibly or to use mass media only for public interest during times of war or social upheaval. They insist on some sort of oversight or control to ensure that the importance of public needs is satisfied (Baran, S. J., & Davis, D. K. (2019). For example, the proliferation of fake news and conspiracy theories can undermine the credibility of the media and create confusion among the public. In some cases, false or misleading information can even have serious consequences, such as promoting hate speech or stoking violence.

The libertarian theory of the press posits that the media should be free from government control and intervention. Proponents of this theory believe that freedom of the press is essential to protecting individual liberty and promoting democracy. According to this theory, the media should be free to gather, publish, and disseminate information and opinions without fear of censorship or

retaliation. The libertarian theory of the press recognizes the importance of media diversity, which helps to ensure a free and balanced flow of information.

4.5.3 Soviet Communist Theory of the Press

The Soviet Communist media theory, also known as the Marxist-Leninist theory of the press, is a view of the media that emerged in the Soviet Union and other Communist countries. According to this theory, the media should serve as a tool of the state and work to promote Communist ideology and the interests of the Communist Party. Proponents of this theory believe that the media should be used to educate the public and to mobilize support for the Communist government and its policies.

This theory is built on the idea that the media should serve as a tool of the state and that the state should control the media in order to ensure that it serves the interests of the Communist Party. According to this theory, the media should not be free to publish whatever it wants, but rather should be controlled by the Communist Party in order to promote Communist ideology and the interests of the Communist government.

One example of the Soviet Communist media theory in practice was the Soviet Union itself. In their book *Four Theories of the Press* (Siebert, Peterson, and Schramm, 1956) the authors opined that ‘the press always takes on the form and colouration of the social and political structures within which it operates. Especially it reflects the system of social control’. In the Soviet Union, the media was completely controlled by the Communist Party and the state and was used to promote Communist ideology and the interests of the Communist government. The Soviet media was used to educate the public about Communist ideology and to mobilize support for Communist policies and initiatives.

Another example of the Soviet Communist media theory in practice was in China during the Cultural Revolution. During this time, the Chinese media was used to promote Communist ideology and the interests of the Communist government. The media was used to educate the public about Communist ideology and to mobilize support for Communist policies and initiatives, such as the Cultural Revolution itself.

This theory has been condemned for being too restrictive and for stifling freedom of the press. According to this critique, the media should not be used as a tool of the state but should instead be free to publish whatever it wants. This allows for a more informed public and for public discourse and debate, which are essential to a democratic society. In addition, the Soviet Communist media theory has also been criticized for promoting propaganda and misinformation.

The Soviet Communist media theory is a view of the media that emerged in the Soviet Union and other Communist countries. According to this theory, the media should serve as a tool of the state and work to promote

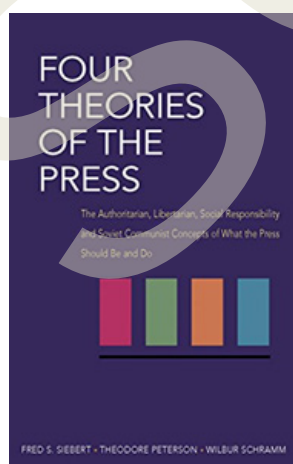


Fig. 4.5.4 Cover page of *Four Theories of the Press*



Communist ideology and the interests of the Communist Party. Proponents of this theory believe that the media should be used to educate the public and to mobilize support for the Communist government and its policies. However, this theory has been criticized for being overly restrictive and for stifling freedom of the press, promoting propaganda and misinformation, and leading to media concentration and the monopolization of the media landscape.

4.5.4 The Social Responsibility Theory

The proverb “with great power comes great responsibility” is a quote from the famous popular film Spiderman that would suit the mass media context in a democracy. When the press and other mass media are considered the fourth pillar of democracy, they assume certain power and advantages in the public sphere. Journalists and other media persons enjoy this power as part of their professional lives. They receive acceptance and credibility more than laypeople. So they are responsible for every word they utter and every action they take to fulfill their professional conduct. They are expected to contribute to social harmony and peace, to be the voice of the voiceless and agents of a pluralistic society.

independent recommendations regarding the role of the press. The members of the Commission were representing both Libertarian schools and Chicago schools (those who advocated for press regulations). The latter feared the phenomenon of “the marketplace of ideas” and argued that mass media without regulations might end up as a mouthpiece of the large and socially dominant groups. They also pointed out that the weak and marginalized sects may not have adequate representation in mass media content; hence, their interests might be neglected or undermined in the public sphere. Moreover, the dominant groups can use mass media to gain personal and political power. The Chicago school cited Hitler’s use of mass media to spread Nazi propaganda and hatred of the Jews.

A majority of Hutchins Commission members were the sympathizers of the Chicago School. However, they opposed the idea of the direct control of the press by the authority. They even did not favour the idea of a Press Council with regulatory powers citing the chances of exercising excessive power to control media by such agencies.

Marketplace of Ideas

The marketplace of ideas refers to the free and open exchange of ideas and opinions in a society where individuals can express their thoughts and views freely without government censorship or interference.

During World War II, there was an argument pressurizing for greater governmental regulation over mass media with a flavour of anti-communist feeling in the United States of America. The discussions led to the establishment of the Hutchins Commission on Freedom of the Press in 1942, aimed at

Finally, the Commission’s report became a synthesis of many conflicting ideas on media regulations and came to be known as the Social Responsibility Theory of the Press. It stressed the requirements of an independent press that scrutinizes other social institutions and shall provide accurate, fair, objective information.

The innovative idea of the theory was its call for media to be responsible for nurturing a productive and creative pluralistic world. The responsible media should speak not only for the dominant elites but also for the weaker and marginalized.

The Social Responsibility Theory of the Press is a point of view of the media that highlight the role of the media in promoting the public interest and serving the wants of society. According to this theory, the media should be concerned with providing accurate and impartial information and serving the broader social and public good. This theory holds that the media has to promote democratic ideals, such as freedom of expression, and play a role in ensuring that society functions in a fair and democratic manner.

The Social Responsibility Theory is considered a radical statement as it advocates for freedom of expression embedded in greater responsibilities. This theory idealizes the media practice for individual professional communicators to reach out for the service of cultural pluralism regardless of a possible loss of profit or causing displeasure of the social elites. By helping the pluralistic groups, mass media construct a protection wall for democracy. According to Denis McQuail, the basic principles of social responsibility theory are:

- ▶ Mass media should accept and fulfill certain obligations to society.
- ▶ These obligations are to be met by setting professional standards of informativeness, truth, accuracy and balance.
- ▶ While performing these, the media should be self-regulating within the framework of law and established institutions.
- ▶ The media should avoid contents that may lead to crime, violence or civil dis-

order or give offence to minority groups.

- ▶ The media as a whole should be pluralist and reflect the diversity of their society, giving access to various points of view and rights to reply.
- ▶ Society and the public have a right to expect high standards of performance, and intervention can be justified to secure the public good.
- ▶ Journalists and media professionals should be accountable to society as well as employers and the market. (Baran, S. J., & Davis, D. K. 2019, P 103.)

One criticism of the Social Responsibility Theory of the Press is that it can lead to censorship and the suppression of free speech. According to this critique, if the media is expected to play a role in promoting the public interest or serving the needs of society, then it may be pressured to censor information or self-censor to avoid controversy or criticism. This can undermine the media's ability to report on events objectively and provide accurate and impartial information to the public.

In the present day, the social responsibility theory remains relevant as a framework for understanding the role of the media in democratic societies. With the emergence of social media and other online platforms, the media landscape has become increasingly diverse and fragmented. This has created opportunities and challenges for promoting social responsibility in the media. On the one hand, the internet facilitated for individuals and groups to access a broader range of viewpoints and engage in public discourse. But, it has also paved way for accessing false or misleading information that is circulated widely within a small time span and creating echo chambers beyond boundaries around certain viewpoints.

In this context, the social responsibility theory can guide media organizations



and individual journalists to prioritize accuracy, fairness, and public service in their reporting. This can include a commitment to fact-checking, transparency, diversity in news coverage, and efforts to promote media literacy and critical thinking among audience. Moreover, social responsibility theory can provide a basis for holding media organizations accountable when they fail to meet these standards. This can include independent monitoring and regulation, as well as public pressure and criticism from civil society groups.

4.5.5 Developmental Media Theory

Should mass media play the role of watchdog only? Are the media persons trained only to find out follies and mistakes all the time? How can a society grow with criticism and pessimism everywhere in the air? The thought of mass media responsibility does not end in pointing out the loopholes in society that assign new social roles to media practitioners.

The developmental media theory declares that the media can promote economic and social development in underdeveloped and developing countries. This theory asserts that the media can help to foster economic growth, political stability, and social development by providing information and promoting transparency, accountability, and good governance.

According to this theory, in a developing nation, the media is responsible for supporting rather than criticising the government. This responsibility is fulfilled by providing accurate and impartial information to the public and serving as a watchdog of society by holding those in power accountable. By doing so, the media can help to promote democracy, human rights, and good governance. They can play a critical role in addressing the social, economic, and political challenges underdeveloped and

developing countries face.

One of the critical examples of the developmental media theory in practice is the role of the media in promoting economic growth in India. For the last few decades, India has undergone rapid economic growth and has become one of the largest economies in the world. A significant factor contributing to this growth has been the expansion of the media and the rise of a free and vibrant press. The media in India has played a crucial role in providing information and promoting transparency and accountability, which has helped to create a more favourable environment for business and investment.

However, the developmental media theory has also been criticized for being too optimistic about the role of the media in promoting development. Critics argue that the media cannot always play a positive role in promoting development and that it may have to criticize government policies or the implementation of the same. There are views that development media theory plays the role of an updated version of authoritarian theory when it discourages journalists from criticizing governmental decisions or activities.

4.5.6 Democratic-Participant Theory

We have seen that the idea of fostering a pluralistic society is stressed by social responsibility theory. Providing the support of mass media by stimulating and empowering at the grassroots to attain cultural pluralism gave birth to the democratic-participant idea. When social responsibility theory thinks that mass media can instil the necessary attitudes and behaviours to form a pluralistic society, the democratic-participant approach favours the introduction of innovative small media units under the direct control of the group members who develop them.

The government may give adequate financial support by introducing subsidies or loans and technical assistance to the minor media participants. Such aids shall offer them training programmes in the operations and management of small-scale media houses. Most Scandinavian countries follow some form of a democratic-participant approach.

In a democratic participation model, the media shall enable the citizens to be active in the public discourse by nurturing a sense of community and public engagement. Community radio practices provided a voice to marginalised communities and promoted democratic participation and public engagement. They offer a platform for citizens to share their experiences, opinions and perspectives on local, national and global issues.

This theory highlights the importance of the media in promoting democratic participation by providing accurate and unbiased information to the public. Moreover, such participation facilitates the exchange of ideas and opinion among citizens. However, critics say that this theory is too idealistic and only sometimes practical.

Participation in the communication process by the audience is sound and visible if we study the social media scenario. People create content with diverse perspectives and publish it through various online platforms. Thus the relevance of democratic participant theory increases as the varied avenues of public engagements increase. With the advent of artificial intelligence and chatbots, participation in public engagement demands more responsibility and care from the participants.

Recap

- ▶ Normative theories of the press seek to explain what the press ought to be like or how it should function in a democratic society.
- ▶ The libertarian theory of the press is based on the belief that the press should be free from government control and regulation and that individuals should be free to publish whatever they wish.
- ▶ The social responsibility theory of the press argues that the press has to serve the public interest and hold those in power accountable.
- ▶ The Soviet communist theory of the press is based on the belief that the press should serve the state's interests and promote socialist values.
- ▶ The authoritarian theory of the press advocates for controlled and censored media that serves the ruling elite's interests.
- ▶ The developmental theory of the press asserts that the media has a critical role in promoting economic and social progress, especially in developing countries.
- ▶ The democratic participant theory of the press emphasizes the importance of an informed citizenry and sees the media as a tool for promoting civic engagement and democratic deliberation.



- ▶ The liberal theory of the press emphasizes the importance of individual liberty and argues that a free and independent press is essential to the functioning of a democratic society.
- ▶ The professional model of journalism emphasizes the importance of journalistic standards, ethics, and objectivity and sees journalists as professionals with a duty to serve the public.
- ▶ The civic journalism movement emphasizes the importance of community engagement and public deliberation and sees the media as a tool for promoting civic dialogue and collective problem-solving.

Objective Questions

1. The theory that supports the media censorship is
2. Name the tool of control used in authoritarian regimes.
3. Who were the key proponents of libertarian theory?
4. What are some of the core principles of the libertarian theory of the press?
5. Theory suggests that the media should be free from government control.
6. Who wrote 'Areopagitica'?
7. Who wrote the book *Four Theories of the Press*?

Answers

1. Authoritarian theory
2. Propaganda
3. Many early libertarians were Protestants rebelling against church restrictions on their freedom to communicate
4. Free press, protection of individual liberties and importance of media diversity.
5. Libertarian theory
6. John Milton
7. Frederick S. Siebert, Theodore Peterson and Wilber Schramm.

Self Assessment

1. Choose a recent news event and analyze how it was covered by three different news sources. Identify which normative theory each source seems to align with and explain your reasoning.
2. Write a short essay comparing the Authoritarian and Libertarian theories of the press. Include historical examples of each in practice.
3. Research a country's media system and analyze which normative theory it most closely resembles. Discuss any unique aspects that don't fit neatly into the theories we've studied.
4. Create a mock editorial policy for a new online news platform, based on the principles of the Social Responsibility theory. Explain your key points and how they reflect the theory.
5. Debate the pros and cons of the Development Media theory in small groups. Present your conclusions to the class, discussing its potential benefits and drawbacks in different social contexts.

Suggested Readings

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BLOCK - 05

Media Technology

Unit 1

Evolution of Printing

Learning Outcomes

On successfully completing the unit, the learners will be able to:

- ▶ Explain the origin and evolution of print media technology
- ▶ Recognize the various methods of printing in the early civilizations.
- ▶ Analyse the materials used for modern printing.
- ▶ Identify the importance of printing technology for the benefit of the society.

Prerequisites

Imagine living in a world without books, newspapers, or printed materials of any kind. How would information be shared? How would knowledge be preserved? The evolution of printing technology has been a cornerstone in the development of human civilization, enabling the mass dissemination of ideas and information. By studying this evolution, you'll gain a deeper appreciation for the power of the written word and how it has shaped societies throughout history. You'll also develop insights into how current digital technologies are transforming the landscape of print media. Whether you're interested in journalism, publishing, or the history of communication, understanding the evolution of printing will provide valuable context for the media landscape we navigate today.

Keywords

Cuneiform, Hieroglyphs, Codex, letterpress, Rotary printing, Movable types, Off-set printing, photo-composing, digital printing, 3D printing

Discussion

5.1.1 Calligraphy

Calligraphy is an ancient art that involves the creation of beautiful handwriting or lettering. The history of calligraphy can be traced back to ancient civilizations, where

it was used for various purposes, such as religious texts, official documents, and art. During the medieval period, calligraphy continued to be an important art form. The monks played a significant role in preserving the art of calligraphy by creating beautiful

manuscripts. They used calligraphy to copy religious texts and illuminated manuscripts.

Medieval calligraphy was created using a quill pen and ink on parchment or vellum. Islamic calligraphy was used for writing the holy book of Islam, the Quran. The Renaissance period marked a resurgence of calligraphy in Europe. Renaissance calligraphy was heavily

Egyptian civilization, one of the world's oldest, had a rich history of preserving knowledge through various means. From the development of writing to the establishment of libraries, Egyptians valued knowledge and recognized its importance for future generations. Egyptian libraries were also an important means of preserving knowledge.



Fig. 5.1.1 Ancient Calligraphers

influenced by the classical Greek and Roman styles. The Renaissance calligraphers used a variety of writing instruments, such as quills, metal nibs, and brushes, to create their calligraphy.

In the modern era, calligraphy continues to be an important art form. Modern calligraphers use a variety of writing instruments, such as pens, brushes, and markers, to create their calligraphy. Modern calligraphy has also evolved to include new styles and techniques, such as brush calligraphy and digital calligraphy. The brush calligraphy is created using a brush and ink, and the digital calligraphy is created using software and a digital pen.

The most famous of these was the Library of Alexandria, founded in the 3rd century BCE by Ptolemy I. The library contained hundreds of thousands of books and scrolls covering a wide range of subjects, including mathematics, astronomy, medicine, and literature.

Books were created using papyrus, a plant material that was plentiful along the Nile River. The papyrus was cut into thin strips, which were then placed side by side and pressed together to create a sheet. The sheet was then rolled up to create a scroll. The scrolls were used for writing religious texts, literature, and historical records. The scroll format continued to be used throughout the ancient world, including Greece and Rome. The scrolls were often decorated with elaborate illustrations



Fig. 5.1.2 The great library of Alexandria

and decorative elements, making them both functional and beautiful works of art.



Fig 5.1.3 Papyrus reeds and paper

5.1.1.1 Different forms of writing

1. **Cuneiform** was a system of writing that was used in ancient Mesopotamia, particularly in the regions of Sumer, Akkad, and Babylon. It is believed to be the earliest form of writing in the world and was in use from around 3500 BCE until the 1st century CE. While cuneiforms were not technically a form of printing, they were a crucial precursor to the development of printing technology. The ability to create multiple copies of written information

was a key step towards the development of printing.



Fig 5.1.4 Cuneiform script (Courtesy: BBC)

2. **Hieroglyphs** are a form of writing that was used by the ancient Egyptians. Hieroglyphs were carved or painted onto walls, pillars, and other surfaces and were used for a variety of purposes, including religious texts, historical records, and literary works. Ancient Egyptian books were typically written on papyrus scrolls, which were made from strips of the papyrus plant. One of the well known examples of an ancient Egyptian book is the *Book of the Dead*. This book was a collection of spells and instructions for the afterlife and was believed to help the deceased navi-

gate the challenges of the underworld. The *Book of the Dead* was written on papyrus scrolls and placed in the tombs of the deceased.



Fig 5.1.5 Hieroglyphs

3. A **palm-leaf book** is a traditional form of a book in India which has been used for thousands of years. Palm leaves were widely used in India as a writing material due to their abundance and durability. The use of palm leaves as a writing material dates back to the ancient Vedic period, which began around 1500 BCE. The palm-leaf book was created by cutting thin strips of palm leaves and then stitching them together with thread. The leaves were then treated with oil or resin to make them more durable and to prevent them from cracking. The writing was done with a stylus or a sharp instrument, which was used to scratch the letters onto the surface of the leaf.



Fig 5.1.6 Palm-leaf book

4. **The codex**, or the modern book format, was invented in the 1st century AD. The codex was created by binding individual sheets of papyrus or parchment together, creating a book with a spine. The codex format allowed for easier navigation and storage of information, and it quickly replaced the scroll format. The codex format continued to be used throughout the medieval period, with books often being created by hand by monks and scribes.



Fig5.1.7 The Codex

The most frequently copied book on parchment at the time was *Bible*. Comprising the Old and New Testaments Bible recorded the stories of Jews before and after Christ with the biographical stories of Christ. The first editions of the Bible came into being after the first century AD and were copied throughout the Middle East region.



Fig 5.1.8 Parchments

The West witnessed a dark age during the fifth century AD as barbarian tribes dominated the region. They destroyed thousands of parchments and burned many libraries. There was a grave shortage of scribes and scholars, pushing the West into darkness for a few centuries. But the Far East (especially China and Japan) flourished between 400 and 1000 AD with uprisings in the production, preservation and transmission of knowledge based on various ideologies like Confucianism and Buddhism.

5.1.2 Invention of paper

Paper is an ever-present material that we use every day, but its invention was a significant turning point in human history. The paper was first invented in ancient China and has since spread to become one of the most important materials in human history. The exact period of the invention of paper is uncertain, but it is believed to have been invented during the Han dynasty in China in 105 CE. The earliest known samples of paper are made from mulberry bark, hemp, and rags that were pounded into a pulp, mixed with water, and then spread out and left to dry.

The invention of paper was a significant development in human history. Prior to its invention, people used a variety of materials for writing and communication, such as stone tablets, papyrus, and silk. However, these materials were expensive, difficult to produce, and not very durable. The paper was a cheaper, more durable, and more versatile material that could be used for writing, printing, drawing, and painting.

The invention of paper eventually spread to other parts of the world. In the 8th century, papermaking technology was introduced to the Islamic world, and the Arabs soon introduced it to Europe. Through the process

of reverse engineering, the Europeans could decode the technology of paper making. By the 15th century, paper mills were established throughout Europe, and paper became a vital part of European culture and society.

5.1.3 Printing technology

Printing technology, also known as the art of printing, refers to the process of reproducing text and images using a printing press or other printing equipment. The origins of printing can be traced back to ancient civilizations, where various forms of printing using seals and stamps were used to reproduce text and images on clay tablets and other materials.

The earliest form of printing can be traced back to China, where the use of woodblock printing was developed during the Tang Dynasty (618-907 AD). This technique involved carving an image or text onto a wooden block, which was then inked and pressed onto paper or other materials. This technique was primarily used to reproduce religious texts, such as Buddhist sutras, but it was also used to produce illustrations and other decorative items.

The oldest printed book identified by archaeologists is 'The Diamond Sutra' or *Chin kang pan-jo po-lo-mi ching*. The book carries a printed statement – "Printed on May 11, 868 by Wang Cheng".

The woodblock technology worked behind the production. As the Tang Dynasty banned Buddhist texts, scholars hid them in several caves, which are known as the Cave of Ten Thousand Buddhas. *The Diamond Sutra* was rediscovered by a British archaeologist in 1907, and now it is preserved in the British Museum London.



Fig 5.1.9 A printed page from The Diamond Sutra

The printing process involves the exact duplication of the original document using ink, paper and human or machine effort. The Wood-block method was the popular one in the beginning. The matter is carved on wooden plates and inked to press against sheets of paper. The disadvantage was that carving is a time-consuming process and cannot be reused for other matters. A single mistake while carving incurs a loss of time and material. Above all, this method did not

letters and used movable types successfully. But the strict order from the ruler to reduce this method of printing only to the religious texts of Confucianism was a major setback.

5.1.3.1 The letterpress

Johannes Gutenberg, an inventor from Mainz, Germany, is credited with the invention of modern printing technology. His revolutionary invention was the movable and reusable types that had a long lifespan. He developed an alloy of lead, tin and antimony for casting the movable types. The cost and time required for printing had reduced drastically. Johannes Gutenberg printed the first book, *The 42 line Bible* in 1455 using this movable types and modern printing technology. It carried two columns and 42 lines on each page.

Gutenberg was planning for movable words in the beginning. He was welding metal types to create movable word blocks. Accidently one of his children rushed to his workshop and knocked his word blocks down into pieces. While trying to reassemble the broken word blocks, he was struck with the idea of movable types.

suit double side printing.

Soon after 1000 AD, Printing Technology in China made revolutionary movements. They invented paper from wooden pulps using techniques that are close to modern technology. It was Pi Sheng of China who introduced the idea of movable types by cutting metals in the shape of letters. But his technology could not flourish in the Chinese language as it has thousands of symbols. Mongols, who conquered China during the 13th Century, pioneered the printing technology for paper currency which did not occur in the West till the 17th Century. By the mid-1400s, Korea developed a new alphabet consisting of 25



Fig 5.1.10 The 42 line Bible



Senefelder developed the lithographic printing process as a way to cheaply print his own plays and manuscripts, which he could not afford to have printed using traditional printing methods. It quickly gained popularity in the printing industry and was used to produce a wide range of printed materials, including maps, music scores, posters, and fine art prints.

5.1.3.3 Intaglio printing

Intaglio printing is a printing technique that involves the carving of a design onto a metal plate, typically copper, using various tools and acids. The recessed areas of the plate are then filled with ink, and the plate is pressed onto paper, transferring the inked image onto the paper. The incised lines and areas on the plate are typically created using a variety of techniques, including engraving, etching, drypoint, and aquatint.

5.1.3.4 Rotary printing press

A rotary printing press is a high-speed printing machine that uses a cylindrical printing plate to produce large volumes of printed material quickly and efficiently. The first rotary printing press was invented in 1843 by Richard M. Hoe, a prominent American inventor and manufacturer. Hoe's rotary press used a curved printing plate wrapped around a cylinder, which rotated as the paper was fed through the press. This allowed for continuous printing at high speeds, with the ability to print both sides of the paper simultaneously. Rotary presses can handle a wide range of materials, from thin paper and cardstock to heavy-duty plastics and metal foils. They can also accommodate a variety of printing techniques, such as flexography, gravure, and digital printing.

5.1.3.5 Offset printing

Offset printing is a widely used printing technology that involves transferring an inked image from a printing plate to a rubber blanket and then onto the final printing surface,

typically paper. Offset printing is based on the principle that water and oil do not mix, which allows the ink to be transferred to the paper without smudging or smearing.

The process of offset printing involves several steps. First, a computer file or physical design is used to create a printing plate, which is typically made of aluminium or a similar material. The plate is then coated with a light-sensitive emulsion and exposed to UV light, which hardens the emulsion in the areas that will be printed.

The plate is then loaded onto the printing press, and ink is applied to the surface of the plate. The ink adheres only to the areas of the plate that have been exposed to UV light, creating a reverse image of the original design. Next, the inked image on the plate is transferred to a rubber blanket, which is then pressed onto the final printing surface, typically paper. The rubber blanket provides a cushion between the hard printing plate and the delicate paper, ensuring a clean and accurate transfer of the inked image.



Fig 5.1.14 Offset press

Photo-composing is a process used in offset printing to create high-quality printing plates from digital or physical designs. In this process, the design is first created using specialized software or by hand, and then photographed onto a film negative. The negative is then used to create a printing plate by exposing it to a photosensitive material, which hardens in the areas that will be printed. The plate is then washed with a developer solution, which removes the unhardened areas, leaving only the image that will be printed.

Offset printing can produce high-quality, consistent prints at a relatively low cost per unit, making it ideal for large-scale printing projects. Offset printing can also handle a wide range of paper stocks, from thin newsprint to heavy cardstock, as well as a variety of inks and colors.

5.1.3.6 Digital printing

Digital printing is one of the modern printing techniques that involves printing digital files directly onto a variety of materials using inkjet or laser printing technology. Unlike traditional printing technologies such as offset printing, digital printing does not require printing plates, which makes it a faster, more efficient and cost-effective printing method.

The printing process is controlled by a computer, which allows for greater accuracy and consistency in the printing process. Digital printing can be used on a wide range of materials, including paper, plastic, fabric, and metal, and can produce high-quality prints with sharp, clear images and text. It is commonly used for printing a range of products, such as business cards, brochures, flyers, posters, banners, and other marketing materials. Digital printing has revolutionized the printing industry, offering businesses and individuals a more flexible, cost-effective, and efficient way to produce high-quality prints.

5.1.3.7 3D printing

3D printing is a technology introduced in the United States of America during the 1980s that allows you to create three-dimensional objects from a digital design. It works by using a printer that can layer materials, such as plastic or metal, on top of each other to form the shape of the object.

To create a 3D print, first, you need to design the object on a computer using specialized software. The design is then sent to the 3D printer, which reads the design and creates the object by layering the chosen material, one layer at a time. The printer follows the instructions in the design file and uses the chosen material to build up the object, layer by layer until the final shape is formed. Once the printing process is complete, the object can be removed from the printer and used for its intended purpose.

3D printing has a variety of applications, including creating prototypes, models, and small production runs of products. It is used in industries such as manufacturing, healthcare, and aerospace and is also becoming popular among hobbyists and makers who want to create their own customized objects.





Fig 5.1.15
3D printing press

One of the advantages of 3D printing is its ability to create complex shapes and designs that may be difficult or impossible to produce with traditional manufacturing methods. It also allows for greater customization, as each object can be designed to fit specific needs or requirements. Overall, 3D printing is an innovative and exciting technology that has the potential to revolutionize the way we create and manufacture objects.

Recap

- ▶ The practice of recording ideas dates back to cave paintings.
- ▶ The earliest known example of writing comes from the Sumerians, around 4000 BC.
- ▶ The palm-leaf book is a traditional form of book in India.
- ▶ The earliest form of printing is woodblock printing evolved in China.
- ▶ *Diamond Sutra* is considered to be the first printed book by archeologists.
- ▶ Johannes Gutenberg is credited with the invention of modern printing technology.
- ▶ Lithographic printing was invented in 1796 by Alois Senefelder.
- ▶ Offset printing can produce high-quality, consistent prints at a relatively low cost.
- ▶ 3D printing is a technology that allows you to create three-dimensional objects from a digital design.

Objective Questions

1. What is the printing technology that involves pressing ink onto a surface using a printing plate and a rubber cylinder?
2. What is the printing technology that involves creating a raised image on a metal plate, which is then used to transfer ink onto paper or other materials?
3. When was woodblock printing first used in China?
4. What is the *Diamond Sutra*, and why is it significant in the history of printing in China?
5. When was the letterpress printing technology invented in Europe?
6. What is the ancient writing system of Egypt called?
7. When did hieroglyphics originate in ancient Egypt?
8. Where does the 3D printing technology originated?

Answers

1. Offset Printing
2. Letterpress Printing
3. During the Tang Dynasty, around the 7th century
4. The Diamond Sutra is a Buddhist text printed using woodblock technology in 868 AD, and it is considered the oldest known printed book in the world.
5. The letterpress printing technology was invented in Europe during the 15th century, most notably by Johannes Gutenberg.
6. The ancient writing system of Egypt is called hieroglyphics
7. Hieroglyphics originated in ancient Egypt around 3000 BCE
8. United States of America

Self Assessment

1. Create a timeline illustrating the major milestones in the evolution of printing technology from the Gutenberg press to modern digital printing.
2. Write an essay analyzing how the invention of movable type printing impacted literacy rates and the spread of knowledge in Europe.
3. Compare and contrast the societal impacts of the printing press in the 15th century with the rise of the internet in the late 20th century.
4. Design an infographic explaining the basic processes of different printing methods (letterpress, offset, digital) and their advantages/disadvantages.
5. Research and write a paper on how advancements in printing technology have influenced the newspaper industry over the past century.



Suggested Readings

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Unit 2

Evolution of Radio Broadcasting

Learning Outcomes

On successfully completing the unit, the learners will be able to:

- ▶ Analyze the emergence of various technologies contributed to the development of radio.
- ▶ Identify different scientists and their contributions to wireless technology.
- ▶ Explain the social aspects of radio as a mass medium in its early period.
- ▶ Discuss the importance of digital radio broadcasting.

Prerequisites

Close your eyes and imagine a world without radio. No music streaming in your car, no news updates on your morning commute, no live sports broadcasts. The evolution of radio broadcasting has transformed how we consume audio content and stay connected to the world around us. By exploring this history, you'll gain insight into how technological advancements have shaped media consumption habits and cultural trends. You'll also develop a deeper understanding of the ongoing evolution of audio media in the digital age. Whether you're interested in music, journalism, or media production, studying the evolution of radio broadcasting will provide valuable context for understanding current trends in audio content creation and distribution.

Keywords

Electromagnetism, telegraph, Morse code, telephone, gramophone, audion tube, radio, transistor, medium wave, Frequency Modulation, digital radio

Discussion

The music played at the beginning of each day's transmission on All India Radio (AIR) is called "Akashvani Sangeet" or "All India Radio Signature Tune". It was composed in 1936 by a German born music composer and a BBC employee Walter Kaufmann. The tune became an instant hit and had been played every day ever since. The tune is considered to be iconic piece of Indian music and become synonymous with AIR brand.



5.2.1 The Genesis

The development of radio transmission technology was a long and complex process that involved several inventors and discoveries over many years. Electromagnetism, telegraph, inventions by Henry Hertz and electromagnetic waves contributed to the development of radio broadcast technology. Here are some of the early inventions that played a vital role in the formulation of radio transmission technology.

5.2.1.1 Electromagnetism

Electromagnetism is a scientific discovery that explains how electricity and magnetism are related. It was discovered by several scientists, including Hans Christian Oersted and Michael Faraday, who noticed that electric currents could create magnetic fields. James Clerk Maxwell then described electromagnetism in mathematical terms, showing that electromagnetic waves could travel through space like light. This discovery had a huge impact on technology, leading to the invention of motors, generators, and other electronic devices that use magnetic fields to work. Without electromagnetism, we wouldn't have things like computers, smartphones, or even lights tube.



Fig. 5.2.1
Telegraph machine used by Samuel F B
Morse in 1844

5.2.1.2 The Telegraph

The telegraph was invented in the mid-1800s by Samuel Morse and others. The telegraph used wires to transmit messages over long distances by sending electrical signals that were converted into text. This was the first practical application of electricity for communication.

The telegraph was one of the first communication devices that allowed people to send messages over long distances quickly. The telegraph machine has a key and a sounder. The key is used to make electrical signals, and the sounder makes a noise when it receives a signal. When you press the key, it sends electrical signals down the wire to the other end. The person on the receiving end can hear the sound and write down the message in Morse code, which is a special code made of dots and dashes.

Samuel Morse was an American inventor who developed a system of using electrical signals to transmit messages over long distance. He also invented Morse code, which is the system of dots and dashes that were used to encode messages.



Fig. 5.2.2
Samuel F.B. Morse

Other inventors, such as William Fothergill Cooke and Charles Wheatstone in England, also worked on developing the telegraph at around the same time. They created a telegraph that used multiple wires and an instrument that could print out messages instead of relying on Morse code. The telegraph revolutionized communication, making it possible to send messages quickly over long distance for the first time in human history. It played a vital role in the development of the modern world, from facilitating trade and commerce to helping co-ordinate military operations.

Aa	·—	Jj	·— — —	Ss	···
Bb	—···	Kk	—·—	Tt	—
Cc	—·—·	Ll	·—··	Uu	··—
Dd	—··	Mm	— —	Vv	··—·
Ee	·	Nn	—·	Ww	·— —
Ff	··—·	Oo	— — —	Xx	—··—
Gg	— —	Pp	·— ·	Yy	— · — —
Hh	····	Qq	— · — —	Zz	— — — ·
Ii	··	Rr	·— ·		

Fig. 5.2.3
Morse code

5.2.1.3 Electromagnetic waves

Electromagnetic waves are a type of energy that can travel through space, like light or radio waves. This was discovered by James Clerk Maxwell, a Scottish physicist, in the mid-19th century. Maxwell realized that electric and magnetic fields were intimately connected, and he developed a set of equations that described how they could interact with each other. These equations could predict the existence of electromagnetic waves, which would be able to travel through space and carry energy from one place to another.

Maxwell's work was built on the earlier discoveries of Michael Faraday, who showed that changing magnetic fields could create electric currents, and Hans Christian Oersted, who demonstrated that electric currents could create magnetic fields. The discovery

of electromagnetic waves had a profound impact on technology, paving the way for the development of everything from radios and televisions to cell phones and wireless internet. It also led to a deeper understanding of the fundamental nature of the universe and helped to lay the foundation for modern physics.

5.2.1.4 The Telephone

The telephone invented by Alexander Graham Bell was a game-changer in the field of communication. It has had a deep impact on society and has paved the way for many other important inventions. He was interested in sound and communication from a young age and became a teacher of the deaf. In his spare time, Bell conducted experiments on sound and speech, and in 1875, he invented the telephone.

Bell filed a patent for his invention in 1876, and it was granted on March 7 of that year. The first telephone call was made on March 10, 1876, when Bell called his assistant, Thomas Watson, who was in another room. Bell famously exclaimed, "Mr. Watson, come here; I want to see you." The telephone quickly became popular, and Bell's company, the Bell Telephone Company, was formed in 1877.

The telephone had a profound impact on society, making communication faster and easier than ever before. It transformed the way people did business, allowing them to communicate instantly over long distances. It also had a significant impact on personal relationships, allowing people to keep in touch with family and friends who lived far away.

5.2.1.5 The Phonograph

The phonograph, also known as a **record player** or **gramophone** is a device that plays back sound from a rotating disc known as a phonograph record. It was invented by Thomas



Edison in 1877 and went on to become one of the most popular audio playback technologies of the 20th century. This medium popularized the concept of recorded music, which gave an opportunity for music lovers to access their favourite songs at will. The phonograph works by using a needle or stylus to trace the grooves on a spinning phonograph record. As the needle moves along the grooves, it vibrates, which in turn creates sound waves that are amplified by a speaker. The first commercially successful phonograph was introduced in 1887 by Emile Berliner, who used a disc-shaped record made of zinc to improve sound quality and make the device more practical for home use.

Millions of people around the world owned record players and amassed large collections of vinyl records. Technology also played an important role in the development of popular music, as artists and producers began to use the unique sound of the phonograph to experiment with new recording techniques and styles.

5.2.1.6 The Radio

It was Heinrich Hertz, a German physicist, who made significant contributions to the development of radio broadcast technology in the late 19th century. One of his most important discoveries was the existence of electromagnetic waves, which are a type of energy that can travel through space. Hertz demonstrated that these waves could be produced and detected by creating an oscillator circuit that generated a high-frequency alternating current. He also showed that these waves could be reflected and refracted and that they travelled at the speed of light. Hertz's work was a crucial step in the development of wireless communication, as it showed that electromagnetic waves could be used to transmit information over long distances without the need for wires.



Fig. 5.2.4

Heinrich Hertz

Hertz's discoveries also paved the way for the development of radio technology, which uses electromagnetic waves to transmit audio signals. The basic principles of radio broadcasting were established by later inventors, such as Guglielmo Marconi, who built upon Hertz's work and developed the first practical radio communication systems.

Guglielmo Marconi was an Italian inventor who is credited with developing the first practical radio transmission system. Marconi's work was built upon the earlier discoveries of Heinrich Hertz and other scientists who had demonstrated the existence of electromagnetic waves.



Fig. 5.2.5

Guglielmo Marconi

In the late 1800s, Marconi began experimenting with wireless communication, building upon the work of others to create a system that could transmit signals over long distances. In 1895, he successfully transmitted a signal across his father's estate in Italy, covering a distance of about 1.5 miles. Over the next few years, he continued to refine his system, using increasingly sophisticated equipment to transmit and receive signals over long distance.

In 1901, Marconi made history by sending a radio signal across the Atlantic Ocean, from Cornwall in the UK to Newfoundland in Canada. This achievement demonstrated the feasibility of using radio waves for long-distance communication, and it paved the way for the development of the modern radio broadcasting industry.

Marconi's work was not without controversy, however. He faced challenges from other inventors, including Nikola Tesla, who claimed that Marconi's patents were based on his own earlier work. Nevertheless, Marconi's contributions to the development of radio communication were significant, and he played a key role in establishing the basic principles of wireless communication that are still in use today.

The first public broadcast of the voice singing "Silent Night" was on Christmas Eve in 1906. The broadcast took place in Canada, and it was organized by Reginald Fessenden, a Canadian inventor who had been experimenting with radio communication. Fessenden had been working on the way to transmit voice over the airwaves, which had never been done before. On Christmas Eve, Fessenden set up a transmitter at Brant Rock, Massachusetts, and began broadcasting a series of Morse code signals to ships at sea. He then did something that had never been done before: he spoke into the microphone

and began singing "Oh Holy Night" and then "Silent Night".

This was for the first time that anyone had ever heard a voice transmitted over the radio. The broadcast was not perfect - the signal was weak, and the quality of the sound was poor - but it was a major breakthrough in the history of radio communication. Fessenden's experiment paved the way for the development of modern radio broadcasting, which has become an essential part of our daily lives. Today, we can listen to music, news, and other programming over the airwaves, but it all began with the first public broadcast of the voice singing "Silent Night" over the radio more than a century ago.

A major milestone in the development of radio technology is credited to the American inventor Lee De Forest. He made significant contributions to the evolution of electronic communication. One of his most notable inventions was the audion tube, also known as the triode, which he patented in 1907. The audion tube was the first device that could amplify signals, making it a crucial component of early radio technology. It allowed radio signals to be transmitted over greater distances and made possible the development of modern communication systems.

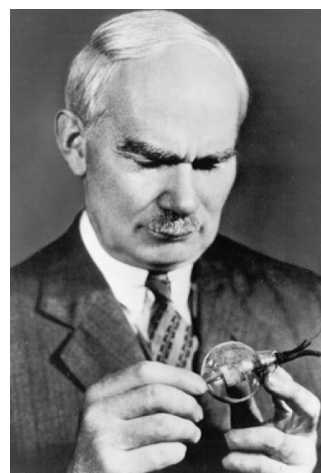


Fig. 5.2.6
Lee De Forest



Though Guglielmo Marconi is considered as the inventor of radio, he had a lot of legal struggles with many inventors of his time. One of such long legal battle was with Lee De Forest as Marconi's patents did not cover the use of vacuum tubes, and De Forest claimed that his invention was an essential component of modern radio transmission. The legal battle between Marconi and De Forest lasted for several years, with both sides making appeals and counter-claims. In the end, Marconi was able to maintain his patents, but De Forest was also recognized for his contributions to radio technology.

During the early 1900s, radio transmission was in its infancy, and Europe and America were exploring the potential of this new technology. The early years of radio transmission were marked by experimentation and innovation as inventors and scientists worked to develop practical applications of this new form of communication.

During World War I, radio technology was used extensively for military communication. The development of radiotelegraphy allowed for more efficient communication between soldiers on the ground and between ships at sea. Radio technology also played a crucial role in developing aerial warfare, as radio communication between planes allowed for more coordinated attacks.

After the war, radio broadcasting became a popular form of entertainment and information. In America, the first commercial radio station, KDKA, went on air in Pittsburgh in 1920. Soon, radio stations were broadcasting news, music, and other programmes to millions of listeners nationwide. In Europe, radio broadcasting also became popular, and by the 1930s, the British Broadcasting Corporation (BBC) was broadcasting programs to listeners across the United Kingdom. Radio technology was also used for propaganda purposes, as governments sought to use radio broadcasts to sway public opinion.

Radio was critical in disseminating war propaganda during the 1930s and 1940s,

particularly during World War II. Governments worldwide recognized the power of radio as a tool for influencing public opinion and used it extensively to shape the narrative of the war and promote their interests. In Germany, the Nazi Party used radio extensively as a propaganda tool to promote its ideology and demonize its enemies. The party had established its radio network, the Reichs-Rundfunk-Gesellschaft (RRG).

Similarly, in the United States, radio was used to promote patriotic sentiments and support for the war effort. The government established the Office of War Information (OWI) in 1942 to co-ordinate its propaganda efforts, which included radio broadcasts. One of the most famous OWI programmes was *War of the Worlds*, which featured speeches by prominent figures such as Winston Churchill and Franklin D. Roosevelt.

The British government also recognised the power of radio as a propaganda tool and established the British Broadcasting Corporation's (BBC) European Service to broadcast propaganda to occupied Europe. The service broadcast various programs in different languages, including news bulletins, music, and cultural programs, to help maintain morale among the occupied populations and promote resistance against the occupying forces.

In the budding year, radio transmission depended on low-power transmitters linked

for reliable national broadcasts. The first national broadcast of a 90-minute program was done by physicist Earnest Rutherford using a network of stations in the United Kingdom. Amplitude Modulation (AM) technology was commonly used to transmit audio signals over radio waves. It is a way of adding sound or information to a radio signal by changing the amplitude or strength of the signal. One of the main advantages of AM is that it is relatively easy to implement, as it requires only a simple modulation circuit to produce the modulated signal. One of the main drawbacks is that it is susceptible to interference from other radio signals, which can cause distortion or noise in the received signal. Additionally, it is not very efficient, as it requires a lot of power to transmit signals over long distances.

Medium wave transmission, which uses frequencies between 530 and 1700 kilohertz (kHz), is one of the oldest and most widely used methods of radio broadcasting. In recent years, medium-wave transmission has faced competition from newer radio technologies, such as FM and digital radio. However, medium-wave transmission remains an essential method of radio broadcasting, particularly in areas where other forms of radio transmission may need to be more feasible and cost-effective.

The idea of introducing a **long wave** had two obstacles. The number of long-wave frequencies available was minimal, and the long-wave transmitters required tremendous power to operate.

By the 1920s, scientists found **high-frequency short waves** a better medium for intercontinental radio transmission. Amateur radio operators recognized that the ionosphere (the upper atmosphere) could reflect the short-wave signals on Earth. This was an ideal condition to cover vast distances.

Scientists from different countries contributed to perfecting the short-wave technology simultaneously. Nikola Tesla, Reginald Fessenden, Lee De Forest and Guglielmo Marconi were some inventors who worked on the short-wave transmission models. During the 1920s, Charles S. Franklin experimented systematically and successfully with short-wave frequencies for Marconi's company. By the 1930s, many European countries started experimenting with short-wave transmissions across the continents. The major players in the line then were the Netherlands, France, Britain, Germany, Italy, Japan and Vatican.

The **invention of the transistor** was a significant turning point in the history of radio broadcasts. The decades of research on semiconductor materials became fruitful. Commercial and military research resulted in the cost-cutting and superior performance of transistor radio receivers. By the mid-1950s, the commercial tie-up between the US and Japan accelerated the low-cost and efficient electronic radio sets. Japanese companies like Hitachi, Toshiba and Kobe Kogyo acquired technologies from the US and perfected the products.

Frequency Modulation (FM) broadcast technology was first introduced by Edwin Armstrong in the United States in the 1930s. It quickly became popular due to its superior sound quality to other radio broadcasting technologies. One of the critical advantages of FM broadcast technology is its excellent sound quality. Unlike other radio broadcasting technologies, FM broadcasts are relatively free from noise and interference. With the continued technological advancements, FM broadcast technology will likely remain a key component of radio broadcasting for many years.



Computer and **digital technology** put their sign on every walk of our lives. Radio is no exception to this transition. By the mid-1980s, radio had become digital. The change enhanced the quality of sound transmission. Eureka 147 of Great Britain, was the world's first FM station to employ **Digital Audio Broadcast (DAB)**. Digital Audio Broadcasting (DAB) is used to transmit digital audio signals over airwaves. This technology has revolutionized the way we listen to the radio, providing high-quality sound and a range of new features that were not possible with traditional analogue radio broadcasting.

Radio grew further with **Digital Radio Mondiale (DRM)** technology which uses MM modulation (Millimeter wave) for Medium Wave and Short Wave transmissions. It depends on the MPEG-4 codec that includes more channels in a band for global-level transmissions. DRM is a joint venture of Radio France International, Tele Fusion France, Voice of America, Trance Radio and Thomson. Akashvani adopted DRM technology for short-wave transmission in January 2009.

Satellite radio is a form of digital radio that is transmitted by satellite rather than by terrestrial broadcasting towers. It provides a wider range of programming options and better sound quality than traditional AM/FM radio, making it an increasingly popular choice for listeners around the world. The first satellite radio service was launched in 2001 by a company called Sirius Satellite Radio. This service offered over 100 channels of commercial-free music, as well as news, sports, and other entertainment programmes. In the same year, another company called XM Satellite Radio launched a similar service with a focus on providing high-quality audio programming.

Radio through the internet is called a **'webcast'**. It uses '*live streaming*' technology for transmissions without data downloads. While streaming, a buffer zone is created, and the file shall be played in it. It uses Real Time Streaming Protocol (RTSP) for the transmission. The practice of sending media files through the internet for playing them on a computer or media player is called *pod-cast* (Portable Demand Casting). This is based on downloads and not streaming.

The first Internet radio station, called 'Internet Talk Radio', was launched in 1993 by Carl Malamud. This station broadcasts live talk shows and other programmes over the internet, using a technology called Real Audio. In the early 2000s, a number of companies, such as Live365 and Shoutcast, emerged to provide a platform for internet radio broadcasters. Today, internet radio services are offered by a wide range of companies, including Pandora, Spotify, and I Heart Radio, among others. These services offer a wide range of programming options, including music, news, sports, and talk radio, as well as specialized programmes for niche audiences.

The latest version of digital radio offers interactivity to its audience. Mobile Interactive Radio is made possible by developing mobile applications. This app enables the listeners to communicate with the programme presenters. The radio may change further in tune with the times. To date, the primary function of the medium remains the same. After the dominance of television in the Indian air from the 1980s to the first half of the 2000s, radio regained its lost glory and strength through FM, digital, satellite and internet technologies.

Recap

- ▶ In the late 19th and early 20th century, wireless telegraphy allowed for the transmission of Morse code signals over long distances using radio waves
- ▶ In 1906, Reginald Fessenden made the first audio transmission over radio waves, using an alternating current to generate a continuous wave that could carry audio signals
- ▶ The first commercial radio broadcast took place in 1920, when KDKA in Pittsburgh, Pennsylvania, began broadcasting news and music to the public
- ▶ In the 1930s, Frequency Modulation (FM) broadcast technology was introduced, which allowed for higher quality audio transmissions with less interference and noise compared to previous broadcast technologies
- ▶ The 1940s saw the introduction of the first portable radios, which allowed people to listen to broadcasts on-the-go
- ▶ The 1950s brought the introduction of stereophonic sound, which allowed for two channels of audio to be transmitted and received separately, creating a more immersive listening experience
- ▶ The 1960s saw the introduction of the first transistor radios, which were smaller and more portable than previous models, and relied on transistor technology instead of vacuum tubes
- ▶ In the 1970s and 1980s, advancements in satellite technology allowed for radio broadcasts to be transmitted over larger distances, and for more stations to be available to listeners
- ▶ The 1990s and 2000s brought the introduction of digital radio technologies, such as Digital Audio Broadcasting (DAB), which allowed for higher quality audio transmissions with improved signal reliability and more programming options
- ▶ Today, radio broadcasts are available through a variety of platforms, including traditional FM/AM radio, digital radio, satellite radio, and internet streaming

Objective Questions

1. When was the first audio transmission made over radio waves?
2. Who is credited with the invention of the first radio wave transmitter?
3. Who made the first audio transmission over radio waves?
4. What is Frequency Modulation (FM) broadcast technology?
5. What is a transistor radio?
6. What is Digital Audio Broadcasting (DAB)?
7. What are the broadcast platforms available on today?
8. Who invented Frequency Modulation (FM) broadcast technology?
9. Which is the first internet radio to begin operation in 1993?



Answers

1. In 1906
2. Guglielmo Marconi is credited with the invention of the first radio wave transmitter in 1895
3. Reginald Fessenden
4. FM broadcast technology is a radio transmission technology in which the frequency of the radio wave is modulated by the audio signal, while the amplitude remains constant.
5. A transistor radio is a type of portable radio that uses transistor technology instead of vacuum tubes to receive and amplify radio signals.
6. DAB is a digital radio technology that allows for higher quality audio transmissions with improved signal reliability and more programming options.
7. Radio broadcasts are available through a variety of platforms, including traditional FM/AM radio, digital radio, satellite radio, and internet streaming.
8. Edwin Armstrong
9. Internet Talk Radio

Self Assessment

1. Create a timeline highlighting key technological advancements and regulatory changes in the history of radio broadcasting.
2. Write an essay analyzing how radio impacted the dissemination of news and information during World War II.
3. Compare and contrast the early days of commercial radio with the current podcast industry. Discuss similarities and differences in content, business models, and audience engagement.
4. Design a presentation explaining the technical differences between AM, FM, and digital radio broadcasting.
5. Research and write a paper on how radio broadcasting has influenced the music industry throughout the 20th and 21st centuries.

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Unit 3

Evolution of Telecasting

Learning Outcomes

On successfully completing the unit, the students will be able to:

- ▶ Evaluate the historical context of telecasting
- ▶ Differentiate between the world before and after telecasting technology.
- ▶ Evaluate the impact of television transmission in the world.
- ▶ Critically examine the emergence of cinematography and the idea of motion picture.

Prerequisites

Think about how much time you spend watching video content each day - whether it's on your TV, computer, or smartphone. The evolution of telecasting has dramatically transformed our media landscape, shaping everything from entertainment and news to education and advertising. By studying this evolution, you'll gain insight into how technological advancements have influenced content creation, distribution methods, and viewing habits. You'll also develop a deeper understanding of current trends in video streaming and interactive media. Whether you're interested in film, television production, or digital media, exploring the evolution of telecasting will provide valuable context for understanding the complex video ecosystem we navigate today.

Keywords

Photography, Kinetoscope, Picture telegraphy, Cathode Ray Tube, Terrestrial transmission, Satellite technology, Internet Protocol Television, Cloud Computing, OTT platforms.

Discussion

What is the secret behind the success of any mass medium? You might answer - the technology, the entertainment value, the content and subject matter, the utility or the benefits etc. Sometimes you may arrive at an answer comprising all the above said

factors – 'public interest'. Yes, public interest was the most important determinant in the advancement of telecasting technology as a new medium during the 19th century.

People were so much attracted to spectacles and shows of all genres during the time. The reason why Lumiere Brothers were successful

in their attempts to popularize cinema with short actualities throughout the world! People were frightened, amused and captivated by the actualities shot and shown by Lumiere Brothers using their camera-cum-projector, 'the Cinematograph'.

5.3.1 Still Photography

The origins of still photography can be traced back to ancient China and Greece. In China, the first known attempt at capturing an image was made in the 4th century BC by the philosopher Mozi. He used a pinhole camera to project an inverted image of the outside world onto a screen. The ancient Greeks also experimented with pinhole cameras, and Aristotle described the process of camera obscura in his writings.



Fig 5.3.1 Photograph taken by Joseph Nicéphore Niépce

It was not until the 19th century that still photography, as we know it today, began to develop. In 1826, French inventor Joseph Nicéphore Niépce created the first permanent photograph using a process he called heliography. He used a camera obscura and a photosensitive material called bitumen of Judea to capture the image.

In 1839, Louis Daguerre announced the invention of the daguerreotype, a photographic process that used a silver-coated copper plate

and mercury vapours to create a clear, sharp image. In 1888, Kodak introduced the first mass-market camera, the Kodak No.1. This camera was affordable and easy to use, and it helped to popularise photography as a hobby.



Fig 5.3.2 Kodak No.1 camera

In the early 20th century, photography became an important tool for journalism and documentary. Photojournalists used camera to document important events and capture images that could be used to tell a story. In the 21st century, digital photography has become the dominant form of still photography. Digital cameras use sensors to capture images, and the images can be viewed and edited on a computer. Digital photography has made it easier and more affordable for people to take and share photographs, and it has opened up new possibilities for artistic expression.

5.3.2 Motion Pictures

The invention of motion pictures was an accidental occurrence. In the 19th century, horse racing was a spectacular entertainment. There was a popular debate among the horse racing community in San Francisco about

whether a galloping horse ever had all four feet off the ground at the same time. Some believed that at least one foot was always on the ground, while others argued that horses did indeed lift all four feet during the gallop.



Fig 5.3.3 Picture of horse race

One man who was particularly interested in settling this debate was Leland Stanford, the former Governor of California and a successful racehorse owner. He believed that if a horse could lift all four feet off the ground during the gallop, it would give his horse an advantage in the racing world. Stanford asked Eadweard Muybridge to capture a series of photographs that would settle the debate once and for all. Muybridge, always up for a challenge, set up a series of cameras along a track and used a series of tripwires to trigger the cameras in quick succession as the horse galloped past. For the first time, people could see the individual movements of the horse during the gallop, including the moment when all four feet were off the ground.

Eadweard Muybridge began experimenting with projecting the images in rapid succession to create the illusion of motion. This led to the invention of the Zoopraxiscope, a device that used a glass disc with a series of images around the edge that, when spun and viewed through a projector, created the first moving pictures.

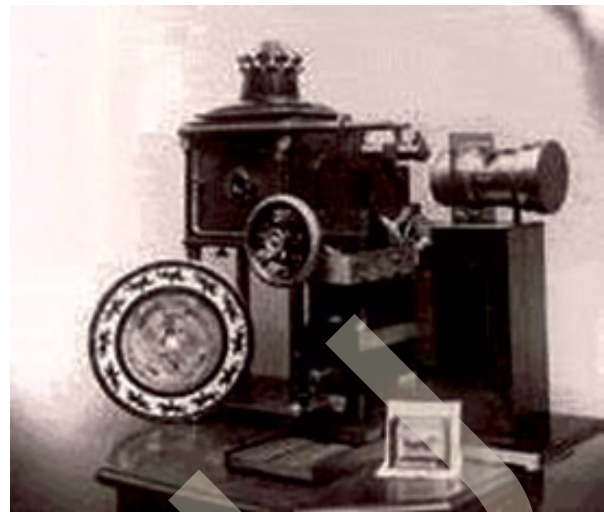


Fig 5.3.4 Zoopraxiscope

Muybridge's invention revolutionised the world of photography and paved the way for the development of motion pictures. His bet with Leland Stanford, while seemingly small and inconsequential, led to a major breakthrough in technology that changed the course of history.

Thomas Alva Edison, a US based inventor and businessman, was another key figure in the early history of cinema. In 1891, he patented the kinetoscope, a device that allowed a single viewer to watch a moving image through a peephole. Although the kinetoscope was not capable of projecting images onto a screen like the cinematograph, it was still a major breakthrough in the development of cinema.

Edison also played a key role in the development of sound recording, which would later become a critical component of cinema. In 1913, he introduced the Edison Phonograph, which allowed sound to be recorded and played back using a cylinder. Later this technology paved the way for the development of synchronized sound in films.

Louis and Auguste Lumière were French inventors who are credited with creating the first commercially successful motion picture

projection system. In 1895, they unveiled their invention, the cinematographe, which was capable of recording and projecting moving images.



Fig 5.3.5 Kinetoscope or Peep parlour

The first public screening of a film using the cinematographe took place in Paris on December 28, 1895, and it was an instant success. The Lumière Brothers quickly capitalised on their invention, producing a series of short films that captured everyday scenes from around the world. These films, known as actualities, were hugely popular and helped to establish cinema as a new form of entertainment. The famous actualities captured by Cinematographe were *Workers leaving Lumiere Factory*, *The Gardener*, or *The Sprinkler Sprinkled*, *Horse Trick Riders*, *Train Arriving at a Station* etc.



Fig 5.3.6 Lumiere Brothers

5.3.3 Picture Telegraphy

Another milestone in the history of communication technology was picture telegraphy. It is also known as a facsimile, or fax, and is a technology that allows for the transmission of images over a telegraph wire. The invention of picture telegraphy in 1843 by Scottish inventor Alexander Bain was a significant technological breakthrough that paved the way for modern facsimile machines. It laid the foundation for the development of other image transmission technologies..



Fig 5.3.7 Alexander Bain

The discovery of the photoconductive properties of selenium by Willoughby Smith, a British electrical engineer, in 1873 was a significant breakthrough in the field of electrical conductivity and led to the development of numerous technological applications.

Scanning and synchronising are the fundamental operations in both picture telegraphy and television transmission. The major difference is the speed of scanning. When television technology can scan an image in a fraction of a second, it is done with a duration exceeding several minutes in picture telegraphy. Both technologies evolved

at a slow pace during the 19th century. There exists a symbiotic relationship between picture telegraphy and television as they progressed contemporaneously.

In the early formative stage of television, many experiments on picture photography were helpful. But to reach a practical television system, the inventors found it desirable to adapt the aspects of factors that influenced cinematography. The principles of persistence of vision, three-point lighting, the composition of scenes and sequences, Production and Post-production techniques, etc., were useful for them.

5.3.4 The Television System

Another milestone was created by Paul Gottlieb Nipkow, who is credited with inventing the first mechanical television system. In 1884, he invented the first electric telescope, which used a rotating disk with small holes to scan an image and transmit it over a wire. Nipkow's invention was also important because it demonstrated that images could be transmitted over long distances using electricity. This led to further research and experimentation, which eventually led to the development of electronic television systems in the 1920s and 1930s.

A significant moment of television technology can be the development of the cathode ray tube (CRT) in the 1890s. A CRT is a vacuum tube that can produce a beam of electrons that can be used to create an image on a screen. The first use of a CRT in a television-like device was in 1900 when the German physicist Karl Ferdinand Braun invented the cathode ray oscilloscope, which was used to measure electrical signals.

In the 1920s, several inventors began experimenting with ways to transmit images using radio waves. The first practical

demonstration of television was in 1925 when Scottish inventor John Logie Baird transmitted a moving image of a ventriloquist's dummy over a short distance using a **mechanical television system**. He is widely credited as the first person to demonstrate a working television system, which he achieved in 1926. Baird's mechanical television system relied on the use of a spinning disk known as a Nipkow disk, which was fitted with a series of small holes arranged in a spiral pattern. As the disk rotated, it would scan an image and break it down into a series of light and dark spots that could be transmitted over a wire or radio signal to a receiver.



Fig 5.3.8 John Logie Baird with his mechanical television system (courtesy BBC)

Meanwhile, in the United States, inventors like Philo Farnsworth and Vladimir Zworykin were developing **electronic television systems** that used a Cathode Ray Tube (CRT) to produce high-quality images. Farnsworth demonstrated the first electronic television system in 1927, and Zworykin developed a similar system, which he called the iconoscope, in the following years. In the 1930s, television technology continued to evolve rapidly. In 1934, the first public television broadcasts were made in the United States and the United Kingdom.

One of the significant milestones in the development of television technology came in the early 1940s when Radio Corporation

of America (RCA) introduced the first colour television system. This was a major breakthrough, but colour television would not become widely available until the 1960s.

The timely improvement of television transmission technologies further helped in enhancing the reach of the medium. **Terrestrial television transmission**, also known as over-the-air television, is a traditional method of broadcasting television programming that uses terrestrial radio waves to transmit signals to viewers' antennas. Terrestrial television transmission has been the primary method of broadcasting television programming for decades, providing free access to a range of programming options.

The key components of a terrestrial or analogue television transmission system include a television studio, a transmitter, an antenna, and a television set. These analogue television signals were sent through a process of modulation, which would vary the amplitude or frequency of the signal to carry audio and video information. The television studio produces the programming, which is then transmitted through a transmitter. The transmitter converts the programming into an electromagnetic signal and broadcasts it over a range of frequencies. An antenna receives the signal and converts it back into audio and video information, which is then displayed on a television set.

In the early years, **satellite technology** was primarily used for military and scientific purposes, but as the technology advanced, it became increasingly used for commercial purposes, including television transmission. The first satellite to be used for television transmission was the Telstar 1, launched in 1962. This satellite was used to transmit live television images across the Atlantic Ocean, allowing viewers in Europe and North America

to watch live programming from each others' countries. In the years that followed, satellite television transmission technology continued to evolve with the launch of new satellites and improvements in signal transmission. In the 1970s, the launch of the first direct broadcast satellite (DBS) systems allowed for the delivery of television programming directly to consumers' homes without the need for cable or terrestrial transmission.

One of the major breakthroughs in the development of satellite television transmission came in the 1980s with the launch of the first **geostationary satellites**. These satellites orbit the earth at exactly the same speed as the earth's rotation, allowing them to remain in the same location in the sky relative to a fixed point on the ground. This made it possible to transmit signals to a fixed point on the ground, such as a satellite dish, allowing for widespread access to satellite television. Throughout the 1990s and early 2000s, satellite television transmission continued to evolve with the launch of new satellites and improvements in signal transmission technology. The development of digital satellite television in the early 2000s allowed for the delivery of high-definition programming and other advanced features.

In the early 21st century, many countries began to transition from analogue to **digital broadcasting**. The key components of a digital television system include a camera, a transmitter, a receiver, and a digital television set. The camera captures images and converts them into digital data, which is compressed and transmitted through a digital encoder. The digital encoder converts the data into a binary code, which is then modulated onto a carrier wave and broadcast into the airwaves. A digital television set receives the broadcast signal and decodes the binary code to recreate the images and sound captured by the camera. Digital



signals can also carry more information, allowing for additional programming options.

Another crucial change that affected even the viewing habits of television audiences is the introduction of **Internet Protocol Television (IPTV)**. It is a modern television broadcasting technology that uses the internet to deliver television programming to viewers. IPTV delivers television content over the internet instead of using traditional broadcast methods like cable or satellite.

The key components of an IPTV system include a source of television programming, an IPTV middleware system, and an IPTV set-top box. The source of television programming can be a traditional television broadcaster, a streaming service, or a local content provider. The IPTV middleware system is responsible for managing the delivery of the programming and providing interactive features like video-on-demand and program guides. The IPTV set-top box decodes the programming and delivers it to the television set.

Live streaming television transmission is a technology that allows for the real-time broadcasting of television programs over the internet. It is a comparatively new development in the world of television and has become increasingly popular in recent years. The origin of live-streaming television transmission can be located back to the early days of the internet. In the late 1990s, many companies began experimenting with streaming audio and video over the internet. One of the examples of this was the “Netshow” software developed by Microsoft. This software allowed users to broadcast

audio and video over the internet in real time.

However, it wasn’t until the mid-2000s that live-streaming television transmission began to gain popularity. This was due in part to the increasing availability of broadband internet, which made it possible to stream high-quality video over the internet. Additionally, the rise of social media platforms like Facebook and Twitter made it easier for people to share and discover live streams.

Another important development has been the growth of **cloud computing**. Cloud-based video platforms like YouTube and Twitch have made it easy for content creators to stream their content to a global audience. These platforms provide tools for managing and monetizing live streams, which has helped to drive the growth of live streaming as a business.

Live streaming television transmission has also been driven by changes in consumer behaviour. As more people have cut the cord and moved away from traditional cable and satellite TV, they have turned to stream services like Netflix and Hotstar for their entertainment needs. Live streaming has become an increasingly popular way to watch live events like sports, concerts, political rallies etc. **OTT platforms** which offer streaming, Programme download and live streaming became popular after the Covid19 upsurge and lockdown measures adopted in the pandemic age after February 2020. Today we have multiple platforms and modes of access to television programmes all over the world.

Recap

- ▶ In 1826, French inventor Joseph Nicephore Niepce created the first permanent photograph.
- ▶ Eadward Muybridge invented the Zoopraxiscope.
- ▶ In 1891, Thomas Alva Edison patented the Kinetoscope.
- ▶ In 1895, Lumiere Brothers introduced cinematograph, which was capable of recording and projecting moving images.
- ▶ In 1884, Paul Gottlieb Nipkow invented the first electric telescope, which used a rotating disk with small holes to scan an image and transmit it over a wire.
- ▶ The first practical demonstration of television was in 1925 when Scottish inventor John Logie Baird transmitted a moving image of a ventriloquist's dummy over a short distance using a mechanical television system.
- ▶ The first satellite to be used for television transmission was the Telstar 1, launched in 1962.
- ▶ One of the earliest examples of live streaming software was the "Netshow" developed by Microsoft.

Objective Questions

1. Who created the first permanent photograph?
2. Who developed daguerreotype photographic process in 1839?
3. Name the first mass-market still camera.
4. Zoopraxiscope, the first device to create the illusion of motion was developed by whom?
5. Kinetoscope, invented by Thomas Alva Edison gave birth to the idea of what?
6. What was the unique feature of cinematographe invented by Lumiere Brothers?
7. Name two actualities captured and projected by Lumiere brothers in propagating cinema.
8. What was the contribution of Alexander Bain in the development of television technology?
9. What are the two common fundamental operations in picture telegraphy and television transmission?
10. Who invented the first electronic telescope that used a rotating disk to scan images and to transmit it over wire?
11. Expand CRT.
12. Name the inventor who transmitted a moving image for the first time over a short distance using a mechanical television system.



Answers

1. Joseph Nicephore Neipce
2. Louis Daguerre
3. Kodak No.1
4. Eadward Muybridge
5. Peep parlours
6. Cinematographe was capable of recording and projecting moving visuals. Till then the motion pictures were demonstrated within a box. Lumiere brothers freed motion pictures from the box to big screen.
7. Workers leaving the Lumiere Factory and the arrival of a Train at La Ciotat Station
8. Picture Telegraphy
9. Scanning and Synchronizing
10. Paul Gottlieb Nipkow
11. Cathode Ray Tube
12. John Logie Biard

Self Assessment

1. Create a timeline illustrating major milestones in the evolution of television technology from mechanical TV to modern smart TVs.
2. Write an essay analyzing how the introduction of color television impacted content creation and viewer engagement in the 1960s and 1970s.
3. Compare and contrast traditional broadcast television with modern streaming platforms. Discuss differences in content, business models, and viewer experience.
4. Design a presentation explaining the technical process of how a TV signal is transmitted and received, from studio to home screen.
5. Research and write a paper on how advancements in telecasting technology have influenced news reporting and consumption over the past 50 years.

Suggested Readings

1. Rosenthal, P. (2020), *Television: Innovation, Disruption, and the World's Most Powerful Medium*, Scribe Publications.
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3. Dey, A. (2018), *Technologically Together: Accessibility and Communication in a Digital World*, Cambridge University Press.

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7. Kumar, S. (2011), *India's Television Revolution: From Doordarshan to Satellite Channels*, Sage Publications India.
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Unit 4

Evolution of Digital Media

Learning Outcomes

On successfully completing the unit, the students will be able to:

- ▶ Differentiate the analog and digital media platforms
- ▶ Write a brief history of the evolution of computer technology.
- ▶ Define digital media and their impact on people.
- ▶ Analyse the pros and cons of mobile technology.

Prerequisites

Consider how many digital devices you interact with on a daily basis - smartphones, laptops, tablets, smart watches. The evolution of digital media has revolutionized how we create, consume, and share information. By exploring this rapidly changing landscape, you'll gain insight into the technological advancements that have shaped our current media ecosystem. You'll also develop a deeper understanding of emerging trends and technologies that are likely to impact future media consumption habits. Whether you're interested in social media, digital marketing, or software development, studying the evolution of digital media will provide valuable context for navigating the ever-changing digital landscape.

Keywords

Analytical engine, Personal computer, Digital technology, Mobile phones, Digital media, Networks, Web 3.0, Internet of Things

Discussion

We live in a digitized and networked society in which every sort of communication relies on the digital media. Regardless of the generations, the access to digital media via smartphones enabled us to communicate quickly and efficiently. The activity ranges between making payment for groceries to seriously researching over latest innovations.

The evolution of digital technology was a long process and involves several inventions and innovations pioneered through 20th and 21st centuries. The process comprised of the development of different computers and network technologies. Let us examine them in detail.

5.4.1 The computer technology

The origins of different computer technologies can be traced back to hundreds of years. The development of computers can be divided into several stages, each marked by significant advancements and innovations. The abacus, a simple calculating device was invented in ancient China more than 2,000 years ago. It was popular among merchants and traders for basic arithmetic operations.

Later, in the 17th century, the first mechanical calculator was invented by the French mathematician Blaise Pascal. This calculator could perform addition and subtraction operations and was the precursor to the modern computer. In the mid-19th century, Charles Babbage, an English mathematician, designed the first programmable computer, known as the Analytical Engine. However, due to financial constraints, the machine was never built during Babbage's lifetime. Nevertheless, Babbage is considered the father of modern computing because of his pioneering work in designing programmable computers.



Fig 5.4.1 The Difference or Analytical Engine

In the mid-19th century, Charles Babbage, an English mathematician, designed the first programmable computer, known as the

Analytical or Difference Engine. Babbage envisioned the machine as a way to automate the calculation of mathematical tables, which were used extensively in navigation, astronomy, and other scientific fields. The design of the Difference Engine was a significant achievement in the history of computing. It represented the first attempt to create a machine that could perform complex mathematical calculations automatically without human intervention.

The legacy of the Difference Engine can be seen in modern computing, as it represents a crucial step in the evolution of machines that can process information and perform complex tasks automatically.

In the 20th century, electronic computer development began with the vacuum tube invention by Lee de Forest in 1906. The vacuum tube, an electronic component, was used to amplify electrical signals and was the basis for the first electronic computers. In 1937, John Atanasoff and Clifford Berry designed the Atanasoff-Berry Computer (ABC), the first electronic computer capable of solving complex equations. However, the ABC was not fully functional and was never put into production.

During World War II, the development of computers accelerated due to the need for faster and more accurate calculations. The first fully functional electronic computer, the Electronic Numerical Integrator and Computer (ENIAC), was built by John Mauchly and J. Presper Eckert at the University of Pennsylvania in 1946. The ENIAC was the first computer to use electronic switches instead of mechanical ones and was used for military calculations during the war.

In the following years, the development of

computers continued at a rapid pace. In 1951, the first commercially available computer, the UNIVAC I, was built by Eckert and Mauchly's company, Universal Computer Systems. The UNIVAC I was used for business and scientific calculations and marked a significant milestone in the development of computers.

The 1960s and 70s saw the growth of mainframe computers which were large, powerful machines for business and government applications. In the late 1970s, the first personal computers were introduced, including the Apple II and the Commodore PET. These computers were much smaller and more affordable than mainframe computers, making them available to a broader audience.

The 1980s saw the development of more powerful personal computers, including the IBM PC and the Macintosh. IBM developed the first commercially successful PC, the IBM PC, in 1981. The introduction of graphical user interfaces (GUIs) made computers easier to use and increased their popularity.



Fig 5.4.2 Personal computer of 1980s

The 1990s saw the rise of the Internet and the World Wide Web, which revolutionized the way people communicate and access information. The development of mobile computing and portable devices, such as laptops and smartphones, also made computers more accessible and portable than ever before.

5.4.2 The Digital World

What do you mean by digital?

Digital refers to something that is represented in binary code consisting of 0s and 1s. In the context of modern technology, digital refers to any data or information that can be processed by computers and other digital devices. The term digital can be traced back to the Latin word “digitus,” which means finger or digit. In the early days of computing, digital referred to the use of fingers to operate mechanical calculators and other devices. Today, digital has come to encompass a wide range of technologies and applications, from social media and e-commerce to mobile computing and artificial intelligence.

Digital technology has transformed many aspects of modern life, including communication, entertainment, and commerce. Digital communication technologies, such as email, instant messaging, and social media, have made it relatively easy to connect with others and share information. Digital entertainment technologies, such as streaming services and video games, have transformed the way we consume media and interact with content.

The main characteristic of digital technology is that it is based on binary code, which is a system of representing information using only two symbols: 0 and 1. This allows for data to be stored, processed, and transmitted more efficiently than analog technology, which is based on continuous signals.

One of the key benefits of digital technology is its ability to store and process a vast amount of data, which can inform decision-making and drive innovation. This has led to the development of fields such as data science and artificial intelligence, which are focused on using data to solve complex problems and create new technologies.

The concept of 'digital' evolved over several decades as advancements were made in computing and communication technologies. The roots of digital technology can be traced back to the mid-19th century when telegraph communication was invented. Telegraph used Morse code of dots and dashes to represent letters and numbers, the predecessor of digital encoding.



Fig 5.4.3 The digital technology

Slowly digital technology started to sneak into everything around us. In the 1960s and 1970s, it began to expand beyond the realm of computing and into other areas, such as telecommunications and audio recording. Digital audio recording, in particular, revolutionized the music industry by allowing for more accurate and reliable recordings.

In the 1980s and 1990s, the development of personal computers and the internet ushered in a new era of digital communication and information sharing. The World Wide Web, which was invented in 1989 by British computer scientist Tim Berners-Lee, made it possible to access and share information on a global scale.



On April 3rd 1973, Dr. Martin Cooper, a researcher at Motorola, invented the first portable mobile phone called the DynaTAC. It was released in 1983 and was the first commercially available mobile phone. The DynaTAC weighed 2.5 pounds and cost \$3,995. It had a talk time of only 30 minutes and could store only 30 phone numbers. Despite its limitations, it was a significant technological breakthrough and laid the foundation for the development of modern mobile phones.

The development of mobile phones continued throughout the 1990s and 2000s, with the introduction of new features such as text messaging, cameras, and internet access. In 1992, IBM introduced the first smartphone, called Simon, which had a touch screen and could send and receive faxes and emails. In 2007, Apple released the first iPhone, which revolutionized the mobile phone industry and set the standard for modern smartphones. Today, mobile phones are an integral part of daily life, and their development continues to push the boundaries of what is possible in mobile communication technology.



Fig 5.4.4 Dr. Martin Cooper

The rise of mobile computing in the 2000s and 2010s has further expanded the reach and capabilities of digital technology. Smartphones and tablets have made it possible to access the internet and other digital services from virtually anywhere and have enabled the

development of new applications and services that were not possible before.

5.4.3 The Concept of Digital Media

The concept of digital media refers to any media that is created, distributed, and consumed using digital technologies. This can include a wide range of content types, such as text, images, audio, and video, as well as interactive experiences, such as games and virtual reality environments. Digital media is often created using digital devices such as computers, smartphones, and cameras and can be distributed through a variety of channels, including the Internet, social media, and digital broadcasting platforms.

Digital media has become an integral part of our daily lives, influencing how we communicate, learn, work, and consume information. One of the most significant digital media trends in the present-day scenario is social media. Social media platforms such as Facebook, Twitter, Instagram, and TikTok have become increasingly popular among people of all ages. Social media has also become a crucial tool for businesses and organizations to reach out to their customers and promote their products and services.

Another emerging trend in digital media is the rise of influencer marketing. Influencers are individuals who have a large following on social media and are considered experts in their respective fields. Brands are collaborating with influencers to promote their products and services to a wider audience. Mobile devices have also become an essential part of our daily lives, and the trend of mobile-first content has gained significant momentum. This trend has led to the rise of short-form videos, such as those found on TikTok, which are optimized for mobile viewing and are highly engaging for users.

The application of virtual and augmented reality is yet another trend that has emerged in digital media. Virtual reality technology creates immersive experiences by simulating real-world environments, while augmented reality overlays digital information onto the physical world. Businesses are now using data analytics and artificial intelligence to tailor content to individual users' preferences and interests. This approach has proven to be effective, as it allows businesses to create personalized experiences for their customers and increase engagement.

One of the key advantages of digital media is its ability to be easily shared and distributed. Digital media can be created once and then distributed to a global audience instantly, which has enabled the rise of global communication and collaboration. This has had a significant impact on industries such as journalism, where digital media has enabled new forms of storytelling and distribution.

Digital media has also enabled new forms of creativity and expression, such as digital art and music production. The ability to manipulate and edit digital content has made it possible for individuals to create and share their own content with others without the need for traditional gatekeepers such as publishers or record labels.

5.4.4 Evolution of Networks

The history of the network begins with the efforts of computer engineers to interconnect computers within an institution. They developed various protocols, such as file transfer protocols, to make data transfer possible between the connected nodes or computers.

The first attempt to interconnect the various computers was developed by the State Department of Defence of the United States

of America during the late 1950s. It was J.C.R. Licklider who developed the idea of a universal network. This thought gave birth to Advanced Research Project Agency (ARPA). Paul Baran of the RAND Corporation introduced a network that distributes data in message blocks during the early 1960s. It was Donald Davies of the National Physical Laboratory (NPL) who developed packet switching in 1965 for a national commercial data network in the United Kingdom.

By the early 1970s, ARPANET became the first operational packet-switching network and the precursor to the modern Internet. The ARPANET was designed to be decentralized, meaning that no single node or computer would be in control of the network. This ensured that the network would continue to function even in the event of a catastrophic failure of one or more nodes. In the 1970s and 1980s, the ARPANET continued to evolve with the development of new technologies such as email and file transfer protocols. This led to the creation of the first commercial Internet service providers (ISPs) in the late 1980s and early 1990s.

The National Science Foundation Network (NSFNET) was a pivotal development in the history of the Internet, serving as a backbone for the nascent network and providing the infrastructure necessary for its expansion. The NSFNET was launched in 1986, initially connecting five supercomputing centres across the United States. The network used advanced technologies such as T1 lines and packet switching to provide high-speed data transfer capabilities, making it possible for researchers to share large amounts of data quickly and efficiently.

As the NSFNET grew, it began to connect more and more research institutions and

universities across the US. By the early 1990s, the network had expanded to include more than 3,000 institutions and was handling more than 2.5 billion packets of data per month. The NSFNET also played a key role in the development of the World Wide Web. In 1991, the NSF funded the development of the first graphical web browser, known as Mosaic, which made it possible for non-technical users to access and browse the Internet. This development helped to popularize the Internet and paved the way for its widespread adoption.

However, as the Internet continued to grow, the limitations of the NSFNET became increasingly apparent. In the early 1990s, the network began to experience congestion and slowdowns due to the increasing amount of traffic it was handling. To address these issues, the NSF began to phase out the NSFNET and transition control of the Internet to commercial service providers. By the mid-1990s, the Internet had become a commercial entity, with the emergence of large Internet services providers such as America Online and CompuServe.

The development of the World Wide Web in 1989 by British computer scientist Tim Berners-Lee further accelerated the growth of the Internet. The web-enabled users to access and share information through a user-friendly interface, which made it much easier for non-technical users to access and use the Internet. Throughout the 1990s and 2000s, the Internet continued to expand with the development of new technologies such as broadband Internet, wireless networks, and cloud computing. This enabled users to access the Internet from virtually anywhere and to share and store data on remote servers rather than on local devices.



5.4.5 Mass media in the Networked world

The mass media scenario in the networked world has undergone significant changes in recent years. With the rise of the internet and social media, traditional mass media channels like television, radio, and print media have had to adapt to keep up with the changing landscape. In the networked world, information is no longer controlled by a few large corporations or media outlets. Instead, individuals and organizations can create and distribute their own content via social media and other online platforms. This has led to a proliferation of voices and perspectives, as well as a blurring of the lines between traditional news and user-generated content (UGC).

5.4.6 Major milestones in the development of social media

- ▶ 1997- SixDegrees.com: The first social networking site, SixDegrees.com, was launched. It allowed users to upload a profile and connect with friends.
- ▶ 2002 - Friendster: Friendster became the first popular social networking site. It allowed users to find and connect with friends and meet new people.
- ▶ 2003 - LinkedIn: LinkedIn was launched as a professional networking site, allowing users to connect with colleagues, find job opportunities, and showcase their skills and experience.
- ▶ 2004 Orkut was developed by Google and was named after its creator, Orkut Büyükkökten, a Google employee. The platform was popular in Brazil and India
- ▶ 2004 - Facebook: Facebook was begun by Mark Zuckerberg, originally as a

social networking site for Harvard students.

- ▶ 2005 - YouTube: YouTube came into operational as a video-sharing platform, allowing users to upload and watch videos online.
- ▶ 2006 - Twitter: Twitter is a microblogging site, allowing users to share short messages and updates with their followers. Later it evolved into a social media platform where serious political discussions take place.
- ▶ 2009 - Instagram: Instagram was introduced as a photo-sharing app, allowing users to edit and share photos with their followers.
- ▶ 2011 - Snapchat: Snapchat was launched as a photo and video messaging app, allowing users to send ephemeral messages to their friends.
- ▶ 2016 - TikTok: TikTok is a very popular short-form video app, allowing users to create and share videos set to music.

At the same time, traditional mass media channels have also adapted to the networked world. Many newspapers, magazines, and television networks have established a strong online presence, using social media and other digital channels to reach audiences and engage with their readers and viewers. However, the rise of the networked world has also brought new challenges for mass media. With so many different sources of information available, it can be difficult for consumers to distinguish between reliable and unreliable sources. The speed and ease with which information can be shared online has also led to the spread of misinformation and fake news, making it more important than ever for consumers to be critical of the information they consume. In addition, the networked world has brought new business

models for mass media. Advertising, once the primary source of revenue for traditional media channels, has become more complex in the digital age. Overall, the mass media scenario in the networked world is complex and constantly evolving.

5.4.7 New media technologies

New media technologies like bandwidth, optical fibre cables, web 1.0, and Web 2.0 have fundamentally transformed the way we communicate, access information, and consume media. They helped to increase the speed of data transfer and thus reflected every walk of life.

The improvement in data transfer rates opened many opportunities in Information Technology, such as online trades and e-commerce, remote working, online education and so on.

Bandwidth refers to the amount of data that can be transmitted over a network in a given amount of time. It is measured in bits per second (bps) or bytes per second (Bps). Bandwidth is a critical component of modern communication networks, including the Internet. Higher bandwidths allow for faster and more reliable data transmission, enabling users to access and share information more quickly and efficiently.

One of the key technologies that have enabled high-bandwidth communication networks is optical fibre cables (OFC). These cables use light to transmit data over long distances at very high speeds. Compared to traditional copper cables, optical fibre cables can transmit data over much longer distances without signal degradation or interference.

Web 1.0 refers to the first generation of the World Wide Web, which was primarily focused on providing static, text-based web pages. This early version of the web was

limited in its interactivity and functionality, as it was primarily designed for one-way communication (read-only). Web 1.0 sites were typically created using HTML and served as informational resources rather than interactive platforms.

On the other hand, Web 2.0 represents a new generation of the web that is much more dynamic and interactive. Web 2.0 technologies include social media platforms, online collaboration tools, and other web-based applications that enable users to create and share content in real time. Web 2.0 sites are typically designed using a combination of HTML, CSS, and JavaScript and often rely on APIs and other web services to provide rich, interactive experiences.

Web 3.0, also known as the Semantic Web, represents the next evolution of the World Wide Web. Unlike previous iterations of the web, which focused on connecting documents and people, Web 3.0 is all about connecting data and machines. One of the defining features of Web 3.0 is the use of semantic technologies to create a more intelligent and context-aware web. Semantic technologies use natural language processing, machine learning, and other techniques to understand the meaning and context of data, enabling machines to better interpret and use this information. This enables a more sophisticated understanding of the relationships between data points, allowing machines to reason and make decisions based on this information.

Another key aspect of Web 3.0 is the use of decentralized technologies, such as blockchain, to enable more secure and transparent data exchange. Blockchain technology also enables the creation of decentralized applications (dApps), which can run on the network and provide new services and experiences to users.



By leveraging semantic technologies and data analytics, websites and applications can better understand a user's preferences and needs, providing customized content and experiences that are more relevant and engaging. This could include personalized recommendations for products and services, tailored news feeds, and customized user interfaces. For example, you might have noticed that the advertisements in social media are more personalized as they appear in accordance with your recent search histories.

Advanced Artificial Intelligence (AI) tools process the amount of time you spend on an advertisement or product search and would include such advertisements in your social media pages.

Other technologies that are driving the development of Web 3.0 include the Internet of Things (IoT), which is enabling more devices to be connected to the web and generating vast amounts of data, and artificial intelligence (AI), which is enabling machines to make increasingly sophisticated decisions based on this data..

5.4.8 The Evolution of Internet connectivity

Internet connectivity has become an essential part of our daily lives, enabling us to access information, communicate with others, and conduct business from anywhere in the world. Over the years, the evolution of mobile technology has led to the development of several generations of internet connectivity, including 2G, 3G, 4G, and 5G.

2G (Second Generation) was the first Generation of mobile internet connectivity, which was introduced in the 1990s. 2G offered low-speed internet access and was primarily designed for voice calls and text messaging. It supported data transfer rates of up to 236 kbps

and was based on circuit-switched technology.

3G (Third Generation) was introduced in the early 2000s and was a significant improvement over 2G in terms of speed and functionality. 3G offered faster internet connectivity and the ability to use mobile internet services like email, video streaming, and mobile banking. It supported data transfer rates of up to 42 Mbps and was based on packet-switched technology. The main advantages of 3G were its ability to support multimedia applications and its improved network coverage.

4G (Fourth Generation) was introduced in the late 2000s and represented a significant leap forward in terms of speed and connectivity. 4G offered much faster internet connectivity than 3G and enabled users to stream high-quality videos, make video calls, and download large files quickly. It supported data transfer rates of up to 1 Gbps and was based on IP-based packet switching. The main advantages of 4G are its high-speed connectivity and low latency, which enabled new applications like virtual and augmented reality.

5G (Fifth Generation) is the latest Generation of mobile internet connectivity, which was introduced in the 2010s. 5G is expected to be up to 100 times faster than 4G and will offer significant improvements in terms of latency and connectivity. 5G will enable a range of new applications and services, including smart cities, self-driving cars, and the Internet of Things (IoT). It is based on advanced technologies like millimetre-wave frequencies and network slicing, which enable faster and more efficient data transmission. The main advantages of 5G are its high-speed connectivity, low latency, and ability to support a wide range of new applications.

5.4.9 Evolution of Social Media

Social media are now a ubiquitous part of our everydayness, enabling us to connect with others, share information, and engage in

online communities. Over the years, social media has evolved significantly, with new platforms and technologies emerging to meet the changing needs of users. The origins of social media are equated with the early days of the internet when online communities and discussion forums began to emerge.

One of the first mainstream social media platforms was Friendster, launched in 2002. Friendster was a pioneering platform offering users to create profiles, connect with friends, and share photos and messages. However, it was quickly overtaken by Myspace, which became one of the most popular social media platforms of the mid-2000s. Myspace allows users to customize their profiles with music and other multimedia content, making it a highly personalized and engaging platform.

In 2004, Facebook was launched, which quickly became the dominant social media platform of the early 2010s. Facebook allowed users to create profiles, connect with friends, and share photos and messages but also introduced new features like the

News Feed, which displayed updates from friends and family in real-time. Facebook's success spurred the growth of other social media platforms, like Twitter, Instagram, and Snapchat, each offering users unique features and experiences. Social media technologies have become an integral part of our life, connecting with friends, family, and colleagues and engaging with the world around us.

Social media is now an umbrella term that includes micro-blogging sites, social networking sites, photo and video-sharing sites, messaging apps, etc. The emergence of social media technologies has had a profound impact on our society, changing the way we communicate and interact with each other. Social media has enabled us to connect with people worldwide, creating new opportunities for cross-cultural dialogue and understanding. Social media has become a vital instrument for social activism, with movements like #MeToo and Black Lives Matter leveraging social media to mobilize and raise awareness.

Recap

- ▶ Charles Babbage, an English mathematician, designed the first programmable computer, known as the Analytical Engine.
- ▶ The first electronic computer, the Atanasoff-Berry Computer (ABC), was created in the late 1930s and early 1940s, which led to the development of digital media.
- ▶ In the 1950s, the first digital computer, the UNIVAC I, was introduced, making digital data processing more efficient and accessible.
- ▶ The introduction of the first email system in the 1970s allowed for easier and faster communication over long distances.
- ▶ Digital refers to something that is represented in binary code, consisting of 0s and 1s.
- ▶ The development of the World Wide Web in 1989 by the British computer scientist Tim Berners-Lee further accelerated the growth of computer networks.
- ▶ OFC cables enabled high bandwidth for faster and reliable data transfer.



Objective Questions

1. Who invented the first mechanical calculator?
2. Who is known as the “father of computing,” and what was his contribution?
3. What was Tim Berners-Lee’s contribution to computer technology?
4. What is the name of the first programmable computer developed by Charles Babbage?
5. Expand ARPANET
6. Who developed packet switching?
7. Which technology enabled the creation of decentralized applications (dApps)?
8. Which was the first social media network site?
9. Who developed the social media platform Orkut?
10. Which generation of connectivity allowed smooth transfer of multi-media messages?

Answers

1. The French mathematician Blaise Pascal
2. Charles Babbage
3. Tim Berners-Lee developed the World Wide Web
4. Analytical or Difference Engine
5. Advanced Research Project Agency Network
6. Donald Davies of National Physical Laboratory (NPL)
7. Blockchain technology
8. Six Degrees
9. Orkut Büyükkökten, a Google employee
10. 3rd Generation or 3G

Self Assessment

1. Create a timeline highlighting key milestones in the evolution of digital media, from the first home computers to modern smartphones and social media platforms.
2. Write an essay analyzing how the rise of user-generated content has impacted traditional media industries and consumer behavior.
3. Compare and contrast early internet forums with modern social media platforms. Discuss differences in user experience, content moderation, and social impact.

4. Design a presentation explaining the basic technical concepts behind digital media (e.g. binary code, pixels, compression) and how they enable modern media experiences.
5. Research and write a paper on how the evolution of digital media has influenced political communication and civic engagement over the past two decades.

Suggested Readings

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Unit 5

Impact of Technology on Media and Mediation; Media Convergence

Learning Outcomes

On successfully completing the unit, the students will be able to:

- ▶ Explain the impact of print media technology.
- ▶ Analyze the influence of radio as a rural medium.
- ▶ Evaluate the large-scale effects of telecasting.
- ▶ Evaluate the impact of convergence of technology on mass media.

Prerequisites

Imagine trying to explain to someone from 30 years ago how you can now watch TV shows, read news articles, and video chat with friends all on a single device that fits in your pocket. The rapid advancement of technology has not only changed the tools we use to consume media, but has fundamentally transformed how media is created, distributed, and experienced. By exploring the impact of technology on media and the concept of media convergence, you'll gain valuable insights into the complex interplay between technological innovation and media evolution. You'll also develop a deeper understanding of how these changes are reshaping industries, influencing consumer behavior, and impacting society at large. Whether you're interested in media production, digital marketing, or technology development, understanding these concepts will equip you with essential knowledge for navigating the ever-evolving media landscape.

Keywords

Industrialisation, Mediation, Paperless media, Digitization, Technological impact, Social media, Viral marketing, Virtual reality.

Discussion

5.5.1. Impact of Technology on Media and Mediation

Technological advancement has created wonders since the Industrial Revolution in the 16th century. The technological leaps in

mass media had begun even before Johannes Gutenberg invented movable types and the printing press. However, automation helped mass production of books, periodicals and newspapers.

Industrialisation resulted in the proliferation

of goods and services, and the necessity of reaching out to potential buyers also demanded the proliferation of mass media. Thus, in the beginning, the print media grew and inculcated a media habit among the public in support of industrialist marketing strategies. Mass media adopted technologies occasionally and transformed itself into more suitable forms. The transmission from mono ownership to cross-media ownership shows that technological changes profoundly impact mass media from the media operators' point of view and the audience's perspectives. Let's examine them.

5.5.1.1 Printing

Printing technology has profoundly impacted human society since its invention in the 15th century. It has enabled the mass production of books, newspapers, and other printed materials, making it easier for people to access information and ideas. One of the most significant impacts of printing technology is its role in spreading knowledge and ideas. Before the invention of the printing press, books had to be handwritten, making

the printing press helped create a shared language of scientific inquiry, making it easier for scientists to communicate and collaborate. This, in turn, helped to accelerate the pace of scientific discovery and innovation.

Printing technology has also had a significant impact on politics and government. The printing press made it easier for people to access news and information and share their ideas and opinions. This helped to create a more informed citizenry and led to the development of new forms of political activism, such as pamphleteering and political newspapers.

Despite its many benefits, printing technology has also had some negative impacts on society. The mass production of printed materials has led to environmental concerns, as the production and disposal of paper and ink can have a significant negative impact on the environment. Now we seriously think about a paperless culture. Paperless business transactions, e-documents and digital certificates etc., reduces carbon footprints caused by paper prints.

The first newspaper in India was Hicky's Bengal Gazette or The Original Calcutta General Advertiser owned and operated by an English man called James Augustus Hickey. The first issue of the paper itself carried advertisements.

them expensive and difficult to produce. The printing press allowed for the mass production of books, making them more affordable and accessible to a broader audience. This led to a dramatic increase in literacy rates, as more people had access to books and could learn to read.

According to historian Elizabeth Eisenstein, the widespread availability of books also played a crucial role in developing scientific thinking. In her book *The Printing Press as an Agent of Change*, Eisenstein argues that

5.5.1.2 Telegraph Technology

The telegraph was a revolutionary technology that changed the way people communicated with one another. Invented in the 1830s, the telegraph allowed messages to be sent quickly over long distances, making it possible for people to communicate almost instantly.

Prior to the invention of the telegraph, communication over long distances was slow and unreliable. Letters had to be sent by



horseback or ship and could take weeks or even months to arrive at their destination. The telegraph allowed messages to be sent quickly and reliably over long distances.

The news of Lincoln's assassination travelled slowly through Europe by ship and by word of mouth. It was not until 14th April 1865, five days after the assassination, that the news finally reached England.

According to historian Tom Standage, the telegraph also played a key role in the development of international trade. In his book *The Victorian Internet*, Standage argues that the telegraph helped to create a global network of communication, making it easier for businesses to trade with one another across borders and time zones.

The telegraph also had a significant impact on politics and warfare. During the American Civil War, the telegraph was used extensively to communicate orders and information between commanders in the field and officials in Washington, DC. This helped to make the Union army more effective and efficient and contributed to its ultimate victory.

With the introduction of the internet, digital technology and mobile phones, the relevance of the telegraph was in question. Still, the telegram services based on telegraph technology continued till 14th July 2013 in India.

5.5.1.3 Telephone

The introduction of the telephone by Alexander Graham Bell in 1876 revolutionized communication by providing a means of instant, long-distance communication. The

telephone made communication faster and more efficient. Prior to the invention of the telephone, communication was primarily done by mail or the telegraph, which could take days or even weeks to deliver a message. With the telephone, people could communicate instantly over long distances, which allowed for faster business transactions and more efficient personal communication.

The telephone made communication more personal. With the telephone, people could hear the voice of the person they were communicating with, which made communication more personal and intimate. This allowed for more emotional connections between people and helped to bridge the gap between long-distance relationships. For example, families could communicate with loved ones who were far away, which helped to alleviate the loneliness and isolation of long-distance relationships.

The telephone allowed for faster communication between businesses and consumers, which helped to facilitate the growth of international trade. The telephone also allowed for faster communication between businesses, which helped to speed up the process of negotiating and closing deals. For example, the telephone played a crucial role in the growth of the stock market by allowing brokers to communicate with clients and other brokers instantly.

The telephone has led to the development of new technologies that have further transformed communication. For example, the invention of the cell phone in the 1980s allowed for even more instant and mobile communication,

The last telegram message in India was sent on July 14, 2013. The telegram service in India was started in 1851 on an experimental basis from Kolkata to Diamond Harbor. After four years it was available for public use.

The first telephonic conversation was made on 10th March 1876 between Alexander Grahambell, the inventor of the device, and his assistant Thomas Watson. The conversation was “Mr. Watson come here. I want to see you”.

while the development of the internet has led to new forms of communication, such as email and instant messaging.

5.5.1.4 Radio

Radio has been a crucial mass media technology for over a century, connecting people across vast distances and enabling the spread of ideas and culture. From its early days as a novelty to its current status as a ubiquitous part of daily life, radio has had a profound impact on society, politics, and culture.

The first commercially operated radio broadcast in the United States took place on November 2, 1920, when station KDKA in Pittsburgh broadcast the results of the Presidential election. This broadcast marked the beginning of the Golden Age of Radio, a period from the 1920s to the 1950s when radio was the dominant form of entertainment and information.

One of the most significant impacts of radio has been its ability to inform and educate the public. During World War II, radio broadcasts played a critical role in keeping people informed about the progress of the war and providing updates on the home front. In the post-war era, radio remained a vital source of news and information with programs. Radio has also had a significant impact on music and popular culture. In the 1950s, rock and roll exploded onto the scene, with radio stations like Cleveland’s WJW playing a key role in promoting the new sound.

Another important impact of radio has been its ability to connect people across borders and cultures. Shortwave radio, in particular, has been used to transmit information and ideas to people living in countries with limited access to free media. During the Cold War, Radio Free Europe and Voice of America broadcast to Eastern Europe, providing an alternative to state-run media and helping to promote democracy and freedom. Radio has also been used to promote cultural exchange, with programs like the BBC’s ‘World Service’ providing a platform for voices from around the globe.

In India, amateur radio clubs introduced radio transmission during the 1920s. The first transmission as a trial was done from the roof of the Times of India building in Bombay in 1923 by the Bombay Presidency Radio Club. The impact of radio on Indian soil was deep as the medium was comparatively less expensive and easy to use. Soon after the invention of transistors, the cost of radio sets was slashed. It became the favourite mass medium for rural India. People used to carry the radio sets to their fields as it permitted them to access programmes while they engaged in their work. All India Radio programmes were designed to satisfy diverse audiences ranging from children, students, farmers, women, professionals, etc. For many years radio was the sole medium that carried messages directly from the policymakers to people.

Radio has had a significant impact on politics and democracy. Radio talk shows and



“There are only two people in every picture: the photographer and the viewer.”
– Ansel Adams.

call-in programs provide a forum for public discussion and debate, allowing people to share their opinions and engage with each other on important issues. In many democratic countries, political campaigns have long relied on radio advertising to reach voters, with candidates using the medium to promote their platforms and connect with potential supporters.

The introduction of television backlashed radio during the 1990s. But with private FM stations and entertainment programmes, radio is one of the favourite mediums of people of all ages. Digital technology has revolutionized the concept of radio transmission. The internet and community radio channels make a big impact with their form and approach among the public. Radio is now a more regional medium that addresses the minutest issues in society.

5.5.1.5 Photography

The invention of photography technology in the mid-1800s was a major breakthrough that allowed people to capture images of the world around them. According to the National Museum of American History, “The invention of photography in the 1830s and 1840s was a defining moment in the history of communication technology.” With the ability to capture images and preserve them for posterity, photography quickly became a popular medium for documenting the world.

One of the most significant impacts of photography technology was its role in journalism and news media. According to an article in *The Atlantic*, photography

technology helped to transform journalism by providing a visual record of events. This allowed newspapers and other media outlets to convey the news to their audiences.

The National Museum of American History notes that “photography has had a profound impact on the visual arts, particularly in the areas of abstraction and expressionism”. Another area where photography technology had a significant impact was in advertising and marketing. With the ability to create visually compelling images, businesses have been able to use photography to promote their products and services in new and innovative ways.

The advent of digital photography technology in the late 20th century and early 21st century has had an even greater impact on society. As per an article published in *The New York Times*, digital photography technology has “changed the way we take and share photographs.” With the ability to instantly capture and share images on social media, photography has become a more immediate and participatory medium.

5.5.1.6 Cinematography

Cinematography technology has significantly impacted society since its inception in the late 19th century. With the ability to capture moving images and sound, movies quickly became a popular form of entertainment and a powerful medium for storytelling.

One of the most significant impacts of cinematography technology was its role in developing popular culture. As per a report by the Motion Picture Association, “Movies have

played a significant role in shaping popular culture since their inception.” From classic Hollywood films to modern blockbusters, movies have profoundly impacted how we see and experience the world.

Education was another area where cinematography technology had a significant impact. According to an article in *The Guardian*, “Movies have been used in classrooms for decades to engage students and enhance learning.” With the ability to visually demonstrate complex concepts and ideas, movies have become a valuable tool for educators at all levels.

The advent of digital cinematography technology in the late 20th century and early 21st century has had an even more significant impact on society.

With the ability to shoot and edit movies using digital technology, filmmakers have been able to create films that were once thought impossible. Using computer graphics and chroma keying gave shape to the wild imaginations of writers and directors seamlessly.

Digital cinema technology decreased the time, space and resources for the movie-making process. Many novel ideas struck and paved the way for the new-generation film (Newgen films). The industry is flourishing with new talents and mind-blowing ideas in the present-day scenario. The Over the Top (OTT) release option is a boon to many debutants in the field as they ensure a media vehicle to reach their niche audience.

5.5.1.7 Television

Television technology has profoundly impacted society since its inception in the early 20th century. With the ability to transmit audio and visual signals over long distances, television quickly became a popular form of

entertainment and a powerful medium for conveying news and information.

One of the most significant impacts of television technology was its role in shaping popular culture. According to a report by Nielsen, “Television has been the dominant form of entertainment in American households for over 60 years.” From classic television shows like *I Love Lucy* to current streaming services like Netflix, television has profoundly impacted how we consume media and engage with popular culture.

Television transformed how we receive news, making it possible to transmit live images and audio from around the world. With the ability to broadcast information in real time, television has become an essential tool for journalists and news organizations worldwide.

Television has been used in classrooms for decades to engage students and enhance learning. With the ability to visually demonstrate complex concepts and ideas, television has become a valuable tool for educators at all levels. With the ability to stream television shows and movies on smartphones, tablets, and other devices, digital television has made it easier to access media content anywhere in the world.

5.5.1.8 Internet

The internet has revolutionized the world in countless ways. From social media to e-commerce, the internet has changed how we interact, communicate, and consume information. India has also witnessed significant growth in internet usage over the years, with a large population acquiring access to the internet for the first time. The number of internet users had a sharp increase during and after the lockdown period due to the Covid 19 pandemic worldwide.



The internet has transformed the way education is delivered in India. With e-learning platforms like Coursera and edX, students can access high-quality education from top universities worldwide. The National Programme on Technology Enhanced Learning (NPTEL) is another example of an initiative that provides online courses and certification programs. This has made education more accessible and affordable for many Indians, especially those in rural areas.

The increase in e-commerce has had a significant impact on India's economy. Companies like Flipkart and Amazon have disrupted traditional retail models, providing consumers with a wide range of products at competitive prices. This has led to small businesses and entrepreneurship growth, as more people can now start online businesses and sell products through e-commerce platforms. But at the same time, e-commerce backlashed traditional and non-tech small-scale retailers with a loss of business turnover.

In the healthcare sector also, the connectivity and speed of the internet had magical effects. Telemedicine services, such as Practo and Docprime, allow the patients to consult with doctors remotely, saving time and money. This is specifically beneficial for those living in remote areas with limited access to healthcare. Additionally, healthcare providers can use online platforms to share information and collaborate, improving patient outcomes.

Social media had a major impact on Indian society, changing the way people communicate and consume information. Platforms like Facebook, Twitter, and Instagram have become popular tools for political mobilization, with political parties and activists using these platforms to connect with voters and promote their messages. Today, social media platforms are invariably used as influencing communication tools for

niche marketing.

The internet has revolutionized the way payments are made in India. Digital payment platforms like Paytm and Google Pay made it much easier and more convenient for people to pay for goods and services. This has decreased cash transactions and increased financial inclusion, as more people can access banking services through mobile devices. This has resulted in job loss in traditional areas and opened up many new avenues like online banking and payment operations.

Above all, the pandemic brought out new modes of work from home, hybrid modes, online tuitions and courses, with the help of increased data transfer and advanced internet technology. With connectivity, you can study, work and do many more things simultaneously. The present-day environment demands this internet-based multitasking from the upcoming generations at large. The job profiles may change according to technological advances. Many attractive jobs today may disappear, and many new jobs may turn up. Even a slight change in the connectivity to the internet may change our world and how we see world affairs drastically.

5.5.1.9 Mobile Phone Technology

With higher rate of wireless data transfer mobile phones have transformed the way we live, work, and communicate. These devices have become an extended part of our daily lives, and their impact on society is significant. Mobile phones allow individuals to communicate with each other from almost anywhere in the world. This connectivity has revolutionized how we interact, making it easier to maintain relationships, conduct business, and collaborate on projects. In addition, mobile phones have enabled people to access information and services at any time, from any location.

Mobile phone technology has revolutionized how we consume and interact with mass media. The ubiquitous presence of smartphones has enabled us to access news, entertainment, and information at our fingertips. The impact of mobile phones on mass media has been significant, transforming how news is reported, distributed, and consumed.

One of the most important impacts of mobile phones on mass media is how news is reported. In the past, journalists relied on traditional methods such as phone calls, faxes, and emails to gather information. However, with the advent of smartphones, reporters can now capture and report news as it happens in real time. Citizen journalism has become more prevalent, and eyewitnesses can now instantly capture and share events with the world through social media platforms.

For example, during the 2011 Arab Spring uprisings, citizen journalists used their smartphones to document and report on the protests, leading to the spread of the movement and increased global attention. In the same way, during the 2020 Black Lives Matter protests in the United States, smartphones were used to capture footage of police brutality and share it widely, sparking outrage and prompting widespread calls for justice. Another impact of mobile phones on mass media is how news is distributed. Social media operations such as Twitter, Facebook, and Instagram have become essential tools for journalists to share news stories and reach a wider audience.

With the increasing use of smartphones, traditional media such as newspapers and magazines have seen a decline in readership, while online media consumption has increased. News apps such as The Hindu, BBC, and The Times of India have become increasingly

popular, allowing users to access news stories in real time and personalize their news feeds. Streaming services such as Netflix, Amazon Prime, and YouTube Live have disrupted traditional television broadcasting and allowed users to consume content on-demand, anytime, anywhere.

Another significant impact of mobile phones is their role in the economy. Mobile phones have created a massive market for mobile applications, accessories, and services. This has resulted in the creation of many jobs and has helped to fuel economic growth. Mobile phones have also made it easier for businesses to communicate with customers, manage operations, and reach new markets.

Mobile phones have also had a significant impact on education. With the rise of mobile technology, students can now access educational resources from anywhere in the world. Mobile phones have made it easier for teachers to communicate with their students and deliver educational content in various formats. Additionally, mobile phones have made it easier for students to collaborate on projects, share information, and access online resources.

One of the negative impacts of mobile phones is their potential to distract individuals from their work or studies. The constant notifications and alerts from mobile phones can be a significant source of distraction, leading to decreased productivity and increased stress levels. In addition, mobile phones can be a source of addiction, leading individuals to spend excessive time on their devices.

Mobile phones have also raised concerns about privacy and security. As mobile devices have become more integrated into our daily lives, they have become a target for cybercriminals. Malicious actors can use mobile devices to access sensitive information



or launch cyber-attacks, putting individuals and businesses at risk.

5.5.1.10 Mass Media Convergence

Mass media convergence refers to merging traditional and digital media into a single platform. This convergence has transformed the way we consume and interact with media. In the past, different forms of media, such as print, radio, and television, operated independently. Still, with the advent of digital technology, these platforms have converged, allowing for new forms of content creation, distribution, and consumption.

One example of mass media convergence is the rise of online news outlets such as The Fourth, cnn.com, bbc.co.uk etc. These outlets combine traditional journalistic practices with digital media, offering multimedia content such as videos, images, and interactive graphics. Additionally, online news outlets have adopted social media platforms such as Facebook and Twitter to distribute news stories and engage with their audience.

Furthermore, the entertainment industry has also witnessed mass media convergence. Traditional television broadcasting has been disrupted with the rise of over the top streaming

services such as Netflix, Amazon Prime, and Hotstar. These streaming services offer on-demand access to various content, including television shows, movies, and documentaries. Additionally, streaming services have started producing their content, further blurring the lines between traditional and digital media.

Another example of mass media convergence is the rise of mobile devices such as smartphones and tablets. Mobile devices have become essential for consuming and interacting with media, offering users a range of multimedia content in a single platform. For example, social media platforms such as Instagram and TikTok allow users to share short-form videos, while news apps such as CNN and BBC provide real-time updates on current events.

Integrating traditional and digital media has created new content creation, distribution, and consumption forms. Online news outlets, social media integration with television, streaming services, and mobile devices are all examples of mass media convergence. As technologies evolve, it will be interesting to see how mass media convergence continues to shape the future of media.

Recap

- ▶ Print media, although often overlooked in the digital age, remains a vital source of information and entertainment for many people, offering a tactile and immersive experience that cannot be replicated by digital media.
- ▶ Newspapers have played a critical role in informing the public about current events and shaping public opinion, serving as watchdogs for governments and institutions.
- ▶ Radio has been a vital source of news, music, and entertainment for over a century, connecting people across vast distances and allowing for the spread of ideas and culture.

- ▶ Television has revolutionized entertainment, news reporting, and advertising, creating a shared cultural experience for people all over the world.
- ▶ Video games have become a massive industry, offering immersive experiences and complex narratives that rival those of traditional forms of media.
- ▶ The internet has transformed nearly every aspect of modern life, enabling communication, entertainment, shopping, and access to information at an unprecedented scale.
- ▶ Social media has revolutionized the way people interact with each other, providing new opportunities for connection, communication, and self-expression, but also raising concerns about privacy and the spread of misinformation.
- ▶ Mobile devices have transformed the way people consume media, making it possible to access entertainment and information from anywhere at any time.
- ▶ Virtual and augmented reality technologies have the potential to revolutionize entertainment, education, and even medicine, providing new ways to interact with and experience the world.

Objective Questions

1. What impact has social media had on traditional news outlets?
2. How has the rise of mobile devices impacted media consumption?
3. What impact has streaming technology had on the music industry?
4. How has technology impacted the advertising industry?
5. What impact has video technology had on the film and television industry?
6. How has technology impacted the publishing industry?
7. What impact has digital technology had on the art world?
8. How has technology impacted journalism and reporting?
9. What impact has technology had on the radio industry?
10. How has technology impacted the sports industry?

Answers

1. Social media has disrupted traditional news outlets by providing an alternative platform for people to consume and share news.
2. The rise of mobile devices has led to a shift towards on-the-go media consumption, with people increasingly using their smartphones and tablets to access news, entertainment, and social media.



3. Answer: Streaming technology has disrupted the traditional music industry model by providing a new platform for artists to reach audiences and earn revenue.
4. Technology has revolutionized the advertising industry by providing new ways to target and measure the effectiveness of ads, including programmatic advertising and targeted social media campaigns.
5. Video technology has led to an explosion in content creation, with new platforms like Netflix and YouTube providing alternative distribution channels for filmmakers and content creators.
6. Technology has disrupted the traditional publishing industry model by providing new ways to distribute and monetize content, including e-books and self-publishing platforms.
7. Digital technology has opened up new opportunities for artists to create and share their work, with platforms like Instagram and Tumblr providing a global audience for visual artists.
8. Technology has provided new tools and platforms for journalists to report and share news, including citizen journalism and social media reporting.
9. Technology has disrupted the traditional radio industry model, with streaming and podcasting platforms providing alternative distribution channels for radio content.
10. Technology has transformed the sports industry by providing new ways to consume and engage with sports content, including live streaming, virtual reality, and social media.

Self Assessment

1. Analyze a specific media company or platform that exemplifies media convergence. Discuss how they've integrated multiple media forms and the impact on their business model and user experience.
2. Write an essay examining how social media platforms have changed the nature of news consumption and dissemination. Include discussion of both positive and negative impacts.
3. Design a hypothetical media product or service that leverages emerging technologies (e.g. virtual reality, artificial intelligence). Explain how it would work and its potential impact on media consumption.

4. Compare and contrast traditional media gatekeeping with the role of algorithms in digital media platforms. Discuss implications for information access and public discourse.
5. Research and write a paper on how media convergence has impacted a specific industry (e.g. music, journalism, advertising). Include analysis of changes in production, distribution, and consumption patterns.

Suggested Readings

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BLOCK - 06

**Communication
Studies**

Unit 1

Intercultural Communication

Learning Outcomes

Upon completion of the unit, the learner will be able to:

- ▶ explore the idea of how individuals from various backgrounds communicate
- ▶ know the role of culture in communication
- ▶ familiarise the nuances of the cultural contexts of a community

Prerequisites

Picture yourself stepping off a plane in a country where you don't speak the language, are unfamiliar with local customs, and everything from the food to the social norms feels foreign. This scenario highlights the importance of intercultural communication skills in our increasingly globalized world. By studying intercultural communication, you'll gain valuable insights into how cultural differences impact verbal and non-verbal communication, as well as develop strategies for effectively bridging cultural gaps. Whether you're planning to work in international business, pursue a career in diplomacy, or simply want to be a more culturally aware global citizen, understanding the principles of intercultural communication will equip you with essential skills for navigating our diverse world.

Keywords

Inter-cultural Communication, Inter-cultural Sensitivity and competence, Defence against cultural differences, Minimisation of cultural differences, Adaptation and Integration of Cultural differences.

Discussion

The study of communication between individuals from various socioeconomic and cultural backgrounds, as well as how culture impacts communication, is known as intercultural communication. It describes the wide range of communication issues and procedures that inevitably arise among

groups of people who come from various educational, socioeconomic, ethnic, and religious backgrounds. In this way, it aims to comprehend how individuals from various nations and cultures behave, converse, and view the world. The goal of intercultural communication is to recognise and respect persons from different cultural



backgrounds. Instead of total absorption, the goal is reciprocal adaptation between two or more different cultures, which results in biculturalism or multiculturalism. It fosters the growth of cultural sensitivity and permits empathetic understanding between various cultures.

The study and practise of communicating across cultural contexts is known as intercultural communication. It holds true for both local cultural differences like those based on race and gender and global cultural differences like those based on nationality or geographic region. Intercultural communication is a method of interacting with people from these groups that emphasises understanding and respecting cultural differences, seeks biculturalism as opposed to simple assimilation, and encourages the growth of intercultural sensitivity in both individuals and organisations to enable empathic comprehension and coordination across cultural differences.

4.1.1 Communication

Communication is much more than a simple transmission of information; it is the mutual creation of meaning. Information does not have importance by itself; significance only comes about when information is intended and perceived in a certain way. For example, if you are telling your friend about a movie you just saw, you presumably want him/her to know both the plot of the movie and something about your impressions of it. You provide the data in a language he/she understands, make allusions to ideas and movies they may be familiar with, and in expressing your sentiments, you presuppose that they are able and willing to access your experience. For their part, your friend tries to understand the information as you intended by utilising terms and concepts that have common meanings

and by acknowledging both the particularity of your personal experience in this specific event and our shared experience of related events. An effective interaction occurs when both the sender and receiver of the message share a common cultural milieu.

The exchange mentioned above, while ideal, is rarely accomplished in one pass. Typically, your friend's understanding is both more and less than what you intended. It is less in your friend's probable failure to assign exactly similar meaning to words and concepts that you use, and it is more in that your friend probably projects many of their own feelings about similar events onto your description. You might spot some of their inconsistent interpretation in their response (feedback) to your message and correct it. Given that this is not your first exchange with someone like them, you might have already foreseen some of their inevitable misunderstanding by addressing your message specifically to them. So while you try to come to an agreement on a match, both your intention and your friend's interpretation are at play. The end meaning of the communication event is your mutual development of an agreeable stance, not just your intention or just their interpretation.

4.1.2 Culture

Intercultural communication employs the term "culture" to refer to a group's collective worldview. Culture encompasses the ways in which a group of individuals establish shared meanings and behaviours. To achieve this, various institutions such as political, economic, religious systems, as well as familial and social structures, come into play. However, these institutions are rooted in a deep-seated framework that shapes individuals' perceptions and experiences of the world. These shared behaviours, applicable not only to national societies but also to all groups, are

commonly known as cultural assumptions and ideals. When it comes to intercultural communication, the focus tends to be more on this aspect of culture, the worldview, rather than its institutional manifestations. It is crucial to recognize that human communication is carried out by individuals, not institutions. Therefore, any examination of communication must centre on how people organize and convey meaning. Ultimately, it is our human worldview that generates significance, rather than the institutional structures, despite the fact that we are all influenced by the institutional frameworks we internalize through socialization. Gaining an understanding of these institutions can offer valuable insights into how we consistently shape our perspectives.

The line separating “us” from “them” is a crucial component of culture. Every person is a member of organisations with established limits. Boundaries are typically drawn by nation-states (such as the India, US, or China) or by ethnic groupings made up of individuals who share a specific ancestry (such as Malayalees, Nagas, Bengalees, or Kashmiris). People interact with one another differently inside a border than they do outside it. The difference may or may not involve using a different language or jargon, but it always includes different kinds of agreements on meaning and action. A cultural boundary indicates a greater amount of interaction and need for coordination among those enclosed by it.

However, for many ethnicities, there is also likely to be increased engagement with other members of the ethnic group (for example, Chinese Americans). In the case of some ethnic heritage, family involvement may be primarily important for keeping the cultural accords.

Culture is a complex and multifaceted concept in intercultural communication. At its most basic level, culture refers to the shared beliefs, values, customs, behaviors, and artifacts that characterize a group or society. Culture encompasses everything from the way people communicate, dress, and eat to their religious beliefs, political systems, and social norms.

In intercultural communication, culture plays a critical role in shaping how people interpret and respond to messages. It influences the way people think, feel, and behave, and can create both barriers and opportunities for effective communication between individuals from different cultures.

Some of the key dimensions of culture that are relevant to intercultural communication include language, nonverbal communication, social customs, religion, gender roles, power distance, individualism versus collectivism, and high-context versus low-context communication styles. Understanding these cultural dimensions is crucial for building rapport, developing trust, and navigating potential misunderstandings in intercultural interactions.

4.1.3 Intercultural Communication

Intercultural communication involves the mutual creation of meaning between cultures. It occurs when people from different groups strive to understand and make sense of one another. Although there is no guarantee of respect for encountered differences, it is essential for effective communication that individuals strive to understand each other's intentions without judgment. Consequently, intercultural communication employs specific strategies that promote the recognition of equal humanity and complexity in individuals



who belong to different groups.

The primary objective of intercultural communication in many cases is to facilitate one-way cross-cultural adaptations. This occurs in various situations, such as teaching in multicultural classrooms, providing social services in multicultural communities, traveling for business or leisure, and engaging in certain forms of international study. In these scenarios, individuals undertaking these endeavours must acknowledge the cultural disparities that are pertinent to short-term communication. They should anticipate potential misunderstandings stemming from these differences and modify their behaviour accordingly to engage appropriately in cross-cultural interactions. A crucial aspect of this approach is the establishment of an effective framework for recognizing culturally relevant differences in communication. Regardless of the specific system employed, the overall outcome of employing tactical intercultural communication is generally the reduction of cultural stereotyping, the enhancement of cultural knowledge, and the expansion of individuals' behavioural flexibility.

A significant practical objective of intercultural communication is to contribute to the success of cross-cultural projects, such as knowledge transfer, long-term business ventures, or community development initiatives. In these situations, multiple individuals involved in the cross-cultural interaction must make adaptations to effectively coordinate meaning and actions. When this adaptation is mutual, it often gives rise to what is known as "third cultures," where two or more cultural patterns of coordination converge. These third cultures are temporary virtual entities created specifically for the purpose of intercultural communication and dissolve when communication ceases. While third cultures can have longer durations when

continuously utilized within multicultural groups or communities, it's important to note that they do not replace the original cultural patterns they coordinate.

The primary strategic purpose of intercultural communication lies in harnessing the benefits of cultural diversity. This objective has long been pursued by multicultural societies and is now gaining recognition in global corporations. Initially, there was a misconception that diversity alone automatically generates value. However, it is now acknowledged that cultural diversity holds the potential, rather than the certainty, of creating added value. The true potential of diversity lies in offering alternative perspectives and approaches to tasks, thereby contributing to innovation and creativity. Unfortunately, diversity is often suppressed or disregarded in favor of a demand for uniformity and conformity, leading to a "my way or the highway" mentality. This is particularly evident in immigration policies and corporate mergers and acquisitions, where the rhetoric of value enhancement clashes with the expectation of assimilation into the dominant culture. Assimilation undermines the potential value derived from diversity. On the other hand, one-way adaptation maintains the potential for added value but fails to fully realize it. Only through mutual adaptation can "third cultures" be formed, fostering the coordination of cultural differences. It is within these coordinated differences that the true value is added.

4.1.4 Other Intergroup Relations Terms

Intercultural communication utilizes the term "multicultural" to denote the existence of multiple cultures within a group. For instance, the workforce in the United States has experienced a shift towards multiculturalism,

signifying a rise in the diversity of national origins resulting from immigration, greater variability in domestic ethnic groups, improved gender and age representation, as well as increased inclusion of minority communities, including individuals with disabilities. As immigrants establish themselves in communities, these areas progressively acquire a multicultural character, leading to classrooms that teachers now encounter with a growing cultural diversity.

The term “diversity” is occasionally used interchangeably with “multicultural,” indicating the presence of cultural variations. For example, in a company’s diversity policy, it often pertains to actively recruiting individuals from minority backgrounds, thereby fostering a more multicultural organization. On some occasions, “diversity” or the term “inclusion” is employed more broadly to address issues associated with multiculturalism, such as prejudice, stereotypes, segregation, denial of equal rights, and other inappropriate or unlawful behaviours. In certain instances, “diversity” specifically refers to actual cultural diversity, and diversity training expands beyond reducing prejudice to encompass recognizing, respecting, and effectively managing cultural differences.

The term “cross-cultural” pertains to interactions between different cultural groups. For example, in a company where the workforce is multicultural, there is a higher likelihood of cross-cultural interactions among employees. Furthermore, individuals such as expatriate managers or exchange students living in a cultural context different from their own experience significant levels of cross-cultural contact. However, cross-cultural contact alone may not necessarily contribute to positive intercultural relations. In certain situations, it can lead to the formation of negative stereotypes or defensiveness, while in

the best-case scenario, it fosters tolerance and reduces stereotyping. Additionally, the term “cross-cultural” can also refer to comparative studies of culture.

The term “intercultural” pertains to the interactions that occur between individuals belonging to two or more distinct cultural groups. Unlike the term “multicultural,” “intercultural” is rarely used interchangeably. It is typically employed when referring to groups or settings specifically designed to promote and facilitate such interactions, such as an “intercultural workshop.” In most cases, “intercultural” is used as an adjective to modify other concepts, such as “intercultural communication” or “intercultural relations.” The term “intercultural sensitivity” has a long-established history, denoting the ability to discern and understand complex cultural patterns. More recently, the term “intercultural competence” has emerged, encompassing a range of characteristics and skills that contribute to successful interactions between individuals from different cultures.

4.1.5 Developing Intercultural Sensitivity and Competence

The Developmental Model of Intercultural Sensitivity (DMIS), created by Milton J. Bennett, is a theoretical framework that provides insights into individuals’ experiences and approaches to cultural diversity. The DMIS is derived from extensive observations conducted in academic and corporate environments, aiming to understand the development of intercultural competence. Drawing on concepts from constructivist psychology and communication theory, the model categorizes these observations into different positions along a continuum, reflecting an individual’s increasing sensitivity and awareness of cultural differences.

The model operates on the belief that



as individuals develop a more intricate understanding of cultural differences, their perception of culture becomes more refined, leading to enhanced competence in intercultural relations. By acknowledging the way cultural differences are perceived and experienced, it becomes possible to anticipate the effectiveness of intercultural communication and design educational interventions that cater to the specific needs of individuals at different stages of development along the continuum.

The DMIS continuum ranges from ethnocentrism, where one's own culture is perceived as the absolute reality, to ethnorelativism, where one's own and other cultures are understood as relative to the context. Different positions along the continuum reflect how individuals perceive and organize cultural differences in their experiences. The developmental progression typically moves in one direction and is permanent, although there may be instances of regression from one ethnocentric position to another, and some unresolved ethnocentric issues may persist even as individuals transition into ethnorelativism. Each individual or group has a predominant experience of cultural difference, which can be described by the following positions:

Denial of cultural difference refers to the experience where individuals either don't perceive cultural differences at all or perceive them only in very broad categories such as "foreigner" or "minority." In this position, individuals have a more complex understanding of their own culture compared to other cultures. They may feel psychologically or physically isolated from cultural differences and show disinterest or even hostility towards intercultural communication. It becomes challenging for them to recognize the shared humanity of those who are visibly different,

and they may ask naïve questions that come across as disrespectful to the other culture. In extreme cases, individuals may abuse their power without considering the feelings of degradation experienced by others.

Defence against cultural difference refers to the experience where individuals perceive cultural differences in simplistic and stereotypical ways. They tend to categorize cultures into an "us and them" mentality, where their own culture is seen as superior and other cultures are deemed inferior. Those in a defensive position feel threatened by cultural differences, leading them to be highly critical of other cultures and attributing societal problems to these differences. They may utilize their power, whether derived from institutional dominance or from taking a non-dominant stance, to reinforce segregation and maintain the status quo.

An alternative manifestation of defence against cultural difference involves a reversal of the dynamics between "us" and "them." In this case, individuals romanticize an adopted culture while subjecting their own group to greater criticism. This reversal phenomenon is commonly observed in non-dominant groups, referred to as "internalized oppression," where the dominant group's culture is esteemed more highly than their own. On occasion, members of the dominant group may switch sides and passionately advocate for a non-dominant group when they become aware of their own group's oppressive actions ("externalized oppression"). This can also occur internationally when exchange students fully embrace the customs of the host culture. In both scenarios, individuals engage in self-criticism while simultaneously exoticizing other groups.

Minimization of cultural difference occurs when individuals perceive elements of

their own cultural worldview as universally applicable. They tend to assume that their own physical and psychological experiences are shared by people from all cultures, and that certain fundamental values and beliefs transcend cultural boundaries. Emphasizing cross-cultural similarities reduces defensive attitudes, making individuals more tolerant of cultural diversity. However, this tolerance typically does not extend to a genuine appreciation of significant cultural differences.

Individuals who transition from a defensive stance to the minimization stage may view themselves as enlightened. They are likely to dismiss any discussion of cultural difference as a form of defensiveness, as that has been their previous experience. Believing that intercultural understanding primarily relies on similarities, they tend to overestimate their sensitivity towards people who are actually quite different from them.

At this stage, individuals from dominant groups may underestimate their racial and cultural privileges. Their exaggerated perception of similarity leads them to also exaggerate the equality of opportunities. Additionally, members of dominant groups may engage in certain forms of political correctness that emphasize similarity, such as adopting a “colour-blind” approach.

Acceptance of cultural difference is the state where individuals perceive their own culture as just one of many equally intricate worldviews. Cultural diversity becomes significant again, but this time it sparks curiosity rather than fear or defensiveness. When accepting differences, individuals acknowledge that people from other cultures, while equally human, perceive reality through different cultural assumptions, thus organizing their experiences differently.

Acceptance does not imply agreement with or fondness for other cultures. Cultural

differences may still be evaluated negatively, but such judgments are made in a contextually relative manner. Recognizing that people are equally complex but different serves as a powerful countermeasure against bigotry. Instead of directly attempting to reduce prejudice (which often leads to minimization), acceptance expands the understanding of human similarity and difference to include other cultural groups. In essence, individuals grant equal and unique humanity to people from other cultures.

Adaptation to cultural difference occurs when individuals go beyond acceptance of cultural diversity and actively engage in modifying their perception and behavior to align with another culture. This process involves cognitive frame-shifting, allowing individuals to construct a “facsimile worldview” that better corresponds to the perspective of the other culture. By adopting this alternative worldview, individuals can experience events in a manner that is more suitable to the other culture.

Through this process of adaptation, individuals can intentionally adjust their behaviour to communicate authentically and effectively within the other culture. By both parties involved in the communication making these adaptations, it creates virtual third cultures. These third cultures emerge as intentional contexts resulting from specific cross-cultural interactions.

Integration of cultural difference refers to an individual’s ability to fluidly navigate between different cultural worldviews. Those who have reached this stage possess multifaceted multicultural identities and exist in a state of constant evolution, consistently undergoing transformations. This state of being places them outside the boundaries of most groups, leading to ethical complexities.



However, it also fosters a strong inclination towards bridging cultural gaps and developing sophisticated ethical values.

Integration is commonly observed in non-dominant minority groups, long-term

expatriates, individuals who have grown up as “global nomad kids,” and others who have embraced or acquired diverse cultural backgrounds.

Recap

- ▶ Intercultural Communication: People from different groups strive to understand and make sense of one another.
- ▶ Other intergroup relations terms
 - o Multicultural
 - o Cultural Diversity
- ▶ Development Model of Intercultural Sensitivity and Competence (DMIS)
- ▶ Demerits of cultural differences
- ▶ Defence against cultural differences
- ▶ Minimisation of cultural differences
- ▶ Adaptation to cultural differences
- ▶ Integration of cultural differences

Objective Questions

1. What is culture?
2. What is intercultural communication?
3. What is cultural adaptation?
4. What is integration of cultural differences?
5. According to the text, what does culture encompass in the context of intercultural communication?
6. What is the main focus of intercultural communication when it comes to culture?

Answers

1. Culture encompasses the ways in which a group of individuals establish shared meanings and behaviours.
2. People from different groups strive to understand and make sense of one another.
3. Individuals are intentionally adjusting their behaviour to communicate authentically and effectively within the other culture is termed as Cultural Communication.
4. An individuals' ability to fluidly navigate between different cultural world views.
5. Shared meanings and behaviours
6. Worldview and shared behaviours

Self Assessment

1. Conduct a small-scale ethnographic study observing and analyzing non-verbal communication differences between two distinct cultural groups.
2. Write an essay examining how language differences can lead to misunderstandings in intercultural business negotiations. Provide specific examples and potential solutions.
3. Design a training program for expatriate workers to develop intercultural communication skills. Include key concepts, activities, and assessment methods.
4. Compare and contrast high-context and low-context communication styles. Provide examples from different cultures and discuss potential challenges when these styles interact.
5. Research and write a paper on how social media platforms are impacting intercultural communication, both positively and negatively. Include discussion of potential future trends.

Suggested Readings

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Unit 2

Development and Social Change Communication

Learning Outcomes

Upon completion of the unit, the learner will be able to:

- ▶ describe the concepts of development communication
- ▶ analyse the concepts of communication for social change
- ▶ Comprehend the various paradigms of development
- ▶ Explore the developmental models in practice today

Prerequisites

Think about a time when you've seen a public health campaign that motivated you to change a behavior, or a social media movement that raised awareness about an important issue. These are examples of development and social change communication in action. By studying this field, you'll gain insight into how communication strategies can be used to address social issues, promote sustainable development, and empower communities. You'll also develop a critical understanding of the ethical considerations and potential challenges involved in such efforts. Whether you're interested in non-profit work, public policy, or social entrepreneurship, understanding development and social change communication will provide you with valuable tools for making a positive impact in the world.

Keywords

Development communication, Development Paradigms, Development and social changes, Gandhian paradigm of development

Discussion

Development is a complex and multi-dimensional concept that can be defined in a variety of ways. At its most basic level, development refers to the process of growth and change, whether in an individual, a

community, or a society as a whole. However, this definition only scratches the surface of what development truly entails. In this unit, we will explore the various meanings and implications of development, including economic, social, and cultural development.

4.2.1 Economic Development

Growth, progress, and positive changes are the products of development. There are two facets to development, economic growth and an increase in the income of the people. Generally, the term development is used in connection with economic development. Economic Development refers to the process by which a country or region grows its economy and increases its overall wealth. This typically involves a combination of factors, including the creation of new businesses, the expansion of existing industries, and the development of infrastructure such as roads, bridges, and airports. Economic development is often measured in terms of gross domestic product (GDP), which is the total value of all goods and services produced within a country's borders over a given period of time. While economic development is certainly an important aspect of overall development, it is not the only factor to consider.

4.2.2 Social Development

Another key aspect of development is social development, which refers to the process of improving the well-being of individuals and communities. This can include a range of factors, such as access to education, healthcare, and social services. Social development is often measured in terms of various indicators, such as literacy rates, life expectancy, and poverty levels. In order to achieve social development, countries must often invest in social programs and policies that prioritize the needs of their citizens, particularly the most vulnerable and marginalized populations.

4.2.3 Cultural Development

Cultural development is another important aspect of overall development. This refers to the process of preserving and promoting a country's cultural heritage, including its

traditions, customs, and values. Cultural development can be achieved through a variety of means, such as the establishment of museums and cultural centres, the promotion of cultural events and festivals, and the protection of cultural sites and artifacts. In addition to preserving a country's cultural heritage, cultural development can also play an important role in promoting national unity and identity.

While economic, social, and cultural development are all important aspects of overall development, it is important to recognize that these dimensions of development are interrelated and mutually reinforcing. For example, economic development can enable greater investment in social programs, which in turn can improve the well-being of citizens and promote greater cultural understanding and appreciation. Similarly, cultural development can help to promote national unity and identity, which can in turn support greater economic growth and social cohesion.

Development is a complex and multi-dimensional concept that encompasses a range of factors, including economic, social, and cultural development. While these dimensions of development are distinct, they are also interrelated and mutually reinforcing, and achieving development in one area can help to support development in others. Ultimately, the goal of development should be to create a more just, equitable, and sustainable world for all.

4.2.4 Development Paradigms

Development paradigms refer to the underlying assumptions, theories, and frameworks that guide the process of socio-economic development in different parts of the world. Over time, different development paradigms have emerged, each with its own set



of goals, priorities, and strategies for achieving sustainable and equitable development. Here, we will explore three major development paradigms: modernization, dependency, and sustainable development. We will discuss the Gandhian development paradigm separately.

4.2.4.1 The modernization paradigm

The modernization paradigm emerged in the post-World War II period, with the aim of helping developing countries catch up with the advanced industrialized countries. It is based on the assumption that economic growth and modernization are the keys to development, and that this can be achieved through the transfer of technology and expertise from the developed countries to the developing ones. The modernization paradigm emphasized the need for developing countries to adopt Western-style political institutions, market-based economic systems, and modern technologies to achieve rapid economic growth. This approach led to a focus on large-scale infrastructure projects, such as dams and highways, and industrialization, with an emphasis on export-oriented manufacturing. However, critics of the modernization paradigm argue that it failed to take into account the local context of developing countries and the negative social and environmental consequences of unchecked industrialization.

4.2.4.2 The dependency paradigm

The dependency paradigm emerged as a response to the shortcomings of the modernization paradigm. It argues that developing countries are structurally dependent on developed countries, and that their economic and political systems are shaped by external forces. Dependency theorists argue that the global economy is characterized by an unequal distribution of power and resources, with developed countries exploiting the resources of

developing countries for their own benefit. The dependency paradigm emphasizes the need for developing countries to challenge the existing global economic order and to develop alternative, self-reliant economic systems that are not dependent on the developed countries. However, critics of the dependency paradigm argue that it overlooks the potential benefits of economic integration and the fact that some developing countries have managed to achieve significant economic growth through export-oriented development.

4.2.4.3 The sustainable development paradigm

The sustainable development paradigm emerged in the 1980s as a response to the growing concerns about the negative social and environmental consequences of unchecked economic growth. This paradigm emphasizes the need for development to be economically, socially, and environmentally sustainable. It advocates for a more holistic approach to development that takes into account the social and environmental impacts of economic growth. Sustainable development emphasizes the need for participation and empowerment of local communities, and for a more equitable distribution of resources. This approach also emphasizes the need to address global environmental challenges, such as climate change, through collective action and cooperation. However, critics of the sustainable development paradigm argue that it can be too broad and lacks concrete guidance for policymakers.

The Gandhian paradigm of development is a socio-economic and political philosophy based on the principles and teachings of Mahatma Gandhi, one of the most influential figures in India's struggle for independence from British colonial rule. Gandhi believed that development should not only be measured in terms of economic growth but should

also focus on social, cultural, and spiritual progress.

4.2.4.4 The Gandhian paradigm of development

The Gandhian paradigm of development emphasizes the importance of self-reliance, community-based solutions, and sustainable development. It promotes a decentralized approach to development where decisions are made at the grassroots level, and local communities are empowered to take charge of their own development. Gandhian economics also emphasizes the importance of small-scale industries, cottage industries, and agriculture as a means of creating employment and reducing poverty.

Gandhian philosophy emphasizes the importance of moral and ethical values in development, and the need to prioritize human well-being over material progress. It emphasizes the need for non-violent and peaceful means to achieve social, economic, and political change. Gandhi's concept of Swaraj or self-rule also emphasized the importance of decentralization, self-sufficiency, and self-governance.

The Gandhian paradigm of development promotes a holistic and sustainable approach to development that values social, cultural, and spiritual progress along with economic growth. It emphasizes the importance of self-reliance, community empowerment, and non-violent means to achieve social, economic, and political change.

Development paradigms are not fixed or static, but rather evolve over time in response to changing economic, social, and environmental conditions. While each paradigm has its own strengths and weaknesses, they all reflect different views on the nature of development and the strategies

needed to achieve it. Ultimately, the choice of a development paradigm will depend on the specific context of each country and the challenges it faces in achieving sustainable and equitable development.

4.2.4.5 Social Change

Social change refers to the transformation of social institutions, behaviours, and relationships over time. It encompasses both intentional and unintentional changes, which can occur through a variety of mechanisms, including technological advancements, economic developments, cultural shifts, and political upheavals. The concept of social change is central to many fields, including sociology, anthropology, history, and political science, as it provides insight into the evolution of societies and their relationship to broader historical and cultural trends.

Social change can take many forms, including structural changes in institutions and organizations, shifts in cultural norms and values, and changes in individual behaviours and attitudes. Structural changes can occur through political or economic reforms, such as the establishment of new laws or the introduction of new technologies. For example, the advent of the internet and social media has transformed the way people communicate and interact with one another, leading to significant changes in the nature of social relationships and the formation of new communities.

Cultural shifts, on the other hand, can occur through the dissemination of new ideas and beliefs, often facilitated by media and educational institutions. These changes can be slow and gradual, or they can occur rapidly in response to events such as social movements or crises. For example, the civil rights movement of the 1960s led to significant changes in cultural attitudes towards race and ethnicity,



ultimately leading to the passage of new laws and policies aimed at promoting equality and social justice.

Changes in individual behaviours and attitudes can also contribute to social change. These changes can be driven by a variety of factors, including changes in social norms, economic incentives, and personal experiences. For example, the growing awareness of environmental issues has led to significant changes in individual behaviours, with many people adopting more sustainable practices and advocating for policy changes aimed at mitigating the effects of climate change.

While social change can have many positive outcomes, it can also be disruptive and create challenges for individuals and societies. Resistance to change is common, particularly among those who feel that their traditional values or ways of life are being threatened. Social change can also exacerbate existing inequalities, particularly if it is driven by economic or political forces that benefit certain groups over others.

Social change is a complex and multifaceted concept that encompasses a wide range of phenomena, from structural changes in institutions and organizations to shifts in cultural norms and individual behaviours. While social change can be driven by a variety of factors, it is ultimately a reflection of broader historical and cultural trends, and its effects can be far-reaching and long-lasting. As such, understanding the dynamics of social change is critical for individuals and societies alike, as it provides insight into the ways in which we can shape our collective futures.

4.2.5 Development and Social Change Communication

Development and social change

communication are two closely related concepts that are crucial to achieving sustainable and equitable development. Development communication is a process of communicating information, knowledge, and messages to create social change and development. It involves the use of various communication tools and media to influence behaviour, attitudes, and social norms to achieve development objectives. Social change, on the other hand, refers to the transformation of social structures, institutions, and values over time.

Development and social change communication have become increasingly important in the field of development, as it is recognized that traditional approaches to development often fail to address the root causes of poverty, inequality, and underdevelopment. To achieve sustainable development, it is essential to promote social change through communication, which can help to raise awareness, build capacity, and empower individuals and communities to participate in the development process.

Development communication involves a range of strategies and approaches, including participatory communication, community-based communication, advocacy and lobbying, media campaigns, and social marketing. These approaches aim to engage individuals and communities in the development process, ensuring that they are active participants rather than passive recipients of development interventions. Through these approaches, development communication can help to empower individuals and communities, increase their access to information and resources, and improve their social and economic well-being.

Social change communication, on the other hand, focuses on promoting social

change through communication strategies and interventions. This can include the use of media campaigns, social marketing, community mobilization, and advocacy to raise awareness, build support, and promote policy change. Social change communication can also involve working with marginalized and vulnerable groups to ensure that their voices are heard and their rights are protected.

In recent years, there has been growing recognition of the importance of integrating development and social change communication in development programs and projects. This approach recognizes that communication is a key tool for promoting social change and development, and that it is essential to engage individuals and communities in the development process. By incorporating

communication strategies and approaches into development programs, it is possible to build more effective and sustainable interventions that can help to transform social structures, institutions, and values over time.

Development and social change communication are critical components of sustainable and equitable development. They involve a range of strategies and approaches that aim to engage individuals and communities in the development process, promote social change, and transform social structures and institutions. By integrating communication into development programs, it is possible to build more effective and sustainable interventions that can help to achieve long-term development objectives.

Recap

- ▶ **Development:** Development is a process that creates growth, brings in progress and positive change. Development is a process that creates growth, brings in progress and positive change.
- ▶ **Social development:** The process of improving the well-being of individuals and communities
- ▶ **Cultural Development:** Process of preserving and promoting a country's cultural heritage, including its traditions, customs and values.
- ▶ **Development Paradigms**
 - o Modernisation Paradigm
 - o Dependency Paradigm
 - o Sustainable paradigm
 - o Gandhian Paradigm
- ▶ **Social Change:** Transformation of social institutions, behaviours and relationships over time.
- ▶ **Development and Social change communication**



Objective Questions

1. Which paradigm argues that developing countries are structurally dependent on developed countries?
2. What are some of the forms of social change?
3. What are some of the strategies and approaches employed in development communication?
4. What are some of the communication strategies and interventions employed in communication for social change?
5. Which concept of Mahatma Gandhi emphasized the importance of decentralization, self-sufficiency, and self-governance?

Answers

1. Dependency Paradigm
2. Structural changes in institutions and organizations, shifts in cultural norms and values, and changes in individual behaviours and attitudes.
3. Participatory communication, community-based communication, advocacy and lobbying, media campaigns, and social marketing.
4. The use of media campaigns, social marketing, community mobilization, and advocacy to raise awareness, build support, and promote policy change.
5. Swaraj or self-rule

Self Assessment

1. Analyze a recent social change campaign (e.g. climate action, gender equality). Evaluate its communication strategies, effectiveness, and areas for improvement.
2. Write an essay examining the role of participatory communication in community development projects. Include discussion of benefits and potential challenges.
3. Design a communication strategy for a hypothetical development project (e.g. improving rural healthcare access). Include target audience analysis, key messages, and communication channels.
4. Compare and contrast top-down and bottom-up approaches to development communication. Provide real-world examples and discuss the pros and cons of each approach.
5. Research and write a paper on how digital technologies are changing the landscape of development and social change communication. Include discussion of opportunities and potential risks.

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Unit 3

Persuasion and Propaganda

Learning Outcomes

Upon completion of the unit, the learner will be able to:

- ▶ Understand the power of propaganda and persuasion
- ▶ Distinguish between propaganda and persuasion
- ▶ Identify the various tools of propaganda and persuasion

Prerequisites

Consider the last time you were convinced to buy a product you didn't initially want, or found your opinion swayed by a compelling argument. These are everyday examples of persuasion at work. On a larger scale, propaganda has been used throughout history to shape public opinion and influence social movements. By studying persuasion and propaganda, you'll gain valuable insights into the psychological and rhetorical techniques used to influence attitudes and behaviors. You'll also develop critical thinking skills to analyze and evaluate persuasive messages in various contexts. Whether you're interested in marketing, political communication, or simply want to be a more discerning media consumer, understanding the principles of persuasion and propaganda will equip you with essential knowledge for navigating our information-rich world.

Keywords

Persuasion in communication, Persuasion and Aristotle, Propaganda Models, Tools for Propaganda and Persuasion

Discussion

Persuasion and propaganda are two concepts that are often used interchangeably, but they have distinct differences. Persuasion is the act of convincing someone to believe or do something by presenting logical arguments

and evidence. Propaganda, on the other hand, is a form of communication that aims to manipulate people's opinions and behaviours through misleading or biased information.

Both persuasion and propaganda have been used throughout history to influence



individuals and society as a whole. In modern times, these concepts are often associated with political campaigns, advertising, and media. Understanding the differences between persuasion and propaganda can help individuals critically evaluate the messages they receive and make informed decisions. In this unit, we will explore the concepts of persuasion and propaganda and their implications for communication and society.

4.3.1 Persuasion

Persuasion is the art of convincing someone to accept an idea, opinion, or point of view. It is a powerful tool used by individuals and organizations to influence the behaviour, beliefs, and attitudes of others. Persuasion can be used to sell a product, promote a political agenda, or convince someone to adopt a new idea or lifestyle. The art of persuasion involves the use of language, evidence, emotions, and logic to convince someone to accept a particular argument or position.

There are many different techniques used in persuasion. One of the most common techniques is the use of emotional appeals. Emotional appeals involve using language and images to evoke strong feelings in the audience. This can be done by appealing to their values, fears, hopes, or desires. For example, a charity organisation may use images of starving children to evoke feelings of sympathy and compassion in potential donors.

Another technique used in persuasion is the use of evidence. Evidence can be used to support an argument and make it more persuasive. This can be done by presenting facts, statistics, or expert opinions. For example, a politician may use statistics to show that their policies have been successful in creating jobs or reducing crime.

Logic is also an important aspect of persuasion. A persuasive argument must be logical and coherent. This involves using reason and evidence to support a particular position. Logical arguments are more persuasive because they are based on facts and sound reasoning. For example, a scientist may use logical arguments to convince their colleagues that a particular theory is correct.

In addition to these techniques, persuasion also involves understanding the audience. Persuasive messages must be tailored to the specific needs, beliefs, and attitudes of the audience. This involves understanding their values, culture, and background. For example, a marketing campaign targeting young people may use language and images that appeal to their interests and lifestyles.

Persuasion is a powerful tool used by individuals and organizations to influence the behaviours, beliefs, and attitudes of others. It involves the use of emotional appeals, evidence, logic, and an understanding of the audience. Effective persuasion requires careful planning, research, and a deep understanding of the target audience. By mastering the art of persuasion, individuals and organizations can achieve their goals and make a positive impact on the world.

a) Persuasion in Communication

Persuasion is a crucial element in communication, and it is used in various ways to influence individuals' attitudes, beliefs, and behaviours. The uses of persuasion in communication include the following

b) Marketing and Advertising

Persuasion is a vital tool used by marketers and advertisers to promote products or services to consumers. They use persuasive language, images, and videos to appeal to consumers

and persuade them to buy their products.

c) Political Communication

Persuasion is also used in political communication to influence voters' opinions and behaviours. Political campaigns use persuasive techniques to appeal to voters and win their support.

d) Public Relations

Persuasion is used in public relations to promote a positive image of an organization or brand. Public relations practitioners use persuasive strategies to influence public perception and improve the organization's reputation.

e) Education

Persuasion is used in education to change students' attitudes and behaviours. Teachers use persuasive communication to motivate students and encourage them to learn.

f) Health Communication

Persuasion is used in health communication to promote healthy behaviours and encourage individuals to make positive changes in their lifestyles. Health campaigns use persuasive strategies to encourage individuals to exercise, eat healthy, quit smoking, and practice safe sex.

Persuasion is a powerful tool used in communication to influence an individual's beliefs, attitudes, and behaviours. Its uses are numerous and varied, ranging from advertising and marketing to politics, social movements, and interpersonal communication. Understanding the principles of persuasion can be helpful in effectively communicating your message and influencing others in a positive way.

4.3.2 Persuasion and Aristotle

Persuasion, as defined by Aristotle in his work *Rhetoric*, is the art of using language to influence or persuade an audience towards a particular belief or action. Aristotle believed that persuasion was a crucial part of public speaking and communication, and his work has had a significant impact on the development of persuasive techniques throughout history.

Aristotle's understanding of persuasion is rooted in the concepts of **ethos, logos and pathos**. Ethos is persuasion based on the credibility and trustworthiness of the speaker and the information, logos is persuasion based on logic and reason and pathos is persuasion based on emotion. In the broader perspective, propaganda is a form of persuasion as many propagandas use all three aforementioned forms of persuasion. These three elements work together to create a persuasive message that is both convincing and memorable.

In Aristotle's view, successful persuasion requires an understanding of the audience and their beliefs, values, and emotions. The speaker must tailor their message to appeal to these factors, using persuasive techniques such as repetition, analogy, and rhetorical questions. They must also be able to anticipate and address potential objections or counterarguments to their position.

One of Aristotle's most influential contributions to the study of persuasion is his identification of the three main rhetorical appeals: ethos, pathos, and logos. Ethos refers to the speaker's character and credibility. A speaker who is perceived as trustworthy, knowledgeable, and sincere is more likely to persuade their audience. Pathos refers to the use of emotional appeals, such as stories or vivid descriptions, to create an emotional connection with the audience. Logos refers to the use of logical arguments and evidence to support a position.



Aristotle also identified the importance of organization in persuasive communication. He believed that a persuasive speech should have a clear structure, with an introduction that captures the audience's attention, a body that presents evidence and arguments, and a conclusion that summarizes the main points and leaves a lasting impression.

4.3.3 Propaganda

Propaganda refers to the dissemination of information or ideas, often with a political or ideological agenda, with the intention of influencing the opinions or behaviours of a targeted audience. Propaganda is a type of communication that is carefully planned and executed by a communicator known as a propagandist. The primary aim of propaganda is to influence individuals or groups to change their thinking or behaviour or to reinforce pre-existing beliefs or actions. The propagandist seeks to achieve an advantage or benefit from this change.

Propaganda has three distinct types: black, grey, and white propaganda. Black propaganda involves spreading lies or false information while concealing the source of the information. Gray propaganda is characterized by an ambiguous source or unclear truth of the information. Finally, white propaganda is the dissemination of information that is verifiable and comes from a trustworthy source.

Propaganda can take many forms, including advertisements, speeches, posters, videos, and social media posts. It is often used in times of conflict or crisis, such as during wartime or during elections. Propaganda can be both positive and negative, promoting a particular message or denigrating an opposing viewpoint.

One of the main uses of propaganda is to influence the beliefs and behaviours of

individuals or groups. This can be done by appealing to emotions such as fear, anger, or patriotism. For example, during World War II, the United States government used propaganda to encourage citizens to buy war bonds and support the war effort. The posters and advertisements used slogans such as "Buy War Bonds now!" and "Keep 'Em Flying!" to appeal to people's sense of duty and patriotism.

Another use of propaganda is to shape the way people view certain individuals or groups. This can be done by portraying them in a positive or negative light. For example, during the Cold War, the United States government used propaganda to portray the Soviet Union as an aggressive and dangerous enemy. The propaganda portrayed the Soviet Union as an oppressive regime that posed a threat to the freedom and security of the United States.

Propaganda can also be used to promote a particular ideology or worldview. This can be done by presenting information in a way that reinforces a particular belief or by creating a sense of group identity. For example, during the 1930s, Nazi Germany used propaganda to promote the idea of Aryan superiority and to vilify Jews and other groups. The propaganda reinforced the idea that Germans were a superior race and that other groups were inferior.

While propaganda can be used for positive purposes, such as promoting social change or raising awareness about important issues, it is often associated with negative consequences. It can be used to manipulate people and promote ideas that are harmful or discriminatory. It can also be used to justify actions that are unethical or illegal.

Propaganda is a powerful tool of communication that can be used to influence opinions, beliefs, and behaviours. Its effectiveness depends on the ability to

manipulate emotions, attitudes, and beliefs. While propaganda can be used for positive purposes, it is often associated with negative consequences and can be used to promote ideas that are harmful or discriminatory. It is important to be aware of the role of propaganda in communication and to critically evaluate the messages we receive.

4.3.3.1 Propaganda Model

The propaganda model is a theory developed by Edward S. Herman and Noam Chomsky to explain how the mass media system in the United States operates to shape public opinion in support of powerful interests. It was first presented in their 1988 book *Manufacturing Consent: The Political Economy of the Mass Media*. According to the propaganda model, the media serve the interests of the elite by filtering the news and information that is presented to the public, and by manufacturing consent for policies that benefit those in power.

The propaganda model is based on five key filters or “institutional biases” that shape media content: ownership, advertising, sourcing, flak, and ideology. The first filter, **ownership**, refers to the fact that the mainstream media in the United States is controlled by a small number of large corporations and conglomerates. These corporations have a vested interest in promoting the interests of the ruling class and suppressing dissenting views.

The second filter, **advertising**, refers to the fact that the media is heavily reliant on advertising revenue to sustain their operations. This creates a structural bias in favour of corporate advertisers, who have the power to influence media content by threatening to withdraw their support. Media outlets are therefore incentivized to produce content that is favourable to advertisers and to avoid topics that might offend them.

The third filter, **sourcing**, refers to the fact that the media relies heavily on official sources of information, such as government officials and corporate spokespeople, for their news. This creates a bias in favour of those in power and against independent or dissenting voices that may challenge the dominant narrative.

The fourth filter, **flak**, refers to the negative response that media outlets receive from powerful interests when they publish information that is critical of those in power. This can take the form of attacks on the credibility of the journalists or media outlets, lawsuits, or other forms of pressure designed to silence dissent.

The fifth and final filter, **ideology**, refers to the dominant political and cultural beliefs of the media owners and the journalists themselves. This creates a bias in favour of the status quo and against alternative perspectives that may challenge the dominant ideology.

According to the propaganda model, these institutional biases create a media system that is highly resistant to change and that serves the interests of the elite at the expense of the general public. By shaping public opinion and manufacturing consent for policies that benefit the ruling class, the media plays a crucial role in maintaining the status quo and perpetuating inequalities in society.

The propaganda model has been subject to criticism and debate, with some arguing that it oversimplifies the complex relationship between the media and power. Nevertheless, it remains a useful framework for analysing the ways in which the media operates to shape public opinion and maintain the status quo. By shedding light on the structural biases that underlie media content, the propaganda model provides a powerful tool for understanding the role of the media in shaping society and politics.



Difference between propaganda and persuasion

For many individuals, distinguishing between propaganda and persuasion can be challenging as recognizing them and defining them are two separate things. Propaganda is effortless and almost subconscious, while persuasion is a more complicated process. Propaganda and persuasion are two methods used to influence an individual or a group to think or act in a specific or general manner. This definition simplifies the understanding of propaganda and persuasion and makes them appear similar. However, the reality is that there are various ways to define these terms, particularly within the context of the communication process, which can vary depending on which element of the process is emphasized, such as the communicator, the message, the recipient, or the response of the recipient. Additionally, pre-existing attitudes may also affect how propaganda and persuasion are defined. The fact that both propaganda and persuasion utilize similar media, including art, television, radio, and the internet, adds to the complexity of understanding the distinction between the two.

Distinguishing between propaganda and persuasion can be a challenge. While the differences are noticeable, expressing them in words can be tricky. The two are alike in many ways but have subtle differences. The elements of communication can help distinguish between them, but there is still some overlap. Nevertheless, by analysing these elements and how they differ between propaganda and persuasion, it is possible to differentiate between the two.

Persuasion is typically an interaction between two individuals, for example a salesman and a prospective buyer, although the persuader can also be a group addressing an audience. On the other hand, a group trying

to persuade an individual gives it an air of coercion, or at best is a form of propaganda. Persuasion is a two-way process between the persuader and the persuadee and there is a free flow of information between the parties. Most of the time there is also a clear benefit to both parties, and even in cases where the benefits are unequal, this is at least understood by both parties because of the free flow of information. Most importantly, at the end of the attempt at persuasion, the persuadee is free to make a choice to think or act according to the desire of the persuader or not. These characteristics of persuasion give it mostly a positive connotation of fairness and openness.

Tools employed for propaganda and persuasion

There are various tools used for propaganda and persuasion, including:

1. Emotional appeals: These are appeals that target the emotions of the audience rather than their reasoning abilities. Emotional appeals can include fear, pity, anger, love, or patriotism.
2. Name-calling: This is a technique used to discredit opponents by giving them a negative label or name. It can be used to create a negative impression of the opponent in the minds of the audience.
3. Bandwagon: This is a technique that creates the impression that everyone is doing something, and therefore, you should too. It creates a sense of social pressure to conform to the majority opinion.
4. Testimonials: This is a technique that uses endorsements or recommendations from famous people or experts to persuade people to adopt a particular belief or behaviour.
5. Glittering generalities: This is a technique that uses vague, positive words and phrases to create a positive impres-

- sion in the minds of the audience. It does not provide specific information but instead relies on emotional appeal.
6. Card stacking: This is a technique that presents only one side of the argument and suppresses or ignores any information that contradicts the message being presented.
 7. Plain Folks: This is a technique that portrays the message or the messenger as being like the common people, relatable, and trustworthy.
 8. Transfer: This is a technique that associates a product or idea with a positive or negative image or symbol to create an emotional connection between the
 - two.
 9. Fear-mongering: This is a technique that plays on people's fears and insecurities to persuade them to take action or adopt a particular belief.
- These are just a few of the many tools used for propaganda and persuasion. It's important to be aware of these techniques and to critically evaluate the information presented to avoid being manipulated or influenced by propaganda.

Recap

- ▶ Persuasion: The art of convincing someone to accept an idea, opinion, or point of view.
- ▶ Persuasion in Communication
- ▶ Persuasion and Aristotle
- ▶ Propaganda: the dissemination of information or ideas, often with a political or ideological agenda with the intention of influencing the opinions or behaviours of a targeted audience.
- ▶ Propaganda Model
- ▶ Difference between propaganda and persuasion
- ▶ Tools employed for propaganda and persuasion

Objective Questions

1. What are the various filters proposed by Edward S. Herman and Noam Chomsky in their propaganda model?
2. What are the three types of propaganda?
3. Among persuasion and propaganda, which has a positive connotation of fairness and openness?
4. What is the main difference between persuasion and propaganda?
5. Which of the following is an example of an emotional appeal in persuasion?
6. According to Aristotle, what are the three main rhetorical appeals in persuasion?
7. Which type of propaganda involves spreading lies or false information?



8. How does advertising influence media content according to the propaganda model?
9. What is one of the negative consequences associated with propaganda?
10. What are some tools used for propaganda and persuasion?
11. How does persuasion differ from propaganda in terms of communication?
12. What is the propaganda model's main argument about the media's role in society?

Answers

1. Ownership, Advertising, Sourcing, Flak, and Ideology
2. Black, grey and white
3. Persuasion
4. Persuasion uses logical arguments, while propaganda uses biased information.
5. Evoking sympathy and compassion
6. Ethos, pathos, and logos
7. Black propaganda
8. It supports media operations through financial incentives.
9. Manipulating people's beliefs and actions
10. Glittering generalities, card stacking, and public relations
11. Persuasion is a two-way process, while propaganda is one-sided.
12. The media serves the interests of the elite and suppresses dissenting views.

Self Assessment

1. Analyze a recent advertising campaign, identifying and explaining the persuasion techniques used. Evaluate its effectiveness and ethical considerations.
2. Write an essay comparing historical examples of wartime propaganda with modern political campaign strategies. Discuss similarities, differences, and ethical implications.
3. Design a persuasive speech on a topic of your choice, consciously applying specific persuasion techniques learned in the course. Include a reflection on your choices.
4. Compare and contrast the use of emotional appeals in commercial advertising versus public health campaigns. Discuss the ethics and effectiveness of each approach.
5. Research and write a paper on how social media algorithms and targeted content delivery are changing the nature of persuasion and propaganda in the digital age.

Suggested Readings

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Unit 4

Media and Globalisation

Learning Outcomes

Upon completion of the unit, the learner will be able to:

- ▶ Familiarise the term Globalisation and its interplay with media
- ▶ Identify the effect of Media globalisation on Society, Culture and Politics
- ▶ analyse the impact of privatization of media in India

Prerequisites

Imagine waking up and checking news from around the world on your smartphone, watching a Korean drama series over lunch, and ending your day discussing a viral video with friends across different continents. This scenario illustrates the pervasive influence of media globalization in our daily lives. By studying media and globalization, you'll gain insight into how the flow of information, entertainment, and cultural products across borders is shaping our global society. You'll also develop a critical understanding of the complex interplay between local and global media, and the implications for cultural identity and diversity. Whether you're interested in international relations, media production, or cultural studies, understanding the dynamics of media globalization will provide you with valuable perspectives on our interconnected world.

Keywords

Media and Globalization, Media Globalization and Culture, Media Globalization and Society, Indian Media privatization.

Discussion

Globalization has significantly transformed the world in many aspects, including social, economic, political, and cultural dimensions. One of the primary drivers of globalization is the media. The media has become increasingly globalized, with the emergence

of new communication technologies, such as the internet and social media. The media plays a crucial role in shaping public opinions and perceptions, and this influence is not limited to local communities or countries. Instead, it transcends borders, facilitating the creation of a globalized public sphere.

This unit will examine the relationship between media and globalization, focusing on how media globalization has impacted the world.

4.4.1 Globalization

Globalization is a complex and multifaceted phenomenon that has been defined in various ways. According to Giddens (1990), globalization refers to the intensification of worldwide social relations that link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa. Other scholars define globalization as the increasing interconnectedness of the world's economies, cultures, and societies (Castells, 1996; Held, 1999; Tomlinson, 1999). These definitions highlight the interconnectedness of different parts of the world and the blurring of traditional boundaries between nations.

Globalisation, in other words, refers to the interconnectedness of the world's economies, cultures, and societies. It is a process that has been occurring for centuries, but it has accelerated in recent years due to advancements in transportation and communication technologies. Globalisation has led to the growth of multinational corporations, increased trade between countries, and the movement of people across borders. While some argue that globalisation has brought about economic growth and cultural exchange, others argue that it has contributed to the exploitation of workers and the destruction of local cultures.

One of the primary drivers of globalisation has been the rise of multinational corporations. These corporations have been able to expand their operations globally by taking advantage of free trade agreements and cheaper labour in other countries. For example, many clothing

brands have moved their manufacturing operations to developing countries where labour is cheaper. This has led to the growth of economies in these countries, but it has also led to concerns about exploitation of workers and poor working conditions.

Another key aspect of globalisation is increased trade between countries. As barriers to trade have been lowered, goods and services can be produced and sold more efficiently on a global scale. This has led to economic growth in many countries, but it has also led to concerns about the impact of globalisation on local economies. For example, some argue that the growth of multinational corporations has led to the decline of local businesses.

The movement of people across borders is also a key aspect of globalisation. This has been driven by factors such as economic opportunities, political instability, and environmental disasters. The movement of people has led to increased cultural exchange, but it has also led to concerns about the impact of immigration on local communities.

Globalisation is a complex process that has brought about both benefits and challenges. While it has led to economic growth and cultural exchange, it has also led to concerns about exploitation of workers and the destruction of local cultures. As globalisation continues, it is important to consider how it can be managed in a way that benefits all parties involved.

4.4.2 Media

Media refers to the channels of communication that disseminate information, news, entertainment, and other forms of content to a mass audience. The media include traditional forms of communication such as print, radio, and television, as well as new forms of communication such as the internet



and social media. The media serve as a vital source of information, shaping public opinions and perceptions about the world around us.

4.4.3 The Interplay Between Media and Globalization:

Media and globalization are intimately connected. Globalization has facilitated the spread of media technologies and content, while media globalization has contributed to the intensification of worldwide social relations. The rise of new communication technologies, such as the internet and social media, has enabled the media to reach a global audience, transcending national boundaries and facilitating the creation of a global public sphere.

Media globalization has led to the emergence of a global media culture, characterized by the proliferation of common symbols, themes, and values. This global media culture has had both positive and negative effects. On the one hand, it has facilitated cross-cultural communication, allowing people from different parts of the world to share ideas and experiences. On the other hand, it has contributed to the erosion of local cultures and traditions, leading to the homogenization of global culture.

4.4.4 Effects of Media Globalization:

Media globalization has had significant effects on society, culture, and politics. In terms of society, Media globalization has had a profound impact in a number of ways. One of the main effects has been the increased connectivity and interdependence of people and cultures around the world. With the rise of digital media, people can now access information and communicate with each other instantly and easily, regardless of their location.

4.4.4.1 Effects of Media Globalization on Society

One of the positive impacts of media globalization on society is the spread of knowledge and ideas. With the increase in access to information, people have become more aware of different cultures, perspectives, and ways of life. This has led to greater understanding and tolerance of diversity, as well as the exchange of knowledge and ideas across borders.

Media globalization has also had a significant impact on popular culture. With the global reach of media, popular culture has become increasingly homogenized, with similar trends and styles emerging across the world. This can be seen in the rise of global brands, music, and fashion trends that are popular in many different countries.

Another way in which media globalization has affected society is through the spread of consumerism and materialism. With the increased exposure to advertising and consumer culture through global media, people around the world are being encouraged to consume more goods and services. This has led to concerns about the environmental impact of consumerism and the sustainability of the planet's resources.

The rise of social media and online communication has also had a significant impact on society. It has given people a platform to express their views and connect with others who share their interests, regardless of their location. However, it has also led to concerns about the impact of social media on mental health and well-being, as well as the spread of misinformation and fake news.

4.4.4.2 Effects of Media Globalization on Culture

In terms of culture, one of the main ways

in which Media Globalization has affected culture is through the increased access to media from different parts of the world. With the rise of digital and social media, individuals can now easily access music, movies, TV shows, and other cultural products from around the world. This has led to the globalization of culture, with individuals being exposed to and adopting cultural products from different parts of the world.

This has led to both positive and negative impacts on culture. On the positive side, media globalization has led to the sharing of different cultures and traditions, which can promote understanding and appreciation of diversity. For example, individuals can learn different languages, cuisines, and customs from around the world through media. This can help to break down cultural barriers and promote tolerance and acceptance of different cultures.

On the negative side, media globalization can lead to the homogenization of culture. As cultural products from dominant cultures (such as Hollywood movies or American music) become more easily accessible, there is a risk that local cultures and traditions will be overshadowed and lost. This can lead to a loss of cultural diversity and identity.

Furthermore, media globalization can also lead to the commodification of culture. As cultural products become more easily accessible, they can become commercialized and marketed to a global audience. This can lead to the exploitation of local cultures for profit, as well as the dilution of cultural products to make them more palatable to a global audience.

Media globalization has thus led to the emergence of a global media culture, characterized by the proliferation of common symbols, themes, and values. This has led to

the erosion of local cultures and traditions, as people around the world adopt similar lifestyles and values. However, it has also contributed to the creation of new forms of cultural expression, as people from different parts of the world come together to create new forms of music, film, and art.

4.4.4.3 Effects of Media Globalization on Politics

In terms of politics, media globalization has had a significant impact. The rise of digital and social media has made it easier for politicians to reach their constituents, and for citizens to participate in political discourse. It has also made it easier for political ideas and movements to cross borders and become global in nature.

One of the main ways in which media globalization has affected politics is through the increased transparency it brings. With the rise of digital media, citizens are now able to access information about their government and politicians from anywhere in the world. This has made it harder for politicians to keep secrets or engage in corrupt practices without being exposed. It has also made it easier for citizens to hold their government accountable for its actions.

The increased connectivity of the world through media globalization has also made it easier for political ideas and movements to spread globally. Social media has played a particularly important role in this, with hashtags and viral videos helping to spread ideas and mobilize people across borders. This has been seen in the Arab Spring movements, as well as in the Black Lives Matter movement and other social justice movements.

However, media globalization has also brought challenges to politics. One of the main challenges is the rise of misinformation



and propaganda. With the ease of access to information, it has become easier for individuals and groups to spread false information and propaganda. This has been seen in the rise of fake news and conspiracy theories, which can have a significant impact on political discourse and decision-making.

Media globalization has also brought about the issue of media ownership and control. With a small number of global media conglomerates owning a large portion of the world's media, there is a concern that this could lead to a homogenization of news and political discourse. This could lead to a lack of diversity of perspectives and a narrowing of the range of political ideas and discourse.

In addition to cultural homogenization, media globalization has also led to a rise in the spread of Western ideologies and values. As Western media conglomerates have dominated the global media market, their messages and values have been disseminated around the world, often leading to the marginalization of other cultures and traditions. For example, Hollywood movies and American television shows have become increasingly popular in countries around the world, often leading to the adoption of Western fashion, language, and values.

Critics argue that this form of cultural imperialism is damaging to local cultures and traditions, as it leads to the loss of unique identities and traditions. Additionally, the spread of Western values can also perpetuate harmful stereotypes and biases, particularly towards marginalized groups such as women, people of colour, and members of the LGBTQ+ community.

Furthermore, media globalization has also contributed to the consolidation of media ownership, with a small number of corporations dominating the global media

landscape. This concentration of power can have negative effects on the diversity of media content and the freedom of the press. As media corporations prioritize profits and market share, they may prioritize sensationalism and entertainment over quality journalism and meaningful content.

Another issue that arises with media globalization is the potential for misinformation and propaganda to spread rapidly across borders. In the era of social media, fake news and propaganda can be disseminated with alarming speed, leading to confusion and the erosion of trust in traditional news sources.

Media globalization has had both positive and negative effects on the world. On the one hand, it has facilitated the spread of information and has led to the creation of new global communities. On the other hand, it has contributed to cultural homogenization, the spread of Western values, and the consolidation of media ownership. As we continue to navigate the complex terrain of media globalization, it is important to critically evaluate its effects and work towards a more equitable and diverse media landscape.

4.4.5 Privatization of the Indian Media

The privatization of media in India has been a topic of much debate and discussion over the past few decades. Prior to the 1990s, the Indian media was primarily state-owned and operated. However, with the liberalization of the economy and the opening up of the media sector to private players, there has been a significant increase in the number of private media outlets in India.

The privatization of media has brought about several positive changes to the Indian media landscape. One of the main advantages

of privatization is increased competition, which has led to a diversification of media content and a wider range of viewpoints. Private media outlets have brought in new programming and innovative content that was not available on state-owned channels. This has allowed for greater freedom of expression and a more dynamic media environment.

Another advantage of privatization is the increased efficiency and effectiveness of media operations. Private media outlets are often better funded and better equipped than their state-owned counterparts, which allows them to produce higher quality content and reach a wider audience. They are also able to respond more quickly to changing market trends and audience preferences, which ensures that their programming remains relevant and engaging.

However, the privatization of media in India has not been without its challenges. One of the main concerns is the concentration of media ownership in the hands of a few large corporations, which can limit media plurality and diversity of viewpoints. This has led to concerns about the potential for these corporations to use their media outlets to promote their own interests or political agendas.

Another concern is the impact of commercialization on the quality of journalism. With privatization comes increased pressure to generate profits, which can lead to a focus on sensationalism and entertainment at the expense of serious and informative journalism. There are also concerns about the potential for advertisers to influence media content, which can compromise the independence and impartiality of the media.

Despite these challenges, it is clear that the privatization of media in India has brought about significant changes to the media landscape. The increased competition and

diversification of content has led to a more dynamic and engaging media environment, while the increased efficiency and effectiveness of media operations has allowed for better quality content and wider reach. However, it is important for the Indian government to address the concerns about media plurality and commercialization to ensure that the media remains independent, impartial, and accountable to the public.

4.4.6 Media, Globalisation and India

India has also been affected by media globalisation in many ways. Globalisation in media has brought a significant change in the media industry in India, with the rise of digital media, social media, and satellite television.

One of the main impacts of media globalisation in India has been the increased accessibility and availability of international news and entertainment. Satellite television and digital media have made it possible for Indian audiences to access news and entertainment content from around the world, which has led to a diversification of media consumption patterns. The rise of streaming services like Netflix and Amazon Prime has also led to the popularity of international shows and movies in India.

Media globalisation has also had a significant impact on the Indian film industry. The industry has become more global in nature, with collaborations and co-productions with international studios and filmmakers. This has led to the development of a global market for Indian films, with movies like *Baahubali* and *Dangal* achieving success not only in India but also internationally.

However, media globalisation in India has also brought about challenges. One of the main challenges is the impact on local and



regional media. With the rise of global media conglomerates, there is a concern that local and regional media may be marginalized, leading to a homogenization of news and cultural content.

Another challenge is the impact on traditional forms of media, such as newspapers and radio. With the rise of digital media and social media, there has been a decline in the popularity of traditional media forms, leading to concerns about the future of these industries.

Recap

- ▶ Globalisation: Interconnectedness of world's economies, cultures and societies.
- ▶ Media: The channel of communication that disseminate information, news, entertainment and other forms of content to a mass audience.
- ▶ The interplay between Media and Globalisation
- ▶ Effects of media globalisation
 - o On Society
 - o On Culture
 - o On politics
- ▶ Privatisation of Indian Media
- ▶ Media, Globalisation and India

Objective Questions

1. What was the first private television channel to start its operations in India?
2. Which international social media has been banned in India for risking the privacy and security of its users?
3. What could have negative effects on the diversity of media content and the freedom of the press?
4. What is globalization?
5. How has media globalization impacted the world?
6. What is the role of media in shaping public opinions and perceptions?
7. What are the positive impacts of media globalization on society?
8. How has media globalization affected culture?
9. What are the effects of media globalization on politics?
10. What are the advantages of the privatization of media in India?
11. What are the concerns associated with the privatization of media in India?
12. How has media globalization affected the Indian film industry?
13. How has media globalization impacted the accessibility of international content in India?

Answers

1. STAR TV
2. Tik Tok
3. The consolidation of media ownership, with a small number of corporations dominating the global media landscape.
4. The interconnectedness of the world's economies, cultures, and societies
5. It has facilitated cross-cultural communication and the sharing of ideas.
6. It disseminates information, news, and entertainment to a mass audience.
7. The spread of knowledge and ideas.
8. It has contributed to the homogenization of culture.
9. Increased transparency and access to information.
10. Increased competition and diversification of media content.
11. Potential for limited media plurality and diversity of viewpoints.
12. Increased collaboration and co-productions with international studios.
13. Increased accessibility and availability of international news and entertainment.

Self Assessment

1. Analyze the global success of a specific media product (e.g. a film franchise, music genre, or social media platform). Discuss factors contributing to its international appeal and any cultural adaptations.
2. Write an essay examining the concept of cultural imperialism in the context of global media flows. Include discussion of opposing viewpoints and real-world examples.
3. Design a proposal for a media product intended for global distribution. Consider how you would adapt it for different cultural markets while maintaining its core appeal.
4. Compare and contrast media regulation policies in different countries. Discuss how these differences impact global media companies and content distribution.
5. Research and write a paper on how digital streaming platforms are changing patterns of global media consumption. Include discussion of implications for local media industries and cultural diversity.



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Unit 5

Media and the Future of Mediation

Learning Outcomes

Upon completion of the unit, the learner will be able to:

- ▶ explore the concept of mediation
- ▶ analyse the role of media in interpersonal communication
- ▶ articulate the need for mediated communication in the modern world

Prerequisites

Envision a world where virtual reality allows you to experience news events firsthand, artificial intelligence curates your personalized media diet, and augmented reality seamlessly blends digital information with your physical environment. These scenarios may seem like science fiction, but they represent potential futures for media and mediation. By exploring this topic, you'll gain insight into emerging technologies and trends that are likely to shape how we create, consume, and interact with media in the coming years. You'll also develop critical thinking skills to evaluate the potential impacts of these changes on society, culture, and individual experience. Whether you're interested in media production, technology development, or simply curious about the future, understanding the evolving landscape of media and mediation will prepare you to navigate and shape the media ecosystem of tomorrow.

Keywords

Mediation, Media vs Mediation, Mediated Communication, Mediation in digital age, Interpersonal communication aspect of Media

Discussion

Media has become an integral part of modern society. It has a significant impact on shaping our thoughts, beliefs, and behaviours. Media has the power to influence our perceptions and attitudes towards various issues, individuals,

and institutions. The process by which media shapes our perceptions is known as mediation. In this essay, we will explore the concept of media and mediation, its impact on society, and how it affects our understanding of reality.



4.5.1 What is Mediation?

Mediation is the process by which media content is created, edited, and presented to the audience. According to Silverstone, mediation refers to what media do, and to what we do with the media. Readers, viewers and audiences are part of this process of mediation, because they continue the work of the media in the ways they respond to, extend and further communicate what they see and hear on the world's multitude of screens and speakers. Mediation involves various factors such as media ownership, editorial policies, production values, and journalistic practices. These factors influence the way media content is presented to the audience, shaping their perceptions of reality.

4.5.1.1 Triangle of Mediation

The triangle of mediation describes how mediation takes place with regard to the human experience. This device helps understand how mediation is composed of our memories, our imaginations, and our experiences. Media moves between these aspects and mediating the experience of each. According to Silverstone, through media, we learn about the world and simultaneously, we are creators of media. Mediation creates a “texture” to our experience of the world. A key concept in mediation is the connection between what is mediated and what is non-mediated.

4.5.2 Media and Mediation:

The role of media in shaping our perceptions of reality is significant. Media content has the power to influence our perceptions, beliefs, and behaviours. The way media content is created and presented to the audience plays a crucial role in shaping our perceptions of the world around us. Media content can be used to inform, educate, and entertain, but it can also be used to manipulate and mislead.

Media ownership is one of the most critical factors that affect mediation. Media ownership concentration has increased significantly over the years, leading to the domination of a few large corporations in the media industry. This concentration of ownership has led to a narrowing of perspectives, a lack of diversity of opinions, and a homogenization of media content.

Editorial policies also play a critical role in shaping media content. The decisions made by editors and producers can influence the way news is presented to the audience. Editorial policies can affect the tone, language, and framing of news stories, which can have a significant impact on the audience's perceptions.

Journalistic practices are another important factor in shaping media content. The way journalists gather, interpret, and report news stories can influence the way the audience perceives them. Journalistic practices can be influenced by various factors such as corporate interests, political ideologies, and personal biases.

4.5.2.1 The Impact of Mediation on Society

The impact of media and mediation on society is significant. Media content has the power to shape our perceptions of reality, influence our attitudes and behaviours, and shape our understanding of the world around us. Mediation can have both positive and negative impacts on society.

On the positive side, media content can be used to inform, educate, and raise awareness about various issues. It can also be used to promote social and cultural values, celebrate diversity, and foster understanding between different communities.

On the negative side, media content can be used to manipulate and mislead the audience.

It can be used to promote propaganda, hate speech, and fake news. It can also be used to reinforce stereotypes, stigmatize marginalized communities, and perpetuate discrimination and prejudice.

4.5.2.2 Media and Mediation in the Digital Age:

The rise of digital media has transformed the way media content is created, distributed, and consumed. The internet has provided a platform for individuals and communities to create and share content, giving rise to citizen journalism and social media activism. The digital age has also led to the fragmentation of media audiences, leading to a decline in the influence of traditional media.

However, the rise of digital media has also led to new challenges and risks. The spread of fake news and propaganda has become more prevalent in the digital age, leading to a decline in trust in media institutions. The internet has also given rise to online harassment, hate speech, and cyberbullying, leading to a deterioration of online discourse.

4.5.2.3 The Future of Media and Mediated Communication

The future of media and mediated communication is an exciting and rapidly evolving field that will continue to shape the way we communicate, consume, and create content. In the following section, we will explore ten key trends and developments that are likely to shape the future of media and mediated communication.

The first trend that is shaping the future of media and mediated communication is the rise of artificial intelligence (AI) and machine learning. With the ability to analyze data at a faster rate than humans, AI can create more personalized and engaging content for consumers, and this trend will likely continue

to develop in the coming years.

The second trend is the increasing prevalence of virtual and augmented reality. As these technologies become more sophisticated, they will enable immersive experiences for users, such as virtual tours of museums or real-time sports events. The potential applications for virtual and augmented reality in the media industry are vast, and we can expect to see more creative uses of these technologies in the future.

The third trend is the growing importance of mobile-first content. With the increasing use of mobile devices for media consumption, media companies are developing content that is optimized for mobile screens and mobile behaviour. As more and more people use their smartphones and tablets to access content, mobile-first strategies will become even more crucial.

The fourth trend is the rise of personalized content. With the ability to track and analyze user data, media companies can deliver content that is tailored to individual preferences, behaviours, and interests. As this trend develops, we can expect to see more sophisticated algorithms and technologies that deliver even more personalized content.

The fifth trend is the growing importance of social media as a platform for content creation and distribution. With billions of users worldwide, social media has become a key driver of media consumption, and this trend is set to continue. Media companies are likely to develop new strategies and tactics for social media content creation and distribution in the future.

The sixth trend is the increasing role of user-generated content (UGC) in the media industry. With the democratization of content creation tools and platforms, anyone



can create and share content online. User-generated content is becoming increasingly sophisticated, and media companies are finding ways to incorporate it into their strategies.

The seventh trend is the importance of data privacy and protection. As media companies collect and analyze more user data, there is a growing concern around data privacy and protection. In response, media companies are likely to adopt more transparent and ethical practices around data collection and use.

The eighth trend is the increasing importance of multimedia content. As the popularity of video and audio content continues to grow, media companies are creating more multimedia content to cater to the preferences of consumers. The potential applications for multimedia content in the media industry are vast, and we can expect to see more innovative uses of this content in the future.

The ninth trend is the importance of diversity and inclusion in the media industry. As society becomes more diverse, media companies are recognizing the importance of representing a range of voices and perspectives. In the future, we can expect to see more diversity and inclusion initiatives in the media industry.

The tenth trend is the rise of blockchain technology in the media industry. With the ability to provide secure and transparent transactions, blockchain technology has the potential to revolutionize the way media companies manage content, transactions, and rights management.

The future of media and mediated communication is an exciting and rapidly evolving field. With the rise of new technologies, the growing importance of mobile-first and personalized content,

and the increasing focus on diversity and data privacy, the media industry is set for significant changes in the coming years. As media companies adapt to these trends and embrace new technologies, we can expect to see even more creative and engaging content for consumers.

4.5.2.4 The future of the interpersonal communication aspects of media

When we look at mediation from the layers of interpersonal processes of moderation, negotiation, and intervention, the world of media and mediation is constantly evolving. With the rapid advancements in technology, it is important to consider what the future holds for this field. Here, we will explore how media and technology are changing the landscape of mediation, and what we can expect in the years to come.

One of the most significant changes we can expect in the future of mediation is the increased use of online mediation. With the rise of remote work and teleconferencing, it is becoming increasingly common for mediation to be conducted virtually. This allows for more flexible scheduling and eliminates the need for parties to physically travel to a mediation session. Additionally, online mediation can be more cost-effective and can facilitate mediation between parties in different locations or even different countries.

Another trend we are likely to see in the future of mediation is the use of artificial intelligence (AI) in the mediation process. AI has the potential to streamline the mediation process by automating some of the more repetitive tasks, such as document review and analysis. This could lead to more efficient and cost-effective mediation processes.

Another way in which technology is changing the field of mediation is through the

use of virtual and augmented reality. These technologies can provide a more immersive and interactive mediation experience, allowing parties to better understand each other's perspectives and come to a resolution more easily.

Social media is also playing an increasingly important role in the field of mediation. Social media platforms can be used to gather information about the parties involved in a dispute, as well as to communicate with them throughout the mediation process. Social media can also be used to gather feedback and input from stakeholders and the general public, which can help to inform the mediation process and ensure that it is transparent and fair.

Another trend we are likely to see in the future of mediation is the increased use of collaborative problem-solving techniques. Rather than relying solely on a mediator to facilitate the discussion between the parties, collaborative problem-solving techniques involve all parties working together to find a mutually beneficial solution. This approach can lead to more sustainable and longer-lasting solutions, as all parties are invested in the outcome.

However, there are also potential drawbacks to these technological advancements in mediation. One concern is that online

mediation may not be as effective as in-person mediation, as the lack of physical interaction may hinder communication and understanding between parties. Additionally, the use of AI in mediation raises questions about the role of the mediator and the potential for biases to be built into the technology.

Another concern is that the increased use of technology in mediation could lead to a loss of the personal touch and human connection that is essential to the mediation process. Mediation is a deeply interpersonal process, and it is important that parties feel heard and understood. If technology becomes too central to the process, it could undermine the effectiveness of mediation.

The future of mediation is likely to be shaped by the continued development and adoption of new technologies. While these advancements have the potential to make the mediation process more efficient, cost-effective, and accessible, there are also concerns about the impact they may have on the effectiveness and humanity of the mediation process. As technology continues to evolve, it will be important for mediators and stakeholders in the field of mediation to stay informed and adapt to these changes in order to ensure that the mediation process remains effective and beneficial for all parties involved.

Recap

- ▶ Mediation: process by which the media content is created, edited, and presented to the audience.
- ▶ Media and Mediation
- ▶ Impact of mediation on Society
- ▶ Media and Mediation in Digital Age:
- ▶ The future of Media and Mediated Communication
- ▶ The future of interpersonal communication aspect of media



Objective Questions

1. What are some of the factors that affect mediation?
2. What technologies will enable immersive experiences for users, such as virtual tours of museums or real-time sports events?
3. Name the modern technology that provides secure and transparent transactions?
4. What have led to a decline in trust in media institutions?
5. What is mediation in the context of media?
6. How does media ownership concentration affect mediation?
7. How can editorial policies influence the audience's perceptions?
8. What are some negative impacts of mediation on society?
9. How has the rise of digital media affected mediation?
10. What are some key trends shaping the future of media and mediated communication?
11. How is technology changing the landscape of mediation?
12. What are some potential drawbacks of technological advancements in mediation?
13. What is collaborative problem-solving in mediation?
14. How should mediators and stakeholders adapt to the future changes in mediation?

Answers

1. Media ownership, editorial policies and journalistic practices
2. Augmented Reality (AR) and Virtual Reality (VR)
3. Block chain
4. Fake news and propaganda
5. Mediation is the process by which the media shapes our perceptions of the world around us. It involves factors such as media ownership, editorial policies, production values, and journalistic practices.
6. Media ownership concentration leads to a narrowing of perspectives, a lack of diversity of opinions, and a homogenization of media content.
7. Editorial policies can affect the tone, language, and framing of news stories, which can have a significant impact on the audience's perceptions.
8. Media content can be used to manipulate and mislead the audience, promote propaganda and hate speech, reinforce stereotypes, and perpetuate discrimination and prejudice.

9. The rise of digital media has transformed the way media content is created, distributed, and consumed, leading to the fragmentation of media audiences and the spread of fake news and online harassment.
10. Some key trends include the rise of artificial intelligence, virtual and augmented reality, mobile-first content, personalized content, social media as a content platform, user-generated content, data privacy and protection, multimedia content, diversity and inclusion, and block chain technology.
11. Technology is increasing the use of online mediation, incorporating artificial intelligence, virtual and augmented reality, and utilizing social media for information gathering and communication.
12. Drawbacks include concerns about the effectiveness of online mediation compared to in-person sessions, potential biases in AI-mediated processes, and the risk of losing the personal touch and human connection in the mediation process.
13. Collaborative problem-solving involves all parties working together to find a mutually beneficial solution, promoting sustainable and longer-lasting outcomes.
14. Mediators and stakeholders should stay informed about new technologies, adapt their approaches, and ensure that the mediation process remains effective and beneficial for all parties involved.

Self Assessment

1. Research an emerging media technology (e.g. virtual reality, blockchain, artificial intelligence in content creation) and write a report on its potential impacts on media production and consumption.
2. Write an essay examining the ethical implications of increasingly personalized media experiences. Consider issues of privacy, filter bubbles, and algorithmic bias.
3. Design a concept for a futuristic media platform or device. Explain how it would work, its intended benefits, and potential societal impacts.
4. Compare and contrast current forms of media literacy education with what might be needed in the future given emerging technologies. Propose a curriculum for “future media literacy.”
5. Research and write a paper on how changing media technologies might impact democratic processes and civic engagement in the future. Include both optimistic and pessimistic.



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സർവ്വകലാശാലാഗീതം

വിദ്യായാൽ സ്വതന്ത്രരാകണം
വിശ്വപൗരരായി മാറണം
ഗ്രഹപ്രസാദമായ് വിളങ്ങണം
ഗുരുപ്രകാശമേ നയിക്കണേ

കുതിരുട്ടിൽ നിന്നു ഞങ്ങളെ
സൂര്യവീഥിയിൽ തെളിക്കണം
സ്നേഹദീപ്തിയായ് വിളങ്ങണം
നീതിവൈജയന്തി പറണം

ശാസ്ത്രവ്യാപ്തിയെന്നുമേകണം
ജാതിഭേദമാകെ മാറണം
ബോധരശ്മിയിൽ തിളങ്ങുവാൻ
ജ്ഞാനകേന്ദ്രമേ ജ്വലിക്കണേ

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