

2nd Revised Edition

FUNDAMENTALS OF MASS COMMUNICATION

Dr. Namrataa Srivastav

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FUNDAMENTALS OF MASS COMMUNICATION

(As per the Revised Syllabus of F.Y. BMM w.e.f. 2019, Semester I,
University of Mumbai)

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PREFACE

An Introduction to Fundamentals of Mass Communication is written to emphasize Journalism and Mass Communication.

I believe that this text should be a compelling, narrative sketch of the ongoing evolution of Mass Media and Media Technology and how Mass Media is impacting us and is equally being shaped by us.

Today's students are immersed in Media technology. They live in a world of smartphones, video games, i-Pods, laptops, Facebook, Twitter, Foursquare, and more. They fully know that new technology will keep developing in the future but these students often lack an historical perspective on Mass Communication, Mass Media and Media Technology. They also lack knowledge of the social, political and economic forces that shape Mass Media.

This student-centric text is not just for basic knowledge but for information for all those who are interested in keeping themselves acquainted with the latest trends and developments in this area of study, that can help them understand, comprehend, appreciate, anticipate, shape and control Mass Communication and Media Technology.

My goal is to provide a textbook that will support and complement teaching of this course and equally support an engaging and interesting course experience for students that will show them the powerful social, political and economic forces that will affect the future of Mass Media technology, and also challenge students to do their part in shaping that future.

The book provides detailed outline on each unit comprehensively covering all aspects of Mass Communication – need, forms, functions and barriers; theories and models; impact and influence of mass media and mass communicators; growth of new media and social media and overall impact of mass media on the society.

The list of references and the timeline that appears at the end of the book has been compiled to include multidisciplinary information which encompasses the landmarks and history of mass communication, mass media, print, broadcast, advertising, public relations and new media.

I have tried to use bullet format to present a wide range of information on each of the topics, which needs to be supported by latest examples. The thoughts, suggestions and recommendations from active scholars, researchers and websites have been incorporated and used as

references to further enrich the contents of this book. I sincerely wish to acknowledge gratitude to all of them.

As an author, I want the students to use the contents of this book as introductory leads then add references and examples to it, i.e., practically reproduce the information. I also plan to bring out revised editions of the book every alternate year so as to provide the students with the latest information and developments in this area of study.

I earnestly welcome suggestions from all sections of readership. Hope that the book will extend all the required help for better understanding of this subject.

Thank you

Author

ACKNOWLEDGEMENTS

I sincerely thank my family and friends for their good wishes. I would like to dedicate this book to Savi, Shubbhankar, Avantika, Niharika, Mannsi, Sneha, Saniya, Umika and Arjjoon for their contributions and unending support, to Late Ramesh Chandra and Kumud Shrivastav for their blessings, and to my Mass Media students who actually inspired me to write this book for them finally. I am grateful to Mr. S.K. Srivastav, Himalaya Publishing House Pvt. Ltd. for being patient and giving me this opportunity.

Author

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SYLLABUS

Course Outcome:

- ❖ To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.
- ❖ To study the evolution of Mass Media as an important social institution.
- ❖ To understand the development of Mass Communication models.
- ❖ To develop a critical understanding of Mass Media.
- ❖ To understand the concept of New Media and Media Convergence and its implications.

Module	Topics	Details	Lectures
I	Introduction and Overview	1. Meaning and Importance of Mass Communication. 2. Forms of Communication: Intrapersonal Communication, Interpersonal Communication, Group Communication. Mass Communication: Electronic, Satellite, Interactive, Digital Communication, etc. 3. Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model, Sadharanikaran.	12
II	History of Mass Communication	1. From Oral to Communication (Kirtan, Davandi, Powada, Nagara) 2. From Electric to Electronic Communication, From Electric to Digital Communication, Contemporary Scene in Indian Communication Landscape.	12
III	Major Forms of Mass Media	1. Traditional and Folk Media. 2. Print: Books, Newspapers, Magazines. 3. Broadcast: Television, Radio. 4. Films. 5. Internet.	12

IV	Impact of Mass Media on Society	A. I. Social Impact (With social reformers who have successfully used mass communication) II. Political Impact (With political leaders who have successfully used mass communication) III. Economic Impact (With how economic changes were brought about by mass communication) IV. Developmental Impact (With how the government has successfully used mass communication) B. Impact of mass media on - 1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.	12
V	The New Media and Media Convergence	1. Elements and features of new media, Technologies used in new media. 2. Major challenges to new media Acquisition – personal, social and national, Future prospects.	12

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Introduction and Overview

A social institution consists of a group of people who have come together for a common purpose. These institutions are a part of the social order of society and they govern behaviour and expectations of individuals. Mass media, as compared to social institutions, is different since its origin was not intent to serve as a social institution. In fact, traditional social institution such as church, government, school, and family once served the role of providing individuals with the knowledge and communicative tools form integral part of society. It was here we learned what was right or wrong in the world, and how to communicate to others through language, appearance or actions to become the right members of society. For e.g. in place of worship we learned through religious doctrine and beliefs in the school. We were educated in the ways of the professional world. By dint of government, we learned law, order, justice and criminality, and the repercussions of violating society's rules. similarly, as a member of a family we learned to love and care, close knit bonds, all the vital knowledge and ways of the world. These institutions educated us as a society, of how things should be and the reasons behind them, guiding our morality and sense of justice.

With the emergence of mass media towards the end of the 20th century through televised programming, movies and radio, the booming growth of the Internet in recent decades, Mass Media is now becoming the dominant social institution, catering to the needs of society and educating its citizens. Indeed, it is a delightful way to see mass media as a lighter means of communication between different generations, races, genders and classes. In a fast-moving and mobile modern society, mass

media provides a medium easily accessed through technology, making the traditional social institutions redundant. Individuals are increasingly looking to the media for direction in rules of behaviour and societal values. Order and stability is provided by the media through scheduled programming, affecting how people arrange their daily routines and ultimately affecting cultural lifestyle through what we wear, listen to, say and do day to day. A vast source of instantaneous information provider 'The Internet' fulfils an educational role in society, catering personal preferences and ideals. Mass media seems to make our lives a lot easier by providing news accessibly and at the same time keeps every one of us updated with the latest current events and issues both locally and worldwide. today, the researches show that people's trust in mass media outlets is higher than that of other social institutions because they perceive other institutions as conductors of definite ideas, ideology or pressure.

MEANING AND NEED FOR MASS COMMUNICATION

Mass Communication involves communication with the mass audiences and hence the name **Mass Communication**. In personal communication the sender and the receiver is a person while in mass communication the sender and the receiver maybe a person, a group or a large population of a country, thus the basic difference between mass communication and personal communication lies in the size of the audience and the source of the message.

The invention of the printing press in the late 15th Century gave rise to some of the first forms of mass communication, by enabling the publication of books and newspapers on a scale much larger than that was previously possible. Today, when we read newspapers, magazines, listen to Radio or watch TV it is simply a level of communication called '**Mass Communication**' as the message is reached to the masses through different media.

Mass Communication and Mass Media are generally considered synonymous simply because the transmission of information to large numbers of people is done through the mass media which includes newspapers, magazines, television, radio, film, websites, and any technology that allows the dissemination of information to the public via channels or vehicles of mass communication which include news

reports, advertisements, and articles in magazines and newspapers, books, movies, television programs, music videos and on websites.

Mass communication is mostly a one-way process, with little feedback from the audience, although the Internet is bringing some change, with options that allow people to comment or otherwise provide feedback.

Definitions

- **Defleur and Dennis:** Mass communication is the process in which professional communicators use media to disseminate message widely, rapidly and continuously to arise intended meaning in large and diverse audience in attempts to influence them in a variety of ways.
- **According to Wilbur Schramm** ‘a mass medium is essentially a working group organized around some device for circulating the same message, at about same time, to a large number of people’.
- **Mass Communication Dictionary:** Mass communication is the large scale dissemination of symbolic contents to heterogeneous and geographically dispersed audience.
- **Dr. Joseph R. Dominick:** Mass communication is the process in which a complex organization with the aid of one or more machines produces and transmits public message that are directed at large, heterogeneous and scattered audience.
- **Dennis MC:** Mass communication comprises the institutions and techniques by which (press, radio, television, film) they disseminate symbolic contents to large, heterogeneous and widely dispersed audience.
- **Barker:** ‘the spreading of a message to an extended mass audience through rapid means of reproduction and distribution at a relatively inexpensive cost to consumers’

FORMS OF COMMUNICATION

- **Dyadic Communication:** Communication that happens between two people, for instance discussion takes place between the Teacher and his student about communication.

- **Public Communication:** Happens when individuals and groups engage in dialogue in the public sphere in order to deliver a message to a specific audience. It involves a larger participants basically forms one way style of communication process. The feedback of the receiver is minimal. Public speaking events, newspaper editorials and billboard advertisements are a few forms of public communication while Entertainment, education and politics are all potential subjects of public communication.
- **Interpersonal Communication:** Is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages typically in a face-to-face setting, where participants engage in a minimally restricted dialogue with each other. Interpersonal communication is not just about what is actually said or the language used but about how it is said and the non-verbal messages sent through tone of voice, facial expressions, gestures and body language. The following factors can be observed before processing interpersonal communication:
 - Who are the communicators?
 - What messages were exchanged?
 - What (if any) noise distorts the message?
 - How is feedback given?
 - What is the context of the communication?
- **Intrapersonal Communication:** Intrapersonal communication is an internal process of communicating with the self. It takes place within one person. It is meant to reflect oneself to clarify something. It may be more commonly recognized as the “little voice in your head” or “self-talk.” Self-talk may be a dialogue in which you encourage yourself to act in a certain way; Intrapersonal communication may be confused with one's natural thought processes; it is a conversation in the mind. A simple definition is “talking to oneself.” This internal dialogue may be carried out silently or aloud. There are three concept of intrapersonal communication namely as following:
 - Self-conception: Belief/Values/Attitude
 - Perception
 - Expectation

- **Group Communication:** It applies to groups containing three to twenty people. It involves a facilitator and group members with a sense of belonging, common goals and mutual respect. Both verbal and nonverbal communications are components of group communication. A circular seating arrangement allowing all group members to make eye contact and interact with all group members while sharing ideas with each other. Sociologists find this type of group communication arrangement to be the effective for generating ideas, making decisions and solving problems.
- **Electronic Communication:** Communication using electronic media known as electronic communication. Such communication allows transmission of message or information using computer systems, fax machine, e-mail, tele or video conferencing and satellite network. People can easily share conversation, picture, image, sound, graphics, maps, interactive software and thousands of things. The use of e-communication allows people to interact in different ways and combine many forms of media in the process. E-communication makes it easy to interact with groups through chat interfaces or video conferencing. Companies use electronic communications to enhance their business and avoid obstacles, such as long-distance communication with their clients or partners. Due to electronic technology, jobs, working locations and cultures are changing and therefore people can easily access to worldwide communication without any physical movement.

Advantages of electronic communication:

- Speedy transmission
- Wide coverage
- Low cost
- Exchange of feedback
- Managing global operation
- Disadvantages of Electronic Communication:
- Volume of data
- Cost of development
- Legal status

- Undelivered data
- Dependency
- **Satellite communication:** Is the communication in which signal transferring between the sender and receiver is done with the help of satellite. In this process, the signal which is basically a beam of modulated microwaves is sent towards the satellite. Then the satellite amplifies the signal and sends it back to the receiver's antenna present on the earth's surface. So, all the signal transferring is happening in space. This type of communication is known as space communication. Two commonly used in satellite communication are active and passive satellites. Generally a satellite orbits around something else, for example, the moon orbits the earth. Similarly in communications context, a satellite is a specialized wireless receiver/transmitter that is launched by a rocket and placed in orbit around the earth. There are over 2,000 communications satellites in Earth's orbit, used by both private and government organizations. These Communications satellites are used for diverse purposes such as weather forecasting, television broadcast, amateur radio communications, Internet communications, military applications and the Global Positioning System, (GPS).
- **Digital communication:** Is any type of information sent digitally i.e.: any message passed through digital devices and can be stored in the device for longer times, without being damaged. Data transmission or digital communications is the physical transfer of data or electromagnetic signal, such as an electrical voltage, radio wave, microwave, or infrared signal over point-to-point or point-to-multipoint communication channels such as copper wires, optical fibres, wireless communication channels, storage media and computer buses. Digital communication can be done over large distances through internet and other things it comprises both Internet and mobile mass communication. Internet media comprise such services as email, social media sites, websites, and Internet-based radio. Television, a telephone conversation, video conferencing, or internets relay chat sessions etc.

- **Interactive communications:** Is a kind of communication that involves more than two participants interacting or exchanging ideas with each other, whether human, machine or art form. Interactive communication occurs when feedback is used to alter or adjust a message as it is presented or delivered to the receiver. It is a dynamic, two-way flow of information which includes basic dialogue and nonverbal communication, game books, interactive fiction and storytelling, hypertext, interactive television and movies, photo and video manipulation, video sharing, video games, social media, user-generated content, interactive marketing and public relations, and virtual reality. For e.g.: Online blogs, MSN, ICQ, ATM Machine, E-Commerce, online catalogs, and shopping carts.

The Elements of Mass Communication are based on the Following concept:

- Media (Medium) which is the means of communication.
- Message because of which the process has been created.
- Sender of the message.
- Marketing, advertising, Public relations extra can be termed as the sub elements of mass communication.

The communication process basically remains the same for interpersonal and mass communication as follows:

- **Source:** e.g. news reporters, television producers and magazine editors etc.
- **Encoding process:** Multi-stage process of sending the message.
- **Message:** e.g. a news report, a novel, a movie, a television program, a magazine article, newspaper columns, a music video, and a billboard advertisement etc.
- **Channel:** e.g. tape machines, microphones, devices that digitize sound waves, transmitters, musical recording etc.
- **Decoding process:** Messages are public, the same messages are sent to the same receivers. Multiple decoding steps happen before the message is received.
- **Receiver:** e.g. audience, such as average ages, incomes, political interests and so on.

- **Feedback:** Message flow is typically one-way source to receiver. e.g. a newspaper reader could write a letter to the editor; a television viewer might respond to a survey etc.
- **Noise:** Anything that interferes with the delivery of a message. Noise may be semantic, environmental or mechanical.

THE VARIOUS MEDIA USED FOR MASS COMMUNICATION

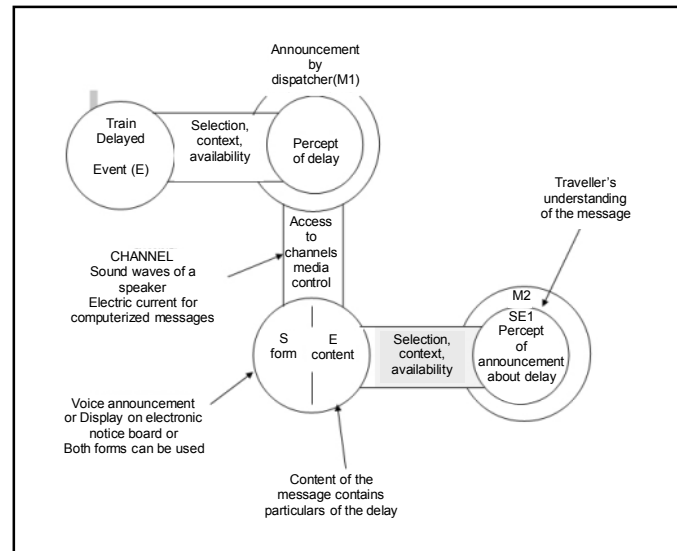
- **Print** - Newspapers and magazines.
- **Mobile phones**
- **Audio visual** - Television, radio, films.
- **Internet media** - Blogs, Message boards, Personal web pages, Pod casts, Video hosting services, social networking sites.

MODELS OF MASS COMMUNICATION

Models of mass communication are Pictorial presentations to show the structure of communication process. They represent the reality of communication for better understanding and are based on assumptions made by theorists.

Gerbner's Model

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



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

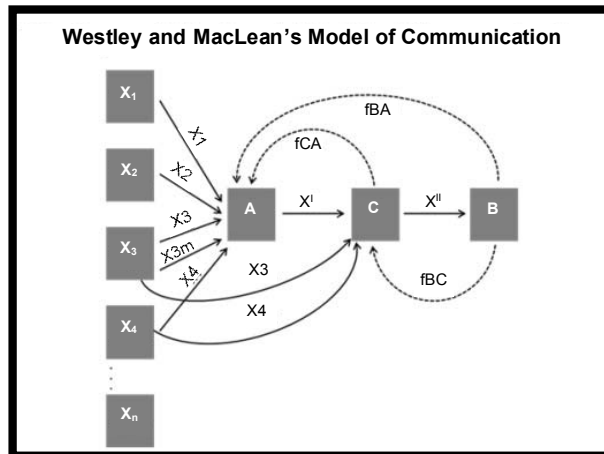
In this model, the communication process can be understood in three different dimensions:

- The Horizontal or Perceptual Dimension:** It begins with an event external reality (E) as perceived by human being directly or through a machine (H).M selects E according to his perception of the event. Human perception is a complex phenomena, its process involves interaction and negotiation. Thus, match the external stimuli to the internal pattern of thought or concept and arrive at some perception of the event.
- The Vertical or Means and Controls Dimension:** Meaning is given to whatever is perceived, which is then converted into signal about - 'SE' – this is called message. Here it is important to select the proper 'means'-of medium or channel of communication. Media access and 'SE' are significant and of prime importance here.
- The Horizontal or Third Dimension:** 'M2' is not an event 'E', but is the signal or statement of the event or 'SE'. The meaning of the message is not contained in the message itself, but is the resultant of the negotiation between the receiver and the message. 'M2' brings to 'SE' a set of needs and concepts

derived from the culture and sub culture and can relate 'SE' to them. This can be achieved by interaction and negotiation between 'M2' and 'SE', resulting meaning is 'SE'.

Westley and MacLean's Model of Communication

Westley-McLean model makes a distinction between interpersonal communication and mass communication. In interpersonal communication, as the receiver gets the message from the source, it sends the direct feedback immediately. However, in mass communication, there is an intervening element, the gatekeeper who modifies the message so that the message sent to the receiver may not be exactly as originated by the source, feedback indirect and complex.



X - Is the source of information (X_1, X_2, X_3 and X_4 - are news articles or information); f - Feedback, A - Communicator; Reader or B - Audience and C - Mass communication organization/Gate Keeper.

This model is seen in two contexts, interpersonal and mass communication, Feedback shows the point of difference between the two i.e. in interpersonal - the feedback is direct and fast whereas, in the mass - the feedback is indirect and slow. As per this model communication does not begin when one person starts to talk, but when a person responds selectively to their physical surroundings. Communication begins only when a person receives message from surroundings and each receiver responds to the message they receive based on their object of orientation.

For Example:

- News Daily receives many Press releases from Many Public Relations Agencies on behalf of their clients, but in this case the News Daily, due to space constraints publishes only the selected Press release, The readers directly respond to the client or to the News daily, who in turn will communicate the feedback to concerned PR Agency. So, X_1 , X_2 , X_3 and X_4 - are Press Release, f - Feedback; A - Clients, B - Reader and C - Daily News Paper/Gate Keeper.
- Feedback Loop between Reader - B and Daily - C - fBC .
- Feedback Loop between Daily - C and Client - A - fCA .
- Feedback Loop between Reader - B and Client - A - fBA .

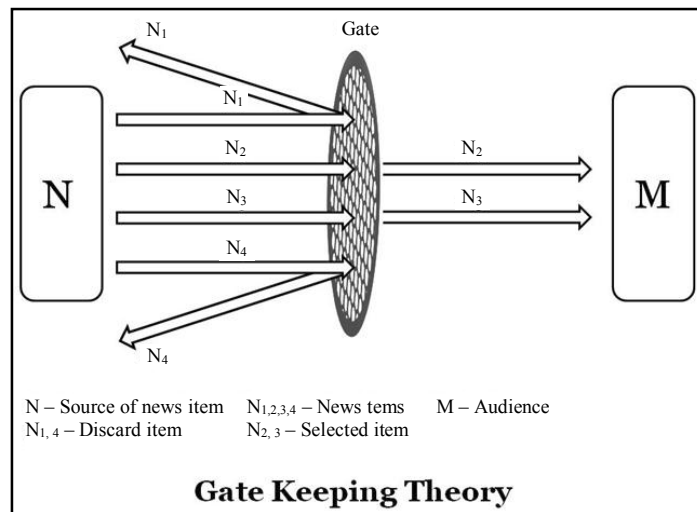
Merits and Demerits:

- This Two Dimensional model accounts for Feedback and for different modes of communication i.e., for both interpersonal communication and Mass communication.
- It cannot account for multi dimensions.
- It is a predictive and very descriptive model of communication.
- It is good for communications involving more than two sources.

Gate Keeping Model of Communication

Kurt Zadek Lewin was a great Psychologist and pioneer in Social Psychology. He developed the concept in the field of psychology called psychological “field” and “life space” in order to understand the human behaviour and its important consideration of total life space. He coined the word called “**Gate keeping**”, which refers to block unwanted or useless things by using a gate and the person who makes this decision is called “**Gatekeeper**”. Initially this theory was widely used in the field of psychology, but now it is used as one of the essential theories in communication studies. According to this theory, the Gatekeeper decides what information should or should not move to group or individual i.e. the gatekeeper is the decision maker who based on his/her personal or social influences removes the unwanted, insensible and controversial information, which helps the society or a group follow the right path. In news medium Editor ‘Gatekeeper’ plays vital role i.e. the news channel receives various news items from all over the world every day for publishing. The Editor keeping in mind the ethics and policies of

the organization selects and decides which news items needs to be published or aired and the news items which are not suitable for publishing.



For Example:

An international news channel receives numbers of news items within day like international terror issues, Global warming discussions, Dahi Handi celebrations, and religious abuse on global community etc...A news channel cannot show all these news items to audience because it may affect the channel reputation in public and organizations policy. So, the Editor selects decides the news items as follows: he can't show the Dahi Handi celebrations because it is not internationally popular story or the religious abuse on global community because it may be biased and instigate the audience directly and may affect organizations policy here he can show the international terror issues and discussions as they are common news universally.

[N₁: global warming, N₂: International terror issues, N₃: global warming discussions, N₄: religious abuse on global community]

Gatekeeper: Chief Editor

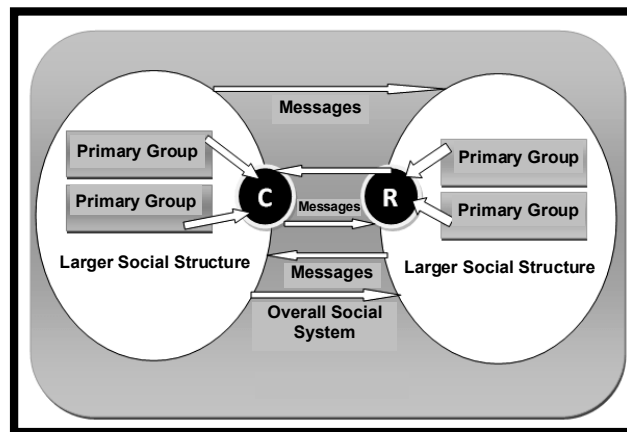
Selected News Items: N₂: International terror issues, N₃: UN discussions

Discarded News Items: (on popularity) N₁: global warming

Discarded News Items: (on policy) N₄: Religious abuse on global community

Riley's Model

John W. Riley and Matilda White Riley, team of sociologists pointed out the importance of the sociological view in communication. Many messages and individual reactions fit together within an integrated social structure and process. They developed a model to illustrate sociological implications in communication. The model is shown below:



Riley's Model

The model clearly illustrates that communication is a two-way proposition. The important point is that, we send messages as members of certain primary groups and receivers receive our messages as members of primary groups. The model indicates the communicator (C) emerges as part of a larger pattern, sending messages in accordance with the expectations and actions of other persons and groups within the same social structure. This also is true of the receiver (R) in the communications process. The communicator and receiver are part of an overall social system. The communication process is seen as a part of a larger social process affecting it and being affected by it.

Sociological Model

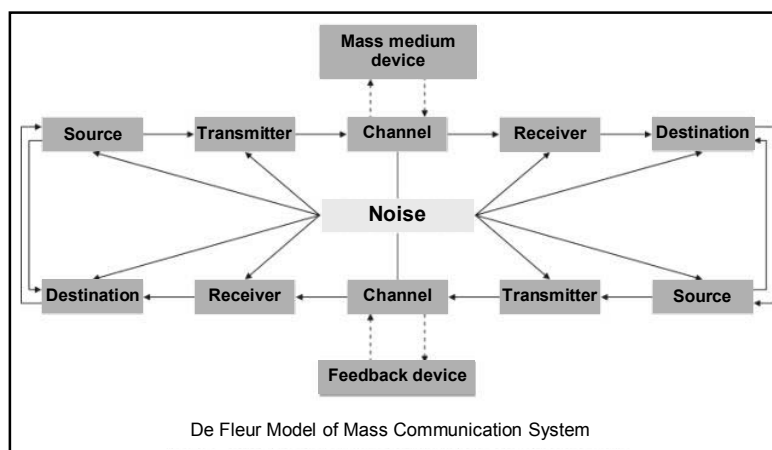
Society affects an individual in every instance of life. Communication is no exception to this, and thus everything communicated is affected by our surroundings and the state of affairs prevalent around us. This is not just true in the case of a sender of the message, but also with regard to the receiver. Thus, it is extremely

essential to understand social implications when we intend to communicate with people.

The sociological approach is primarily guided by major aspects such as, Society: that comprises of accepted relations, structures, institutions and associations, Culture: that comprises of differences in social setups-that include identity, values, ethos, religion and ideologies; Politics and Economy, both have a prominent role to play in some of the major communication that occurs in the present day. It is thus, essential to understand that interacting with diverse groups can have different effects, while communicating based on the sociological factors affecting those groups.

De Fleur Model of Communication

Melvin Lawrence De Fleur - a professor and scholar in the field of communications and Social Psychology. His model of communication is expanded version of Shannon and weaver model of communication and also based on the Westley & Maclean model of communication i.e. it describes the circular process of communication with feedback from the receiver, using the role of noise and the “Linear Feedback” from the other two models to combine and create a new one called “De Fleur Model of Communication”.



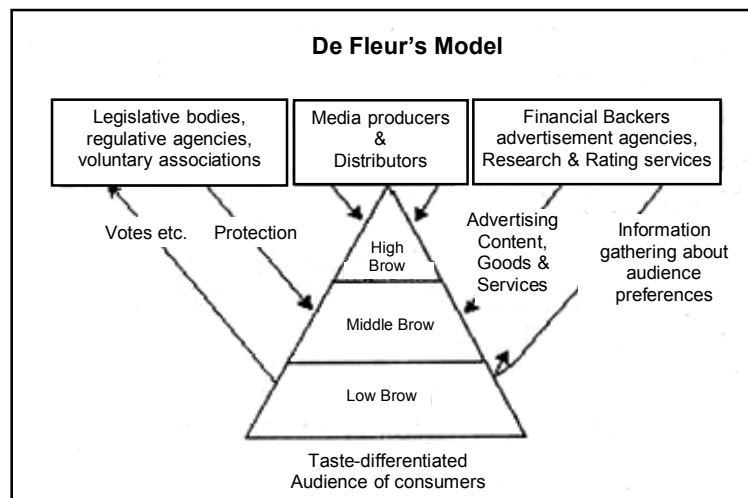
He inserts the Mass Media device and gives two way feedbacks. In his Communication process, noise may occur at any stages and the source, transmitter, receiver and destination are separate phases of mass communication. While his model suggests a “Feedback Device” which

helps analyze the target audience it also is the first two way communication process to introduce both a two way feedback and targeted audience in the communication process.

For Example:

Assume source as the advertising strategy or simply the information about the product which the company intends to tell its audience. This information is then converted into message say as an ad film and then transmitted by a mass communicating channel. The receiver (TV set or radio) on the other end decodes the information as message and finally transformed to the destination i.e. the target audience. This feedback acts as a message and becomes the information source and continues the same process, reaching it back to the advertising company through emails, social networks etc. thus determining the reach of the message to its target audience.

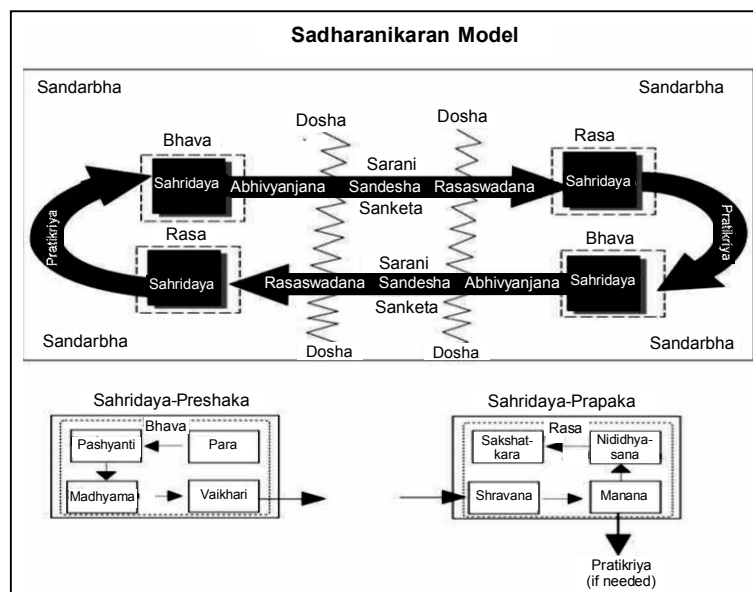
De Fleur's Model of the Taste - Differentiated Audience



The Hievert, Ungurait, Bohn - HUB Model of Communication

The model pictures communication, codes, gatekeepers, media, regulators, filters and audiences as concentric through which the content or Message must pass. Feedback is the echo that bounces back to communication while noise and amplification can both affect the message and the feedback as they travel these steps in the process.

SADHARANIKARAN MODEL OF COMMUNICATION (SMC)



Sadharanikaran model of communication (SMC) was developed by Dr. Nirmala Mani Adhikary from Nepal in 2003. Communication, in

Sadharanikaran model, is the process of attaining sahridayata, meaning mutual understanding, and singleness. The objective or goal of this model is attaining Sahridayata. The word Sadharanikaran has its root in Bharatamuni's Natyashastra. The term Sadharanikaran is derived from the Sanskrit word 'sadharan' or "generalized presentation" in English. The word sadharan is composed of the combination of two words saha and dharan. Saha means "sameness" whereas Dharan means to amplify. The concept of Sadharanikaran model of communication (SMC) was introduced through classical Hindu poetics into the modern communication discipline. Sadharanikaran is a process of communication to achieve commonness or oneness among the people to attain sahridayata and thus become sahridayas. The Sadharanikaran model explains how communication in Hindu society with multifarious castes, languages, cultures and religious practices is possible. It is systematic diagrammatic description of the process of attaining commonness or oneness among people. The model comprises of the following components:

- Sahridayas (Preshaka/sender and Prapaka/receiver)
- Bhava (Moods/Emotions)
- Abhivyanjana (Expression/Encoding)
- Sandesha (Message or information)
- Sarani (Channel)
- Rasaswadana (Receiving, decoding and interpreting the message)
- Doshas (Noises)
- Sandarbha (Context)
- Pratikriya (Process of Feedback)

Sadharanikaran model represents the communication process which is conceived from the Hindu or Bharatvarshiya perspective. Hence, after the completion of the process of Sadharanikaran, the communicating parties attain Sahridayata and become Sahridayas. Sahridayas are the people with a capacity to send and receive messages, i.e., the Sahridaya-Preshaka (sender), who has the bhavas (moods or emotions or thoughts) in mind, is the initiator of the process. It is the sahridaya-Prapaka (receiver) with whom the bhavas are to be shared. He or she has to pass the process of Rasaswadana. Abhivyanjana translates bhavas as Sandesha which are transmitted through Sarani

(channel or medium, such as auditory, tactile, visual, and olfactory, taste channels or paintings, sculptures, letters, etc. Rasaswadana is the receiving of the message by the receivers, decoding it and finally enjoying the rasa of the Sandesha. Doshas are those noises, such as semantic, mechanical and environmental, which distort the message and leads to miscommunication. Sandarbha is context and the effectiveness of any message depends on the communication environment. Finally, the feedback given by the receiver known as Pratikriya completes the two-way communication process, resulting in mutual understanding of the communicating parties.

THE MAJOR FUNCTIONS OF MASS COMMUNICATION

- Inform
- Enrich
- Educate
- Entertain

Mass communication performs these functions through media as follows:

- **Surveillance:** It relates to the news and information role of media. They work as guards or correspondents for wire services, TV networks and newspapers that are located across the globe to gather information that we cannot gather for ourselves. Surveillance can be of two types.
- **Warning or beware surveillance** - occurs when the media informs us about threats from weather changes, heavy rains, cyclone, war, etc.
- **Instrumental surveillance** - occurs when the information useful in everyday life is transmitted, such as, stock market prices, new products, recipes and so on.

Surveillance can prove dysfunctional for the society especially if uncensored news or information goes out which may prove misleading and harmful to the society. For example, news of political or religious conflicts may result in to communal riots or frequent warnings about possible of floods, heavy rains or cyclone may lead to anxieties and panic in people.

- **Interpretation:** The mass communicators select, evaluate and interpret important news/issues to derive the ultimate meaning of these events to the readers/listeners. For example, the editorial pages of newspapers and magazines interpret the event, analytical articles, radio and TV documentaries, panel discussions on an event or issue also perform this function. Interpretation can prove dysfunctional as people may not get the true picture of the event or issue.
- **Transmission of values:** is called socialization function, by seeing, watching or reading people learn important values about how and what is expected of them to aid the stability in society. It is also to keep diverse communities and businesses virtually connected even when they are physically far apart. It makes it easy to connect to people hundreds of miles away, thus creating a global behaviors. For example-cultural Information, values and behaviors get transmitted in people who are engaged in social networking sites, blogs and online and so on.
- **Lineage:** This function is able to link together different elements of society that are not directly connected by interpersonal channel. For example, newspapers generate opinion and help develop feeling for whatever events are reported. This function is also called 'public making' as it can create new social or professional groups by linking people of same interest together. For example, people interested in geography, science, and environment form a group or link messages regarding literacy motivated NGOs to take up literacy programs; health programs to become health conscious or beauty contests links for beauty consciousness.
- **Entertainment:** Entertainment is arguably the most important function, as it adds up to the entertainment value of mass communications. Media entertainment is available to a large number of people at relatively little cost. It can simply and rather inexpensively create and reach out thousands of potential customers helping them to make their recreational and leisure time more enjoyable. It helps people experience new events, stimulating emotions and helping them pass their leisure time. For Example: Television offers opportunities for people to

view events that they would otherwise not be able to participate in like the Oscars, Independence Day Rallies, the Olympics, etc. Entertainment has proved dysfunctional to the society especially because it has made it easy to sit back and let others entertain you and thus create more watchers and listeners than doers.

BARRIERS IN MASS COMMUNICATION

As we already know that Effective communication requires messages to be conveyed clearly between communicators, but along the way there are many communication barriers that can create misunderstandings and misinterpretations of your message. Listed down are some barriers to communication:

- **Perceptual Barriers** – Different world views can create misunderstanding. Without thinking, one might only view a message from their mindset rather than looking to see it from another viewpoint.
- **Interpersonal Barriers** – These are barriers are created to distance themselves from others. These can be done through withdrawal, meaningless rituals which keep one devoid of real contact, superficial activities through pastimes, and more.
- **Cultural Barriers** – Ethnic, religious, and social differences can often create misunderstandings when trying to communicate. These differences can also affect perceptual factors, as mentioned above.
- **Gender Barriers** – Variation exists among masculine and feminine styles of communication. While women often emphasize politeness, empathy, and rapport building, male communication is often more direct. Meshing these two styles without awareness could become a barrier.
- **Emotional Barriers** – Trouble listening can occur if one is consumed with emotion. Hostility, anger, fear, and other emotions make it hard to hear outside of one's self.
- **Physical Barriers** – These barriers are those that separate people from each other and mark territories. This type of barrier can often be seen in the workplace where offices and closed doors stop communication.

- **Language Barriers** – Not using words another can understand will certainly stop your message from being conveyed. This not only applies to actual languages, but that of expressions, buzz words, and other jargon. If one is not familiar with your language, misinterpretation will occur.

It is possible to remove the barriers listed above by conscious efforts but, there is a big need to overcome system related barriers in order to improve the impact of mass communication. listed below are some barriers in mass communication identified in the system:

- Rural population is neglected as far as the content and accessibility of mass media are concerned.
- The mass communication channels like television, radio, films operate mainly for urban and elite masses.
- Urban and rural population has different needs and problems which require different content and treatment of the messages.
- People and society have tendency to maintain status and resist new messages or ideas which generally are ignored by the people resulting into lack of development.
- People differ in their perceptions depending upon their needs, social environment, level of education, and other personal and cultural characteristic they perceive the content or message differently, and interpret and evaluate the information from their own point of view leading to lack of uniformity in understanding and action.
- Heterogeneity of the population also becomes an obstacle.
- No effective two way system established and no effective feedback is received on the messages and programmes in any of our systems till date.
- No scope for developing relevant, need-based messages and there is restriction on interactive and participatory mass communication system.
- Government control over the credibility of the news and information. so it cannot contribute to shaping, influencing and carrying conviction with the public opinion.

- Competition in the business or industry of mass media has affected the quality and type of content of the media. They has become more entertainment oriented rather than education, information development oriented.

Overcoming these barriers will not only lead into becoming an effective communicator, but will also help mass communication system to create its maximum impact.



2

History of Mass Communication

FROM ORAL TO COMMUNICATION

The chronology of development of human communication has controlled the developments of Mass communication. From Signs and Signals to Speech and Language, followed by Writing to calling in the inventions of Print and then broadcast, which finally empowered the industry of Mass communication.

Research works reflect that it took thousands of years for human beings to develop speech and language and took another hundred years for writing to develop.

Earliest record show that the first development in the evolution of Human beings took place about 70 million years back but the process of civilization accelerated only when development of human communication happened. The earliest human beings communicated through noises like growls, grunts, and shrieks like animals and by body movements that constituted mutually understood Signals. This Encoding and decoding of signals was very complex this made the communication slow and simple. Yet, this ability to communicate helped them develop language and develop words, numbers, and rules of language; this made the use of language much easier. Language development saw a changeover of human beings from hunting and wandering way of life to a developed life with great civilizations.

After about thousand years writing in the form of pictorial or pictographic came into existence. The Egyptians developed 'glyphs' or symbolic characters carved on stone and later drawn or painted picture

called 'hieroglyph' followed by phonetic writing and then Alphabetical writing after almost 1000 years, which was modified and improved by Romans into capital and small letters. The pictographic symbols were carved on stone or painted on wall, which was replaced by paper 'papyrus', brush and ink developed by the Egyptian around 2,500 BC.

However, Printing was one of the greatest accomplishments which involved preparing printing plates by carving wooden blocks, stone tablets, or metal plates. The biggest change came in the middle part of the fifteenth century and Johann Guttenberg; a goldsmith from Germany was ready to make a revolution with the two significant developments the movable types, and mechanical printing press. Guttenberg printed, '42 - line Bible' decorated book. By sixteenth century thousands of religious to educational books got published, leading to Printing of newspaper in the eighteenth century, the most powerful tool of mass communication. By mid-nineteenth century, telegraphy was invented which helped in initiating the development of radio and television as broadcasting technologies. Around the end of 19th century and beginning of 20th century Motion Cinema with Radio in 1920 and Television in 1940 set their footing as mediums of entertainment. Soon the Cable TV, VCR, etc. followed in. Satellite technology was already developed for weather forecast and was used for broadcasting which introduced satellite radio and satellite television. Finally, came in the computers who along with satellites brought in the Internet the 'www.' converting to world into a global village.

FROM ELECTRIC TO ELECTRONIC COMMUNICATION

This progress in information technology allowed the movement of communication that finally steered mass communication to speed and gain some power. This emergence of electric to electronic allowed masses to present their view to large groups but it gave the audience a very limited scope to participate and present their views on same subject. All this changed when the information age offered the internet the World Wide Web to the world, which allowed conversations and responses. The electronic to digital technology grew over the internet for example: Websites, blogging, and social media etc. gave people the freedom to openly present information and allow others to not just view but also respond bringing the current trend in mass communication in

super action. Similarly, E-mails made it easier to send across this information written but how many people could one send it to. The emergence of networks like Facebook, Twitter, Instagram, one of the first microblogging sites and the fastest way to spread the news, allow people to filter out information and only see what they like.

FROM ELECTRIC TO DIGITAL COMMUNICATION

We belong to the millennial generation. Free Wi-Fi, apps, alternative news sources, have become a way of life. Mass communication has become such an integral part of our daily lives. From email we have progressed to chat rooms, Live Journal, Myspace, Tumblr, Snapchat, and Instagram... Mark Zuckerberg Facebook, short YouTube videos, are good examples of “digital footprint” in society. This is the age of information overload, multiple news sources, high-speed connections, and social networking; life is inconceivable without mass communication. Today in the midst of a technological revolution mass communication has literally changed the ways we think and interact. The digital literacy, has witnessed significant mobile and internet penetration and rise in adoption of new age technologies, digital avenues and internet enabled channels that have transformed the business and consumer landscape.

CONTEMPORARY SCENE IN INDIAN COMMUNICATION LANDSCAPE

Indian communication landscape is going through a stimulating phase wherein the professionals are using traditional, electronic and digital media hand in hand to achieve their objectives in an upgraded way. However, communication landscape in India offers great prospects to foster enduring connection with the audience who will reap the best benefits, access and consume information interests out of these media transformations in the easiest possible way. For example: India’s unique communication landscape is beyond traditional media with newer channels of communication. Technology approaches shows the way businesses and individuals draw on the right communications channels to deliver on their goals. For instance, Indian communications market is unique in the world targeting 1.2 billion people in over 20 recognized official languages with more than 60,000 plus newspapers with roughly 500 million internet and online market users.1500 plus satellite channels

and much more simply, puts India on a top of the mass media communication landscape. Personalization, storytelling, video, imagery is crucial part of technologies that allows to bring out the emotional attraction of each and every story. Contemporary Digital and social media in India has enhanced the lines by creating more integrated communication roles, the Indian communication landscape has changed, to reach their target markets. The Indian media industry has evolved drastically with the arrival of new mediums and formats for content dissemination and consumption. This fast digitization, increasing penetration of broad band, affordable smart phones, and the ability to deliver content in regional languages play a key role in creating communication strategies to help brands communicate convincingly with their target audience, with no limitations to media analysts, policymakers and policy influencers and customers. This new digital shift doesn't mean an end for the print media majority of Indian populations still depend on newspapers and magazines for information.

With changing technology and social media platforms, communication have changed, audiences and mediums have evolved, to deliver a compelling and effective landscape for mass communication.

This report aims to highlight significant internet-driven developments that could impact companies operating in the digital space in the coming year.



3

Major Forms of Mass Media

INTRODUCTION OF MASS MEDIA

“Media” is one of the most useful essences of human life and mass media is about media revolution and of living in a media society. It is the most powerful tool of communication. It helps promoting the right things on right time. It gives a real exposure to the mass audience and informs them about the realities as well. The term - “media” began to be used in the 1920s, but referred to something that had its origins much further in the past.

Key Terms

- **Media:** A medium of communication, designed to enable a person or group to communicate information and ideas to an audience.
- **Mass media:** Mass media are diversified media technologies, which intend to reach information to a large audience through mass communication.
- **Old media:** Traditional forms of media such as newspapers and radio that reach a more limited audience, e.g. local or national have one way communication.
- **New media:** Media formats that use modern technologies, spreading content using screen based, digital computer technology) such as the internet or mobile phones, electronic/e books, iPods.

CONTENT AND NATURE OF MASS MEDIA

Mass media means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the public. The most common platforms for mass media are newspapers, magazines, radio, television, and the Internet. In the early days Mass Media developed as a means of social responsibility however, in course of time, it has attained the status of an industry. Thus, the Mass Media has developed a nature of being:

- Social
- Industrial
- Highly Impersonal
- Perfectly defined audio, visual or written messages
- Designed to achieve some specific goals
- Depends heavily on modern technology
- Not being 100% achiever.

Finally, Advocacy; Entertainment; Information dissemination through Mass media can be used for various purposes like advertising, marketing, propaganda, public relations, and political communication, performances, audio and audio-visual communication in businesses and social concerns etc.

THE IMPACT AND INFLUENCE OF MASS MEDIA

Mass media plays a significant role in shaping public perceptions on important social, political and economic issues, through information that is dispensed and through interpretations placed upon the information. It plays a pivotal role in shaping modern culture, by selecting and portraying particular Set of beliefs, values, and traditions as reality and holds a very powerful capacity to provoke a social issue for mass audience and leads them to talk about the pros and cons of a particular issue, to create ‘moral panics’ which result into a mob violence.

Mass media definitely influences our daily life more than any other cultural institution. They are our main sources of news and entertainment, which help us define our purchase decision, voting behaviour, academic achievement and so on. This all encompassing

impact of mass media makes the politicians, businessmen and the government agencies depend fully upon mass media to influence people. for e.g.

- During election time, politicians spend millions of rupees for political campaign through mass media.
- Business firms across the world spend billions of dollars to market their products with the help of mass media advertisements.
- Government policies reach us through newspapers and electronic media.
- People use mass media to express needs, complaints and so on.

Mass media is an inseparable part of our lives. It is an effective medium for entertainment, communication, dissemination of information, advertising, marketing, and in general, for expressing and sharing views, opinions, and ideas so it is important for all, to critically look at the huge volume of non-stop information flooded on us without a filter or censor and make positive choices.

REACH, ACCESS AND NATURE OF AUDIENCE

Audiences are placed at the center of media as they are the important part of the communication process. Audiences are increasingly active i.e. selective self-directed producers as well as consumers of messages. These messages are fast moving in nature they are not directed to a selected few but to each member of the public almost at the same time. Media Audience is the recipient of mass media messages the media messages are determined according to the nature and behaviour of the audience. Media audience are strangers to one another and are heterogeneously scattered mixture of age, sex, profession, education, social class, newspaper, magazines, television, radio, theatre, film internet and non-broadcast media etc. Audience participation has an economic effect as they are the source of revenue i.e. If there is no audience then no mass medium could stay in business. We can broadly, categorize Media Audience into the following kinds:

- **Elite Audience:** It is a relatively small group of highly educated people in the society.
- **Mass Audience:** It is an average group of people from the dominant segments of the society.

- **Specialized Audiences:** They are groups of special interests people in the society.
- **The Interactive Audience** consists of those who have control over the communication process in a society. They may be newspapers journalists or Radio or TV broadcasters.

By Nature audience caters the following features:

- **Large:** The audiences may exceed millions after millions in number.
- **Heterogeneous:** The audiences may belong to different ages, religions, sections, and groups.
- **Scattered:** The audiences are scattered in a vast geographical area and are far away from the source of information.
- **Anonymous:** Audiences are nobody, everybody, and somebody i.e. messages sent are not received by a named receiver.
- **Personally unknown:** Usually, the audiences are personally not known to the communicator.
- **Simultaneous:** Audiences are not available to the disposal of messages all at the same time or instantly.
- **Common:** The same messages delivered simultaneously to a vast and diversified audience.
- **Mechanical or electronic media:** Audiences rely on mechanical or electronic media to reach large and diverse audience.

Since, mass communication is regarded mostly as a one way communication process, the Reach and Access of Audience is required to be monitored and worked on continuously by applying the following the characteristics to begin with:

- Rapid and continuous dissemination of messages sent on schedule.
- Transmit and distribute messages instantly across the vast geographical area within few days.
- While developing the messages take help of professional communicators such as: reporters, editors, actors, authors, writers, and official spokespersons and so on to design, edit

and disseminate news, entertainment, dramas, advertising messages, public reactions messages and political campaigns.

- Use specialized modern technologies such as computer, computer network, fax, mobile phones, broadcasting media, printing devices etc. for effective preparation and distribution of message.
- Finally, monitor the reactions of audiences and their subsequent behaviours indirectly from the receivers, mainly because they are far away from the source of information.

FUNCTIONS OF THE MASS MEDIA

The following are the basic functions performed by the mass media:

- **Information:** Mass Media carry out this function by keeping us informed about the news happenings in society and about the latest events in and around the world.
- **Entertainment:** Mass Media fulfils our psychological and social needs by helping us relax with family and friends.
- **Symbolic:** Mass media provides us a shared symbolic environment.
- **Development:** Mass Media performs this function as development communicational facilitator focusing on the socio-economic needs of society.
- **Advertising:** Mass Media performs this commercial function to help keep the economic status of a country high and healthy.

DIFFERENCE BETWEEN MASS COMMUNICATION & MASS MEDIA

(PN: - refer the definitions of Mass Communication & Mass Media given earlier.)

“Mass Communication” is thinking about how print, radio or TV stations communicate their content with the consumer. There is no standard for how large the audience needs to be before communication becomes “mass” communication.

“Mass Media”, on the other hand, basically is countless arrays of institutions and individuals who differ in scope, purpose, method, and

cultural context. It includes all forms of information communicated to large groups of people and is the collection of the means that big media outlets use to distribute their media content.

Mass Communication keeps us informed, and educates us on the news that holds significance, which definitely gives us lot of scope to grow and evolve.

Mass Media are agencies of communication that transmit information, education, news and entertainment to mass audiences.

Although the terms Mass Communication and Mass Media are interchangeable, they are significantly different concepts i.e. mass communication is a process, whereas the mass media are the technological tools or channels used to transmit the messages of mass communication.

So, both Mass Communication and Mass Media industries provide exciting and well paying job opportunities in agencies, print media, broadcasting media, visual media and internet etc. The biggest advantage, which is associated with them is that they give creatively inclined people a lot of opportunities to explore and experiment themselves.

MAJOR FORMS OF MASS MEDIA

Mass Media can be two types:

- Direct Mass Media
- Indirect Mass Media

Direct Mass Media

It is when message is directly circulated to the audience, for e.g.:

- **Traditional media or old media:** The most appropriate term for mass media, because it relates to the minds and hearts of the local population. For e.g. Performing Arts, Folk Theatre, Puppetry, Drama, Music, Storytelling, Song, Painting, Motifs and Symbols etc. These forms of communication have been used in the marketing/advertising world for years and are the steadfast ways that businesses have reached both consumers and companies for decades. They are the roots of advertising and the most common form utilized by businesses on a daily

basis. Though traditional media is effective, over the course of the last few years we have seen more and more businesses utilizing new media to reach its target audience. Here are some of the characteristics of traditional folk media:

- They have sustained the onslaught of time.
- They have sustained by changing with the changing times.
- Any person is always a participant in the performance, never an audience.
- It is spontaneous.
- It is flexible.
- It is cost effective, and therefore has enhanced repeatability.
- It has immediate feedback and increased attentiveness.
- It is performed in a common language promoting intelligibility.
- It is direct and personal.

- **Print Media or Visual Media:** Print media encompasses mass communication through material that is available in printed and portable form. It includes newspapers, magazines, booklets and brochures, house magazines, periodicals or newsletters, direct mailers, handbills or flyers, billboards, press releases, and books. Gutenberg's invention of the moveable metallic type in the fifteenth century paved the way for proliferation of the print media. Mass production of texts reduced the cost of books and made them available to the common men. Rapid duplication of multiple copies of handy texts led to the innovation of modern newspapers. Newspapers and Magazines are relatively were the new form of print media which gained popularity and became the leading medium of mass communication in the 20th century all over the world. They have greatly contributed at the local, national levels and also acted as agents of globalization. Visual media like photography can also be mentioned under this sub-head.
- **Electronic Media:** Electronic media is the kind of media, which requires the user to utilize an electric connection to access it. It is also known as 'Broadcast Media'. The history of electronic mass media starts with the invention of radio by

Marconi. The first radio station was set up in Pittsburgh, New York and Chicago in the 1920s. Radio came to the public in late 19th and early 20th century and within few years it became one of prime sources of entertainment, knowledge and information for millions of people worldwide. Radio was also used as an effective medium to transmit messages during the world wars. The next step in electronic communication media history was the invention of cinema. Following cinema, television broadcasting was initiated in the US on experimental basis during 1920s. The mid-20th century saw the rise of television as an electronic media and it very quickly created the most fascinating and dramatic impact as a mass medium in 1950s. Parallel to these, recording industry also boomed in the western countries. In short, the term electronic media, mainly includes: Audio & Audio-Visual Media such as Radio, microphones, record players etc., which act as audio media particularly important for illiterate group and terrestrial and satellite television, video, movies, CDs, DVDs and new-age media, like Internet, computers, telephones and electronic gadgets etc act as audio-visual media. Ad-films, documentaries, news, educational shows, adventure series, sports, movies, cartoons and other programs presented to meet the needs of all viewers. Most companies, which produce this type of media are commercially owned or state owned public broadcasting. e. g the BBC ,CNN etc.

- **New Media:** Includes new, high and widespread technologies faster than the old school of mass media. for e.g.: Mobile phones, computers and Internet are the new-age media which include email, websites, blogging, Internet TV and many others. Online and digital means of producing, transmitting and receiving messages are called new media, which encompasses computer mediated communication technology. The forms of communicating in the digital world include CD-ROMs, DVDs, and Internet facilities like World Wide Web etc. The cyber media or digital media is mainly focused on the Internet and has also developed into a dynamic force in communication like interactive social networking sites such as Facebook, digital media such as mobile phones and MP3 players and the computer games industry. New media is the future of

advertising. More and more consumers and businesses rely on new media to find their information. New media related to advertising include online advertising (retargeting, banner ads, etc.), online streaming (radio and television) and social media advertising etc. Digital, high definition, flat-screen televisions and subscriptions to hundreds of digitalized satellite and cable television channels are now the norm. The emergence of new delivery technologies, cheap personal computers and mobile-phone technology, and especially texting, are the latest forms of communication today.

- **Public Address:** Political leaders, social workers, famous person exchange words with people in a function, seminar and meeting which create a live environment.

Indirect Mass Media

They are some agencies, which facilitate mass communication, such as:

- **The Syndicate of Reporters:** Reporters of syndicate supply collected news, comments, entertaining features etc. to the modern mass media.
- **Press Association:** Worldwide agencies such as Reuters, AP, PTI, UNI etc. collect news and photos from different sources and distribute them to the newspaper office, radio and the television center for publicity.
- **Advertising Agencies:** Many advertising agencies arrange for advertising goods of their clients by distributing photos, cartoons, news etc. to the mass media like radio, television, newspapers etc.
- **Public Information Ministry:** PIM of the government collects information from various sources and broadcasts this information through radio, television, documentary films, newspapers, bulletins etc.
- **Other Associations:** Besides the above agencies, research institutions, public relation department of various business concerns and specialized organizations gather information from far area of the country and conduct activities as directed by the clients.

MASS MEDIA: PUBLIC RELATIONS AND MEDIA RELATIONS

Connecting with the media is important but connecting with the public is vital!

PR and the Mass media establish close relations in order to fulfill a mutual need.

- Public Relations (PR) is about managing communications, reputation, perceptions and relationships for organization. It means attracting and retaining the support of customers, employees, investors, communities and other groups critical to a business's success. It plays an integral role in assisting the organization to monitor and interpret its social environment and in advising management on establishing and maintaining mutually beneficial relationships for long-term organizational success.
- Media relations are specifically involved in building strong relationships with writers, producers, reporters, and editors etc who spend time fielding calls from the media, identifying and “spinning” relevant news items, as well as writing press releases to keep the media informed about what is happening in the company. No matter how the line is drawn between media and public relations, both these jobs require a great deal of skill in mass communication.

MASS MEDIA: ADVERTISING AND MASS MEDIA ADVERTISING

Advertising falls into two distinct categories: paid and earned. Paid advertising is simply advertisements that a business pays for e.g. ads on television, radio, magazines and newspapers and pay-per-click ads, search engine optimization and featured ads on websites such as Facebook, YouTube and online newspapers and magazines. Earned advertising is that it is free. It is a more organic form of advertising that involves word of mouth, consumer reviews and free spots with media outlets for e.g. Consumers spread the name of the business by word of mouth, Spot on a local TV news program or a mention in a newspaper article, through social media, and by writing reviews or blogging. Thus, one of the most effective and essential way to create awareness of a

product is through advertising in the media. Media is most approachable way for common people. Depending upon media type, ad size, distribution, circulation or reach, prices can range considerably.

- **Mass Media Advertising** - is advertising placed in mass media markets, where it will reach large numbers of potential consumers, the goal is to familiarize viewers and listeners with the company and its products, build positive associations to encourage people to seek out the company's goods, and provide information about where to find them. A mass media campaign can span multiple platforms and appeal larger viewers. This kind of advertising is comparatively expensive because it provides volumes of impressions, and the need to design the campaigns very carefully for the best effect. Advertising firms specializing in mass media marketing are available for companies that do not want to handle their advertising needs internally. Most mass media outlets also have an advertising department to handle inquiries from customers interested in placing advertisements. Mass communications is often subject to government regulations, which places limits on the content so, Mass media advertising needs to comply with rules on profanity, nudity, and advertising law; for example, a company cannot make false claims about the merits of its products, nor can it malign a rival and so on. To avoid legal issues the Ad-firms have legal staffs that make sure they fall within advertising standards.

OTHER OUTDOOR MEDIA

Outdoor media is a form of mass media comprising of billboards, signs, placards placed inside and outside of commercial buildings, objects like shops, buses, flying billboards, blimps, skywriting, AR Advertising etc. Outdoor media advertising can increase a campaigns success with plenty of advantages and great flexibility. Advertising outdoors and reaching out to the public will generate greater profit for the company or business.

- **Outdoor advertising** - is any advertising done outdoors that publicizes your business's products and services. Outdoor advertising includes billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage

posted on the exterior of your own brick-and-mortar location. Essentially, it's the type of advertising that reaches the consumer while they are outside their homes. It is focused on marketing to consumers when they are "on the go" in public places, in transit, waiting or in commercial locations. It works very effectively for promoting your product in specific geographic areas, for the small-business owner etc. for e.g. in a business that has a fleet of vehicles conducting deliveries or providing a service, your company's name, logo, and phone number should be clearly visible on the vehicles. It is free advertising that allows you to increase your exposure in your market.

- **Billboard advertising** is a traditional outdoor advertising format with a significant growth in digital formats. They are most effective when located close to the business advertised. Because of their high cost, they're usually used to reach a very large audience, as in political campaigns. for e.g. Commercial advertisers such as Goodyear, Fuji, Budweiser, Pizza Hut, and Blockbuster all make extensive use of their logo-bearing blimps while, Tobacco and alcohol manufacturers use billboards around sports stadiums Spectacular Billboards and Wallsapes are grand in size and unique in scope and execution. They are typically located on highways or in dense commercial areas.
- **Bus-bench advertising** is highly visible; have a huge audience held captive at red lights or in slow-moving traffic it usually consists of simple two-colour artwork with the company's name, briefly describing the product or service, address and phone number
- **Street furniture** form of outdoor advertising is mainly seen in urban centres and provides benefits to communities. Shelters; dustbins, buses, mall kiosks and telephone booth etc are of street furniture advertising.
- **Transit Advertising** is typical advertising placed on anything that moves and is highly visible. It is very effective advertising displayed on transportation vehicles such as buses, taxicabs, subways, commuter trains, rapid transit trains and ferries, as well as inside airports and other transportation terminals.

Media and production are affordable standard size displays such as LED and digital displays, wrapped displays, Bluetooth technology, special lighting, 3-D enhancements, illuminated displays, tunnel wraps, station domination and event staging.

- **Mall advertising** displays reach targeted audiences while consumers are out shopping and are ready to spend. Ideal for small, medium and large businesses, programs may be designed on a local or national level. Available in unique formats, such as stair risers, elevator doors, banners, sky murals, digital networks on a market-by-market basis.
- **OOH or Out-of-home advertising** is a whole new assortment of formats. It offers micro-targeted coverage everywhere and anywhere, from a banner in the sky, to the lift at the ski resort, to the chair in the beauty salon and to building mapping. It also includes wild posting, Sidewalk chalk stencils, Graffiti murals, College campus Truck side and Postcard displays, Gas station, Beach, Casino, Drugstore, Hotel, Dry-cleaner bag, Aerial, Pizza box, and ATM Advertising and so on.
- **Digital Advertising** is one of the fastest growing areas in the out-of-home advertising industry. Digital platforms are available on highway and street level billboards, the facades of buildings, street furniture, transit displays, in grocery stores, health clubs, movie theatres etc. These platforms provide advertisers the opportunity to deliver relevant messages at the right time, in the right place.
- **Social Media - Online Advertising** provides expertise in the creation of social media campaigns to promote engagement and interaction with your business. It plays an important aspect in everyday life both in domestic and commercial sectors. Social media channels such as Facebook, Twitter, Pinterest, Instagram, LinkedIn and YouTube, have become leading websites with huge traffic volume and interaction around the globe. Multi-channel advertising across the Internet allows campaigns, which are highly targeted to the audience and objectives. The promotion of brand, products, and services is undertaken using a wide range of channels such as Google, Social Media, Local & National Media, Online Magazines and leading sector specific websites. A significant activity for online advertising

is with Search Engine Marketing with Google providing the largest Internet footprint and Pay per Click campaigns on a monthly basis. Online advertising include real time cost, measurability, formatting, targeting, coverage and speed of delivery management, ability to review key performance indicators and trends before, during and after a campaign. Online advertising can offer a mix of formats or messages utilizing text, logos, animations, videos, photographs, or other graphics and can target users with particular traits to increase the effect or conversion of a specific message.

- **Pay per Click advertising** platforms are provided by a number of channels with the largest being Google and its Ad Words system. The Payments are made only when Customers while searching on Google for offers click to visit the website or call.
- **Street Talk or phone kiosk advertising** is a format which offers affordable high street exposures in some of the best locations, in all regions. Phone boxes occupy prime positioning within town and city centres. It is the perfect roadside media channel for urban areas where there is a lower chance of competing media, thus is a fantastic way to promote your campaign at a low cost base for long-term campaigns.
- **Lamp Post Wraps** is a new format for Advertising. It offers specific exposure. It is at street level made up of robust materials to provide an all weather protection keeping the campaign message clean and fresh. It creates high impact and is very flexible.

Thus, Outdoor media is the best form of reminder advertising. Though, its demand is exceeding the supply and producing relatively high prices, still it makes business sense simply, because it is very effective.



4

Impact of Mass Media on Society

[This unit is presented point wise: teachers/students are required to add examples and can elaborate each.]

INTRODUCTION

- Media is streamed through a specific and unique lens depending on the views it holds regarding society and life.
- Media has impacted our society in many ways. It has always played a very crucial role as a source of information, education and entertainment.
- Media is very informative and caters to the development of a civilized society. It is a critical resource in building a healthy and progressive society. Moreover, the information that people get from the media has a great power associated with it which influences the masses in many ways.
- Media is considered as a mirror of the society because it reflects several forms of communication that are required to educate and make a socially aware nation and also to provide a good atmosphere to enhance the process of binding the society to create unity and strength for the development of the nation.
- Media communication in all of its forms print or broadcast, such as radio, television, cinema, magazines, newspapers, and Internet play a varied and vital role to promote certain perspectives to the masses in our society.

- Media has brought about major transformations such as: transformation in the cultural and social values of the masses and transformation in the attitudes and beliefs of the people. It has given people an excellent platform to present themselves to the world and contribute in their own way to the changing world scenario. Its persuasive nature not only influences the thoughts and behaviour of people but also helps in molding their ideas and attitudes towards lifestyle and culture.
- Media simply, impacts our awareness, knowledge, attitude and behaviour. People turn to media to learn about Moral Values and interpersonal relationship. It works as a medium which gives us an opinion of various cultures, religions and believes. It helps us identify ourselves and others and describes the society.
- Media is a tool used to convey mass communication to a larger audience or market. It is responsible for making the world a smaller place to live in.
- “Media” is the same as “influence.” Whatever influences us is media.
- Media influence has developed rampantly with the advance of technology, initially it was telegraph, then Radio, the Newspaper, Magazine, Television and today it’s the Internet which has become the main source of information.
- The impact of mass media on society is directly influenced by democracy a ‘free’ institution, a democratic system through free speech and unrestricted public debate using press or broadcasting to serve the interest of the community as a whole.
- Mass Media has massive influential impacts through all forms of media such as, newspaper, television, radio Internet, and other media channels. It controls Society through mass communication which in turn controls the mind of the mass. Media communication has become one of the most dominant exposures for Mass Education, Entertainment & Information in the 21st century.
- Media plays a prominent role in:
 - Presenting the good, bad and ugly.

- Creating positive and negative influence in the way audience perceive things.
- Reforming meaningful public debates in fostering democracy.
- Moving towards positive socio-economic, political, environmental and cultural development.
- Allowing the freedom of speech to be evaluated positively and constructively.
- Disseminating relevant and precise information locally and globally.
- Having strong political and economic ties with the government.

Thus, Mass media consists of something more beyond than just delivering news and information. It can boost economic development by promoting good governance and empowering citizens helping economies to function better and so its activities have to be monitored aggressively in ensuring the progressive development of the national information space in the country.

- Media improves the efficiency of the economy by providing better information with which to make decisions and improving stability.
- Media enhances political coordination in the development of sound economic policy
- Media sector development can reduce political risk, increasing stability for higher risk countries.
- The media also play in important monitoring role in a democracy that enables citizens to hold their governments and elected officials accountable leading to better policies and service implementation
- A plural media improves government responsiveness by giving a voice to the Vulnerable.
- The media helps sensitizing government programmes on poverty alleviation and economic empowerment.
- Independent media plays a critical role in improving governance and reducing corruption, increasing economic

efficiency and stability, and creating positive social and environmental change.

- The media provide information throughout the society allowing them to participate in the decisions and debate that shape their lives.
- Media increases awareness and changes in behaviour across social issues.
- Media catalyzes positive changes in society by providing the information that influences public opinion.
- Media Communication affects Global Economy, as it is helpful to inform and educate people on global issues that are beyond their reach.
- Global and foreign media report on international economic issues, currency markets and international trade.
- The media helps provide atmosphere for healthy trade; foster business climate of transparency and accountability; and ensure that accurate financial information is available to potential investors.
- Media takes cognizance of national interest while reporting exciting news to sell and avoid devastating effect on national economy.
- Digital technology is enabling the media to provide a greater variety and amount of content, because of this many communications businesses have begun to invest in new and existing technologies for content production.
- Media creates a positive impact for e.g.:
 - **Governance Impact:** Media improves governance by monitoring the actions of those in power and alerting the public to corruption or abuse of trust. Corruption has a negative impact on society, particularly in furthering poverty and income inequality. By providing easy access to information to users of public services, the media empowers citizens to demand quality and accountability from their governments.
 - **Economic Impact:** Economic professionals, Investors and other groups need accurate and timely information to

allocate resources efficiently. A free and independent press provides information and monitoring to the economic policy development process leading to more effective economic policies.

- **Social/Cultural Impact:** In order for development to be just and sustainable, informed citizenry participation is required in the decisions that shape their lives. A free and independent media supply timely and relevant information to citizens allowing them to change their own behaviour to maintain higher social & cultural standards for society.

Thus, the use of media all over the world has not only reduced the gap of information, but has also contributed to the economic growth.

Cultural Values Shape Media - Media Shape Cultural Values:

- ‘Culture’, is the way of life of people, their ideas, acts, and ‘artifacts’ is one of the main determinants of whether a society develops rapidly or slowly. Since no society in the modern world exists in a vacuum. It is the pre-established patterns of culture which, to a large extent, determines whether that society accepts or resists innovation and change and the speed with which this is done.
- Culture is functionally linked to the popular media forms such as, Radio, TV, and the Press and digital media that contribute to societies in transition.
- The media has helped to rescue, incorporate, preserve and mediate elements which serve the interests of the people’s aspirations, their beliefs, expressions, and historical cultural development in general. For e.g. throughout history, popular theater forms such as dances, dramas, musical compositions, narratives, and others have played a role in the cultural struggles of different countries and their development.
- Using these popular art forms with the available modern media people have helped strengthen the national bonds with a desire to forge ahead.
- This cultural and communication hybridization has also encouraged all to accept what is good whilst perfecting one’s own cultural dimensions for e.g. Culture and media can reduce

poverty; promote oral tradition and a reading culture; develop forms for performing arts and storytelling; preserve and use cultural heritage; develop library systems and archives; promote local cultural activities etc.

- Cultural values shape mass media messages for producers of media content with vested interests in particular social goals. They offer media content that promotes or refutes particular viewpoints.
- Governments, corporations, nonprofits, colleges, and other organizations try to shape media content to promote themselves and their cultural values consciously or unconsciously.
- They promote Propaganda messages that attempts to persuade its audience for ideological, political, or social purposes.
- Gatekeepers influence culture by deciding what stories are considered newsworthy, free speech, copyrights law and so on....

Communication media for development is a specialized field. Major changes and new emphasis have appeared in this development scene. Now is the time for communication media, be applied to development.

- Today, the media is largely dominated by the internet. The internet makes information to improving peoples' lives easier to acquire, having a positive impact on the developed economy, society and culture.
- Societies are opening to debate and markets to individual initiative; privatisation and entrepreneurship are being encouraged.
- New technologies are becoming widely available; services are relocated closer to the users in order to cut costs and seek partners more committed to effective implementation.
- A host of structural adjustments are profoundly affecting most aspects of production and human interaction. These structural adjustments make demands, and have direct economic and social effects on people.
- Current communication media focuses on the long and sensitive process of changing behaviour and life-styles.

- Current communication media activities can bring about informed processes of change among the audiences they intend to reach and can help people from different social groups within a community, to share information and exchange ideas in a positive and productive fashion.
- Current communication media does not always depend on the availability of technology instead, depends on the will and decisions of policymakers to exploit its potential.
- The current communication media often trends in certain ways and people who can predict what will happen play a major role in securing relevant information.
- People opinions are swayed easily by the constant advertisements for literally anything that can be bought or sold.
- The current communication media affects the market entirely and has the power to disturb it significantly so, we need to think carefully before we instantly trust and respond to information given to us by the communication media.

Thus, we can say that current communication media helps people to visualize and bridge more swiftly, i.e. a decisive role can be played by current Media Communication in promoting human development in today's new climate of social change.

As the world moves towards greater democracy, decentralization and the market economy, conditions are becoming more favorable for people to start steering their own course of change, it is vital to stimulate their awareness, participation and capabilities. Media Communication and technology are central to this task, but at present are often underutilized. Policies are needed that encourage effective planning and implementation of these current media communication programmes.

The developing world has created a need for nation-building and social, political, and economic development. The current communication media has thus, emerged as a strategy to use the mass media to foster and enhance the socioeconomic development of a country.

(I) SOCIAL IMPACT

For development of the society, citizens can productively participate in the decisions that shape their lives, only if they are an informed community. Mass Communication supply timely and relevant information to public allowing them to change their behavior and demand higher social standards for society. However, a plethora of great leaders as social, religious and political reformers have played a vital part as mass communicators in various struggles and have taken the world specially India to great heights. Their simplicity, courage, perseverance, and fortitude continue to be a source of inspiration for the common masses. Some names given below will lead you to research and reach you to find out on how and what kind of Mass Media Communication they used that impacted the society at large.

- **Swami Dayanand Saraswati:** *He was the founder of Arya Samaj and propagated egalitarian approach of the Vedas at a time when widespread casteism was prevalent in the society. He was one of the most radical socio-religious reformers in the history of India. He emphasized on the liberation of Hindu society and asked people to turn back to the Vedas. He direly opposed ritualism, idol worship and the practice of animal sacrifice.*
- **Raja Ram Mohan Roy:** *He was a great scholar and an independent thinker and was known as the 'Maker of Modern India'. He was the founder of the Brahmo Samaj, one of the first Indian socio-religious reform movements. Father of Indian Renaissance is remembered for his remarkable reforms against child-marriage, polygamy and untouchability during the 18th century. He continuously endeavoured to abolish the practice of sati-pratha. He founded the Atmiya Sabha and the Brahmo Samaj in 1828, to fight against the much orthodox Hindu society.*
- **Mohandas Karamchand Gandhi:** *A pioneer of Satyagraha was a devotee of non-violence. He was also called as the Father of The Nation and was an eminent spiritual and political of India during the struggle of independence movement. Gandhi led various nationwide movements to eradicate poverty, expand women's rights and also increase economic self-reliance and so much more.*

- **Ramakrishna Paramahansa:** *He was one of the foremost Hindu spiritual leaders of the country. His teachings are still deeply revered by the people. He also played a key role in the social reform movement in Bengal in 19th century.*
- **Swami Vivekananda:** *He was the chief disciple of Ramakrishna Paramahansa and was the founder of Ramakrishna Math and Ramakrishna Mission. He was one of the most influential spiritual leaders of Vedanta philosophy. An eminent social reformer who brought about spiritual awakening among Indian masses in the 19th century. He is fondly remembered as the Intellectual Monk of India. He strongly believed that man himself is the creator of his own destiny. Swami Vivekananda was the living embodiment of sacrifice and dedicated his life to the country and yearned for the progress of the poor, the helpless and the downtrodden.*
- **Kabir:** *'Kabir' He was a mystic poet and saint of India, whose writings have greatly influenced the Bhakti movement. He is the first Indian saint to have harmonized Hinduism and Islam by preaching a universal path.*
- **Annie Besant:** *She was much prominent theosophist, writer, women's right activist and an orator. She bravely fought for the many rights of the Indians. She was also elected as the first woman President of the Indian National Congress. She fought for the rights of Indian women.*
- **Mother Teresa:** *A true devotee of humanity, Mother Teresa was the founder of the Missionaries of Charity. She devoted her life in serving the less privileged, abandoned and needy people.*
- **Jawaharlal Nehru:** *The very first Prime Minister of India, Jawaharlal Nehru was one of the leading figures in the Indian Independence Movement. He also initiated the process of social reforms in India by taking major steps for the eradication of the evils of the much prevalent caste-system by changing the existing laws.*
- **Dr. B.R. Ambedkar:** *He was an Indian jurist, an eminent political leader, a Buddhist activist, anthropologist, orator, economist and scholar. He has been honoured with the highest*

Indian civilian award, the Bharat Ratna, for his outstanding contribution towards social reformations in India and is regarded as one of the main pillars of Indian constitution. He spent his entire life fighting for reforms against social discrimination and Hindu caste system.

- **Vinayak Narahari Bhave:** *He was greatly influenced by his mother Rukmini Devi. He was well-read in the writings of Maharashtra's saints and philosophers.*
- **Baba Amte:** *He is one of the greatest social reformers India's ever had. He gave his lucrative career as barrister for social service. He was so great a person that he dedicated his entire life to the care and rehabilitation of leprosy patients. Born with a silver spoon, Baba Amte lived his entire life as an Indian social worker and social activist. Leaving behind the luxuries of life and his lucrative profession, he devoted his time in the service of the downtrodden masses of the society particularly the ones suffering from leprosy.*
- **Jyotirao Govindrao Phule:** *He was a prominent activist, thinker and social reformer from the Indian state of Maharashtra during the 19th century, was also famous by the name of Mahatma Jyotiba Phule. During his time, he tried bringing in positive renovations in the spheres of education, agriculture, caste system, social position of women etc.*
- **Rajarshi Shahu Chhatrapati:** *He was the Maharaja or the king of the Indian princely state of Kolhapur. He was known to be a great social reformer of his time.*
- **Ishwar Chandra Vidyasagar:** *He was a renowned writer, philosopher, educator, translator, academic and philanthropist. He is remembered as one of the pillars of "Bengal Renaissance." This Bengal polymath fought for the upliftment and betterment of the status of the Indian Woman. He also laid heavy weight on the concept of widow re-marriage and helped alleviate apathy of the Indian Widow.*
- **Shriram Sharma Acharya:** *Globally acknowledged as a Brahmarshi, a celebrated figure known for transforming the significance of Gayatri Mahamantra. He was an eminent seer, and saint of forthcoming emergence of the golden era of peace,*

goodwill, harmony, and understanding amongst all humanity races.

- **Sahajanand Saraswati:** *He was a freedom fighter and an exceptional scholar in Sanskrit and Hindi. He was a self-disciplined political, social and economic reformer who began his activities in the province of Bihar which gained considerable momentum.*
- **Kandukuri Veeresalingam:** *He was a social reformer. He was a leader of the general public and showed immense interest in writing. He was a renowned scholar and a versatile intellectual who stood strongly for several social causes, like widow remarriages and abolition of child marriages. With his rational and dynamic thinking and views, he battled vehemently for women's equal rights.*
- **Dr. Dhondo Keshav Karve:** *He was popularly known as Maharishi Karve, was "a great sage" and a social reformer in India in the field of women's welfare. Queen's Road in Mumbai, was renamed to Maharishi Karve Road In honour of Karve. He pioneered the work promoting widows' education. The Government of India awarded him its highest civilian award, the Bharat Ratna, in 1958, the year of his 100th birthday.*
- **Sahajanand Saraswati:** *He was an intellectual, prolific writer, social reformer, revolutionary and a striking master of debate. He was the founder president of the All India Kisan Sabha, and arguably the most influential peasant leader of Bihar in the 1930s and 1940s.*
- **Vitthal Ramji Shinde:** *Maharishi Vitthal Ramji Shinde was one of the distinguished social and religious reformers in Maharashtra; India. He was prominent among the liberal thinkers and reformists in India, prior to her independence. who stepped forward towards bringing equality amongst the depressed.*
- **Anna Hazare:** *He is an ex-army man and a social activist, recognized and celebrated for his undying support for the citizens of India to serve them and fight for them against greed and corruption. His only motive in life lies in service of his*

fellow humans. His fight against corruption has been basically targeted at uplifting the poor and downtrodden conditions prevailing in rural India. His supporters call him “Second Gandhi”.

- **Pandita Ramabai:** She was an Indian social reformer, a champion for the emancipation of women and a pioneer in education. She acquired a reputation as a Sanskrit scholar.
- **Kiran Bedi:** She is truly an icon of heroism. She was the first Indian woman to join the Indian Police Services. She is one of the most renowned police officers, who have put in their whole hearted effort in serving the society.
- **Medha Patkar:** She is a well known social activist of India specially for the Narmada Bachao Andolan. Prior to becoming a social reformer, she completed her M.A. in Social Work from Tata Institute of Social Sciences (TISS). She left Ph. D. in the midst and got actively involved in the agitations conducted by tribal's and peasants of Maharashtra, Madhya Pradesh and Gujarat.
- **Shantha Sinha:** The Ramon Magsaysay award winner recently appointed as the chairperson of the National Commission for Protection of Child Rights. Founder secretary trustee of the Mamidipudi Venkatarangaiya (MV) Foundation, Secunderabad. Shantha Sinha was honoured with the Padmashri and the Albert Shanker International Award (from Education International) in recognition of the MV Foundation's outstanding work in the field of eliminating child labour and spreading education.
- **Balshastri Jambhekar:** Best known as the “Father of Marathi Journalism”, is renowned for his contributions in the field of print media and social awareness. He was one of those social activists who made continuous effort in generating useful and healthy consciousness amongst the common masses and attempted to educate the uneducated. A distinguished social reformer and journalist. 6th January declared as the Journalist Day in Maharashtra is in the memory of this endowed individual and is celebrated with much devotion and dedication every year.

- **Periyar E.V. Ramasamy:** *A businessman, politician, Indian independence and social activist, who started the self-respect Movement or the Dravidian Movement and proposed the creation of an independent state called Dravidasthan comprising South India.*
- **Bankim Chandra Chatterjee:** *Renowned poet and novelist. He brought up social issues like blind faith and social inequality with his writings and also created the famous patriotic anthem called “Vande Mataram”.*

Here are some memorable leaders as examples, who show us how public speaking, can strongly be used for communicating to the masses, who in turn impact the society.

- **Winston Churchill:** *He knew how to make an impression on a large audience with his amazing skill at public speaking. He was known for his direct, straight-shooting manner on a variety of subjects.*
- **Abraham Lincoln:** *He was known for saying the things we were all thinking. He grabbed attention and changed the course of a nation that was spinning wildly out of control. He is regarded as one of America’s greatest heroes because of his incredible impact on the nation and his unique appeal. He was distinctively human and humane personality and historical role as savior of the Union and emancipator of the slaves creates a legacy that endures.*
- **Ronald Reagan:** *He is considered as “The Great Communicator” Reagan proved that keeping it simple in public speaking is the way to get your audience on board. He was able to take things that a public might not understand and simplify it down to a way that everyone could understand, including solutions to the Cold War.*
- **Bill Clinton:** *Connected to the crowd. He knew how to break down the walls of protocol and procedure in order to connect with his audience. Known as William Jefferson Clinton, served as the 42nd President of the United States. Under his presidency the US enjoyed the lowest unemployment and inflation rates in recent history, high home ownership, low crime rates, and a budget surplus.*

- **Martin Luther King, Jr.:** *was a Baptist minister and civil-rights activist, who led the Civil Rights Movement in the United States and had a seismic impact on race relations in the United States. Through his activism, he played a pivotal role in ending the legal segregation of African-American citizens in the South and other areas of the nation, as well as the creation of the Civil Rights Act of 1964 and the Voting Rights Act of 1965. King received the Nobel Peace Prize in 1964, among several other honours.*
- **Oprah Winfrey:** *Are an American media proprietor, talk show host, actress, producer, and greatest black philanthropist in American history. She is best known as “Queen of All Media” and for her talk show The Oprah Winfrey Show. One of the most influential women in the world. She was awarded the Presidential Medal of Freedom by President Barack Obama and honorary doctorate degrees from Duke and Harvard. Winfrey understands that listening is as important, if not more important, than speaking when it comes to communicating. She speaks out about issues that are on the minds’ of the people in her audience, and she does so honestly. People trust her because she comes off as genuinely interested in others.*

(II) POLITICAL IMPACT

We all know that Media is an exclusive birthplace for information. It is politically educating public with acceptable governmental subjects, political opinion and about what is happening in the nation and the world, through Print, Radio, Television and the Internet. Mass communication thus, makes it possible for people to acquaint themselves with information that help them to settle on choices and define opinions on political issues. Communications through Mass media tools are quickly consumed by the masses in the present day chaotic environment. Similarly, communication on political information is an important process in the political system, and here mass media plays a principal role in providing the leaders with a framework for understanding past, present and future happenings and making every form of communication more attractive by treating it as entertainment rather than as a serious business to specific audience.

Only a small proportion of population actively engages in politics, majority know about politics principally from what is communicated to them through mass media platforms, so, it gives the political leaders vast potential power to play with the Mass Minds For' or Against' the system, for example: campaigns more focused on individuals rather on the party. Politicians have already included Newspapers, Magazines, Cinema, Video, Advertising Hoardings, Radio And Terrestrial Television, Multi-Channel Satellite, Cable And Digital Television, Internet Mass Texting and facilities like 'information super-highway' world wide web. Virtual' connects, as tools to bring about globalization of mass communication.

Political Leaders, successfully use customized Communication for their leadership and for leading the political system which works for welfare of the society and their personal growth, to become the Powerful Politicians. They greatly depend on Communication through different mass media handles for promoting their specific roles towards the development of the society and its public. Listed below are few examples to study Characteristic Leadership that makes The Power Players, who derive their authority from the positions they hold and also from the sole foundation of their stimulus. These political leaders play a crucial role in making a strong Political Impact in the society, for example:

- **(Late) Shri. Bal Keshav Thackeray** who was an Indian politician who founded the Shiv Sena, almost two decades after Independence. He was the charismatic versatile leader, great cartoonist, writer, communicator and young founder and cartoonist of a satirical magazine 'Marmik'. He would display boldness in voicing his concerns on national issues and cross border terrorism without mincing words using Traditional, Print and Electronic Media for communicating whatever, wherever & whenever required.
- **Prime Minister Shri. Narendra Modi:** a power defined individual Leader of the country is a living example of how mass communication can be used to create a political impact in the present society. He certainly derives his authority from the positions he holds. The sole source of his power lies in his approach involving his action packed messages delivered, at right time and with the right mass media platforms. He

executes with calm confidentiality and with an element of surprise to his new language of power, leading him to fulfill his vision of New India. Today he is but the unchallenged leader of India simply because of his soaring personal popularity in his government and with the massive public support for difficult and dangerous decisions taken by him through GROUNDED WORDS that CONNECT him with the MASSES. For instance: his writings need no edits, changes or rewriting, running up to ten pages, his addresses to publics through, Mann Ki Baat, NAMO App. NAMO TV etc.. & from the surgical strike in PoK to demonetization to connecting with schools and colleges etc. are good examples to begin with.

Students can choose to study profiles of other powerful political leaders such as: *Shri. Devendra Fadnavis, Shri. Arun Jaitley, Shri. Nitin Gadkari, Smt. Smriti Irani, Shri. Jagan Mohan Reddy, Shri. Shivraj Singh Chauhan* to mention a few, who use traditional & new media tools like padayatra, web pages, blogs, tweets etc. for promoting their thoughts and actions and how some powerful political leaders of the world, used Mass communication to promote and involve their public in development the of their country successfully: (goggle for more information on each of these:) *Dilma Rousseff (Brazil), ran campaigns for the welfare of the common man and has a crucial role in the development of country. Hillary Clinton (USA), strongly communicated messages for the welfare of the public on the roads. Angela Merkel (Germany), known for her contribution towards country's progress through her work, Shri. David Cameron (United Kingdom) he communicated in many ways to contribute for the welfare of his voters. Manuel Valls (France), is known for his social as well as economic policies. Donald Trump (USA), he is famous in all over the world for his national and on international level policies. Vladimir Putin (Russia) The Russian President Vladimir is known for his crucial role in the development of country. Jinping (China) was given the name as China's "paramount leader", for his hard struggle to raise China as one of the most powerful economies in the world. Imran Khan (Pakistan) he fought for the rights of the people of country. Lastly, examples of some early forms of media used by political leaders namely: President Franklin Roosevelt used "FIRESIDE CHATS," to soothe the pain of economic depression and war by talking to citizens over the Radio. President Ronald Reagan's skills as an actor enabled him to*

communicate very effectively with his voters. Government officials and candidates stage media events and photo opportunities and so on.

(III) ECONOMIC IMPACT

Economic changes need exact and timely information to allocate resources efficiently. Investors demand information on economic policy development and effective economic policies, which will reduce political risk and increase good governance for a strong economic development of the country.

Communication through media handles to the masses directly affects Consumer spending, the public mood on economic activities such as: Consumers' view of the economy, change their spending decisions, affect consumers' attitudes toward spending, which in turn affects the fundamentals of economics such as employment growth, the unemployment rate, the stock market, and gasoline prices and so on. It helps improve the efficiency of the economy by providing better information to make decisions and improve stability, it enhances political coordination in the development of sound economic policies, it plays a role in transforming situations of conflict into coordination, leading to economic progress and it predicts current trends which affects Global economy worldwide.

While, various media platforms outline the global economy backgrounds and create engagements with users who are empowering the global economy, a magnitude of economic influencers are use blogs & twitter to target and engage economic developers to fuel the economy immeasurably, for instance: creating new jobs & job functions, democratizing information, making availability of data and pushing brands far beyond their borders. These Economics influencers can be an academician, journalist, industry professional or a central banker who frequently take to Twitter or Blog to share their thoughts on economics, finance, monetary policy and politics in short yet informative way. Suggested here are some top economics influencers for you to follow: PV Narasimha Rao, Dr. Amartya Sen, Dr. Manmohan Singh, Dr. Raghuram Rajan, Paul Krugman, Nate Silver, Catherine Rampel, as economists are data-driven to cover economics, public policy, politics and culture through old and new forms of mass communication.

Economic changes are easily brought about by communicating to the masses through networking sites like Twitter, Facebook, Trade Posts etc. these are legitimized form of communication that strengthens connections between public sector entities and the constituents they serve. Their followers include manufacturers and service providers, government agencies, financial institutions and overseas provide market intelligence and trade leads to businesses that can access the latest information on upcoming acquisition and procurement opportunities.

In short, Mass communication process is creating a wealth of new jobs. In fact this form of communication has created a more valued and readily available industry in itself, which is flourishing a significant global economic growth by providing several new opportunities and connecting people, brands and businesses more professionally.

(IV) DEVELOPMENTAL IMPACT

Mass Communication, works as a catalyst for Development of the society, facilitating it to make civic involvement more significant for the Government to function more efficiently with minimum gaps in the democratic system and to bring the fullest satisfaction in the society as a whole.

Mass Media is often referred to as the one of the branches for good government functioning, simply, because of the power it exercises to shape the government by its powerful impact, by disseminating education for citizens on various issues including national matters, legislative, constitutional rights, political rights, economic issues, cultural, policies issues and by gaining information and communication on major violation of human rights, democratic oppression, misconduct and law enforcement.

This form of communication further helps the government to restrict and set limits on access to information's such as: a democratic oppression and abuse of good governance, a democratic change with peaceful demonstrations, political platforms, NGOs platforms and platforms for human rights. However, sometimes communication of this kind is consciously used by some Government leaders who prefer to remain in power by dictatorship they try using this opportunity to change their constitution against the laws of their country, demanding leadership change for their personal benefits.

For instance: by influencing political opinions of voters and the voting behavior of people or by determining the behavior of candidates and officials. The fact that the media focuses on some issues and ignores others; emphasize on scandals, high-interest issues at the expense important political problems help set government's priorities.

Thus, communication through mass media platforms have great deal of power in the good or a bad work of the government, it indirectly serves as an key participant in Checks and balances, principle of government. The government uses rules & regulations monitored by skilled experts with good judgment working on public feedbacks, as "WATCHDOGS" on Media Representatives, to prevent abuse of their powers. The government uses Mass communication in shaping human minds in contributing to the economic and political development of the world. It is creating a mass range of communication to persuade masses on the various developmental issues of their country very successfully, from Promoting democracy, good governance, law enforcement, to reaching people from the poverty lines, guiding them add to the economic development with freedom of expression. Mass communication of this kind coming from the government plays a crucial role in shaping a healthy democracy which makes us aware of various social, political and economic activities happening around us and also strives to show us the bare truth and harsh realities of life without compromising on situations in the need of hour. For example: government through Television and radio channels educates rural illiterate masses by making them aware of all the events that are taking place in regional languages.

Government political leaders equally contribute in using mass communication in different ways to promote participation of public in the growth and expansion of the country to create a large developmental impact.

IMPACT OF MASS MEDIA ON: SOCIETY

- The society depends on information and communication to do our daily activities like work, entertainment, attitudes, health-care, education, personal relationships, travelling etc. The

usage of media would depend upon each individual to carry out what is good and moral to be performed out in the society.

- The media has a great effect on the society and in our life experience as it can be a great source of wisdom and knowledge majorly in our family, our attitude, our kids and us.
- Media has been influencing society's perception of reality ever since the printing press was invented in the early 1900s.
- Media presents information to the society in a biased lens.
- The existence of media in society is infinite. There is not a way to confine it and therefore it cannot be measured.
- Media imparts and shapes society's opinion on the subjects of politics, business, culture and sports.
- Media increases social awareness, encourages active participation of the individual to realize his duties and obligations, raise his standard of thinking and behaviour.
- Media helps society to evaluate important burning issues and spreads awareness of current events
- Media reflects on the freedom of speech and freedom of expression within a country.
- Media has shrunk the world into the global village.
- Media has firmly entrenched its roots in our life and now it is hard to survive without it in the modern society.
- Media has continuously pervaded and defined society and has advanced with technology
- Media plays a significant role in molding public opinion.
- Media companies provide various elements to shape the opinions and beliefs and impact people's life in the society.
- Media impact in the society is basically dominated by major companies like Time Warner, VIACOM, Vivendi Universal, Walt Disney, and News Corp and so on. They own 95% of the media that cover major entertainment parks, entertainment movie studios, television and radio broadcast networks and programming, video news and sports entertainment, Telecommunication, and computers.

- Media has reduced distances and brought countries of the world closer to each other making us live in a fascinating world and even more fascinating society.
- Media is one-faced communication provider in the society.
- The positive aspects of media outweigh the negative effects that occur in the society.
- Thus today no one can be indifferent to the question of mass media and its impact on society. One needs to handle the mass media wisely, because it works as a tool not only for personal enrichment, but also national and international advancement and cohesion.

EDUCATION

- Media is the means of education to the people in the world; it shapes their attitude, opinion, and makes them think before they start doing a particular work. It helps the people to know about different religious, places, important things to do about the past and the future.
- Media is one of the successful instruments to educate and enrich our children, youth and parents to become successful.
- Media helps in the diffusion of education to the masses by spreading ideas, establishing common interests that help to spread enlightened culture.
- Media is a powerful means of public education. It helps in eradicating illiteracy, increasing mass awareness on various social issues, equalizing educational opportunities, promoting a secular and egalitarian society.
- Media has improved the quality of education of a larger section of the population.
- Media contributes to the constructive use of our leisure time i.e. helps develop interest and appreciation on a wide variety of subjects fostering creative ability.
- The media impacts in introducing us to creative outlets that can help us better ourselves in different ways, be it in our personal or work lives.

- Media broadens the outlook of people with regard to religion and culture, as it enlightens listeners on information, helping to remove superstitions, taboos and prejudices.
- The media impacts in showing us constructive information through news channels, travel and other educational shows helps boost our self-esteem, heighten interest levels in a particular subject, or encourage us to ask relevant questions.
- Media educates us in creating a sense of what is happening around us, with a fair insight about how things work elsewhere on the globe for e.g. rooted in one spot watching television, we can view and getaway to places unknown, foreign, and magical with knowledge, without being physically present there.
- Media educates us to change our perspectives and helps us to be more open and understanding towards other cultures and people around the world.
- Media jeopardizes idea of what beauty and health is i.e. can educate our minds to look through beauty or lead to health problems like anorexia and bulimia or get influenced by celebrities in the industry.
- Media creates a large impact by influencing things that aren't moral, like getting into substance abuse for instance: through movies that portray habits that are unhealthy as 'cool' or 'mature' and also through news, tele-films and documentaries which revolve around social issues to increase social awareness in the society.
- Life without technology feels utterly impossible and life without media is simply unimaginable.
- Media through Social networking technologies have impacted education in a big way i.e. it has allowed learning by Socializing, Sharing knowledge, Updating, being prepared and sharing what we feel or think.
- The recent advents of blogging in the media world and practices like public polls and citizen journalism have led to the achievement of a social control.
- Social networking communities such as, Facebook having over 500 million users and Twitter having over 200 million has

increased the rate and quality of collaboration: for instance: students are able to communicate meeting times or share information quickly, which can increase productivity and help them learn how to work well in groups.

- Social networking teaches students skills they need to survive in the business world. Being able to create and maintain connections to many people in many industries is an integral part of developing a career or building a business.

WOMEN

“There is no chance of the welfare of the world unless the condition of women is improved. It is not possible for a bird to fly on one wing.”
— *Swami Vivekananda*

- Communication is extremely important for women’s development and mass media plays a significant role.
- The media through its reach to people at large has been instrumental in supporting the movement for women emancipation by focusing on neglect and marginalization of the women in society.
- Nowadays, the media has major control over societal norms. We all feel the tangible effects of the media on both genders. It simply influences opinions and perspectives through the psychology of its users. Specially, the female viewers who subconsciously believe in what they see and try to apply it in reality.
- Countless women alter their body image and mindset to reflect women they view in these everyday advertisements i.e. Females of all ages get easily influenced by mass media about what makes a beautiful woman?
- Music, Television, Advertisements and Promotions, Cosmetics, Internet, and Billboards and Social Media are powerful tools used by mass media to impact and shape influences and opinions.
- Women in today’s society are incarnated as sex symbols through glorifying actresses and models wearing seductive clothes and having the slimmest of slim bodies resulting in

damages like anorexia, bulimia, and depression, they are equally empowered for the strength they have to give childbirth and to be educated individuals through the same mass media. However, we are yet to feel the direct effects of media.

- The women's issue one of the utmost significance to the country as a whole and there is need for a widespread understanding that the nation cannot progress, as long as women are left behind as the lesser half of society. Therefore, the improvement of women's conditions, status and image must be defined to be a major objective for media channels.
- Women and Media are quite relevant in the present day. Media has an important role to play in this context, right from awakening the women to achieve their potential as the prime movers of change in society.
- Generally, women's problems never figure on the front page of a newspaper unless it is a gruesome murder or a case of rape, but today media addresses all relevant issues for women empowerment and not just feminine beauty and their artistic portrayal.
- The media plays a salutary and a liberating role to give women the distinctive and the exclusive space, which must belong to them to enable them to generate the ethical and moralizing impulses for the entire society.
- Growth of women's education and their entry into employment has equally contributed to the growth of media.
- Women have crucial role to play in all spheres of life whether for controlling population growth, spread of literacy or improving quality of life for vast masses.
- The mass media's depiction of women portrays a standard of beauty that is unrealistic and unattainable for a majority of women in society.
- The media influences the way women view themselves they are going to great lengths to try and be equal to what the media represents women to be, for e.g.: simple body size has gone on to facial characteristics, cosmetic surgery, liposuction, face-lifts, and miracle diets etc. women feel inferior to what they see

flashing across the television screen or pasted in an ad on a magazine.

- However, the media won't have such a long-lasting affect if women realize that no woman is exactly the same and even the ones that seem to be picture perfect have flaws.

CULTURE

- Media plays a central role in politics, economics, business, education, art, and entertainment.
- The relationship of culture and media includes Print, Film, Television, Radio, and The Internet.
- What Media produces and consumes is the key to understanding cultures around the world.
- During the twentieth century, traditional media such as television, radio, cinema and newspapers became central to everyday life.
- The new generation of digital and mobile forms of communication from Facebook and Twitter to multi-channel interactive television and the i-Pod; digital, online and mobile media technologies, as well as the evolution of established forms of communication, including broadcast and print media and a range of high and popular forms of culture, from pop music and youth cultural styles to more elite forms of art is further transforming the cultural fabric of daily life in twenty-first-century societies.
- Impact of Media on Culture has a broader sociological appreciation in the way that contemporary societies work covering different aspects of social life.

CHILDREN / YOUTH / TEENAGERS

- The media today is powerful and omnipresent its impact development on children is profound. Media diversifies skills helping youth to navigate through a technologically sound society Media has the potential to generate both positive and negative effects, such as:

Positive effects:

- Develop Reading and Writing
- Develop Awareness
- Develop Social Skills
- Inspire Them
- Fine Tune Motor Skills

Negative effects:

- Making Everything Commercial
 - Score Low In School
 - Obesity & Distorted Body Image
 - Making Violence Normal
 - Risky Sexual Behaviour
- Similarly, Impact of media on children's mental and physical health can be both beneficial and harmful. Not all media are bad, but the negative impact is seen when they are exposed to violence, inappropriate sexuality and offensive language that are very convincing. Accessing media programs frequently limits children's time for vital activities such as playing, reading, learning to talk, spending time with peers and family, storytelling, participating in regular exercise, and developing other necessary physical, mental and social skills.
 - Today, media has become a leading sex educator for e.g.: Television exposes children to adult sexual behaviours in ways that portray these actions as normal and risk-free, sending the message that because these behaviours are frequent, 'everybody does it', While sexually transmitted infections and unwanted pregnancy are rarely mentioned.
 - Teenagers rely on media ranking it as the leading source for information about sex; Music videos may have a significant behavioural impact by desensitizing viewers to violence and making teenagers more likely to approve of premarital sex; Music lyrics have become increasingly explicit, particularly with references to sex, drugs and violence; Tobacco products are advertised directly on television, many music videos, show alcohol and tobacco use as normative behaviour without conveying the long term consequences of this use and so on.

- However, It can have positive effects also, For e.g.: advertisements warning about the dangers of drinking and driving, cigarette use, health benefits of appropriate consumption of milk, cereals, egg Some video games may help the development of fine motor skills and coordination, INTERNET the ‘new medium’ is an essential component of the new literacy, the many resources aimed at protecting children while allowing them to reap the rich benefits in a safe environment i.e. a wealth of information from the vast resources of the Web etc.
- The teenagers benefit from media exposure which helps them develop cultural and political awareness specially when they are exposed to:
 - An array of different people with cultural and ethnic backgrounds.
 - Media outlets that offer a diverse display of cultural or ethnic groups
 - Think critically and question cultural stereotypes.
 - News outlets, such as BBC, CNN, Fox News and Al-Jazeera NDTV, TIMES, etc., to provide them with an opportunity to develop a political stance and expose them to news and information about events occurring around the world.
 - Participate in charitable acts or consider other ways to engage in benevolent deeds.
 - Enhance social interactions with their peers through involvement in social media.
 - Cultivate new friendships brings them access to wider networks and provides even greater learning and social opportunities.
 - Increase social confidence, social support and heightened media literacy.

Thus, exposure to media requires being monitored carefully i.e. age-appropriate use of all media, including television, radio, music, video games and the Internet.

DEVELOPMENT

- Development refers to a change process geared at improving or making better, the life and environment of man. It involves the creation of opportunities for the realization of human potentialities.
- The media performs three functions: information, education and entertainment. These social functions are applicable in the development pursuit of make the society and the society members, aware of the importance and need to undertake certain process or processes of development.
- Media influences people's actions towards a particular direction and furnishing the public with necessary information to achieve development or change goals.
- The impact of media in development depends upon its capacity and capability to teach, manipulate, sensitize and mobilize people through information dissemination, for e.g.:
 - The media leads to the formation of attitude and establishing of values for the society and thereby building a climate of change in the society.
 - The media is expected to record, compose or report account of events and stories just as the historians do.
 - The media is expected to analyze issues and facts contained in the news, in line with the need and interest of Social Justice.
 - In order to ensure a peaceful coexistence and progress, the media have the task of discouraging negative issues as ethnicity, dictatorship in leadership.
 - The responsibility of informing people about development projects.
 - Development programs need to be enlightened, educated and mobilized by the media.
 - Offering solutions to problems, expected criticize government officials and condemn their actions, as watchdogs of the society, they review, analyze, appraise or criticize activities of government agencies and programmes.

Thus, the impact of media is seen in almost all spheres of Development, the exigent need for good governance, responsible and accountable leadership goes hand in hand with the need for active role of strong and equally disciplined media towards enlightening, mobilizing and sensitizing the society. This urge for communication is a primal one and in our contemporary civilization a necessity for survival.

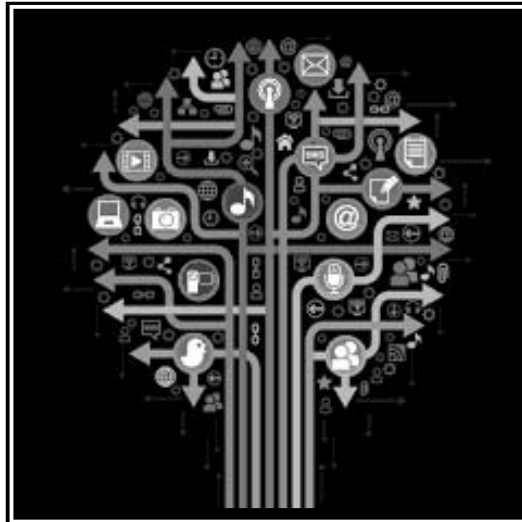


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The New Media and Media Convergence

NEW AGE MEDIA

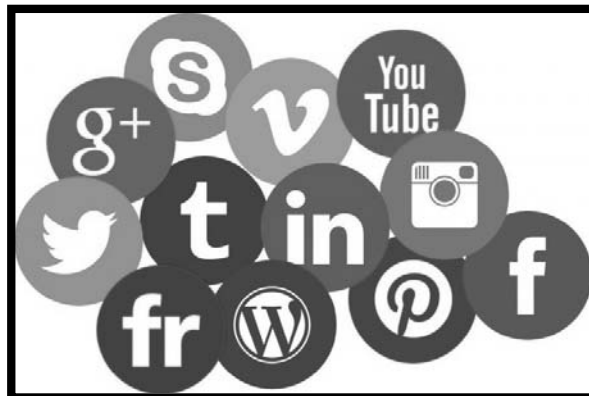
Introduction of Internet has brought in a widespread range of High Technology Mass Media as compared to the old school mass. Internet along with Mobile phones and Computers have made the impossible become possible and the New Age Media has made mass communication much easier, entertaining and interesting. e.g.: email, websites, podcasts, e-forums, e-books, blogging, Internet TV and social networking sites - like Facebook, Twitter, and YouTube etc.



- **Mobile phones** have become a boon to mankind. It has made communication possible at anytime, and from anywhere via Internet on our mobile phones. They are used for interaction and for other technical utilities-like operating pumps, gets alerts of your monetary transactions so on.
- **Computers**, the most important device has added a new breakthrough in the mass media by combining human intelligence with the cutting edge technology. It has added speed and multimedia to the information. The discovery of Internet can be called the biggest invention in mass media.
- **Emails or electronic mails** have drastically reduced the time for drafting and sending letters or mails and have also facilitated lesser usage of paper.
- **Websites** Internet has a plethora of websites dedicated to various people, companies, brands, causes, activities, etc. The most significant utility of these websites is for providing information, search engines, downloads through libraries, and interaction through the social networking sites.
- **Blogging** A blog is a space on the Internet where a single person or a group of people record their information, opinions, photos, videos, etc. It is an interesting and free platform to talk about any topic. Interaction happens in the form of comments or feedback.
- **Internet TV** also known as online TV has archive of programs to choose from the list. You can either view the programs directly from the host server, or download the content on your computer.
- **Podcasts** are mediums of mass communication that include short video or audio files. They can be seen and heard on mobiles, computers, and portable media instruments. They are engaging devices of communication.
- **e-forums** are bulletin boards usually hosted on a website where people start threads on topics. These forums are open platforms where people discuss and share their opinions and their experiences on a range of topics.
- **Facebook** is the most popular social networking website with several applications.

- **Twitter** is a famous social networking micro blogging website, which allows interaction and feedback of different people. It is very popular among celebrities, individuals and the government for “tweeting” regular information to the public.
- **YouTube** is a website which uploads content in a video format. It houses a range of interesting videos from films to educational videos that appeal to people of all generations on YouTube.

NEW MEDIA is a 21st Century catchall term used to define all that is related to the internet and the interplay between technology, images and sound. In fact, new media evolves and morphs continuously. It refers to Online and digital means of producing, transmitting and receiving messages. The term encompasses computer mediated communication technology i.e. the use of desktop, portable computers wireless and hand-held devices.



ELEMENTS AND FEATURES OF NEW MEDIA

- It is based on digital technology. Media content such as, music, images and e-mails are combined or converged into a single delivery system, like: television, lap-tops and mobile phones.
- It is Flexible and interactive i.e. it lets the users select, mix and match, engage in online discussions, play on-line live games, produce films and music and post it through social networking sites and interact through user-generated content and information sites, such as sites such as Facebook, YouTube and MySpace. Wikipedia and IMDB.

- It is demand led as consumers are no longer restrained by television schedules instead play an active role in the construction of their own television schedules for e.g. live television can now be paused and watched again later. Digital, high definition, flat-screen televisions and subscriptions to hundreds of digitalised satellite and cable television channels are the marking trends demands of today.
- New media helps distribute power to people through their social and personal characteristics and allows them to freely express opinions, offer criticisms, and question a functioning democracy.
- New media affect interpersonal relationships, increase visibility of our lives and constant connectivity to integrate interpersonal challenges like self-disclosure and self-presentation in academic, professional, personal, and civic contexts to create anxiety due to overstimulation on Social networking sites.

TECHNOLOGIES USED IN NEW MEDIA

- Technologies used in new media refer to content on-demand through the Internet which uses digital computer technology for distribution and exhibition.
- New media technologies are concealing the line among users, developers, distributors, producers, and consumers. They are encouraging user-generated content, supporting entrepreneurs, providing distribution channels for aspiring artists, and creating communities of consumers for these user-generated goods.
- New media is digital media composed and designed to read numerical codes stored electronically and transferable from device to device. New media allows the users to personalize their media experiences.
- **New media terms:** Books – EBooks, wikis; Journalism – blogs; Music – Pandora; Newspapers, Magazines – e-zines; Radio – podcasts; Television – Full episodes on the web; Telephone – VOIP; Film – Amateur videos on the web; Photography – Flickr, Picasa; Art – Museums on the web.

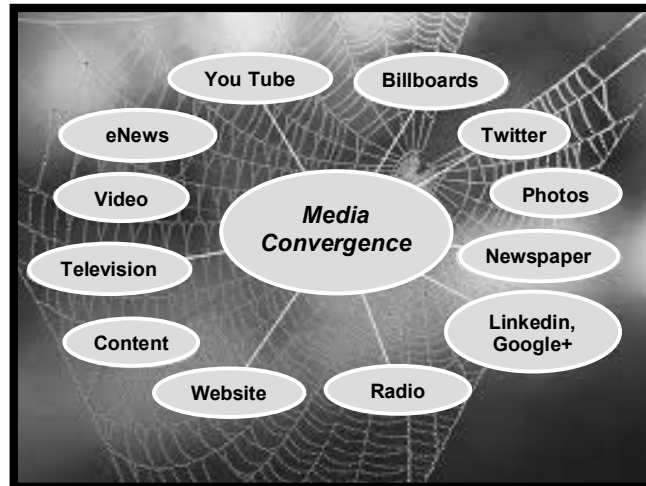
- **New media includes:** Websites and Blogs, Streaming Audio and Video, Chat Rooms, Email, Online Communities, Social Media and Sharing Platforms, Mobile Apps, Web Advertising, DVD and CD-ROM Media, Virtual Reality Environments, Integration of Digital Data with the Telephone, Such as Internet Telephony, Digital Cameras etc. and applications like Facebook, YouTube, Del.icio.us, Twitter, Digg, blogs and other sites

MAJOR CHALLENGES TO NEW MEDIA ACQUISITION-PERSONAL, SOCIAL AND NATIONAL, FUTURE PROSPECTS

The digital world can be rough, spiteful and sometimes intimidating yet, New Media plays and has an influence practically in every aspect of our lives, be it, Newspaper, Magazine, Radio, Television or Internet they all greatly affects our lives, thoughts and our behavior, from our shopping list, to relationships, to education all networking happens into our lives. It affects our moods and stress levels us both positively and negatively.

However, new media acquisition is not as simple as it sounds rather it is full of challenges unless we learn to manipulate, influence, persuade and pressurize every usage mentally, physically and emotionally to manage it. For instance: to spread information through new media technologies such as YouTube, Facebook, Twitter, and others create a big challenge on a personal, social and national front especially when it comes to government transparency and citizen participation. Most of these challenges are faced by all when using the applications keeping ethical dilemmas, laws and regulations and privacy in mind before indulging into it. Apart from this there are several worries on personal front such as, never enough time, mind mapping, efficient planning, several time blocks, calendar for specific tasks, intense work etc. while at social and National level getting hold on new media is equally difficult.

Media Convergence



- **Media Convergence**, 'The term 'Media Convergence' refers to a range of media merged into one. Media convergence is a collision between old and new media. This collision has an effect not only on the consumer but the media producer as well.'
- **Media convergence**, is a term that can refer to either:
 - 'The merging of previously distinct media technologies and media forms resulting from digitization and computer networking; or
 - An economics strategy in which the media properties owned by communications companies employ digitization and computer networking to work together.'



- **Media convergence**, ‘phenomenon involving the interconnection of information and communications technologies, computer networks, and media content. It brings together the “three C’s” — computing, communication, and content — and is a direct consequence of the digitization of media content and the popularization of the Internet.’
- **Media convergence**, ‘transforms established industries, services, and work practices and enables entirely new forms of content to emerge. It erodes long-established media industry and content “silos” and increasingly uncouples content from particular devices, which in turn presents major challenges for public policy and regulation.’
- **Media convergence** is a term refers to:
 - The merging of previously distinct media technologies and media forms resulting from digitization and computer networking.
 - An economic strategy in which the media properties owned by communications companies employ digitization and computer networking to work together.
- **Major Elements of Media Convergence:**
 - **Global Convergence** - Global Convergence is the cultural amalgam that originates from the international circulation of media content. We use the same types of mediums globally but when a new type of the medium is used it is followed across the globe a bit like a chain reaction.
 - **Cultural Convergence** - is an eruption of new forms of creativity at the junction of various media technologies, industries and consumers’. Cultural convergence simply means the use of culture to create media. Media culture experience and interactivity encourages trans-media storytelling, the development of content across multiple channels such as creating new talent and content on YouTube and Writers work on popular ideas and use different cultures to put across messages in their work.
 - **Technological Convergence** - is the process of taking “words, images and sounds and transforming them into digital information” as ‘old media’ is being transformed

into 'new media'. Technological Convergence is one of the main processes that make the cultural convergence possible. It is the digitalisation of media content i.e. the traditional content such as radio, books and film are digitalised or converged. For e.g. Cinemas' use Digital imagery instead of film and I-Pad shows people how to read books on a book size screen.

- **Economic Convergence** - means creating and exploitation of media to its full extent at its rage time. The horizontal integration of the entertainment industry like AOL Time Warner who controls interests in film, television, books, games, the Web, music, real estate and other sectors. They restructure cultural production around "synergies," and the trans-media exploitation of branded properties for e.g. Harry Potter, Tomb Raider Pokémon and Star Wars etc.
- **Social or Organic Convergence** This means the change in how we use information or search for it. We may be using new technologies now compared to 50 years ago to search for information but we are still searching for information for our own general knowledge or entertainment. Consumers' multitasking strategies for navigating the new information environment for e.g. when a person is word-processing and writing an e-mail, watching baseball on a big-screen television and listening to music on the stereo.
- **The major elements of media convergence can be understood through various dimensions such as:**
 - **Media Convergence as Social Convergence** - Social media is a new driver of the convergent media sector. The term refers to technologies, platforms, and services that enable individuals to engage in communication from one to one, one to many, and many to more. The social aspect of media convergence flourished with the rise of Web 2.0 sites and the online communication services like, Facebook, Micro Blogging, Twitter, and YouTube, Blogger and Word Press and many others.
 - **Media Convergence as Technological Convergence** - It is the combination of computing, communications and

Content around networked digital media platforms. This convergence simplifies the production of media content by greatly expanding, accelerating and facilitating its distribution. With the World Wide Web, smart phones, tablet computers, smart televisions, and other digital devices, billions of people are now able to access media content that was once tied to specific communications media like print, broadcast, newspapers, magazines, radio, television, and cinema-for e.g. a digital photograph can be shot and circulated globally within seconds via the Internet and consumers can access multiple forms of media content through books, radio and television programs, music, movies, newspapers on their computers, smart phones or other devices at any time or place.

- **Media Convergence as Industrial Convergence** -is the arrangement of established media institutions in the digital media space and the rise of digitally-based companies such as Google, Apple, and Microsoft etc as evident media content providers.
- **Media Convergence as Textual Convergence** is the re-use and remixing of media into 'trans-media' model, where stories and media content like, sounds, Images, written text are disseminated across multiple media platforms.
- **Media Convergence as Corporate Convergence** - involves three elements: digitization, corporate concentration and government deregulation. These elements have permitted media conglomerates to own different kinds of media such as newspapers, television and radio stations, in the same markets; content carriage companies like cable and satellite TV distributors to own content producers like specialty TV channels. Convergence of this kind allows companies to use the same media content across several media outlets, this helps, reduce labour, administrative and material costs; provide advertisers with package deals for a number of media platforms and increase brand recognition and brand loyalty among audiences through cross-promotion and cross-selling.

from manufacturing-based economies toward service-based economies.'

- **Business Dictionary.com:** *'Economy in which knowledge is the primary raw material and source of value. It is characterized by (1) convergence and integration of communication and data processing technologies into information technology (IT), (2) pervasive influence of IT on economic activity such that the most workers are information workers and most products are information products, and (3) application of IT networks throughout the economic institutions, organizations, and processes resulting in a very high degree flexibility, weakening of regulatory control, and acceleration of globalization.'*
- **Oxford:** *'An economy based on the effective acquisition, dissemination, and use of information, rather than on the means of production'*
 - Economics of information is a sub-field of the general field of economics. It has risen in importance because of the shift to an information economy that is best described as a network economy. An information economy operates just like any other economy except that there is a larger proportion of informational goods and services being bought and sold. The basic conceptualization of the information economy focuses on the economic role of information and the technologies that handle it as final and intermediate goods and services on what the economy produces. Since the 1960s, the world is described as an information economy, rather than an industrial or agricultural economy. Buying, selling, and using information is the key to economic activity for businesses, consumers, for the governments that regulate them. The 1970s, led to a domain-based theory that said the information economy resulted from the expansion of the boundaries of the economy itself and by the early 1990s, information economy appeared, focused not on products or on the domain but on how the economy functions. Economists are still learning how to adapt economic theory to apply to the new information environment.

Information Society



Information Society – The collocation “information society” as it is now used first emerged in Japanese social science(s) in the early 1960’s. The concept information society became widespread, as an everyday term in the social science vocabulary but was a term preferred by those involved in political planning, political marketing and in the world of business and triumphantly penetrated the language of the written and electronic media.

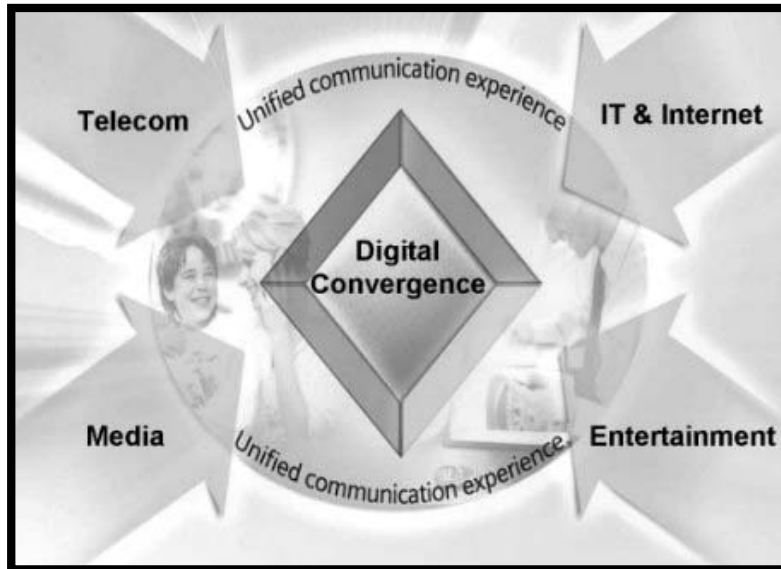
- **Wikipedia:** ‘*An Information society is a society where the creation, distribution, uses, integration and manipulation of information is a significant economic, political, and cultural activity.*’
- The digital convergence of information and communication technologies in the late 1990s constituted a major step forward for the information society, energizing every economic sector, opening up the potential for new products and services in the twenty-first century that are still being developed in business, the media, arts, and public administration.
- The machine tools of the Information Society are computers and telecommunications and its main driver are digital information and communication technologies, both have resulted in an information explosion and are profoundly changing all aspects of social organization, including the economy, education, health, warfare, government and democracy. The People who have the means to partake in this form of society are generally called digital citizens who are

entering a new phase of society, in which low cost information technology, computers, and telecommunications are widely used to facilitate communication nationally and internationally and to promote access to libraries, data archives, and other stores of information held by private organizations or in the public domain. It is characterized by a high level of information intensity in the everyday life of most citizens, in most organisations and workplaces, by the use of common or compatible technology for a wide range of personal, social, educational and business activities, and by the ability to transmit, receive and exchange digital data rapidly between places irrespective of distance. However, this facility of communication and increased access to information creates a qualitatively different society with new problems, such as information overload, and the need for new forms of regulation to control information flows between persons, companies, and countries...

- **Information societies have three main characteristics:**

- Information is used as an economic resource- Organization make greater use of information to increase their efficiency.
- Identify greater use of information among the general public. People use information more intensively in their activities as consumers: to inform their choices between different products, to explore their entitlements to public services and to take greater control over their own lives.
- Development of an information sector within the economy. The function of the information sector is to satisfy the general demand for information facilities and services.

Digital Convergence



Definitions: Unified communication experience

- **Ccm.net:** *'The term "digital convergence" means the ability to view the same multimedia content from different type's devices and thanks to the digitization of content (movies, pictures, music, voice, text) and the development of connections methods. Reading emails on your TV via a connected Smart-phone, watch a streaming movie on the home theater connected to the Internet...'*
- **Ifeanyi O. Asonye (March 2003):** *'Digital Convergence is the priming of underlying digital technology components and features such as voice, texts, video, pictures, broadcasts, presentation, streaming media, global connectivity and personalized services.'*
- *'The combination of all of these features and abilities from multiple electronic systems into a simplified, converged and computer-mediated communication system to enable individuals interact, play, communicate, collaborate and share information in many new and different ways.'*

- The convergence of four industries namely -Information Technologies, Telecommunication, Consumer Electronics, and Entertainment (ITTCE), into one conglomerate is Digital Convergence.
- Digital convergence allows Networks, technologies and content converge on a single device and saves time, like a TV - Smart-phone - PC: combination can provide access to all information on a single screen, for e.g.: a LED TV easily connects to a game console, a computer, Blu-ray players and also to a Internet router, allowing you to access your mail directly from one place. Similarly, a Smart-phone can be connected to the screen, e.g.: Apple phones use i-Cloud application that connects TV-PC-Smart-phone and allows sharing of videos, photos and applications wirelessly and so on...
- Digital convergence uses computer technology to deliver media programming and information, allowing one media outlet to take advantage of features and benefits offered through the other media outlets.
- Digital convergence is an evolving reality and not a dream.

Information Superhighway



Information superhighway (Or “Infobahn”, “Info Strada”) is a term coined by US politician Al Gore Jr., who championed the benefits of a high-speed information network as early as 1978 and, as vice president during the Clinton Administration, he promoted the concept of an

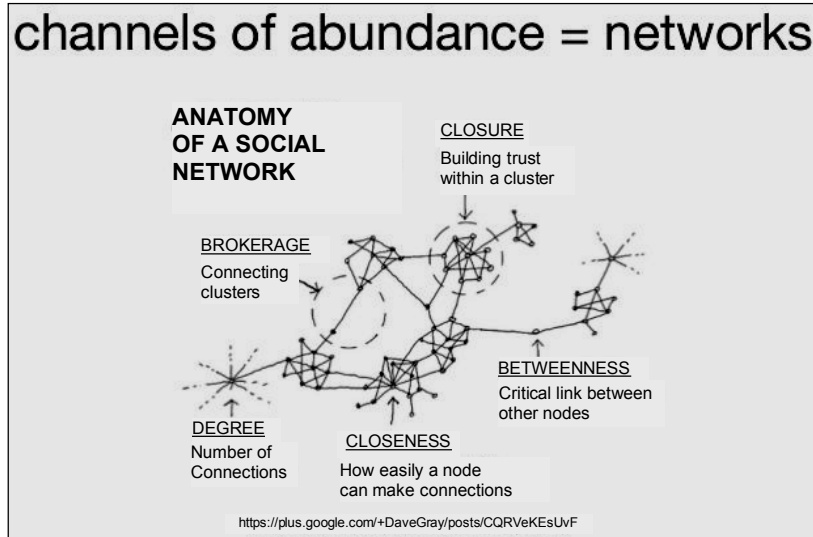
information superhighway on the national stage that would bring benefits such as better education to citizens, regardless of income level. The term Information Superhighway was used mainly to describe a national communications network that would span the United States and allow Americans to quickly access and exchange information via voice, data, video and other services. These services use satellite, copper cable, optical fibre, cellular telecommunications, and are accessible via set-top boxes or suitably equipped computers.

Definitions:

- **Freedictionary.com:** *'The global information and communications network that includes the Internet and other networks and switching systems such as telephone networks, cable television networks, and satellite communication networks.'*
- **Freedictionary.com:** *'Information superhighway - an extensive electronic network (such as the internet) used for the rapid transfer of sound and video and graphics in digital form'*
- **Dictionary.com:** *'A large-scale communications network providing a variety of often interactive services, as text databases, email, and audio and video materials, accessed through computers, television sets, etc.'*
- *'A term that describes all of the infrastructure, including cable, satellites, and assorted hardware, that allows information to be transferred at great speed over large distances to all people.'*

Also known as 'Infobahn' which refers to a high-speed computer network and the 'infostrada', the name for a prototype information network built in Poland in the early 1970s. However; some dictionaries define the information superhighway as a synonym for the Internet. The Internet was originally cited as a model for this superhighway later, with the explosion of the Web; the Internet became the 'Information superhighway' and also became the generic name for The Internet. This proposed high-speed communications system that was touted to enhance education in America in the 21st century. Its purpose was to help all citizens regardless of their income level.

Channels of Abundance



- Digital world is a world of abundance. one can make infinite perfect copies of anything produced without significant marginal cost and can mostly satisfy all the demand for digital goods, this makes it hard to drive the value by limiting quantity.
- The same shift is occurring in media. In the old media world of newspapers and TV, tons of scarcity existed i.e. editors could only fit eight stories on the front page of a newspaper, cable companies had the capacity for a few hundred channels, and TV networks offered only 24 hours of programming a day.
- Media editors and programmers had to make hard decisions about who and what to talk about with a hope that the audience would care for their choices.
- In the early world of television news, the choice of an “anchor” really mattered, because, each of the broadcast networks could have only one anchor who, would appear on TV each night for 30 minutes or so.
- The present day digital media companies are most valuable platforms, Facebook, Twitter, Pinterest and YouTube, are platforms for expression through the sharing of content produced by or curated by their users. All of these are built for

abundance i.e. they have infinite inventory, can support an infinite number of creators and users, and make no decisions about which content or which personalities are “right” for their audience.

- The audience decides entirely whom to friend or follow, what to “like”, and what to ignore in their feeds. These platforms do not rely on a few editors or a few personalities to represent their brand instead they are immune to the inevitable rise and fall of the popularity of people and topics. The followers of these platforms are motivated to produce and refine lots of content on them and watch audience engagement until they master the platform.
- With millions of creators who are great at YouTube and Vine, Instagram and Twitter etc... More and more of these platforms will emerge, and more and more creators will blossom in abundance.
- Thus, this age of abundance in media or the digital world of abundance is based on digital platforms where brands are built by the stories - brands tell and the content they share.
- They rise and fall based on their ability to engage us and capture our attention in the streams. For instance: Television is dominating as the best source of amusement in this high-tech era.
- Presently, the availability of a wide range of channels is lucrative to entertain and update people with every sector of life.
- The presence of a large number of channels serves everyone with their desired programs. For example, children and young people watch cartoons, action movies, reality shows, educational, sports and cooking programs respectively, whereas adults and grey generation watch the news, religious, political and cultural programs.
- Hence, channel abundance of programs is essential to satisfy the needs and wishes of people.
- However, massive number of channels does affect the quality and superiority of the programs leading to a stiff competition among channel broadcasters to gain widespread prevalence.

- The originality of programs is being defaced as they are exaggerated by adding spice and manipulated by introducing something different than other to make them more entertaining.
- Most of the channels fail to show the quality in their programs.
- The excessive number of channels for sure generates negative impacts on superiority of the programs still; the existence of channels in an enormous numbers plays an outstanding role to satisfy the people from top to bottom.

Interactivity



- ***The Oxford English Dictionary***: “Interactivity” in regards to new media as “allowing a two-way flow of information between it (a computer or other electronic device) and a user, responding to the user’s input.”
 - Human communication is the basic example of interactive communication which involves two different processes; human to human interactivity and human to computer interactivity.
 - Interactivity is both a media and psychological factor that varies across communication technologies, communication contexts, and people’s perceptions.
 - Interactive media normally refers to products and services on digital computer-based systems which respond to the

user's actions by presenting content such as text, graphics, animation, video, audio, games, etc.

- Interactive media is the integration of digital media including combinations of electronic text, graphics, moving images, and sound, into a structured digital computerized environment which allows people to interact with the data for suitable purposes. The digital environment can include the Internet, telecoms and interactive digital television.
- This century is seen dominated by non-interactive forms of entertainment: such as, cinema, radio, recorded music and television etc.
- Before these non-Interactive forms of entertainment came along all entertainment was interactive be it, theatre, music, and sport etc where the performers and audience were together, and even a respectfully silent audience exerted a powerful shaping presence on the unfolding of whatever drama they were witnessing there.
- However, Interactive multimedia, which is any computer-delivered electronic system that allows the user to control, combine and manipulate different types of media, such as text, sound, video, presentations, computer graphics, and animation and also integrates computer, memory storage, digital data, CD ROM projects, telephone, television, and other information technologies, includes most common applications such as, training programs, video games, electronic encyclopaedia, and travel guides etc. for e.g., A personal computer system with conventional magnetic-disk memory storage.
- Interactive multimedia shifts the user's role from observer to participant and is the next generation of electronic information systems. It refers not only to media that interacts with the user, but also media that makes users interact with each other.

Some of the best examples are listed below:

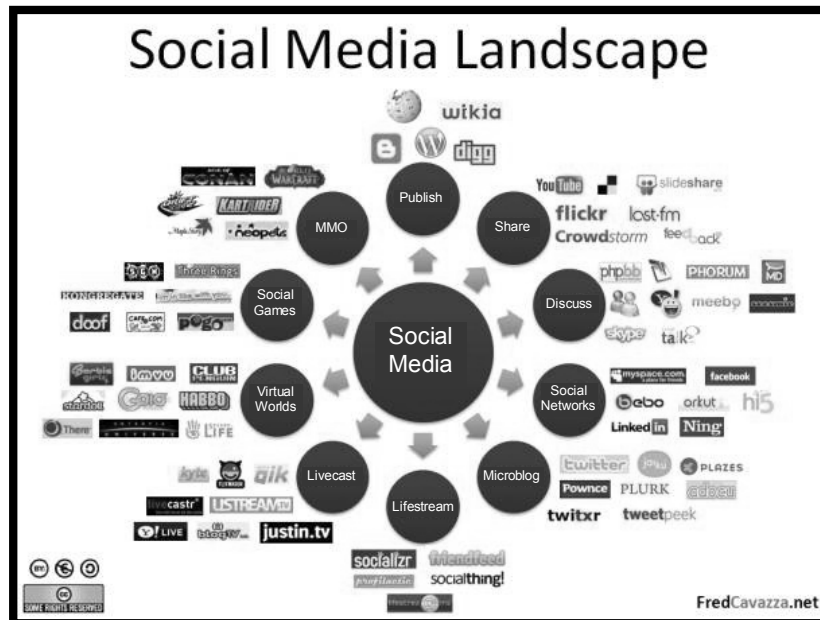
- **Video Games:** Require multiple players or social networks. They require active action to play and typically prompt users to make decisions and manipulate their game characters, sometimes called “avatars.”

- **Social Media Sites:** The growing social media tools are interactive in nearly every sense here; the users publish their own information, be it photos, status updates, or short thoughts and also leave comments on the publications of others or even hold entire conversations and make significant decisions within the closed space of the network.
- **Websites and the Internet:** The entire Internet is generally considered “interactive” since it requires at least some directional decisions from users. Websites are scattered and information is condensed usually subject to regular change and editing.
- **Digital Technology:** Radio and television become interactive if they include other forms of media like animated graphics or encourage the audience to call in to ask questions, express opinions, or play games.
- **Media and Mass Marketing:** Interactive advertising a growing sector. They seek to engage consumers or potential consumers in some sort of dialogue. For instance social media accounts often offer incentives and discounts for people who “friend” or “like” the brand online almost like an endorsement.

The very meaning of a versatile word ‘interactivity’ here would mean interacting with a program, an operating system, a web-page or a game, basically one-way relationship with a machine providing a programmed response. It simply designates the relationship and interface between two or more humans through a medium which becomes an open multi-directional communication platform.

Thus, ‘Interactivity is the norm, not the exception’. It bases itself on dimensions like direction of communication, time flexibility, and sense of place, level of control, responsiveness, and perceived purpose of communication which are applied to multiple forms of computer-mediated communication.

Impact of Social Media on Mass Communication



- The term Social Media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue.
- Social media takes on many different forms including magazines, Internet forums, web-logs, social blogs, micro blogging, wikis, pod-casts, photographs or pictures, video, rating and social bookmarking.
- Social media is media for social interaction as a super-set beyond social communication.
- Earlier, method for transforming Information in the traditional world was through newspapers, corporations, governments, or other types of leading organizations. This information was available and consumed simply by reading or looking at it.
- But, today's audience expect to be able to choose what they read, and contribute content and opinions, too.
- This shift, sometimes called the social media revolution is the birth of a democratic movement that emphasizes on the key

factors of journalism such as, transparency, honesty and giving a voice to the people.

- Its a media shift from traditional outlets to simply being online media organizations
- The social media revolution has changed and will continue to change journalism and news organizations.
- Internet and social media, especially social networking, have begun to seriously affect news organizations.
- With the world in the midst of a social media revolution, it is more than obvious that social media like Facebook, twitter, orkut, MySpace, Skype etc., are used extensively for the purpose of communication.
- This form of communication can be with a person or a group of persons.
- Today almost all people are hooked on to the different social.
- The social media tools have virtually brought people close to one another specially those living in far off places
- Online sharing of knowledge and information among the different groups of people promotes the increase in the communication skills among the people especially among the learners/students of educational institutions.
- The business houses also engage in social networking while promoting their products and services and also maintain a healthy relationship with their valued customers.
- Social networking sites are now seen as a promising means of publicity
- Social platforms help monitor conversations about industries, competitors, and products.
- Collaboration through online mode becomes easy if facilitated by social media technologies.
- Social media provides Blogging and micro-blogging as additional teaching/learning resources.
- Social media provide simple, inexpensive ways to organize members, arrange meetings, spread information, and gauge opinion.

- Social media is effective for building social authority, individuals and organizations.
- Social media tools are very cost-effective compared to traditional approaches.
- Social media tools if misused leads to interference into privacy.

The positive impact of Social Media as a tool of Mass Communication:

- **As a Tool of communication:** Social networks are increasingly being used by teachers and learners as a communication tool. Teachers and Learners both create chat rooms, forums and groups to extend classroom discussion to posting assignments, tests and quizzes, to assisting with homework outside of the classroom setting.
- **Bridges Communication Gap:** Social media bridges the distance among different people.
- **As a Source of Information:** Content generating and sharing sites serve as sources of information for various topics. Users can search for content, download and use the content available on these sites free of cost.
- **For Sharing of Ideas:** Social networking sites allow users to share ideas, activities, events and interests within their individual networks. Web based social networking services make it possible to connect people who share interests and activities across political, economic and geographic borders.
- **As a Marketing Tool:** Social media is widely used by most of the firms and organizations to market their products and services in the society.
- **As Customer Interaction Tool:** Social Media Networking is perfect for customer interaction, customer feedback, and customer support. New business contacts can be obtained for networking purposes.
- **As a Important Crisis Communication Tool:** When public relations tool fail, social media can be used extensively to communicate with the general public regarding any crisis situation that might have gripped the nation or any organization.
- **Low Costs and Cost Effective:** It is cheaper to use online social networking for both personal and business use because

most of it is usually free. A person can scout out potential customers and target markets with just a few clicks and keystrokes.

- **Less Time Consuming:** Effective time management medium of communication both for business as well as for academic purposes. One can post a message or browse for any information at the click of a button.

The negative impact of Social Media as a tool of mass communication:

- **Intrusion into Privacy:** Privacy is a huge problem in such networks. Users can be targeted on the basis of their location, age etc. leading to serious issues such as, kidnapping and murder etc; leading to fake personal information and misleading people; misled by strangers. Problems of harassment, and online scams.
- **Breakdown in Familial Ties:** When people get addicted to social networking sites, there is a breakdown in the family ties. This is because the person gets hooked on the sites for communication with friends. Youngsters specially feel free to discuss their problems and share stories with their peer rather their parents or close relatives.
- **Reduction in Worker Productivity:** Frequent usage of social media influence on worker productivity. Employees may waste valuable time using Social Media Networking.
- **Slightly Impersonal:** Social media will never be able to beat the advantage of dealing with consumers face-to face.

Social media thus is one of the most powerful mediums to have an impact on the masses. It has brought a revolution as a tool to support development outcomes and to push for social change and transformation. Thus, mass communication now uses social Media to help shape the world's events and culture in a big way.



Question Bank

1. Discuss the functions of mass communication and elaborate on Books, Newspaper and Magazines as tools of mass communication.
2. Explain and define mass communication and also elaborate on Folk media as a tool of mass communication & any 3 types and their importance.
3. Discuss the components of mass media along with its functions. Also, explain difference between mass communication and mass media?
4. Globalization of Culture Through the Media, Elaborate.
5. Write Short Notes on the following:
 - Intrapersonal communication & Interpersonal communication.
 - Electronic communication & Satellite communication.
 - Interactive communication & Digital communication.
 - Group communication & Mass communication.
 - Types of Newspaper & Magazine.
 - Public Communication & Mass Communication.
6. Discuss the various elements and features of Mass Communication.
7. Write a note of 'Mass Culture'.
8. Explain the various definitions of Mass Communication.
9. How is Mass Culture affecting our society?

10. Analyze the different features of Mass Communication and discuss the various definitions of Mass Communication.
11. Discuss the need for Mass communication?
12. Explain Gerber's model of mass communication.
13. Explain Gate keeping model of mass communication.
14. Explain Taste-Differentiated model of mass communication.
15. Explain Sociological model of mass communication
16. Discuss any 4 functions of mass communication.
17. Discuss major elements of mass communication.
18. Discuss major barriers of mass communication.
19. Discuss the various forms of communication?
20. List out the tools required for Mass Communication.
21. What are the means of Mass Communication?
22. Elaborate on various options available in outdoor media as means and tools of mass communication.
23. Elaborate on any 4 types of outdoor media model and Role of Internet.
24. 'India is a nation truly blessed and privileged to be the mother land of great many souls, who fought till death to bring about social justice in the country. They made extraordinary contributions, and their influential thoughts guide the nation even today Name five such Religious & Social Reform / Mass Communicator of India and present a biographical sketch of any one of your choice.
25. 'Great men come and go, but what remains behind are some unforgettable impressions and heroic deeds, which transform the society for good. India is a nation truly blessed and privileged to be the mother land of great many souls, who fought till death to bring about social justice in the country'- Name five such Mass Communicators and present a biographical sketch of any one of your choice.
26. 'India has seen many reformers fighting for the rights of humanity. They broke free from the traditional jinx of the much prevailing caste-system and fought for the right of girl

child uplift, education and also introduced system of widow re-marriage. They made extraordinary contributions, and their influential thoughts guide the nation even today.' List down five such Mass Communicators and present a biographical sketch of any one of your choice.

27. Define New Media. Differentiate it from Traditional Media with suitable examples each.
28. 'New Media is a 21st Century catchall term ...'- Explain with reference to Traditional Media give suitable examples each.
29. Define 'Media Convergence'. State the five major types of Media Convergence.
30. What is Media Convergence? Explain in brief the five major elements or types of Media Convergence.
31. Define New Media & Traditional Media with suitable examples each. State the areas where media can have a positive effect on societies.
32. Discuss The socio-cultural dimension of new media and its implications on learning in the 21st century classroom.
33. Discuss the developments in the Economy with reference to the current communication Media.
34. Discuss the developments in the Society with reference to the current communication Media.
35. Discuss the developments in the Culture with reference to the current communication Media.
36. Explain the following term: - Information Society
37. Explain the following term: - Information Superhighway.
38. Explain the following term: - Digital convergence.
39. Explain the following term: - Multimedia Convergence.
40. Explain the following term: - Channel Abundance.
41. Explain the following term: - Interactivity.
42. What Impact does Social Media Truly have On Society?
43. What effect do social media have on politics, business, socialization?

44. 'Social media has its advantages and drawbacks. It is up to each user to use social sites wisely to enhance their professional and social life, and exercise caution to ensure they do not fall victim to online dangers.' - Elaborate.
45. 'There's been an undeniable surge in the use of social media over the past years with huge benefits for information sharing and access to information- Explain the effect that social media has on public.
46. 'Media companies that own major television and radio broadcasting stations control the messages across all media outlets and use imagery to influence the people's decisions through advertising.' - Explain with reference to the impact of mass media.
47. 'The influence of the media on the psycho-social development of children is 'profound- Explain with reference to the Impact of media use on children and youth.
48. 'The exploitation of women in mass media is the use or portrayal of women in the mass media to increase the appeal of media or a 'product' - Elaborate.
49. Discuss the Role of Women in Mass Media and how Mass Media is changing their Lives?
50. 'Hollywood made movies' - demonstrates how globalization and the media reveal striking features in cultural contexts, Discuss.
51. 'Changes in media technology have had a major impact on culture' - Elaborate.
52. 'Culture shapes media in important ways, even how media evolve.'- Explain.
53. Write Short Notes On:
 1. Contemporary scene in Indian communication landscape
 2. Social Impact (With social reformers who have successfully used mass communication)
 3. Political Impact (With political leaders who have successfully used mass communication)
 4. Economic Impact (With how economic changes were brought about by mass communication)

5. Developmental Impact (With how the government has successfully used mass communication)
6. Elements and features of New Media
7. Technologies used in New Media
8. Major challenges to New Media Acquisition – (Personal, Social and National)
9. New Media – Future prospects.



Timeline

- **4000 B.C.:** Sumerian stamp seals
- **3100 B.C.:** Sumerian “writing” system on clay tablets
- **2000 B.C.:** Phoenician alphabet
- **1900-1800 B.C.:** Semitic alphabet in Egypt
- **600 B.C.:** Egyptian papyrus scrolls
- **540 B.C.:** Public library in Athens
- **105 A.D.:** Chinese paper (didn’t arrive in West for centuries)
- **1450:** Gutenberg press (leads to Protestant Revolution, among other things)
- **1453:** Johannes Guttenberg prints the bible
- **1455:** Johann Gutenberg invents printing press
- **1517:** Martin Luther nails “Ninety Five Theses” to church door in Wittenberg, Germany
- **1534:** first press in America (Spanish America)
- **1500s:** Italian gazettes
- **1618:** Dutch Coranto (printed in English in 1620)
- **1638:** first press in what would become U.S. (Harvard College)
- **1644:** John Milton denounces licensing of the press in Areopagitica
- **1665:** Oxford Gazette (first English-language newspaper) in England

- **1704:** First successful American newspaper: The Boston News-Letter
- **1735:** John Peter Zenger trial
- **1741:** First magazines appear in the Colonies
- **1783-1833:** Rise of Party Press
- **1790:** Bill of Rights and First Amendment adopted
- **1791:** Bill of Rights (including First Amendment) ratified
- **1798:** Alien and Sedition Acts passed
- **1821:** Saturday Evening Post founded
- **1827:** First African-American newspaper in U.S.: Freedom's Journal
- **1828:** First Native American newspaper in U.S.: Cherokee Phoenix; Noah Webster publishes first dictionary
- **1833:** Benjamin Day's New York Sun ushers in penny press
- **1836:** Charles Babbage develops plans for a mechanical computer in England
- **1844:** Samuel Morse granted patent for telegraph. First message, May 24: "What hath God wrought?" Second message: "Have you any news?"
- **1848:** Associated Press founded
- **1860-1865:** Civil War brings home "necessity" of news
- **1876:** First telephone call made by Alexander Graham Bell
- **1877:** Thomas Edison invents the "talking machine"
- **1888:** Edison lab develops movie camera; George Eastman introduces the Kodak camera; Heinrich Hertz transmits wireless sound waves
- **1890:** Linotype machine introduced at newspapers; first "New Journalism" period; Edison develops mass market phonograph
- **1891:** Edison patents Kinetoscope – first parlor opens 1894 in New York
- **1894:** America's first movie (Kinetoscope) house opens; Joseph Pulitzer's New York World starts daily women's page

- **1895:** Cinematograph invented by Auguste and Louis Lumière
- **1896:** Hearst sends infamous telegram to reporter in Cuba
Press services founded
- **1899:** “Stunt girl” Nellie Bly circles the world
- **1901:** Guglielmo Marconi sends and receives radio message
across the Atlantic (Morse code, point to point)
- **1900s:** Muckraking magazines
- **1905:** First “nickelodeon”
- **1906:** Reginald Fessenden broadcasts voice
- **1911:** Newsreels begin; continue into 1960s
- **1912:** Air mail begins; Titanic sinks; leads to Federal Radio
Act of 1912;
- **1914-1918:** World War I propaganda, censorship, technology
- **1915:** Pulitzer endows prize that bears his name; D.W. Griffith
releases *Birth of a Nation*, first full-length film to significantly
impact culture
- **1916:** Tuneable radios invented
- **1917:** Charlie Chaplin becomes the first entertainer to earn
\$1 million
- **1919:** RCA founded
- **1920:** KDKA – world’s first commercial radio station goes on
the air in U.S. and Canada; “Jazz Journalism” tabloids
- **1922:** Walter Lippmann’s *Public Opinion* First commercial
announcement broadcast on radio; *Reader’s Digest* magazine
founded
- **1923:** Lee de Forest shows first “talkie”; *Time* magazine
debuts; A.C. Nielsen company begins; AT&T links two radio
stations for first “network”
- **1924:** The American Society of Newspaper Editors’ Canons of
Journalism adopted
- **1926:** NBC begins network broadcasting; Talking pictures
introduced

- **1927:** Radio Act of 1927 creates the Federal Radio Commission 1922: BBC is formed and broadcasting to London; Philo Farnsworth applies for electronic TV patents; The Jazz Singer released
- **1928:** Academy Awards given for the first time (Wings wins Best Picture)
- **1930s & 40s:** “Golden Age of Movies”
- **1933:** Eleanor Roosevelt insists on women-only press conferences (“the Roosevelt Rule”); Payne Fund’s Movies, Delinquency, and Crime
- **1934:** Federal Communications Commission (FCC) established; Communications Act passes, creates the Federal Communications Commission
- **1936:** England is first country with regular TV broadcasts; Life magazine debuts
- **1938:** Orson Welles’ “War of the Worlds” broadcast
- **1939:** First public broadcast of television; World War II erupts in Europe; Paperback book introduced to the United States; TV is a hit at the World’s Fair; First FM radio station started in New Jersey
- **1940:** Paul Lazarsfeld’s voter studies begin in Erie County
- **1941:** First TV commercial advertises a Bulova clock; Welles’s Citizen Kane released; sometimes called the best movie of all time; United States enters World War II; British develop first binary computer
- **1942:** John H. Johnson starts Negro Digest; would later found Ebony and Jet; Carl Hovland conducts first war propaganda research; British develop Colossus, the first digital computer, to break German war code; Leon Festinger’s Cognitive Dissonance
- **1945:** World War II ends Gordon Allport and Leo Postman’s rumour study The Psychology of Rumour published
- **1946:** John Mauchly and John Atanasoff introduce ENIAC, the first “full-service” electronic digital computer

- **1947:** Hutchins Commission issues report on press freedom The Hollywood Ten called before the House Un-American Activities Committee; Red Scare leads to congressional investigation of Hollywood
- **1948:** Supreme Court hands down Paramount Decision; Norbert Wiener's Cybernetics – a formalization of the notion of feedback, with many implications for engineering, systems control, computer science, biology, philosophy, and the organization of society. Cable television invented
- **1949:** Carl Hovland, Arthur Lumsdaine, and Fred Sheffield's Experiments in Mass Communication
- **1950:** Red Channels: The Communist Influence in Radio and Television ruins careers; "Golden Age of Television"
- **1951:** "I Love Lucy" debuts; uses film and three cameras Harold Innis's The Bias of Communication; Edward R. Murrow's See It Now premieres; UNIVAC becomes the first successful commercial computer
- **1952:** FCC lifts "the Freeze" imposed in 1948; Eisenhower runs 20-second campaign spot
- **1953:** Carl Hovland, Irving Janis, and Harold Kelley's Communication and Persuasion; TV Guide magazine debuts; Lucille Ball and her newborn son on first cover; Playboy magazine introduced; Marilyn Monroe is first centrefold
- **1954:** Edward R. Murrow's "See It Now" focuses on Joseph McCarthy; Elvis Presley discovered by Sam Phillips of Sun Records; Murrow challenges McCarthy on television
- **1955:** Paul Lazarsfeld's and Elisha Katz's Personal Influence
- **1957 C. :** Wright Milles's Power Elite Soviet Union launches Sputnik, Earth's first human-constructed satellite; sends back signals from near earth orbit
- **1958:** Television quiz show scandal erupts; videotape introduced
- **1959 C.:** W Quiz show scandal rocks television industry; right Milles's The Sociological Imagination

- **1960:** John F. Kennedy and Richard Nixon meet in the Great Debates; Television in 90 percent of all U.S. homes; Joseph Klapper's *Effects of Mass Communication*
- **1961:** Key's *Public Opinion and American Democracy*; Kennedy makes nation's first live TV presidential press conference; Schramm team's *Television in the Lives of Our Children* published.
- **1962:** Festinger's cognitive dissonance article appears; Air Force commissions Paul Baran to develop a national computer network
- **1963:** Network news expands from 15 minutes to 30 minutes; Betty Friedan writes *The Feminine Mystique*; JFK assassinated; Bandura's aggressive modelling experiments first appear; Networks begin one-half-hour newscasts
- **1964:** McLuhan's *Understanding Media*; *New York Times v. Sullivan* gives press new right to criticize public officials; The Beatles first tour America
- **1965:** Colour comes to all three commercial TV networks; Comsat satellite launched; Vietnam War becomes first war to be televised; Second "New Journalism" period; literary journalism; underground newspapers
- **1966:** Mendelssohn's *Mass Entertainment*; Berger and Luckmann's *Social Construction of Reality*
- **1967:** Merton's *On Theoretical Sociology*; Congress passes Public Broadcasting Act; PBS formed
- **1969:** Man's first landing on the moon is broadcast to 600 million people around the globe; Blumer coins "symbolic interaction"; ARPANET, forerunner to Internet, goes online; ABC introduces made-for-TV movies; Feminists stage sit-in at Ladies Home Journal
- **1971:** Bandura's *Psychological Modeling*
- **1972:** Surgeon General's Report on Television and Social Behavior released; McCombs and Shaw introduce "agenda-setting"; Gerbner's Violence Profile initiated; FCC requires cable companies to provide "local access"; Ray Tomlinson develops e-mail; *Ms.* magazine launched; *Life* magazine died;

came back as monthly from 1978 to 2000; Boylan v. New York Times sex discrimination lawsuit filed; Cigarette advertising banned from TV.

- **1973:** Watergate Hearings broadcast live
- **1974:** Blumler and Katz's Uses of Mass Communication; Noelle-Neumann introduces "spiral of silence"; Erving Goffman pioneers frame analysis; Home use of VCR introduced; Term "Internet"; Richard Nixon resigns, a result of Watergate coverage; People magazine introduced;
- **1975:** Home Box Office (formed by Time, Inc. in 1972) begins satellite distribution of TV; Ted Turner starts first "superstation"; Sony Betamax home videocassette recorder introduced ASNE's Statement of Principles replaces Canons; Bill Gates and Paul Allen develop operating system for personal computers
- **1976:** Matsushita introduces VHS
- **1977:** Steve Jobs and Stephen Wozniak perfect Apple II
- **1978:** Digital audio and video recording adopted as media industry standard; laser disc player introduced; largely a failure, but opened door for CDs
- **1979:** Sony Walkman appears in Japan; Iranian hostage crisis leads to "Nightline" and loss by Jimmy Carter to a former radio broadcaster and movie actor
- **1980:** CNN launches first cable news network; "Who Shot J.R.?" on "Dallas" is first TV season-ending cliff-hanger
- **1981:** IBM introduces the PC; MTV (Music Television) first airs; first video is "Video Killed the Radio Star"
- **1982:** USA Today begins publication; Home shopping network debuts
- **1983:** Sony introduces CD player; Cellular phones begin to appear
- **1984:** Apple Macintosh is introduced.
- **1985:** Meyrowitz's No Sense of Place.
- **1990:** Internet access opened to general public; changes everything; Signorelli and Morgan's Cultivation Analysis

- **1991:** Gulf War explodes, CNN emerges as important news source
- **1992:** Action for Children's Television (ACT) disbands, says work is complete; World Wide Web released (Mosaic web browser)
- **1993:** Ten years after "Ferment," Journal of Communication tries again with special issue, "The Future of the Field"
- **1996:** Telecommunications Act of 1996 brings V-chip, deregulation, and dramatic increase in mergers and takeovers; First DVD players and discs are available in Japan
- **1998:** First digital TV programs are broadcast in the U.S.; Journal of Communication devotes entire issue to media literacy; MP3 introduced
- **2000:** Name change of "Critical Studies in Mass Communication" to "Critical Studies in Media Communication"
- **2001:** Terrorist attacks on New York and Washington, D.C.
- **2003:** FCC institutes new, relaxed media ownership rules; U.S. invasion of Iraq; Social networking websites appear; Bloggers' Code of Ethics
- **2004:** Journalism & Mass Communication Quarterly focuses edition on media framing American Behavioural Scientist devotes two entire issues to media literacy
- **2006:** YouTube launched; News Corp (Rupert Murdoch) buys MySpace
- **2006:** Google buys YouTube
- **2007:** Players for competing high definition DVD formats, HD DVD and Blue Ray, become widely available in the U.S.; Journal of Communication publishes special issue on framing, agenda-setting, and priming.
- **PN:** Media Convergence developments and updates can be added to further the time-line till date.



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