

# **MASS MEDIA AND SOCIETY**

**B.A.( Sociology) - Third Year**

**Paper Code : BASO1935**



**PONDICHERRY UNIVERSITY**

(A Central University)

**DIRECTORATE OF DISTANCE EDUCATION**

R.V. Nagar, Kalapet, Puducherry – 605 014

### ***Advisory Committee***

1. Prof. Gurmeet Singh  
Vice-Chancellor,  
Pondicherry University
2. Prof. Rajeev Jain  
OSD, C&CR,  
Pondicherry University
3. Dr. Arvind Gupta  
Director,  
Directorate of Distance Education  
Pondicherry University

### ***Review Committee***

1. Dr. C. Aruna  
Professor & Head  
Dept. of Sociology  
Pondicherry University
2. Dr. Sk. Md. Nizamuddin  
Asst. Professor, DDE  
Pondicherry University

### ***Course Writer***

- 1 Dr. Lucy Mishra  
Assistant professor  
School of Social Science  
KIIT University, Odisha

### ***Academic Support Committee***

1. Dr. A. Punitha  
Asst. Professor, DDE  
Pondicherry University
2. Dr V. Umasri  
Asst. Professor, DDE  
Pondicherry University
3. Dr. Sk. Md. Nizamuddin  
Asst. Professor, DDE  
Pondicherry University

### ***Administrative Support***

1. Dr. A. Saravanan  
Deputy Registrar,  
Directorate of Distance Education  
Pondicherry University

### **Copyright**

*This book may not be duplicated in any way without the written consent of the Pondicherry University except in the form of brief excerpts or quotations for the purpose of review.*

*The information contained herein is for the personal use of the DDE students, Pondicherry University and may not be incorporated in any commercial programs, other books, databases or any kind of software without the written consent of the author. Making copies of this book or any portion, for any purpose other than your own is a violation of copyright laws. The author has used their best efforts in preparing this book and believes that the content is reliable and correct to the best of their knowledge.*

---

**MASS MEDIA AND SOCIETY**

---

**Course Objective**

The course intends to provide an understanding of different types of media and forms of communication. It seeks to provide a basic understanding of relationship between media and society. Finally, to analyze the changes in media, society and culture.

**Unit - I**

Social Interaction and Everyday Life: The study of everyday life; Types of communication Verbal and Non-verbal communication; interpersonal, intrapersonal, group, mass communication. Communication and modern technology.

**Unit - II**

Mass media: Nature, characteristics and functions of mass media. Folk and traditional media, printing and publications, electronic media, radio, Television, cyberspace, virtual communication, internet, blogging.

**Unit - III**

Sociological perspective of mass media: Functionalist, Feminist, Interactionist.

**Unit - IV**

Media and popular culture: Cultural studies as an interface between humanities and social sciences; popular culture, high culture, low culture.

**Unit - V**

Media and Globalization: Impact of media in developing societies; democracy and issues of media regulation.

**Unit - VI**

Media and Globalization: Time, place and space.

**Readings:**

1. Giddens, Anthony. 1997. Sociology. Third Edition, New York: Polity Press.
2. Nick Stevenson, 1995. Understanding media cultures: social theory and mass communication, London: Sage.
3. Williams, Raymond, 1983. Keywords: a vocabulary of culture and society, New York: OUP
4. Schaefer 2011. Sociology, New York: Tata McGraw-Hill.
5. TerhiRantanen. 2005. The media and globalization, New Delhi: Sage.

TABLE OF CONTENTS			
UNIT	LESSON	TITLE	PAGE NO.
I	1	Social Interaction and Everyday Life	1
II	2	Mass Media	41
III	3	Sociological Perspectives on Media	69
IV	4	Media and Popular Culture	93
V	5	Media and Globalization	111
VI	6	Media and Globalization: Time, Place and Space	131



**UNIT – I****Lesson 1.1 - Social Interaction and Everyday Life****Structure**

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Verbal Communication
- 1.3 Non-verbal Communication
- 1.4 Interpersonal Communication
- 1.5 Interpersonal Communication
- 1.6 Mass Communication
- 1.7 Communication and Modern technology
- 1.8 Summary
- 1.9 Self-Assessment Questions
- 1.10 References

**1.0 Objectives**

*After completing the module, participants will:*

- Familiarize themselves with the definitions and varieties of communication.
- Gain insight into the process of different types of communication.
- Recognize the significance of each type of communication across various aspects of life.
- Identify the various components integral to each communication type.
- Explore the diverse technologies employed in definite type of communication.

**1.1 Introduction**

Sometimes, we experience genuine interest in others, while at other times, we may not feel inclined to engage in conversation or interaction. Human beings are incredibly intricate, as is the art of human communication. Interpersonal communication is intricately woven into the

fabric of our existence, and as social creatures, we are naturally compelled to communicate. It involves the exchange of thoughts, information, ideas, or facts between two or more individuals.

## 1.2 Verbal Communication

Verbal communication involves the utilization of language, including words and sounds, to convey information. Through speech and language, individuals exchange information in verbal communication, which is crucial for both learning and teaching processes. It employs words, vocabulary, numbers, and symbols structured within sentences.

As per Bovee, verbal communication entails conveying information through language, consisting of words and grammar. Effective communication involves the appropriate use of words and language for meaningful interaction between individuals. Verbal communication enables the sharing of feelings, opinions, and information through spoken or written language.

**Importance and Components of Verbal Communication:** Verbal communication holds significant importance in various aspects of life, including home, school, and the workplace.

### Importance of Verbal Communication

- Essential for expression of ideas.
- Useful for making requests and solving problems.
- Reflects attitudes through word usage, indicating power, affiliation, attraction, and responsibility.
- Aids in forming bonds and nurturing relationships.
- Enables the expression of observations, thoughts, feelings and needs, which are integral parts of verbal expression, albeit expressing emotions often presents a challenge.

### Components of Verbal Communication-

There are two important components of verbal communication- oral and written communication

**Oral Communication:** It involves the exchange of spoken messages, such as sharing ideas, asking questions, or making comments. Examples of verbal communication include face-to-face conversations,



group discussions, counseling sessions, interviews, radio broadcasts, television programs and phone calls.

Human beings have the unique ability to use language, primarily in speech before writing. Oral communication is more widely used and accepted than written communication. In everyday life, whether in informal interactions or formal settings, we tend to communicate more orally than through writing. Oral communication is essential for building human relationships. Without it, interactions would lack vitality, highlighting its undeniable importance.

**Formal vs. Informal Oral Communication:** Informal oral communication is prevalent even within business organizations compared to formal communication. This is primarily because communication involves a two-way conversation, has social implications, and is more convenient for exchanging ideas face-to-face rather than in writing. Informal communication is often referred to as the grapevine system.

Informal communication also serves the purpose of “ice breaking,” which is crucial for establishing relationships. It involves initiating conversations by asking about weather conditions or inquiring about family health. These casual conversation starters create warmth in relationships and pique the listener’s interest, facilitating further communication and expanding the discussion to other topics.

In addition to informal communication, formal communication is also integral to organizational operations. Formal communication should be clear, concise, and well-thought-out, especially in professional interactions. It contributes to enhancing personal career prospects. Formal communication methods include meetings, group discussions, internal presentations, conducting interviews, and providing training sessions. These are all formal forms of oral communication, demonstrating how both formal and informal types coexist and thrive within organizations.

The fundamental elements of Oral Communication encompass:

- Sound
- Vocabulary
- Articulation
- Linguistic structures
- Interactive dialogue

**Sound-** Sound serves as the cornerstone of verbal communication, indispensable for its initiation. It encompasses the use of language, words or any auditory expressions to convey messages. Even infants utilize sound, such as cries or laughter, to express their needs or emotions, illustrating the essential role of sound in communication. Thus, in oral communication, sound stands as an indispensable component throughout the communication exchange.

**Words-** Words are integral to verbal communication, whether spoken or written. They are the fundamental building blocks without which communication cannot occur. Sometimes, even a single word can convey one's thoughts effectively. Words hold significant power and can be assembled to form more complex linguistic constructs like sentences and phrases. Clarity in speech is crucial for effective communication, emphasizing the importance of using simple, concise words that are easily comprehensible. The choice of words and the manner in which they are spoken play pivotal roles in communication.

When it comes to your choice of words, it's important to aim for simplicity, just like in written communication. Speaking naturally tends to lend itself to simpler language, but it's still crucial to be mindful of this, especially in formal settings. Here are some key points to keep in mind:

- Opt for strong and familiar words that resonate with your audience's experiences.
- Stick to a vocabulary level that you're comfortable with; avoid using words that are beyond your usual range.
- Keep your language straightforward by avoiding unnecessary complexity.
- Use repetition to drive home important points.
- In speeches, steer clear of overly complex or confusing language for the benefit of both yourself and your audience.
- Plan ahead to find the most effective way to express your thoughts.
- When discussing potentially upsetting or confusing topics, strive for clarity and kindness in your communication.
- When delivering bad news, provide context beforehand to cushion the impact. This allows people to mentally prepare before hearing the news directly.

**Speech-** Speech represents a more developed aspect of verbal interaction, involving the adept use of sounds that contribute to clear language formation (e.g., “sh”, “en”, “b”). It encompasses precise articulation and the arrangement of distinct sounds in a specific sequence to convey meaning effectively. Successful speech in personal or public contexts necessitates careful consideration and appropriate word choice to avoid offense. Additionally, one’s personality and background are reflected in their speech, underscoring the importance of employing acceptable conduct to ensure successful communication and prevent misunderstandings.

**Articulation-** Effectively delivered speech serves as a means to share emotions in both personal and public settings. It enhances interpersonal relationships by fostering trust, establishing comfort, and eliciting respect on a personal level. In public settings, a well-executed speech has the power to motivate and inspire larger audiences, fostering connections at a fundamental level. Conversely, inadequate articulation can detrimentally impact the listener.

Skillfully delivered speech communicates ideas with such finesse that others can relate to the situation and empathize. Mastering the rules of speech and regular practice are essential for most individuals. Adhering to the principle of “think before you speak” is paramount.

Beyond conveying ideas, speech leaves a lasting impression.

**Linguistic Structure-** Language, another component of communication, utilizes spoken or gestured words along with grammar. It typically incorporates a script or writing system for oral or written communication. Language emerges when various words are combined to form meaningful phrases or sentences. The diversity of languages spoken worldwide reflects the cultural richness and variety of people in different regions, facilitating easy communication and idea sharing.

Krech (1962) delineated the major functions of language as follows:

- It serves as the primary vehicle of communication.
- Language mirrors the cultural and regional diversity of people.
- It also reflects individual personalities.
- Language aids in the development, evolution, and transmission of various civilizations’ ideologies.
- Language serves to connect societies and social groups.

It's commonly suggested that language and communication are inseparable. While language serves as the predominant global communication tool, it's not the sole method of interaction; however, it's often the first association made with communication. Proficient language use is vital in verbal communication, requiring adept expression of thoughts and emotions for effective message transmission. This proficiency extends beyond mere speech, encompassing figurative language, literal descriptions, illustrations, and examples.

Distinct languages arise from diverse cultures, with identical words sometimes carrying disparate meanings. Such linguistic variations can lead to amusing, informative, awkward, or even disastrous scenarios. The significance of language lies in several aspects:

- Facilitating social and global integration.
- Influencing cultural identities and social realities.
- Adapting to diverse cultural contexts through deliberate communication adjustments.
- Revealing biases towards various cultural identities based on race, gender, age, sexual orientation, and ability.
- Expressing thoughts, conclusions, and judgments grounded in observations.
- Empowering identity expression through naming conventions.
- Shaping integrity based on how ideas are articulated.
- Serving as a tool for control or monitoring in authoritative settings.
- Being inherently productive, lending meaning to words and facilitating various forms of entertainment.
- Exhibiting dynamism, with meanings shifting across cultures and regions.
- Fostering interpersonal bonds through positive communication while risking strain if language is misused.
- Being performative, where certain language acts as actions rather than mere information, such as making promises.

#### **Interactive dialogue-**

Conversation can be seen as a skillful practice where one person finishes speaking, and the other responds. It remains incomplete if the intended message isn't grasped accurately. A fundamental aspect of understanding

others lies in active listening. Hence, besides speaking, attentive listening stands as the second crucial element in conversation. While articulating thoughts clearly is essential, it's equally vital to patiently listen rather than merely anticipating one's turn to speak. This underscores the essence of verbal communication, which inherently involves interaction between individuals. Recognizing that dialogue is a mutual exchange between two or more participants is key. Various verbal exchanges such as interjections, interruptions, trailing sentences, questions, and shifts in topics contribute uniquely to conveying ideas within conversations.

## Listening

The communication process lacks completeness without Listening. Listening involves several steps such as receiving, understanding, evaluating, remembering, and responding to the message from the originator. It's an active process where we interpret, assess, and react to what we hear. Active listening necessitates the listener to offer feedback to the speaker. Key aspects of active listening include repeating, paraphrasing, and reflecting. A Chinese proverb aptly states, "To listen well is as powerful a means of influence as to talk well, and is as essential to all true conversation."

Advantages of oral communication include its suitability for informal settings, inviting discussions and suggestions, clarifying complex matters, delivering important news like company updates, and conveying personal or highly confidential information where written records are risky.

However, oral communication has its drawbacks. It can be too informal, lacks a permanent record, isn't suitable for legal purposes, and might prolong discussions unnecessarily, even when closure is desired.

**Written Verbal Communication:** This form of verbal communication doesn't rely on spoken words or sound. Despite being technically non-verbal, it's classified as verbal communication because it involves the use of words and language. Examples include books, letters, texts, and newspapers. Renowned English writer Francis Bacon once remarked, "Reading makes a person complete, writing makes one precise, and conversation makes one quick-witted." Writing demands significant time and cognitive effort, unlike speech, which is more spontaneous and innate. The term "write" originates from the Old English word "writan," meaning to scratch, draw, or inscribe, indicating that writing entails a meticulous process of inscription or sketching, and the letters in a language have evolved over time.

### **Written Communication-**

Written communication emerges from the evolutionary progression of thoughts, words, and sentences, woven together to express messages without relying on speech or sounds. Each

language adheres to its specific rules, while spoken language tends to be more flexible. While written communication allows for documentation, transcribing every spoken word isn't always feasible. Additionally, written communication presents a distinct impression from verbal interaction. In business organizations, various methods are employed for written communication, such as memos, notice-boards, letters, emails, faxes, and internal newsletters.

Features of written communication include:

- a) **Creative Endeavor:** Composing written content demands ongoing creative input to enhance effectiveness, clarity, and comprehensiveness. Unlike oral communication, writing allows for careful consideration of language choice.
- b) **Time Considerations:** Composing written messages is time-intensive. The initiator must draft the communication, followed by a delay for the message to reach the recipient. Upon reception, decoding and responding to the message also take time.
- c) **Reduced Iterations:** Written communication typically involves fewer conversational exchanges compared to oral communication, where multiple cycles of dialogue between parties often occur.

### **Advantages of written communication:**

- Conveys formality and authority.
- Provides a permanent record.
- Ensures uniform distribution of information to a large audience.
- Complex matters are clearer when written down.
- Reduces the need for lengthy face-to-face discussions.
- Allows careful selection of words, making it useful for delicate matters.
- Signals the availability of specific information, such as including a recognition letter in a company newsletter.
- Serves as a reference material for future tasks.

- Recipients can decode the message without the sender's physical presence. Disadvantages of written communication:

Written communication may not be suitable when:

- Further clarification is required
- More discussion is needed to establish facts
- A friendly or informal atmosphere is desired
- Communicating sensitive information
- Transmitting highly confidential data

Verbal communication involves the effective use of language, sound, and words to convey messages and facilitate interaction between individuals. It comprises two main aspects: oral and written communication.

Oral communication encompasses spoken messages exchanged to convey ideas, thoughts, questions, or comments. Examples include face-to-face conversations, group discussions, counseling sessions, interviews, radio and television broadcasts, phone calls, memos, letters, reports, notes, and emails. It can take on both formal and informal tones, utilizing elements such as sound, words, speech, language, and conversation.

Oral communication is particularly useful for informal situations, encouraging discussion, sharing important news, or discussing confidential matters.

However, written communication also holds significant importance, especially in today's technologically advanced world. It serves as the foundation for organizational communication, with nearly all formal interactions being conducted through writing. While informal oral communication may be more prevalent, the role of written communication cannot be underestimated. Both oral and written communication are essential for both private and public conversations.

### **1.3 Non- Verbal Communication**

Non-verbal communication, the fundamental type of conveying ideas without words, is integral to human interaction. Throughout history, our ancestors utilized various symbols and gestures to express emotions and intentions, such as gritting teeth to signify anger or smiling to convey affection. In contemporary life, whether consciously or unconsciously, we constantly employ non-verbal cues to communicate preferences, emotions,



and attitudes. Actions like posture, hand gestures, and facial expressions serve as powerful indicators of our feelings and disposition.

As the name suggests, non-verbal communication involves such process of transmission of message where there is least involvement of speech or writing.

It encompasses two main categories: signs and symbols, as well as body language.

### Activity

Try to infer the meanings inherent in the following in your surrounding.

- Indications and Gestures
- Traffic signals
- Emergency sirens
- Symbols on roads
- Phone calls
- Gestures with hands
- Interpretation of colors
- Movement of the body
- Eye movements
- Touch communication
- Spatial communication
- Time-related communication
- Vocal cues
- Appearance of individuals.

### Signs and Symbols

The most befitting example of signs and symbols may include traffic lights. Various colors of traffic post indicate towards different meanings. Like red colour signifies stop, yellow colour indicated wait and green colour symbolizes to go. These colours of traffic light give clear instruction to the commuters and for this much chaos can be avoided.

Various types of signs and symbols include, but are not limited to:

- i. Traffic Lights: Red, green, and yellow lights signify Stop, Go, and



Slow Down respectively, providing clear instructions to all drivers and facilitating smooth traffic flow.

- ii. Sirens and Whistles: There are multiple types of sirens and whistles which entail specific meanings, allowing listeners to understand the required actions. For instance, the siren of an ambulance signals the need to yield to the vehicle for swift transportation to the hospital to save a patient's life. In a building, employees are alerted to fire hazards by a particular siren, prompting immediate evacuation.
- iii. Road Pictographs: Pictographs of roads is also an important form of signage, which offer travelers insights into what lies ahead or what actions are permissible or prohibited in a given area.
- iv. Telephone Ring: The prolonged ringing of a phone on the recipient's end suggests disinterest, whereas immediate answering indicates the recipient's engagement with the caller's message. Consequently, companies instruct their customer service representatives to promptly answer calls to demonstrate the company's dedication to customer satisfaction.
- v. Hand Signals: In various domains such as traffic management, military operations, sports, construction, excavation, and dance, hand gestures convey specific messages without the need for verbal communication.
- vi. Symbolism of Colors: Different colors used in various contexts carry distinct meanings. For instance, red signifies danger, white symbolizes peace and purity, and green represents environmental friendliness.

## Body Language

Components of Body Language:

- i. Kinesics: This field examines facial expressions, postures, and gestures.
- ii. Oculistics: Here, there is immense importance of eye contact. This process is a part of non verbal communication. Focuses on the role of eye contact in nonverbal communication.
- iii. Haptics: The study of touch, which varies in acceptability across cultures.
- iv. Proxemics: Concerned with the measurable distance between individuals during interaction.

- v. Chronemics: Examines the use of time in nonverbal communication, where prolonged waiting may signal disrespect or unwelcomeness.
- vi. Paralinguistics: Analyzes variations in pitch, volume, speed and pauses to interpret meaning. Notably, during presentations, speakers pause to invite responses and talk faster with minimal pauses when no response is desired.
- vii. Physical Appearance: One's appearance significantly influences how they are perceived. Well-groomed hair, tidy attire, and a warm smile often make a stronger impression than mere words.

### **Functions of Non-Verbal Communication**

According to Bovee and Thill –Non-Verbal Communication performs the following functions: Information source- Non-verbal communication facilitates the transmission or reception of information when verbal or written communication is not feasible or preferred due to various constraints. For instance, when a teacher places a finger on their lips in the classroom, it signals to the students to maintain silence. Numerous similar examples exist, such as pointing at someone by raising a finger.

Controlling communication flow- Effective communication flow is regulated by non-verbal cues. For instance, if the message recipient displays no facial expressions or body language, the sender can interpret this as a lack of attention, interest, or understanding. Thus, non-verbal communication assists in managing communication flow.

Conveying emotions and sentiments- Non-verbal communication serves as a means to convey emotions and sentiments. Various non-verbal cues are employed to express feelings such as love, affection, authority, dependency, preference, aversion, respect, and others.

Non- verbal communication complements verbal communication- Enhancing and Expanding Verbal Messages. Non-verbal communication complement verbal communication, adding depth as well as clarity to the conveyed message. Facial expressions and body language effectively supplement verbal exchanges and also provide feedback to the recipient. For instance, nodding or giving a thumbs-up signal approval or agreement with the sender's idea.

Exerting Control and Influence- Non-verbal communication aids in making messages more impactful, allowing the sender to impress and sway

the audience. Through strategic use of non-verbal cues, individuals can enhance the effectiveness of their communication and influence others.

### **Drawbacks of Non-Verbal Communication**

Despite its advantages, non-verbal communication comes with certain limitations:

- Maintaining secrecy is difficult
- Lengthy messages can not be disseminated effectively through non-verbal communication
- Potential for Misunderstanding
- Many times only during face-to-face interaction non-verbal communication can be the best way to express the true intention.
- Since, non-verbal communication can not be written down, its efficacy is not universal.
- Complexity in Analysis

### **Usefulness of Verbal Communication :**

Verbal communication offers various advantages:

1. **Confidentiality** Verbal communication ensures confidentiality when information needs to be kept private. Direct interaction between parties ensures secrecy without involving intermediaries.
2. **When Written Communication is Impractical** Verbal communication is preferred when written communication isn't feasible, ensuring swift exchange of information and immediate feedback in most cases.
3. **Large Audience** For swift dissemination of messages to a large audience with immediate feedback requirements, verbal communication is highly suitable.
4. **Illiterate Audience** Verbal communication is optimal when the audience lacks literacy skills. Speakers can adjust language and wording to match the audience's comprehension.

Despite its numerous benefits, verbal communication also comes with its own set of limitations. These include:

1. Lengthy messages can not be effectively communicated: Verbal communication is best suited for conveying short messages as it's

difficult for the receiver to retain lengthy information.

2. Policy matters can not be discussed or analyzed: Verbal communication is inadequate for discussing important matters like policies and technical information which require documentation and compliance. Different rules and regulations can not be analyzed effectively.
3. Lack of Evidence: Unlike written communication, oral messages lack tangible evidence that can be referenced later, making it unsuitable for conveying rules, regulations, and contracts.
4. Lack of Clarity: Rushed conversations or external factors like noise can lead to misunderstandings and unclear communication.
5. Wastage of Time: In meetings or discussions, both speakers and listeners may deviate from the agenda, leading to time wastage.
6. Presence of Both Parties Necessary: Without involving both sides I.e. the sender of information as well as the recipient of information, oral communication has no essence.

For instance, if one party is unavailable during a phone call to convey important information, the communication process remains incomplete.”

#### **Advantages of Verbal Communication:**

Verbal communication offers several benefits:

1. Swift Idea Transmission It facilitates rapid information exchange regardless of the distance between the speaker/sender and listener/receiver.
2. Prompt Feedback Direct contact in verbal communication ensures quick feedback, allowing the speaker/sender to gauge the listener/receiver's understanding through facial expressions, body language, gestures, and reactions.
3. Flexibility Verbal communication allows flexibility in expressing ideas and adapting language to the listener's comprehension level.
4. Cost-Effectiveness Verbal communication is cost-effective as it involves direct oral exchange between sender and receiver.
5. Personal Connection -Verbal communication adds a personal touch, fostering mutual trust and confidence between parties. This in turn, enhances the flow of ideas and information.
6. Minimization of Misunderstandings Direct interaction in verbal

communication minimizes misunderstandings since there are no intermediaries between the sender and receiver.

7. Motivational Verbal communication is the most effective tools in the hands of managers for channelizing employees motivation. Direct interaction, such as discussing decisions, addressing grievances, and appreciating employees, fosters a sense of belonging and motivation among employees.

### **Written Communication**

Written Communication can be treated as the second most important form of communication.

It involves the exchange of ideas, facts and information through written means, typically considered formal. Advancements in technology have expanded the realm of written communication, allowing for the preservation of business correspondence as records, which can serve as evidence in various contexts, such as presenting financial statements to government bodies, clients, and other concerned parties.

### **Forms of Written Communication**

Written communication, as the very name suggests exchange of ideas through written means. Various forms of written communication include-

#### **Email**

An email is a digital communication sent from one computer user to one or more recipients over a network. It has largely replaced traditional postal letters due to its efficiency. Emails allow for instant transmission to multiple recipients, facilitating swift responses and saving valuable time.

#### **Fax**

Faxing entails electronically scanning a document and sending it as data over a telecommunications connection. A fax machine is employed to transmit the scanned document to a specified phone number, where it can be printed or received by another device.

#### **Business Letters**

Business letters are documents exchanged between companies or between a company and its clients, customers, or other external parties.

These letters vary in content and purpose, such as requesting materials or responding to inquiries.

### **Memorandum**

A memorandum, commonly known as a memo, is a concise written message utilized to share information, reminders, or summaries in an informal manner. It acts as a tool for communication within companies or to delineate the terms of agreements.

### **Circulars & Notices**

Circulars are written announcements distributed to a large audience to convey commercial or non-commercial messages efficiently. They are typically used to disseminate information to multiple recipients simultaneously.

### **Significance of Written Communication**

Written communication can be useful in the following scenarios:

#### **Permanent Messages**

When messages need to be retained for extended periods, written communication is ideal. It serves as a record and provides evidence for policies, rules, guidelines, and technical information.

#### **Dispersed Receivers**

Written communication facilitates the transmission of messages to receivers located in different geographical locations without distortion.

#### **Lengthy Messages**

Written communication is essential for conveying lengthy messages that may be challenging to explain orally and difficult for recipients to remember. Examples include company articles, memoranda, or policy booklets.

#### **Visual Content**

When messages require the inclusion of graphics, images, or figures, written communication is suitable for conveying such content effectively.

**Utility of Written Communication** Written communication proves beneficial in the following scenarios:

1. **Permanent Message Content:** When the message is intended to be preserved over an extended period, written communication is ideal. Written messages serve as official records and evidence, encompassing policies, regulations, directives, technical data, and similar documentation.
2. **Dispersed Recipients:** Written communication is advantageous when recipients are situated in diverse and distant locations. Through written correspondence, identical messages can be efficiently conveyed to all recipients without the risk of distortion.
3. **Lengthy Messages:** In cases where the message is lengthy and impractical to articulate verbally by the sender, or challenging for the recipient to retain, written communication holds significance. Examples include detailed documents like a company's Articles of Association, Memorandum of Association, or comprehensive policy manuals.
4. **Visual Content:** Written communication is suitable when the message necessitates the inclusion of graphics, images, or figures. This ensures effective conveyance of information alongside visual aids.

### **Advantages of Written Communication**

There are several benefits associated with written communication:

**Suitable for conveying lengthy messages-** Written communication is particularly useful for conveying detailed and lengthy messages, facilitating clear comprehension.

**Provides written evidence-** Written communication enables record-keeping, ensuring that important documents are preserved for future reference.

**Clarity in messaging-** When messages are extensive, written communication aids in ensuring clarity and understanding. Additionally, the use of visual aids such as images, graphs, and figures enhances comprehension.

**Cost-effective and time-saving-** Written communication proves to be economical, especially when recipients are located at a distance.

Through email, messages can be sent globally within a short timeframe and with minimal expenses.

**Absence of both parties not a hindrance-** In written communication, the physical presence of both parties is not required. Messages can be delivered to recipients whenever they are available. For instance, if Mr. Dixit had conveyed a message to Mr. Verma via fax or email, it would have reached Mr. Verma whenever he accessed his fax machine or email, as demonstrated in the example.

**Accuracy and effectiveness-** Given that written communication serves as a reference for the future, senders must ensure the accuracy and effectiveness of their messages by carefully reviewing their content.

**Constraints of Written Communication** Written communication encounters various limitations:

**Not Suitable for the Illiterate-** Written communication proves ineffective when the audience lacks literacy skills, rendering them unable to comprehend written messages.

**Vulnerability to Disclosure-** Messages in written form are susceptible to interception by unintended recipients, jeopardizing confidentiality and potentially causing significant losses for both the sender and intended receiver.

**Time Consuming-** Composing written messages requires significant time investment. In contexts where written communication is mandatory, such as governmental systems, the need to document every message can result in unnecessary expenditure of time and resources, as not all messages warrant preservation.

**Delayed Response-** Unlike oral communication, where the sender can promptly adjust their message or presentation based on the receiver's immediate feedback, written communication lacks this adaptability due to delayed response times.



### Distinction between Oral and Written Communication

S.No.	Aspect	Oral Communication	Written Communication
1	Feedback	Immediate feedback through speech or gestures	Feedback delayed due to formal process
2	Sentence & Words	Short, simple sentences and words	Longer sentences and words due to formality
3	Form	Conversational	Formal
4	Focus	Relationship between sender and receiver	Content of the message
5	Action	Prompt action	Delayed action
6	Technical Information	Limited usefulness for technical details	Suitable for providing technical information and guidance
7	Suitability	Not suitable for lengthy messages	Suitable for longer messages
8	Record & Evidence	No permanent record or evidence	Acts as a permanent record for future reference
9	Review	Cannot review spoken communication	Review possible

Summary: Effective communication hinges on understanding its types, whether internal or external, formal or informal. Communication can be verbal (oral or written) or nonverbal (body language, signs, and symbols), each with its significance as per situational demands.

#### 1.4 Interpersonal Communication-

In interpersonal communication, generally information gets exchanged between individuals. The information exchange may be in the form of face to face interaction or through various written mediums. Mediums of non-verbal channels such as letters, emails, chats, or body language can

also be the sources through which information sharing can take place. Throughout history, humans have honed their communication skills, transforming simple sounds into spoken and written language to express needs, emotions, ideas, and more. The tone of our voice carries significant meaning in conversations, varying based on the context, whether formal presentations, informal chats with friends, or instructional situations.

In everyday scenarios like giving directions, explaining how to use a new device, or inviting guests to events, interpersonal communication plays a vital role. Modern technology has expanded communication methods, with text messaging through platforms like SMS, Messenger, or WhatsApp becoming commonplace. This intricate process involves both sending and receiving messages containing ideas and emotions, occurring within various contexts like intercultural settings, organizations, healthcare, and online interactions. Interpersonal relationships are deeply embedded in all these contexts.

Today, platforms like WhatsApp host groups connecting friends, families, or professionals globally, facilitating the sharing of updates, photos, and videos. These interactions are particularly significant for dispersed family members. Interpersonal communication has become inseparable from our daily lives, intricately woven into our social fabric. Now, let's delve into some formal definitions of interpersonal communication.

Interpersonal Communication involves the exchange of information, emotions, and meanings through both verbal and non-verbal cues. It stands apart from other forms of communication such as intrapersonal, group, organizational, mass, or public communication due to its nuanced nature. Interpersonal Skills encompass the abilities required to effectively communicate with others. Scholars like Chant, Jenkinson, Russel, Randle, among others, have outlined key skills crucial for interpersonal interactions:

- Self-awareness: Being conscious of one's emotions and language use.
- Active listening.
- Effective questioning.
- Verbal communication proficiency.
- Providing assistance or facilitation to others.
- Engaging in self-reflection.

- Assertiveness: Expressing thoughts and feelings honestly while respecting others.
- Non-verbal communication: Understanding its significance in interpersonal communication.

Effective interpersonal communication significantly influences personal aspects such as success, happiness, close relationships, and familial dynamics. It plays a pivotal role in various spheres, including marital success, professional advancement (from job interviews to leadership roles and presentations), and overall career success. Recognized widely as indispensable for professional growth, strong interpersonal communication fosters positive relationships with colleagues, friends, and family while enhancing performance across various job-related metrics. (Morreale & Pearson, 2008).

Interpersonal communication involves a continuous exchange of verbal and nonverbal messages, heightening the communicator's awareness of the communication process. It's transactional, meaning both sender and receiver benefit or lose from each interaction, potentially enriching each other's experiences, such as sharing knowledge or learning new skills. The setting influences how messages are generated, understood, and coordinated, affected by factors like cultural background, social dynamics, and the context of communication. Trust, intimacy, and control influence the degree of communication, varying based on the relationship between individuals. For instance, someone may confide in a trusted friend but not a stranger, impacting the depth of communication. In professional settings like counseling, establishing rapport is crucial for effective communication to address the issue at hand.

Interpersonal communication serves several purposes, including the establishment of shared meaning, which occurs when both the sender and receiver of a message interpret it similarly. The communication setting encompasses the environmental conditions surrounding an interaction, while noise refers to any factor that disrupts shared meaning. Noise can manifest in various forms: external noise such as sounds or visuals that divert attention, internal noise like personal thoughts or emotions that hinder communication, and semantic noise, which arises from message incomprehensibility due to factors like accents or unfamiliar content.

In the realm of social media, an essential component of interpersonal communication, we leverage various technologies for interaction.

Computer-mediated communication, encompassing platforms like email, instant messaging, blogs and social networking sites such as Twitter or Facebook, facilitates connectivity and social interaction. This connectivity manifests through activities like posting, chatting, or texting, fostering a sense of community and shared experiences.

Social media technologies possess distinctive traits: a) Interactivity enables social engagement among individuals or groups. b) Temporal structure pertains to message transmission and reception times or the duration of communication interactions. c) Social cues, both verbal and nonverbal, enrich the contextual understanding of messages. d) Social media tools facilitate the storage and dissemination of messages across multiple platforms. e) The reach of social media messages connects people across geographical distances. f) Mobility is enhanced by the portability of devices and internet access, enabling communication from diverse locations.

Types of interpersonal communication vary depending on the number of participants involved. Direct interpersonal communication occurs when there is a face-to-face interaction between the sender and receiver within an interdependent relationship. This form of communication is immediate and location-specific, fostering a strong feedback loop. Communication effectiveness often grows with the duration of the relationship. Nonverbal cues also play a significant role alongside verbal exchanges. The objectives of interpersonal communication range from influencing and aiding to discovering and bonding. These interactions can be classified based on participant count.

Dyadic communication involves two individuals, such as friends conversing or a child bargaining with a parent.

Group communication involves three or more individuals, often used for problem-solving or decision-making purposes. The smaller the group, the more it resembles interpersonal communication. Examples include study groups, music classes, or committee meetings.

Public communication involves addressing a large audience with minimal feedback, common in lectures or speeches.

Alternatively, interpersonal communication can be categorized based on its function or context:

Organizational communication occurs within large entities like businesses, distinct from group communication due to its focus on

organizational structures. Examples include work discussions between colleagues or superiors and subordinates.

Family communication centers on communication dynamics within nuclear, extended, or blended families. Despite being a subset of group communication, it has garnered specific research focus due to unique family dynamics. Family relationships, shared heritage, and rituals contribute to communication patterns among spouses, parents and children, siblings, and extended family members. Examples include conversations during family gatherings.

Overall, understanding these types of interpersonal communication aids in navigating various social and professional interactions.

Ethics and interpersonal communication are closely intertwined. Ethics encompass the moral principles embraced by societies, groups, or individuals, serving as a guiding framework for interpersonal interactions. Principles such as truthfulness and honesty discourage deceit and ensure transparency. Integrity, another ethical cornerstone, demands consistency between beliefs and actions, fostering fairness in addressing conflicts and respecting others' perspectives and rights. Adhering to ethical standards in communication entails taking responsibility for one's actions.

Ethical communicators also exhibit empathy, understanding others' feelings from their standpoint. Enhancing interpersonal communication skills is an ongoing process, offering avenues for improvement. Consider these suggestions for bolstering interpersonal competence:

Practice communication skills tailored to specific situations, aligning with interaction objectives.

Recognize the significance of nonverbal cues, including body language, which constitutes over half of typical communication. Project positive body language consciously.

Cultivate active listening skills, dedicating attention, time, and thought to understand others.

Maintain consistent eye contact during conversations to demonstrate interest and receptiveness.

Interpersonal communication involves the exchange of messages between individuals whose lives are interconnected in distinctive ways influenced by social and cultural norms. Its significance extends to various

aspects of our lives, including enhancing relationships, promoting health, and being valued by employers. Fulfilling our fundamental human needs for social security, well-being, and professional success, interpersonal communication skills are essential. However, these skills aren't innate; they can be honed through practice to improve our ability to communicate effectively.

### **1.5 Intrapersonal Communication**

Intrapersonal communication, indicated by the prefix 'intra,' pertains to communication within oneself, in contrast to interpersonal communication which involves interaction with others. It encompasses the processes of thought and emotion, serving as a means for individuals to engage with their own thoughts and feelings, thus contributing to the development of self- concept. Essentially, it involves an internal dialogue, often referred to as self-talk, which is the verbal aspect of one's thoughts. This self-talk can have a positive impact, aiding in self- awareness and the management of negative emotions. Effective intrapersonal communication involves constructive thinking, planning, and interpretation of ideas in a positive light.

Moreover, intrapersonal communication is likened to the conscience, playing a pivotal role in individuals' lives by emphasizing values and ethics, particularly within organizational contexts. It encourages rationality and restraint in communication, facilitating positive outcomes. Mastering intrapersonal communication is seen as a prerequisite for effective interpersonal communication, as it fosters a positive outlook and prepares individuals for external interactions. Engaging in self-talk is not indicative of insanity but rather signifies the adept utilization of a crucial dimension of communication. Prior to significant engagements, individuals may engage in self-reflection to bolster their resolve and maintain composure, as exemplified by the quote from Abraham Lincoln. In essence, effective intrapersonal communication cultivates a balanced perspective and judgment, enhancing communication with others.

### **Group Communication**

**Definition of Group-** A group represents a social arrangement comprising individuals within identifiable boundaries, typically determined by physical proximity. It's common for an individual to be part of multiple groups concurrently, given our interconnected lives. Various factors such as friendships, living location, demographic characteristics

(like gender and age), educational background, profession, economic status, and religious affiliation categorize us into one or more groups simultaneously. Baker defines a group as individuals sharing a common objective, engaging in interaction to achieve it, acknowledging each other's presence, and identifying themselves as part of the group.

### **Types of Groups**

Groups are categorized into Primary and Secondary Groups. Primary groups, as described by Charles Horton Cooley, consist of individuals with close, personal relationships who interact directly. The defining feature of primary groups is the level of intimacy or social closeness rather than physical proximity. Examples include family, playgroups, kinship groups, labor groups, and clans. On the other hand, secondary groups involve formal, impersonal relationships based on status. Emotional connections and personal involvement are typically lesser in secondary groups, which are more goal-oriented. Examples include political parties, associations, labor unions, and religious groups. Each individual is simultaneously a member of primary and secondary groups.

Groups may be categorized as:

Statistical: Based on demographic characteristics.

Societal: Comprising individuals sharing a common consciousness of their traits. Social: Involving people who are socially associated and have relationships.

Associational groups: Formed by members of associations with formal structures, joining together due to common interests.

Group communication, while similar to interpersonal communication, involves face-to-face interaction among partners within the group. The composition of the group can vary from homogeneous to heterogeneous based on social context. Group communication can occur at both formal and informal levels.

### **Characteristics of Groups in Relation to Individuals**

Various factors delineate an individual's connection to a group. These factors encompass:

- **Membership:** Joining a group typically entails specific obligations, privileges, and benefits.



- Dependence: Group membership often renders individuals reliant on the group for various needs, such as economic improvement or political influence.
- Acceptance and Attraction: Individuals are drawn to groups that offer a sense of belonging, acceptance, job satisfaction, or fulfillment based on the behavior and interactions of members.
- Volition: Membership can be voluntary, as in sports clubs, or innate, such as citizenship or religion. Even if imposed, individuals may retain a degree of freedom to disengage from the group.
- Group Pressure on Individuals: Groups exert pressure on individuals to conform to certain standards, potentially restricting behavior but also offering benefits through conformity.
- Change and Flexibility: Groups are dynamic entities that undergo change, with flexibility in their functioning, often evolving through communication processes.
- Leadership: The nature and operation of a group are significantly influenced by its leadership.

### **The Role and Function of Leaders in Group Communication:**

Leadership is described as a process of coordinating group activities, motivating members, and achieving specific tasks. Leaders may employ power or persuasion to ensure compliance from members. A leader's role is crucial in establishing and attaining group goals, improving communication quality and interaction, and fostering group cohesion.

Leaders lead the group in task-oriented roles such as initiating discussions, exchanging information, elaborating and clarifying, providing orientation and summarization, and testing consensus. Additionally, leaders fulfill maintenance roles including compromising, supporting and encouraging, gatekeeping, and setting and testing standards.

**Characteristics of a Leader:** A leader is defined as someone who understands the path, demonstrates it to others, and walks it themselves. Additionally, leaders should possess:

- Proficiency in problem-solving, including a strong grasp of issues and the ability to analyze them.
- Familiarity with the group and its members, along with their backgrounds.



- Open-mindedness, encouraging and supporting others while remaining unbiased and receptive to different perspectives.
- Effective communication skills, including fluency in language, articulate expression in both writing and speech, and the ability to listen actively.
- Team spirit, as successful leaders are team-oriented individuals capable of guiding the group towards shared goals.
- Other desirable attributes for leaders may include intelligence, energy, resilience, social standing, wealth, innovation, and creativity.

### **Styles of Leadership**

- **Democratic:** Leaders in this style adhere to participatory principles, seeking consensus and shared objectives without resorting to coercion. They foster communication, encourage freedom of expression, creativity, and initiative among members.
- **Authoritarian:** These leaders set firm goals and direct group members toward them, often disregarding individual opinions. While this approach may achieve efficiency, it can lead to conflicts within the group.
- **Laissez-faire:** Such leaders refrain from direct guidance, instead observing and documenting group activities. They offer advice and consultation, serving as points of reference without interfering in the group's operations. This style suits situations where all members are committed, creative, and mature enough to work towards common goals.

### **Communication and Group Dynamics**

Group communication scenarios are ubiquitous in our daily lives, occurring in various settings such as homes, schools, places of worship, workplaces, recreational areas, community centers, clubs, and even street gangs. The level of formality within these communication contexts varies depending on the nature of the group and its organizational structure. For instance, communication dynamics within a family differ significantly from those within professional groups like legal firms, accounting firms, or corporate boardrooms.

Group communication is shaped by a myriad of factors including age, gender, education, socioeconomic status, cultural background, language,

religion, nationality, regional affiliation, and racial identity. Unlike dyadic communication where interaction involves only two

individuals, group communication involves multiple participants, often with designated roles and functions. This dynamic creates disparities in the distribution of information, with some members acting as sources while others serve as recipients or disseminators.

As the number of individuals in a group increases, the level of individual participation tends to decrease, leading to a less personalized and direct exchange of ideas. Mutual understanding diminishes as group size expands. According to Baker, the optimal group size for effective interaction and efficiency lies between five and seven members. Small groups typically exhibit greater informality, flexibility, and inclusivity, fostering a conducive environment for collaboration. Conversely, larger groups may risk dominance by a few individuals, stifling participation and hindering open communication.

Successful group communication hinges on clear objectives and a shared commitment to achieving them. Whether in familial, social, educational, or professional settings, effective communication entails active participation and the exchange of information among group members. Ultimately, the strength of a group lies in its ability to cultivate a sense of commonality among its members, facilitating genuine dialogue and productive collaboration.

## **1.6 Mass Communication**

Mass communication is the dissemination of information to a wide audience through efficient methods of reproduction and distribution that are relatively cost-effective for consumers. In mass communication, messages are relayed from their originators to a broad audience through intermediary channels such as newspapers, magazines, radio, television, film, the Internet, and more. Emery defines mass communication as the transmission of information, ideas, and attitudes to a large and diverse audience using media specifically designed for this purpose.

Components of Mass Communication Mass communication comprises the following components:

- a sizable audience (the masses)
- a relatively homogeneous audience composition

- consistent message reproduction
- swift distribution and delivery
- affordability for recipients/customers
- reliance on technology such as print, electricity, electronics, and satellites
- dissemination across geographically distant regions and dispersed audiences

Mass communication lacks several benefits of interpersonal and group communication, such as individualized attention, face-to-face interaction, eye contact, and immediate feedback. Due to its nature, mass communication is impersonal.

In previous sections, we've explored the fundamental components of communication: Source, Message, Channel, and Receiver (SMCR). These elements play pivotal roles in mass communication. The Source can be an individual, like the President delivering a nationwide address, or an entity such as a newspaper or television station. The nature of the Message is shaped by the medium used for dissemination. For instance, a news report in a newspaper differs from its presentation on television or radio, although the core message remains consistent. Each mass communication medium has its distinct characteristics.

The Channel is crucial in mass communication, often mistakenly perceived as communication itself. Modern media such as newspapers, radio, and television amplify messages, enabling them to reach vast audiences rapidly, transcending time and space. This phenomenon, as Marshall McLuhan noted, has rendered the world a "Global Village." Channels broadly encompass Print and Electronic media. Yet, advancements like electronic printing and swift news distribution via satellites and the internet have blurred the line between print and electronic media.

The Receiver comprises the mass audience, sharing common interests and needs but typically lacking interpersonal interaction. Mass media excel in swiftly disseminating messages to a large audience. However, their drawback lies in the inability to gauge the impact of communication or gather feedback effectively.

The functions of mass communication are deeply integrated into our daily lives, making it challenging to pinpoint their specific roles for each individual. To comprehend how media operates within society, it's

crucial to closely observe people's behaviors such as reading newspapers, watching television, listening to radio, or going to the movies. While we can identify common functions among audiences, we also notice a variety of ways people utilize media, known as the "Functions Approach."

When analyzing mass communication functions, it's important to look beyond what people do with media and consider how media influences individuals, shaping opinions, attitudes, culture, and habits, termed as the "Effect Approach." Social scientists are concerned with understanding both these processes.

One of the pioneers in highlighting the social functions of communication was Harold Lasswell. He initially categorized these functions into three types, which are prevalent in any society.

**Surveillance of the Environment:** Media act as watchdogs or informers, serving as the eyes, ears, and voice of the audience. We rely on media reports to shape our thoughts, attitudes, and actions. For example, advertisements introduce new products to us and assist in making purchasing decisions. At the individual level, media's surveillance function enhances personal esteem, provides a basis for social interaction, imparts knowledge and information, and bestows social status and prestige.

**Correlation:** Lasswell proposed that the second function of mass communication is to correlate the societal response to the environment, essentially fostering the development of public opinion. Communication aids in creating consensus within society on crucial issues. Informed or enlightened opinions are vital for maintaining a healthy democracy.

**Social Inheritance Transmission in Modern Media** In contemporary times, the role of transmitting social values and knowledge, traditionally carried out by parents, educators, and community elders, has been assumed by the media. They now serve as primary sources of societal reference points. Factors like urbanization, increased anonymity, social dislocations, and the decline of traditional social structures such as joint families have amplified the media's role in imparting cultural heritage and values. Mass media have become indispensable for socialization and the transmission of societal legacies.

**Dysfunctions Linked with Mass Communication:** Lasswell observed that mass communication can have negative impacts alongside its positive functions in society. Governments or ruling classes, particularly those

wary of public opinion or exercising autocratic control, may suppress information or disseminate misinformation and propaganda to manipulate public perception. Dysfunctions may also arise from a lack of skillful use of media or ineffective processing of information. People engage with media for various reasons, including persuasion, information-seeking, entertainment, escapism, tension relief, security, companionship, social interaction, understanding political and governmental mechanisms, stability maintenance, enforcement of social norms, and servicing of political and economic systems. Mass media play diverse roles in society, akin to contemporary counterparts of traditional familial or tribal structures. They shape perceptions of importance and wield significant influence, particularly in urban settings. Media functions permeate all aspects of society, including politics, economics, and interpersonal interactions. Advertisements not only stimulate desires but also create new needs and standardize products and services. Entertainment media reinterpret societal values and norms. Media have become inseparable from daily life, but it's crucial to note that their functions derive not solely from their inherent nature but from how individuals and society utilize them.

### **1.7 Communication and Modern Technology**

Modern communication technologies, as their name suggests, are those of more recent origin, characterized by interactivity. In this context, they can be defined as technologies capable of a significantly higher level of interaction compared to traditional communication methods. Traditional technologies such as writing, printing, and electronic media like radio and television are predominantly one-way in nature, limiting their interactive capabilities. Moreover, any interaction they offer usually comes with a considerable delay. For instance, a newspaper, relying on print technology, may be considered interactive to some extent by publishing readers' letters in its 'letters to the editor' section. Similarly, a radio station exhibits interactivity by broadcasting programs that respond to audience queries. However, it's fair to say that interactivity remains a marginal aspect of traditional communication media.

Conversely, in new communication technologies, interactivity is a central feature, primarily facilitated by the integration of computers in various forms. In the subsequent sections, we will explore some of the key technologies falling within this category.

## **Computer Networks**

Computer networks have been a concept since the era of mainframe computers in the 1970s. Initially, mainframes were only affordable to large entities like governments, corporations, and universities due to their steep prices, making personal ownership unattainable for individuals. To maximize cost efficiency, owners sought ways to optimize mainframe usage. Networking computers allowed multiple users simultaneous access to a single mainframe, benefiting both owners and users.

Computer networks became akin to a public utility, facilitating communication with central computing facilities such as databases. Over subsequent decades, advancements in computer technology led to the creation of smaller, more powerful computers at a fraction of the cost. Today, computer networks are widely utilized for various purposes, even in less developed regions worldwide.

Globally, the INTERNET stands as the largest computer network, extending its reach across nearly every corner of the world. Originally established within the United States, this vast network comprises thousands of interconnected networks. The INTERNET offers a wide array of information services such as electronic mail, file transfer, databases, and multimedia. Additionally, it facilitates connectivity for mobile devices through a wireless broadcasting service operating via satellite links.

Computer networks offer several advantages over face-to-face communication. One such advantage is asynchronicity, allowing for flexible information exchange without the need for simultaneous presence of both sender and recipient. However, they also present various drawbacks, such as the absence of a human touch. Communication engineers continuously strive to enhance the system's "user-friendliness," aiming to approximate it to interpersonal interaction.

## **Teleconferencing**

Teleconferencing is a method where individuals or groups in different locations can share information such as data, speech, visual materials like charts or diagrams, or live images of themselves and other relevant data. This is made possible through the integration of computers and communication technologies to create a comprehensive system that operates in real-time.

Depending on the specific application, scope, and complexity involved, teleconferencing can be categorized into the following types:

**Computer conferencing:** Only computer data can be exchanged among multiple locations. Real-time interaction among the locations is feasible, but limited to computer data. Physical connections between the computers can be via telephone lines, wires, or wireless means like microwave or satellite.

**Audio conferencing:** Participants can communicate verbally as if they were in a face-to-face meeting. Facilities are provided for any location to communicate with any other or all simultaneously. Audio teleconferences also allow for the exchange of computer data over the same physical link (telephone cables or wireless). Audio teleconferencing facilitates real-time information exchange while maintaining a human touch.

**Audio-graphic conferencing:** This is a more advanced form of audio conferencing where, in addition to audio and computer data, still graphics like drawings, maps, etc., can be exchanged. Technological advancements allow for even slow-scan video pictures to be exchanged as part of an audio teleconferencing system. Bandwidth compression techniques like ISDN (Integrated Services Data Network) enable all of the above to be transmitted over a single pair of telephone wires.

These classifications encompass the various ways teleconferencing can facilitate communication and collaboration among geographically dispersed individuals or groups.

Currently, teleconferencing is widely embraced in developed nations, particularly for business interactions. It's inevitable that this technology will become prevalent in countries like ours, given the existing infrastructure such as telephone connections and satellites. Teleconferencing's appeal lies in its reduced need for physical travel, leading to significant time savings. Experience from advanced nations suggests that besides saving time and expenses on travel, teleconferencing also enhances corporate efficiency and encourages participatory management.

### **Teletext**

Teletext is a broadcasting technology used to transmit various pages of textual information such as weather updates, stock market data, and travel bookings on an existing television channel. This information is encoded



within the “vertical blanking interval” of the television screen, which is not visible during regular viewing. However, with a teletext decoder, viewers can access this information, replacing the normal TV program. Viewers can select specific pages containing relevant information and retrieve them as needed. For example, a businessperson interested in stock market trends can use their decoder to access the page with stock market news instantly on their TV screen. They can view this page for as long as they like or switch to other pages or return to the regular TV program at their discretion.

### **Radiotext**

Radiotext, also known as Radio data Systems (RDS), is a technology similar to Teletext but designed to operate alongside FM Radio rather than television. While traditional radio broadcasts cover larger service areas on medium wave and shortwave bands, recent congestion in these bands has led to the utilization of higher frequency bands for transmission. FM Radio, for instance, offers a more localized reach, typically within a 30 km radius, making it ideal for community-focused programming such as local news, high-quality music, and content of local interest.

Considered a value-added service for FM Radio, Radiotext involves transmitting data and textual information alongside the FM signal. Equipped with a Radiotext decoder, listeners can extract this additional content and view it on a computer screen integrated into the Radiotext receiving system. Decoders provide the flexibility to switch between Radiotext and regular FM transmission as desired. Similar to Teletext, users can select specific information pages and keep them displayed for any duration. Additionally, Radiotext signals can include audio content of speech quality, enabling institutions like Open Universities to transmit audio lessons alongside textual material.

### **Videotext**

Videotex, distinct for its exclusion of the final ‘t’, represents another iteration of interactive communication technology prevalent in numerous advanced nations. Unlike teletext, which

operates through television, and radiotext, which relies on FM radio, videotex operates through the public telephone network. A home computer, telephone connection, and either a domestic TV set or computer screen are



essential components of a videotex system. Users equipped with videotex capabilities can utilize it for various purposes such as online shopping, accessing databases, tele-banking, or communicating with acquaintances.

Because of its interactive nature, videotex offers more extensive possibilities for selective information exchange and retrieval compared to teletext or radiotext. However, a well-established and dependable telephone network is indispensable for the functioning of a videotex service. Consequently, at present, videotex services enjoy popularity primarily in advanced nations. Yet, with ongoing enhancements through digital telephone exchanges and the substitution of traditional telephone lines with optical fibers, the reliability and capacity of telephone systems globally are expected to increase progressively. Concurrently, value-added services like videotex are anticipated to gain broader acceptance alongside such advancements.

### **Interactive Cable Distribution System**

The distribution of television shows through cable to residential communities began in the 1950s. Initially, cable distribution was valued for enhancing TV reception in remote mountainous areas. Subsequently, satellite-transmitted TV signals were relayed through cable systems, significantly increasing the number of available channels. This led to a surge in the popularity and reach of cable distribution networks. Alongside satellite channels, services like 'pay TV,' which allow viewers to select and pay for their preferred programs, were introduced, adding interactive features to cable systems.

Advancements in digital technology and fiber optics have further refined cable distribution. For instance, in developed nations, viewers can now easily select programs using their cable connection. Upon selection, the cable company swiftly downloads the chosen program as a compressed 'digital packet' to the viewer's terminal, typically taking only a few seconds.

### **Communication Satellites**

The advent of transnational television, or the broadcasting of TV programs across different countries, was made possible by the emergence of Communication Satellites. Positioned approximately 36,000 km above the earth's equator in what is termed the geostationary orbit, these satellites remain fixed in relation to an observer on Earth due to a 24-hour rotation

period. This positioning allows them to cover a significant portion of the Earth's surface, facilitating wide-reaching coverage.

Communication Satellites are either owned by individual nations or collectively by coalitions of nations, serving various purposes such as broadcasting, television, and telecommunications. One notable consortium, INTELSAT (International Telecommunications Satellite Consortium), comprises over 90 member countries including India. INTELSAT-operated satellites serve the combined needs of member nations based on agreed-upon tariff structures.

Ground stations, also known as earth stations, are set up in member countries to send and receive signals to and from these satellites. In India, for instance, two earth stations have been established for the INTELSAT network, situated near Pune and Dehradun respectively. The INTELSAT network plays a pivotal role in facilitating international telecommunications traffic and the live broadcast of events between member countries.

### **Advantages of Modern day Communication Technology**

**Interactivity:** While interactive capabilities are generally superior in new communication technologies compared to traditional ones, the degree of interactivity varies among them. Teleconferencing and video teleconferencing stand out as highly interactive, whereas teletext or radiotext are on the less interactive end of the spectrum. Even within traditional communication media, the basic telephone serves as a highly interactive tool. What distinguishes new technologies is their ability to facilitate extensive interactivity, often involving more than just two individuals, unlike the telephone.

**Asynchronicity:** Asynchronicity refers to the flexibility of a medium whereby all participants don't need to be present simultaneously. For instance, in a computer network, features like "store & forward" allow messages to be retrieved at a later, more convenient time than when they were sent. While real-time communication is feasible, technologies also offer the advantage of asynchronicity to varying degrees. It can range from high, where computers interact without direct human involvement (e.g., Email), to low, such as two-way video teleconferencing.

**Demassification:** Traditional media like print, radio, or television primarily facilitate 'one-to-many' communication, which may not suit individualized communication needs. Demassification refers to a

technology's ability to accommodate personalized communication. The conventional telephone system is a prime example of high demassification. New communication technologies generally possess this characteristic while also enabling communication among large groups or individuals across vast distances. Thus, they represent a departure from traditional technologies. Teleconferencing or computer-mediated communication excel in demassification, whereas teletext ranks lower on the demassification scale.

## 1.8 Summary

Verbal communication involves utilizing appropriate language, words, and sounds to effectively convey messages and facilitate interaction between individuals. It comprises two main aspects: oral and written communication.

Oral communication encompasses spoken exchanges such as discussions, counseling sessions, interviews, radio broadcasts, telephone conversations, as well as various written forms like memos, letters, reports, notes, and emails. It can be formal or informal and relies on elements such as speech, language, and conversation.

Oral communication is advantageous for informal situations, soliciting ideas, sharing important news, or discussing sensitive matters. However, written communication remains indispensable, particularly in modern organizational settings where technological advancements have made it the primary mode of formal correspondence.

To ensure communication is successful, it's important to grasp its various forms. Communication divides into internal and external, formal or informal. Regardless of type, it essentially falls into two categories: verbal and non-verbal. Verbal communication encompasses spoken or written words, while non-verbal involves body language, signs, and symbols. Each type holds significance according to the context's requirements

The other forms of communication we have discussed are- Interpersonal, Group, and Mass Communication. Despite living in a technologically advanced world where communication happens rapidly through mass media, the fundamental principles of human interaction remain

largely unchanged. While mass media may seem like the primary means of communication, our daily interactions with others at a personal level remain significant. Therefore, we can trace the origins of mass and group communication back to interpersonal communication. In the information age, it's crucial to recognize these three types of communication as complementary rather than opposed to each other. We must remain vigilant and mindful to ensure that the functions we expect from media and their influence on us contribute positively to our well-being. Ultimately, it's up to us to determine whether we control or are controlled by mass communication media.

Communication Technologies of recent origin differ from traditional ones like print, radio, television, or film by incorporating interactivity as a core feature. They typically involve the use of computers in some capacity. Here's a breakdown of some key new communication technologies and their features:

**Computer Networks:** Widely adopted, even in developing nations, for daily operations in organizations such as Indian Airlines and Indian Railways. NICNET by the National Informatics Center gathers data from district centers for developmental parameter analysis aiding planners and policymakers. INP3, managed by the Telecom Commission, facilitates various public services including international networking.

**Teleconferencing:** Various forms exist, from basic computer conferencing where only digital data is exchanged, to audio conferencing enabling distant participants to exchange speech and data. Audio-graphic conferencing allows the exchange of visual material like maps. Video conferencing, the most advanced, enables two-way exchange of video, audio, and data. A cost-effective variant is the 'one-way video and two-way audio' system, experimented with by various institutions.

**Teletext:** Transmits textual content on existing TV channels, commonly used for conveying real-time information like weather updates, airline reservations, and news.

**Radiotext (Radio Data Systems - RDS):** Similar to teletext but operates through FM radio instead of television.

**Videotext:** An interactive system comprising a home computer, TV screen, and telephone, often utilized for tele-shopping, tele-banking, and similar services.

Interactive Cable: Initially designed for local TV signal distribution, cable systems evolved to support interactive services such as 'pay TV'.

Satellite Communications: Satellites serve various purposes like telecommunications, transnational television, weather forecasting, and disaster warning. Direct broadcast satellites (DBS) enable direct reception of satellite TV into home receivers, bypassing retransmitting stations. These technologies represent a shift towards more interactive and versatile communication platforms compared to traditional mediums.

### 1.9 Self-Assessment Questions

- 1 List out the advantages of verbal communication
- 2 Prepare a list of various types of verbal communication.
- 3 What are the chief characteristics of non- verbal communication?
- 4 What are the demerits of non- verbal communication?
- 5 What are the functions of mass communication?
- 6 Elaborate the concept of group as dealt by Baker.
- 7 Write a short note on interpersonal communication.
- 8 Figure out some of the obstacles of interpersonal communication.
- 9 What do you mean by teleconferencing?
- 10 What are the utilities of modern-day communication techniques?

### 1.10 References

1. Babu Rao, GSRK. 2002. Business Communication and Report Writing: Himalaya Publishers. Desmond A. D'Abreo (1994), The Mass Media and You, Better Yourself Books, Bombay.
2. Keval J. Kumar (1981), Mass Communication in India, Jaico Publishing House, Bombay. Krishna Mohan & Meera Banerji. 1990. Developing Communication Skills: Macmillan.
3. Melvin L. DeFluer, Everett Dennis (1991), Understanding Mass Communication, Goylsaab Publishers, Delhi.
4. Michael L., 1991. Communications, Computers and Networks, Scientific American, September 1991 issue.
5. Monipalli, M.M. 1996. Effective Communication Skills: Tata McGraw Hill.
6. Pradip, Kumar Dey (1993), Perspectives in Mass Communication,

Kalyani Publishers, New Delhi.

7. Rogers, Everett, 1988. Communication Technology - New Media in Society, Free Press, New York.
8. Subir, Ghosh (1996), Mass Communication Today in the Indian Context, Profile Publishers, Calcutta.

**UNIT – II****Lesson 2.1 - Mass Media****Structure**

- 2.0 Objective
- 2.1 Introduction
- 2.2 Nature of Mass Media
- 2.3 Characteristics of Mass Media
- 2.4 Functions of Mass Media
- 2.5 Folk and Traditional Media
- 2.6 Printing and Publications
- 2.7 Radio
- 2.8 Television
- 2.9 Cyberspace
- 2.10 Virtual communication
- 2.11 Internet
- 2.12 Blogging
- 2.13 Summary
- 2.14 Self-Assessment Questions
- 2.15 Reference

**2.0 Objectives**

*Upon completion of this lesson, you will be able to:*

- Define and discuss the characteristics of mass media
- Enumerate the assorted forms of traditional media.
- Elucidate the structure and composition of distinct types of traditional media.
- Illustrate the utilization of these media forms within society.

## 2.1 Introduction to Mass Media

In the media industry, the term “media” typically refers to a system of mass communication encompassing traditional publishing, electronic media, motion pictures, and adaptations of the Internet for communication purposes. Media can generally be categorized into three main types: print media, electronic media, and modern or new media. Print media includes materials like books, newspapers, magazines, press releases, and brochures. Electronic media comprises television, radio, and films. Modern or new media encompasses platforms like the internet, mobile devices, and digital media. Before the advent of radio and television, mass media was predominantly associated with print media. Additionally traditional and folk media can not be sidelined, given India’s rich tapestry of folk cultures and musical traditions, it’s crucial to recognize their roles in both educating and entertaining the populace. Each region of the country boasts its unique culture and traditional values. Folk media encompasses elements such as folk songs, folk tales, and folk dances. With the advent of the internet and the World Wide Web (WWW), digital media is ushering in a new era of information dissemination, news reporting, and sharing opinions globally. While traditional media remains influential, new media is driving significant changes in how the media industry as a whole operates.

However, traditional media persists in diverse manifestations, as observed and practiced across various regions of India. While some of these forms endure in certain areas, they may have undergone modifications from their original incarnations, adapting to contemporary contexts. Numerous such forms continue to wield significant influence in our everyday lives. This lesson delves into an exhaustive exploration of the diverse types of traditional media, elucidating their configurations, structures, and their societal functions within the Indian context.

Various types of traditional media encompass a range of communication methods within families, friends, and society at large. While not all forms may enjoy widespread popularity, they serve the purpose of conveying messages. These forms vary across regions and communities but can generally be categorized as follows:

- Traditional dance Drama
- Painting Sculpture Song Music
- Motifs and symbols



## 2.2 Nature of Mass Media

India, often hailed as the largest democracy, serves as a beacon for numerous developing nations. With both state and central governments elected by the populace, the country operates under a system where governance is entrusted to elected representatives known as Members of Legislative Assembly (MLAs) at the state level and Members of Parliament (MPs) at the national level. Modern democratic frameworks typically encompass:

- a) Legislature: Comprising State Assemblies and Parliament, responsible for crafting laws and determining the course of governance.
- b) Executive: Comprising figures like the Governor, Chief Minister, Ministers at the state level, and the President, Prime Minister, and Council of Ministers at the national level, entrusted with administrative functions.
- c) Judiciary: Encompassing the Supreme Court, High Courts, and other judicial bodies, tasked with ensuring adherence to laws and constitutional provisions by the elected authorities.

These institutions collectively oversee the governance of the nation, striving for the welfare and progress of all citizens. In a democratic setup, it is imperative for the populace to be aware of the endeavors of these three branches—Legislature, Executive, and Judiciary—towards the public welfare. Similarly, these institutions need to gauge public sentiment and reactions to their actions. Herein lies the crucial role of mass media, serving as a conduit between the government and the people, essentially assuming the role of a fourth estate in a democracy.

Let's explore how mass media, including newspapers, radio, and television, serve as intermediaries between the government and the public. Consider a scenario where the government makes a decision to adjust petrol and diesel prices. It's crucial to communicate this decision to the public, and the media plays a vital role in doing so. Not only does the media inform the public about the decision, but it also elucidates its potential impact.

Another instance involves agricultural developments, such as the creation of a new high-yield strain of wheat or rice by the agriculture department or research institutions like the Indian Agricultural Research Institute. Farmers need to be informed about the characteristics and benefits of the new variety. Again, the media steps in to fulfill this role.

Various mediums, including print, radio, television, traditional channels, and the internet, are utilized to disseminate such information, which will be further explored in subsequent modules.

Government bodies employ mass media as well as specific media agencies and departments to communicate their policies effectively. These central government agencies, operating under the Union Ministry of Information and Broadcasting, are divided into information and broadcasting sectors. They are tasked with providing information about government policies and programs.

Similarly, state governments utilize their own media agencies to disseminate information about their respective policies and initiatives. More details about these agencies will be covered in the Advertising and Public Relations module.

### **2.3 Characteristics of Mass Media**

- Addresses a sizable, diverse, and unidentified audience.
- Messages are shared openly.
- Brief messages intended for immediate consumption.
- Feedback is either indirect, absent, or delayed.
- Minimal cost per person reached.
- Originates from organizations or institutions.
- Predominantly one-sided.
- Requires significant selection; the medium often selects its audience (e.g., newspapers for literate individuals), while the audience chooses the media (e.g., radio for those with limited literacy).
- Fewer media outlets are needed to reach a large and widespread audience due to the extensive reach of each.
- Communication is facilitated by social institutions that adapt to their operating environment.

### **2.4 Functions and Responsibilities of the Media**

The media holds significant importance as a vast information source for both individuals and society. In the preceding section, the role of mass media in democracy was explored. Now, let's delve into how the media fulfills its functions to effect change.

**Facilitating Change through Mass Media:** Mass media has the potential to alter people's attitudes and behaviors. For instance, misconceptions about diseases like leprosy or HIV/AIDS can be corrected through media channels. Messages conveyed via radio, television, or other media platforms debunk myths, such as the idea that one can contract HIV/AIDS through touch. Similarly, initiatives like polio eradication campaigns utilize media to spread awareness about vaccination programs and designated "polio days" for immunization drives.

**Promoting Positive Change:** Change, in this context, encompasses advancements and improvements. The notion of national development involves transitioning from outdated practices and equipment to more efficient methods. Mass media serves as a vital conduit for disseminating information about such progress. Television, for instance, not only imparts knowledge but also demonstrates practical skills, like cooking techniques using modern kitchen appliances.

**Shrinking the World with Mass Media:** The rapid dissemination of information through media platforms has brought people worldwide closer together. For instance, watching a cricket match between India and another country on live television gives viewers a sense of being part of the stadium audience. This phenomenon contributes to the concept of a "global village," where events across the globe can be witnessed in real-time, fostering a sense of interconnectedness.

**Facilitating Product Distribution:** Mass media serves as a vital tool for the consumer industry to promote their products and services through advertising. Without advertising, consumers would be unaware of the variety of products available in the market, ranging from household items to automobiles, as well as the associated services like banking and insurance. Thus, mass media plays a dual role in supporting both industries and consumers by facilitating information dissemination and market access.

The influence of the media has been explored earlier, revealing its significant impact on society. Just like a coin has two sides, the effects of mass media can be both positive and negative. Let's now outline some of these positive and negative impacts:

#### **Positive Effects:**

- Media serves as a crucial source of news and information for the public.

- It plays a role in educating the populace.
- Media plays a vital role in facilitating the functioning of a democracy by informing the public about government policies and programs. This enables people to voice their opinions, leading to necessary adjustments in policies or programs.

**Negative Effects:**

- Traditional cultural values of a society can be negatively influenced by mass media.
- The emphasis on entertainment in mass media can overshadow its primary objectives of informing and educating the audience.
- Media content often promotes violence, as evidenced by studies showing the impact of violent portrayals in television and cinema on children.
- Mass media encourages consumerism by fostering desires for products advertised, even if these products are not essential.

In essence, while media has the potential to inform, educate, and bring about positive social changes, it also has the capacity to negatively impact culture, promote violence, and stimulate unnecessary consumerism.

The mass media serves as a real-time information source, delivering updates on current events, human activities, and notable natural phenomena to the public. Its scope is vast, covering a wide range of topics to cater to diverse audiences, including scholars, professionals, and the general public. With its profound influence, the mass media is often referred to as the Fourth Estate, shaping public opinion and indirectly impacting democratic governance.

While lacking constitutional authority over state affairs, the media wields significant power in molding public opinion and influencing policy decisions. It encompasses various communication channels, including print, broadcast, and digital platforms such as newspapers, radio, television, and online media.

According to Wilbur Schramm, the media's role in development can be categorized into three aspects: informing, instructing, and fostering participation.

**Informing:** Providing accurate and relevant information on social, political, and economic matters at both national and international levels

is crucial for societal development. Awareness of factors hindering development is essential.

**Instructing:** Mass media contributes to promoting mass literacy and imparting basic skills necessary for development. Initiatives like Educational Television and Gyan Darshan are examples of using media to educate and enhance people's skills, ultimately improving their quality of life.

**Participation:** Active citizen participation is vital for overall development, fostering a liberal society where individuals engage in debates, discussions, and collaborative efforts. Such engagement enables people to stay informed, contribute to developmental programs, and elevate societal standards of living.

## 2.5 Folk and Traditional Media

All varieties of traditional culture are deeply intertwined with the beliefs, rituals, seasons, and farming practices. Folk culture, encompassing elements like folk songs and tales, mirrors the

everyday lives of people, reflecting their needs, challenges, thoughts, values, aesthetics, abilities, and ways of living. Often referred to as folk media, these forms of expression serve not only as entertainment but also as a means of educating communities. Folk media, being intimately connected to the sentiments of the people, serve as personal modes of entertainment, education, and communication. While enjoyed by small groups, their uniqueness lies in actively engaging the audience, making them valuable tools for communication. Moreover, folk media are cost-effective and readily embraced by specific communities. They encompass various forms like folk songs, tales, dances, theatres, riddles, and sayings, each region in India boasting its distinctive style of presentation. Some of the widely cherished folk art forms include songs, dances, theatrical performances, storytelling, riddles, and puppetry.

It's worth noting that some traditional media forms incorporate elements from all of the above. For instance, "Ramleela," a folk play narrating the tale of Lord Rama in a traditional manner, is prevalent in North India and integrates all these traditional mediums.

A common traditional method of communication involves conveying messages between villages by striking a drum, known as a 'Nagada', with a stick.

drama *f* street theatre *f* puppetry *f* dance *f* story telling *f* song *f* music  
*f* painting *f* motifs and symbols

## Drama

You've likely encountered the term 'drama' before. Have you ever witnessed a dramatic performance in your local area or at a theater? Drama stands as a cornerstone of traditional media, with roots deep in cultural practices. Consider rural settings, where, following a day's toil in the fields, farmers often express their joy through various artistic expressions. These may include using natural pigments for makeup and depicting themes ranging from their daily struggles to their aspirations and mythological tales. Importantly, such performances often invite audience participation.

Let's delve into some examples of these dramatic forms across different regions:

**Tamasha:** In Maharashtra, witnessing a Tamasha performance offers insights into ancient rulers, Maratha valor, the region's rugged terrain, and its musical heritage. Tamasha blends entertainment with serious themes and devotional elements.

**Nautanki:** Predominant in northern India, Nautanki performances regale audiences with lively dances, energetic drumbeats, and vibrant singing, often featuring tales with a humorous or irreverent touch. Unlike other Indian theatrical styles, Nautanki doesn't draw heavily from religious epics like the Ramayana or Mahabharata.

**Khayal:** Originating from Rajasthan, Khayal combines song, dance, and drama, with music playing a central role in communication among performers. Singing, both individual and choral, is diverse, accompanied by instrumental music that sets the mood for the performance.

## Street Theatre

Street theatre is a performance art rooted in traditional Indian drama techniques, often staged in open spaces like street corners, markets, or public squares. It creates a rugged yet artistic aesthetic, emphasizing a direct connection between performers and audience members, who are often at the same eye level. This close interaction fosters a sense of unity and shared responsibility. Street theatre serves as a catalyst for prompt

action on pressing issues, particularly socio-political concerns like communalism, terrorism, and social injustices prevalent in Indian society.

The mobility of street theatre makes it accessible to audiences who might not typically attend conventional theater due to economic constraints. Its flexibility, devoid of elaborate stage setups or costumes, allows it to adapt to various environments. Renowned Indian street theatre figures such as Safdar Hashmi and Gursharan Singh have utilized this art form to spread messages of social consciousness and political activism. Despite the popularity of television, street theatre is experiencing a resurgence, particularly in community settings where it serves as a platform for alternative viewpoints and social commentary, challenging mainstream narratives. In times of crises like the Bhopal gas tragedy, street theatre has proven to be a potent tool for raising awareness and mobilizing public opinion on broader social issues beyond what official media outlets convey. Thus, street theatre remains a powerful medium for engaging diverse audiences on both a social and cultural level, harnessing their physical, emotional, and imaginative capacities.

### **Puppetry**

The term “puppet” originates from the French word ‘Poupee’ or the Latin word ‘Pupa’, both referring to ‘dolls’. In Sanskrit, puppets are referred to as ‘Putraka’, ‘Putrika’, or ‘Puttalika’, all derived from the root word ‘Putta’, which means ‘son’. This reflects ancient Indian beliefs that puppets possess life. Puppet theater is a widely practiced form of entertainment globally, utilizing various puppet forms to depict stories. Let’s delve into the different types.

There are four primary types of puppets:

**Glove puppets:** Mainly found in Orissa, Kerala, and Tamil Nadu, these puppets are worn on the hand by puppeteers who manipulate their heads and arms using fingers. The puppeteer narrates the story while the puppets visually represent it. Also known as sleeve, hand, or palm puppets.

**String puppets:** These figures with multiple joints are suspended by strings controlled by puppeteers. They are prevalent in Rajasthan, Orissa, Tamil Nadu, and Karnataka, focusing on the manipulative skills of the puppeteer.



**Rod puppets:** An extension of glove puppets, these are larger figures fixed to bamboo sticks tied to the puppeteer's waist. Manipulated in three dimensions using rods.

**Shadow puppets:** Utilizing shadows of puppets on a screen, usually made of leather, projected with a strong light source behind them. This form is dramatic, with the screen acting as a barrier between the audience and the puppet. Found predominantly in Andhra Pradesh, Kerala, Karnataka, Tamil Nadu, Maharashtra, and Orissa.

## Music

India stands out as a nation where music, more than any other art form, deeply intertwines with people's lives. It wouldn't be an exaggeration to state that music has been integral to daily life in India since ancient times. It plays a vital role in marriages, festivals, and diverse celebrations, leaving no religious ceremony complete without its presence. From songs celebrating seasonal changes to those depicting the lives of farmers, boatmen, shepherds, and villagers, music harmonizes with the pulse of human activity across the country.

The musical culture of India originates from the traditions of the masses, reflecting their emotions in the most natural manner. Songs are associated with every aspect of life, be it festivals, seasonal changes, marriages, births, or everyday experiences like expressing affection or admiring nature. Can you recall any such songs you've heard?

While folk music initially emerged within specific regions, it has resonated with people from various backgrounds across India. Let's explore a few examples:

Marathi Bhajans, typically based on traditional ragas. Mand, a Rajasthani folk tune.

Ghazal, a form of Urdu poetry sung with eloquent verses, gentle melodies, and delicate emotions. Ghazal music is characterized by slow pacing, with lyrics often repeated. The structure includes a starting couplet ('matla'), a finishing couplet ('makta'), and intervening couplets ('misra' and 'antara').

Qawwali, a high-pitched and fast-paced singing style originating in the thirteenth century. Developed from the mystical sayings of Sufi saints, particularly Khawaja Moinuddin Chisti Garib Nawaz of Ajmer, Qawwali



evolved by incorporating Hindustani classical music. Initially focused on mystical themes, it later embraced romantic elements as well.

### **Traditional Motifs and Symbols**

Have you ever noticed the intricate designs of rangoli, crafted from vibrant colored powders, adorning the entrances of homes during festive celebrations? These designs are more than just decorative patterns; they hold symbolic significance deeply embedded in everyday life. Believed to uplift spirits, dispel negative energies, and provide protection, these beautiful creations symbolize a reverence for tradition and culture. In India, a myriad of symbols holds great importance, ranging from the simple to the complex. Rooted in mythology, religious beliefs, traditions, and philosophy, these symbols reflect a unique worldview that, while distinct, may share similarities with symbols found elsewhere.

### **Traditional Media**

#### **Types of Traditional Media**

India boasts a rich tapestry of motifs and symbols, with traditional art forms and ritualistic drawings dating back centuries. From symbolic floor designs to folk murals, traditional textile

patterns, and scroll paintings, these artistic expressions encapsulate the essence of Indian culture. Interestingly, many of these figures draw inspiration from fundamental human activities.

#### **Primitive Art**

Early human communication relied not on words, but on imagery. Primitive depictions often featured animals or rudimentary human figures, symbolizing essential aspects of existence. Throughout history, painting traditions emerged, with intimate objects, floors, and walls serving as canvases for expressions tied to ritualistic practices.

#### **Regional Traditions in Painting**

In various regions of India, distinctive painting traditions flourish, reflecting the socio-cultural fabric of their respective communities.

**Bundelkhand:** Professional painters known as Chiteras produce intricate paintings.

**Chhattisgarh:** Mud plaster serves as a base for linear patterns etched by skilled artisans, with techniques like 'Lipai' practiced by the Rajwar community and others.

**Madhya Pradesh Tribes:** The Bhils and Bhilala tribes depict creation myths through vivid pithora paintings, showcasing a vibrant array of subjects.

**Gondwana Region:** The Gond and Pardhan tribes exhibit unparalleled creativity, garnering acclaim internationally for their distinctive artistic expressions.

**Malwa, Nimar, and Tanwarghar:** These regions are renowned for mandana wall and floor paintings, characterized by white drawings contrasted against a red clay and cow dung base, featuring motifs such as peacocks, lions, and swastikas.

### **Traditional Designs and Symbolism**

Have you ever noticed the intricate designs of rangoli made with colored powder outside homes during festive occasions? These patterns hold symbolic meanings deeply ingrained in daily life. Crafted on the thresholds of houses, these beautiful designs are believed to elevate spirits, dispel negative energies, and offer protection. In India, there is a reverence for a multitude of

symbols, ranging from simple to highly intricate ones. These symbols, unique to Indian culture, draw from mythology, religious beliefs, traditions, and philosophy.

India boasts a rich tradition of motifs and symbols in various art forms, including floor motifs, folk murals, traditional textile designs, and scroll paintings, which have been present for centuries. Interestingly, many of these symbols appear to stem from fundamental human activities.

### **Paintings**

In ancient times, before the advent of language, early humans depicted animals with tails, heads, and legs or human figures with basic features through drawings. Throughout history, there has been a consistent tradition of painting on different objects, particularly on everyday items, floors, and walls, often associated with rituals.

Traditional paintings from regions like Madhya Pradesh, especially the wall paintings of Bundelkhand, Chhattisgarh, Gondwana, Nimar, and

Malwa, reflect the local socio-cultural context. These paintings are not merely decorative but also expressions of religious reverence.

For instance:

In Bundelkhand, painting is predominantly practiced by professional painters known as Chiteras.

Chhattisgarh's paintings involve a process called 'Lipai,' where linear patterns are etched into a mud plaster base, with different communities specializing in various techniques.

The Badi community of Chhattisgarh is renowned for intricate tattoo art, which could inspire designer prints.

The Bhils and Bhilala tribes of Madhya Pradesh create vibrant pithora paintings depicting myths of creation, incorporating diverse elements of daily life.

The Gond and Pardhan tribes from the Gondwana region showcase exceptional creativity in their artwork, earning acclaim worldwide.

The Mandana wall and floor painting traditions of Malwa, Nimar, and Tanwarghar regions utilize a base of red clay and cow dung, with motifs like peacocks, cats, lions, and various geometric patterns standing out in white against the background.

These diverse artistic expressions underscore the rich cultural heritage and creative ingenuity prevalent across different regions of India.

### Story Telling

Storytelling is celebrated in an Indian proverb that suggests while facts may teach and truths may convince, it's stories that truly etch themselves into our hearts. Do you also find yourself drawn to narratives?

But what exactly is a story? It's a vessel that connects us to our shared humanity, weaving together past, present, and future, guiding us to consider the potential outcomes of our choices.

And what about storytelling itself? It's more than just recounting events. It's a direct interaction between the storyteller and the audience, a means of delivering the tale straight from the teller's lips to the listener's ears.

Examples abound, from the timeless fables of the Panchatantra to the epic tales of figures like Ramayana and Mahabharata drawn from mythology. These stories, passed down through generations via oral tradition, hold a special power to captivate and inspire, especially among younger audiences.

The utilization of conventional media in communication has been prevalent in India for a significant duration, particularly in rural regions. Rural communities have long employed folk media as a means to express their social, ritualistic, moral, and emotional sentiments. Traditional media plays a vital role in India's socio-economic development by effectively persuading and influencing individuals.

For instance, during the struggle for independence, folk media played a pivotal role in disseminating patriotic ideals. Renowned actor Utpal Dutt reportedly utilized Jatra, a traditional form of theater in Bengal, to advance the cause of freedom. Similarly, Paala, a traditional ballad singing form, is utilized by the Orissa government to raise awareness about various social issues.

Moreover, the Song and Drama Division of the Indian government employs diverse traditional media formats to promote awareness on topics like AIDS and polio immunization. Festivals serve as occasions for exchanging sweets, exchanging greetings, and adorning homes, which symbolize camaraderie and affection—an age-old form of communication. Despite the prevalence of modern communication tools like mobile phones and the internet for exchanging messages of friendship and goodwill, traditional media continues to play a vital role in fostering strong relationships.

Traditional media such as cave paintings, stupas, and pillars adorned with stories from Buddhism and Hindu mythology speak volumes about the beliefs and values of ancient societies. Paintings like 'Pattachitra' of Orissa and 'phud' of Rajasthan, as well as the distinct schools of painting like Rajputana, Tanjore, and Mysore, offer glimpses into the artistic prowess and cultural heritage of different regions.

### **Traditional Media versus Television**

Do you notice any distinctions between watching television shows and experiencing cultural events like Ramleela performances or hearing stories

from your grandmother? Let's outline some variances between traditional media and electronic media.

Traditional media:

Characterized by its non-technological essence. Exhibits flexibility but often adheres to cultural norms.

Generally less costly compared to electronic media, which demands substantial financial investment.

Typically presents messages directly to a live audience. Has limited reach compared to electronic media.

Electronic media: Technologically driven.

Offers flexibility but may lack the cultural depth of traditional media. Requires significant monetary investment.

Transmits or broadcasts messages to a wide audience. Emphasizes on reaching a larger audience base.

## **2.6 Printing and Publication-**

The primary role of print media, especially daily newspapers, is to inform, influence, and mold public opinions on various significant matters. Daily newspapers, being a key medium of mass communication, hold a central position in this regard. They are issued in diverse editions, with some major agencies publishing from different cities to cover regional news, events, and activities. Sunday editions often include weekly magazines, special ads, and supplementary materials. Additionally, dailies regularly feature supplements focusing on specific topics such as education, business, sports, and arts, reflecting the fierce competition among newspaper agencies to broaden their audience.

In India, daily newspapers are published in numerous regional languages, many of which enjoy extensive readership. Typically, these newspapers contain news, commentaries, and analyses on political, economic, and social issues, alongside coverage of current events, notable personalities, and feature articles on various topics of public interest. They also provide general information on weather, local events, business updates, stock market data, and more. Editorials discussing current issues are a regular feature, except in Sunday editions where they hold particular significance, often presenting impartial views on crucial public matters.

Following Independence, during the implementation of Five Year Plans aimed at planned development, newspapers played a pivotal role in highlighting development themes. They extensively covered government development programs and provided guidance on their utilization, addressing topics such as agriculture, weather, market trends, seed availability, and innovations in farming techniques. With a wide array of national, regional, and vernacular newspapers, print media remains influential among rural populations. The government maintains regular communication with the press, primarily through the Press Information Bureau (PIB), organizing press conferences, tours, and workshops to familiarize journalists with rural development programs.

For the purpose of raising awareness about rural development initiatives among the general public and opinion leaders, as well as disseminating information about new endeavors, the Ministry regularly places advertisements in national and regional newspapers through the Directorate of Advertising and Visual Publicity (DAVP). Additionally, to facilitate access to information on rural development programs for rural residents, booklets such as “Gram Vikas Programs at a Glance” are published in regional languages.

Print has left a lasting impact on society, having been established over three centuries ago as the primary medium for mass communication. It serves as a vast repository of knowledge, accumulated over centuries in the form of books, and many scholars credit written and print media with catalyzing the revolutions in science and technology. The print medium has taught us various forms of expression, including pamphlets, posters, newspapers, magazines, and reference books. Its significance to democracy cannot be overstated, as newspapers and magazines are widely regarded as essential to modern democratic societies, enabling informed citizenship and facilitating debate on societal issues.

## **2.7 Radio**

Radio broadcasting has been a mainstay of entertainment and information dissemination for many decades, dominating the airwaves until television gained prominence in the mid-20th century. Similar to other media outlets, radio stations deliver a wide array of content, including round-the-clock news coverage, periodic news summaries, reviews, and analyses, as well as critical commentary on current events. They also offer entertainment programs spanning various interests such as music, serials,

and plays, along with content tailored for specific demographics like women, children, farmers, and industrialists. Additionally, radio provides running commentaries on sports events and games.

One of radio's strengths lies in its adaptability and personal nature, making it potentially responsive to privatization and offering a greater diversity of content than recorded music. It serves as a portable and supplementary medium, requiring less undivided attention compared to television or books. Despite facing stiff competition from TV, radio maintains a unique position in today's communication landscape.

Effective programming, incorporating a balanced mix of news, music, discussions on public issues, and advertisements, is crucial for the success of contemporary radio stations. Like print media, radio influences fashion, tastes, and contributes significantly to entertainment.

Initiatives like the Radio Rural Forum by All India Radio have played a pivotal role in implementing government communication strategies, aiming to foster rural development. Efforts to leverage radio for social change, such as promoting adult literacy and broadcasting programs on women's legal rights, continue with the assistance of NGOs.

The local service of All India Radio, based on the recommendations of the Verghese Committee, promotes educational and developmental objectives through a franchise system. Many NGOs utilize local radio for their development activities, recording programs on adult education and other pertinent topics using local talent.

Gyan Vani, established in 2001, emerged from the auctioning of FM frequency licenses, with the Ministry of Human Resource Development entrusting the responsibility to IGNOU. Initially operating in six cities, it has expanded to 37 cities and towns nationwide. Gyan Vani serves as a collaborative platform for educational broadcasting, with contributions from various educational institutions, NGOs, government agencies, and ministries. Each station covers an extensive area and broadcasts in multiple languages, serving both urban and rural populations. However, financial issues led to the discontinuation of Gyan Vani channels in 2014 due to unpaid dues.

## **2.8 Television**

Television holds a prominent position in society, evolving rapidly to a sophisticated level as a mass medium. Its combination of visual and



auditory elements appeals to both young and old, though sociologists express concerns about its negative influence, particularly on the youth. Television serves a multitude of functions, from entertainment to structured teleconferencing, shaping individual and group behavior through its diverse programming.

Its content spans from entertainment to telecasts addressing political, social, and cultural issues, involving various individuals in conception, planning, and production. Regularly, it broadcasts news, commentary, instructional content, live sports events, and other public interest programs. Leveraging its mass appeal, television is strategically employed to encourage participation in

developmental initiatives. Programs aim to engage viewers of all ages, with contemporary content designed to motivate involvement in developmental efforts.

Television's role in rural and tribal areas is crucial for development communication, evident from its inception in India in 1959 for community development and formal education purposes. Even after five decades, broadcasters prioritize socially responsible programming, including serials with relevant themes and interactive forums addressing audience queries. Initiatives like the Krishi Darshan Program aimed to popularize modern agricultural methods.

Television has been instrumental in utilizing satellite communication technology for development purposes, reaching remote areas effectively. Projects like Educational TV (ETV), Satellite Instructional Television Experiment (SITE), and Kheda Communication Project (KCP) have facilitated education, training, and awareness among rural populations. These efforts have improved primary education, teacher training, agricultural practices, healthcare, hygiene, and family planning, contributing to national integration.

Evaluation of projects like KCP revealed significant benefits, especially for women, who gained knowledge and confidence through TV viewing. Educational Television (ETV) utilizes satellites like INSAT for primary and higher education programs, supported by institutions like the University Grants Commission (UGC) and Indira Gandhi National Open University (IGNOU). EDUSAT, a satellite dedicated to education, enhances curriculum-based teaching, teacher training, and community participation, offering various interactive learning opportunities.



## Film

In the early days of film, the term “cinema” originated from the Greek word “kineto,” meaning “movement,” giving rise to the term “movie.” The development of films was closely tied to advancements in photography. During the early 19th century, as scientists explored optics, they created various devices such as the thaumatrope (invented by Filton in 1826), Phenakistoscope (by Belgian scientist Joseph Plateau), and stroboscope (by Viennese scientist Simon Stampfer), among others. These devices operated on a similar principle: a rotating disc with painted pictures depicting different stages of movement, creating the illusion of motion when spun.

Building upon these principles, E.J. Marey of Paris developed a photographic gun in 1882 to capture images of moving subjects like birds and animals. Seven years later, he improved upon his invention by replacing the roll of light-sensitive paper with celluloid film, naming his creation the “chronophotographe.” Meanwhile, Edward Muybridge, an Englishman, used a series of cameras to document the movements of racing horses in 1877.

In 1888, Thomas Alva Edison, under the guidance of W.K.L. Dixon, delved into experimenting with moving pictures. Dixon’s significant contribution was utilizing celluloid films designed by George Eastman, which later became the primary medium for photography due to its rollable nature. However, the camera Edison designed was bulky and lacked portability.

The majority of cinema is designed for entertainment purposes, serving as a consumable product. These films offer an escape for those seeking relaxation and immersion in a world of fantasy, temporarily detaching from reality. While the immediate impact of movies may not always be apparent, their influence often lingers in our subconscious, gradually revealing itself.

Cinema has continuously endeavored to reflect evolving societal realities, addressing various issues prevalent in society. When focusing on weighty matters, cinema can foster a sense of responsibility towards our community by evoking sensitivity and empathy. Conversely, films that glorify violence, crime, obscenity, and extravagant lifestyles risk corrupting minds and contributing to the cultivation of an uncultivated class.

Commercial cinema, in particular, exerts a significant negative influence on young people, who often emulate the glamorous ideals portrayed on screen, hindering their intellectual and emotional development crucial for nation-building.

However, cinema also brings forth positive contributions, such as fostering an appreciation for creativity through cinematography. Indian cinema, in particular, has enriched society with talented lyricists, composers, and singers, introducing diverse musical forms ranging from classical to folk and devotional to pop. Additionally, films adapted from literary works not only acquaint audiences with renowned writers and their ideologies but also facilitate a deeper understanding of society and its inhabitants.

## 2.9 Cyberspace

The final two decades of the 20th century marked a significant era in media and communication technology. This period witnessed the rise of the Internet, globalization, and the expansion of markets. The advancements in information technologies not only fulfilled the vision of Marshal McLuhan, who conceptualized the Internet, but also revolutionized traditional print, radio, and television technologies.

Continuous innovations in telecommunication technologies not only facilitated the growth and spread of the Internet but also laid the groundwork for what we now commonly refer to as mobile devices. The convergence of mobile and information technologies holds immense potential for the future.

The history of computers and the Internet dates back to the development of the first computer, the Mark-I, in 1940. However, the origins of computing can be traced back 3000 years to the invention of the Abacus in China. Charles Babbage's contributions paved the way for the invention of computers. Initially, progress in computer development was slow due to the use of vacuum tubes, but the emergence of silicon transistors and integrated circuits in the 1950s and 1960s accelerated research and development, leading to the creation of smaller computers.

In the early days, computers were primarily used by scientists and researchers due to the complexity of operation. However, the introduction of user-friendly graphical user interfaces, such as the Apple machine in 1984, made computers more accessible to the general public.

Computers evolved from mere number crunching machines to sophisticated word processors and publishing tools with the introduction of software like Ventura and PageMaker. Multimedia computers emerged, capable of digitizing visuals and audio, coinciding with the rapid development of the Internet and the World Wide Web (www).

The Internet, a global network of interconnected computer networks, revolutionized communication and information sharing on a massive scale. Advances in computer architecture and telecommunication technologies were necessary to support the increasing demand for multimedia content and faster data transfer rates.

Storage media also underwent rapid advancements, transitioning from floppy disks to CD-ROMs and DVDs, while hard disk capacities increased from megabytes to terabytes. Processor speeds and data transmission rates similarly improved, rendering older technologies obsolete.

The World Wide Web evolved into a platform not only for multimedia content but also for social networking and information dissemination. It has become a prominent medium surpassing traditional media like radio and television, with online literacy becoming increasingly important through news portals and educational resources.

Looking ahead, the Internet is expected to become even more ubiquitous, reaching every corner of society and continuing to shape our lives.

## **2.10 Virtual Communication**

The evolution of cellular/mobile communication has been remarkable. Initially operated manually by operators, telephony transitioned to automatic digital exchanges, enabling instant global connectivity. Wireless radio communication and satellite integration further transformed telecommunication.

Bulkier telephones have been replaced by compact mobile devices, leveraging digital advancements to offer multifunctionality. Today's mobiles serve as convergent media, capable of photography, radio streaming, TV viewing, messaging, and even content creation, alongside voice communication, promising a new media landscape.

Remarkably, mobile technology has rapidly penetrated even developing nations, with India alone witnessing a faster growth rate than

both commuters and internet users, boasting an estimated 700 million active cell phones.

The emergence of SMS, MMS, and successive generations like 2G, 3G, and 4G, along with video conferencing, signifies pivotal advancements. SMS enables text messaging across various platforms, while MMS facilitates multimedia content exchange via cellular networks. Each generation, from 2G to 4G, enhances digital communication capabilities, with 4G promising significantly faster wireless internet access.

Video conferencing technology enables face-to-face meetings among users in different locations, eliminating the need for physical presence. This convenience is particularly beneficial for businesses, saving time, expenses, and the logistical challenges of travel.

### **2.11 Internet**

The Internet functions as a worldwide network of interconnected computer systems, utilizing the standard Internet protocol suite (TCP/IP) to cater to billions of users globally. It comprises a vast array of private, public, academic, business, and government networks, varying from local to global in scale. These networks are linked by diverse electronic, wireless, and optical networking technologies. Through the Internet, an extensive range of information resources and services are accessible, including the interconnected hypertext documents of the World Wide Web (WWW) and the infrastructure facilitating electronic mail services.

Uses of the Internet encompass a broad spectrum of applications beneficial for personal, educational, and professional development. Students frequently utilize the Internet for research purposes, while professionals such as doctors and businesspersons rely on it to access essential information. Essentially functioning as a comprehensive encyclopedia for all age groups, the Internet also facilitates maintaining connections with friends and relatives residing abroad.

#### **Advantages of the Internet include:**

**Email:** Serving as a crucial communication tool in business, email enables instantaneous electronic messaging globally, surpassing the time constraints of traditional mail services.

**Accessibility:** The Internet is available round the clock, seven days a

week, offering uninterrupted service.

**Information:** The Internet provides an abundance of information on various subjects, accessible through search engines like Google and Yahoo.

**Online Communication:** Various web-based chat rooms facilitate meeting new people, making friends, and staying in touch with acquaintances.

**Services:** Internet services encompass diverse functionalities such as online banking, job searches, ticket purchases, hotel reservations, and guidance on numerous topics.

**Communities:** Online communities enable individuals with similar interests to connect and discuss common issues.

**E-commerce:** Internet facilitates online shopping, offering a wide array of products and services, from household essentials to entertainment.

**Entertainment:** Accessible entertainment options include audio/video content and downloadable media, exemplified by platforms like YouTube.

**Software Downloads:** A plethora of software, including utilities, games, music, and videos, are available for download from the Internet.

However, the Internet also presents certain limitations:

**Privacy Concerns:** Electronic communications over the Internet are susceptible to surveillance, potentially compromising personal information.

**Impact on Family Communication:** Excessive Internet usage can lead to reduced family communication and cohesion.

**Addiction:** There's debate surrounding Internet addiction, with some viewing it as a means of escaping real-world issues.

**Risks to Children:** Children's Internet usage raises concerns regarding exposure to harmful content and interactions with strangers.

**Security Threats:** Computers connected to the Internet are vulnerable to viruses and malware attacks.

**Spam:** Unsolicited emails, commonly known as spam, inundate inboxes, causing inconvenience and potentially promoting fraudulent activities.

## 2.12 Blogging

The term “blog,” derived from “web log,” denotes an informative webpage comprised of distinct sections known as “posts.” Its association with the maritime practice of maintaining a chronological record, or “log,” by a ship’s crew is evident (Rettberg, 30). Much like a ship’s log, weblogs typically present information in a structured timeline, albeit often in reverse order. Compared to traditional writing, blog entries are typically briefer and less formal.

Blogs encompass a wide range of purposes, serving as platforms for personal expression, artistic endeavors, academic discourse, or professional pursuits. They represent a unique mode of online publication, offering avenues for knowledge creation, research dissemination, community building, professional development, and personal documentation.

### Modern Media

Understanding the era of information is crucial to grasp the emergence of modern media. In recent years, there has been an overwhelming influx of information, symbolized by the ubiquitous phrase “Google it.” This decade can be aptly labeled as the information age, also known as the digital or computer age. This era signifies the ability to freely exchange and access information instantly, a feat previously challenging or impossible. Contrast this with past decades, where individuals relied on libraries or encyclopedias for information, a time-consuming endeavor often resulting in unavailability.

The information age has revolutionized entertainment consumption. Once a communal experience limited to cinema halls, watching movies is now a personal affair, with films easily transportable via pen drives and viewable on various devices globally. This shift epitomizes the digital revolution, steering economies away from traditional industrialization towards information manipulation. The proliferation of personal computers in the 1970s to widespread technology adoption in the 1990s underscores the information age’s impact on global communication and societal structure.

Modern gadgets like cell phones, digital cameras, and the Internet epitomize the information age. New media, a term constantly evolving with technological advancements, encompasses all facets of Internet-related technology, blending technology, images, and sound. This evolution is

exemplified by the exponential increase in memory capacity, transitioning from computer hard disks to mobile phone memory cards.

Defined by Wikipedia as a medium offering on-demand access, interactivity, and democratization of content creation and distribution, new media represents a departure from traditional media through digitization and real-time content production. Platforms like Wikipedia and Facebook epitomize this shift, offering digital text, images, and user interaction. Notably, new media comprises digital, manipulable, networkable, and interactive technologies, excluding traditional mediums lacking digital interactivity.

Webopedia, an online encyclopedia, describes news media as a broad term encompassing various electronic communication methods facilitated by computer technology. It contrasts with traditional media like print newspapers and magazines, which offer static representations of text and graphics. Another definition characterizes “New Media” as a diverse range of electronic communication forms enabled by computer technology. It emphasizes the interactive nature of this communication, allowing both consumption and contribution of information. New Media encompasses platforms such as websites, streaming audio/video, online communities, and the fusion of digital data with devices like phones and cameras. Its interactive nature encourages engagement through activities like sharing and commenting.

### **2.13 Summary**

The printing press instigated significant societal change gradually, as it altered the content of printed material over time. Rather than solely focusing on religious or political topics, books began to cover more secular and practical subjects, catering to readers’ interests. Even religious texts gained popularity as they were now printed in the vernacular, making them accessible to a wider audience. While printed books weren’t as inexpensive as they are today, they were more affordable than hand-copied manuscripts, expanding readership across various social strata. Essentially, the emergence of modern media can be traced back to this modest invention.

Classical and traditional media are deeply intertwined with the beliefs, traditions, seasons, and agricultural practices of a society. Rooted in the everyday lives of people, these forms of expression, such as folk songs and



tales, serve as a reflection of people's needs, challenges, thoughts, values, aesthetics, skills, and ways of life. Referred to as folk media, they serve not only as entertainment but also as a means of education, closely resonating with the audience. Folk media, being intimate forms of entertainment, education, and communication, involve active participation from the community, making them highly valuable tools for communication. Moreover, they are cost-effective and readily embraced by specific communities.

Folk media encompasses various forms including songs, tales, dances, theatres, riddles, and sayings, each region in India boasting its unique presentation style. Popular forms include songs, dances, theatrical performances, storytelling, riddles, and puppetry.

Storytelling often takes a ballad form, narrating heroic deeds of legends and kings. Examples include the Alha, Villupatti of Tamil Nadu, and Powada of Maharashtra, each portraying historical events and legendary characters' heroic acts. Folk theatre, like Maharashtra's Tamasha and Gujarat's Bhavai, has historically been used for mobilization purposes, incorporating music, dance, mime, and dialogue to engage audiences and convey social and political messages. Other notable forms include Pandavani of Madhya Pradesh, Jatra depicting episodes from Lord Krishna's life, and Yakshagana of Karnataka.

Energetic folk dances like Manipur's Pung cholam, Assam's Bihu, Himachal Pradesh's Hikal, Bihar and Bengal's Chau, Gujarat's Dandiya, and Punjab's Bhangra and Gidda involve community participation and reflect various aspects of life's vibrancy and diversity.

Puppetry, with its various forms like string, rod, shadow, and hand puppets, has not only entertained audiences but also served as a medium for social awareness campaigns, addressing issues like family planning, AIDS, and dowry.

These non-verbal forms of expression, ranging from dance and poetry to puppetry and painting, serve as vital links to our past, preserving traditions, beliefs, and stories for generations to come.

The concept of the information age represents a shift from traditional industrialization towards an economy centered on information manipulation, facilitated by technological advances like personal computers and the internet. This era has revolutionized global communication and



reshaped modern society, marked by the widespread adoption of digital technologies in various aspects of life.

New media, a term encompassing various electronic communication forms enabled by computer technology, continually evolves with technological advancements. It includes interactive platforms like websites, streaming services, online communities, and digital integration with devices like phones and cameras. New media encourages active participation and interaction, facilitating the sharing and exchange of information among users.

### 2.14 Self-Assessment Questions

1. Write a short note on the growth of television as a mass media in India.
2. How has Internet dramatically changed the functioning of mass media?
3. Critically analyse the impact of television on the public at large.
4. Discuss the tremendous growth of digital mobile communications in India.
5. Why do you think that the last two decades of the 20th century was a remarkable period from the perspective of media and communication technology.
6. Why does television have a greater impact than radio on the masses?
7. What is folk media?
8. What is the contribution of folk theatre as a folk media?

### 2.15 References

1. C.S. Rayudu; 2007; Communication; Mumbai; Himalaya Publishing House
2. C.S. Rayudu; 2008; Media and Communication Management; Mumbai; Himalaya Publishing House.
3. Keval J. Kumar; 2001; Mass Communication In India; Mumbai; Jaico Publishing House.
4. K.R. Balan; 2003; Applied Public Relations and Communication; New Delhi; Sultan Chand & Sons.
5. Raman, Meenakshi and Sangeeta Sharma. 2012. Technical Communication: Principles and Practice. New Delhi: Oxford University Press.

6. Schramm, Wilbur. 1966. The Story of Human Communication. New York: Harper and Row Publishers.
7. Subir Ghosh; 2004; Mass Communication; Kolkata; Sahitya Sangsad.
8. V.B. Aggarwal and V.S. Gupta; 2001; Handbook of Journalism and Mass Communication; New Delhi; Concept Publishing Company.

**UNIT – III****Lesson 3.1 - Sociological Perspectives on Media****Structure**

- 3.0 Objectives
- 3.1 Introduction
- 3.2 Functionalist View
- 3.3 Feminist Perspective in Media Analysis
- 3.4 Interactionist Approach
- 3.5 References

**3.0 Objectives**

*Upon completion of this unit, you should be able to:*

- Know the views of Functionalists on the role of media
- Engage in discussions concerning women-centered research.
- Differentiate between feminist empiricism and feminist standpoint theory and how they took a stand on media and gender.
- Understand the interactionists view points on media and communication.

**3.1 Introduction**

This unit will introduce you with the various sociological perspectives of media. Three important perspectives i.e. Functionalist, Feminist and Interactionist perspectives have been discussed in this unit to attract the students of Media Sociology to develop critical outlook towards various theories and their interpretation of media realities.

**3.2 Functionalist Perspective**

The functionalist perspective asserts that all elements within society are interconnected and contribute to its overall functioning. In this view, the media serves as a commercial entity that provides entertainment, socialization, and education on societal norms, morals, and ideologies. It also keeps individuals informed about cultural standards during significant

national events. Functionalist theory suggests that the media should be utilized to impart what is considered beneficial and appropriate for society as a whole.

### **Merton on Media**

Merton introduced the concept of manifest and latent functions regarding mass communication. Manifest functions are the visible and intentional effects of media, such as promoting products to generate profit for businesses. In contrast, latent functions are the unintended or difficult-to-observe consequences, like spreading political rumors or misinformation, which may contribute to confusion due to the rapid dissemination of information in the digital age.

Latent media functions include perpetuating the status quo by reinforcing gender or racial biases and marginalizing certain subgroups. This aspect of functionalism explains why societal norms are often upheld. For instance, the media may act as a watchdog by exposing political failures and corruption, thereby serving a latent function of holding those in power accountable.

### **Functions of Media**

**Environmental Monitoring:** One of the media's primary roles is to observe global events and disseminate this information to society. The media serves as a crucial source of information, covering a wide array of topics pertinent to the public. Additionally, it fosters social cohesion by offering guidance on navigating various situations. During crises, such as natural disasters or pandemics, clear communication from the media helps alleviate confusion and promote public safety. For instance, in times of calamities, conflicts, or health crises, the media plays a vital role in keeping the public informed and fostering community resilience through timely updates and guidance on how individuals can contribute.

**Exploring diverse facets of society:** This role revolves around the media's selection and portrayal of specific aspects of society. The way news is presented and interpreted affects how society perceives and responds to it. People's views on political matters, events, public policies, and other subjects are shaped to some degree by the media's depiction of them. In debates and presentations, they shape and

present the subject matter. For instance, the media's coverage of the Vietnam War influenced public sentiment, leading many Americans to oppose sending troops into what they saw as a futile conflict. Hitler effectively utilized the media in his anti-Semitic propaganda efforts.

**Cultural Transmission:** The media's capacity to educate about norms, regulations, and ideas that characterize a society and ensure their passage across generations is termed cultural transmission. It facilitates socialization by enabling the transmission of values, beliefs, and traditions to future generations. Indeed, the media socializes and reshapes us throughout our lives. All forms of media guide us on what is considered virtuous and desirable, as well as how to communicate, behave, and respond to situations. Television programs largely reflect the society in which they are aired and aid in understanding cultural heritage. Children's television programs are designed to promote positive behaviors and moral standards. For instance, mythological serials and epics contribute to the intergenerational transmission of cultures.

**Entertainment:** The entertainment aspect of media is a clearly observable feature of the medium. The ability of media to aid in stress relief is commonly known as one of its prominent functions. Media can yield both advantageous and detrimental outcomes. While low-quality content often faces criticism, other benefits include facilitating exposure to new experiences, evoking emotions, and supporting individuals in their pursuits. The significance of this function is underscored by how people choose to spend their leisure time. Whether engaging in online gaming or exploring various applications, technology presents novel and captivating avenues for communication and the formation of social connections. Individuals find ways to occupy themselves.

For instance, television enables viewers to access events they might otherwise miss out on. Additionally, the rise of online platforms and virtual meetings has transformed the landscape, allowing individuals to participate in events without physical presence, from the comfort of their own space.

**Commercial:** With the prevalence of television viewing and internet browsing in households, various commercial entities and corporations have emerged to take advantage of this trend.

They find it convenient to attract customers through these mediums to boost product sales (Nielsen 2012). The media is widely recognized

as an effective tool for marketing and promoting products. Companies gather data from viewers to target them with advertisements, which appear on billboards, public transportation, cinemas, and educational institutions. Institutions receive sponsorship deals to support their events.

**Life-Changing:** Technology, including media, serves to entertain, inform, and provide platforms for commerce and socialization. Research suggests that increased use of electronic devices may contribute to a decline in regular physical activity, potentially leading to issues like obesity. Technology, particularly media, plays a significant but sometimes hidden role in shaping society. Functionalist theory, proposed by Merton in 1957, explains social practices and institutions by focusing on societal and individual needs. Society is viewed as a systematic arrangement of interconnected subsystems, with the media being one of them. It's believed that organized social activity requires the maintenance of an accurate and supportive portrayal of society and the social environment, which the media helps achieve. This consistent response to societal needs ultimately benefits society as a whole.

### **Functionalist View**

According to the theory, the media operates autonomously and has a tendency to correct itself. Although this perspective is neutral in terms of politics, it's often perceived as maintaining the status quo rather than instigating significant change, aligning with pluralist and voluntarist views of how society functions. This viewpoint also leans towards conservatism, seeing the media as a tool for preserving societal norms rather than catalyzing transformation. Despite functionalism losing popularity in sociology, it persists in media studies in various forms, such as the work of Luhmann (2000), and remains relevant for framing and addressing research questions. It serves descriptive purposes and offers a framework for understanding the interaction between mass media and society.

In terms of media analysis, various approaches exist, including functional, critical, political economy, and social constructionism. The concept of media's societal functions, popularized through mass communication channels, involves identifying key roles. Lasswell (1948) outlined communication's primary functions as environmental surveillance, coordinating societal elements in response to their surroundings, and

transmitting cultural heritage. Wright (1960) expanded on this by adding amusement as a crucial media function, explaining its influence in preventing societal breakdown. While amusement contributes to cultural transmission, it also provides individual enjoyment, relaxation, and stress relief, aiding people in coping with real-life challenges and societies in maintaining stability.

We can delineate the following fundamental concepts regarding the roles of media in society, including a fifth aspect, mobilization, which emphasizes the broad use of mass communication for political and corporate propaganda:

**Information Dissemination:** Providing updates on current events within society and globally, as well as highlighting power dynamics.

**Facilitating Progress and Adaptation:** Supporting advancements, innovation, and societal adaptation.

**Interpretation and Commentary:** Defining, interpreting, and offering commentary on the significance of events and data, while reinforcing established norms and authority.

**Social Cohesion:** Fostering consensus-building, shaping societal values, and establishing social hierarchies.

**Entertainment:** Offering enjoyment, diversion, and relaxation.

It's difficult to rank these functions broadly or definitively comment on their relative frequency, as they often overlap, and the same content can serve multiple purposes. Consequently, the connection between a function or purpose and the specific content of media is not always precise.

Research into media content suggests that mainstream media tends to conform to and uphold dominant societal values rather than challenging them. This support manifests in various ways, such as refraining from fundamental criticisms of key institutions like business, the legal system, and democratic politics. It also involves granting preferential access to those at the social pinnacle and symbolically praising individuals who achieve success through approved means of virtue and hard work, while symbolically penalizing those who reject or deviate from these norms.

Dayan and Katz (1992) argue that significant social events, such as public or state ceremonies and major sports competitions, should be televised frequently as they attract large global audiences and contribute to social cohesion that might otherwise be lacking.

One consequence of what are commonly termed “media events” is the elevation of prominent individuals and topics within society. Additionally, these events often foster a sense of community and camaraderie among traditionally isolated and fragmented groups. Despite these observations, research on the effects of media has generally not found compelling evidence that the media, despite their emphasis on crime, sensation, violence, and unconventional behavior, significantly contribute to social or individual crime and disorder. The more one subscribes to a functionalist theory of media, the less tenable it becomes to argue for societal disintegration as a result. Nevertheless, in cases of evident harm, this theoretical framework can still be applied. Every social system is susceptible to failure or malfunction, and the term “dysfunction” was introduced to describe outcomes that appear negative. Due to the media’s lack of a clearly defined societal objective, they are more prone to malfunction than other institutions and are consequently more challenging to rectify. However, the assessment of whether something is functional or not is often subject to debate based on subjective criteria. For instance, while critical media may serve as a crucial watchdog, they can also undermine authority and national unity. This inherent flaw in functionalism underscores its fundamental and irremediable nature.

### **Check your Progress**

Explain the approaches and perspectives of Functionalism on media.

### **References**

CliffsNotes.com (July 2008). The Role and Influence of Mass Media. <http://www.cliffsnotes.com/WileyCDA/CliffsReviewTopic/topicArticleId-26957>

Escote, Alixander (April 2008). Limited Effects Theory. <http://www.socyberty.com/Sociology/Limited-Effects-Theory.112098>

### **3.3 Feminist Perspectives to Media Analysis**

Feminist Media Studies applies feminist principles to dissect media content, processes, and institutions. It delves into key feminist concepts such as Standpoint Theory, Intersectionality, Performativity, the Public/Private Dichotomy, and the Cyborg Phenomenon to scrutinize how media perpetuate gender biases across production, distribution, and audience reception in both entertainment and news content.



In this module, we'll explore key feminist media theories and examine how they help us grasp the significance of media in shaping gender roles. We'll also analyze how modern media technologies can uphold or question conventional gender norms.

### **Women Centred Research**

To comprehend the significance and relevance of feminist media theories in communication, it's essential to delve into the historical context of the feminist movement and the progressive integration of feminist perspectives in research arenas. This exploration will initially trace feminists' interest in media's impact on women's issues and the application of feminist theory in media analysis. Subsequently, we'll examine how feminist media theory scrutinizes the politics surrounding representation, media production, and audience engagement. Furthermore, we'll explore the role of digital cultures in exacerbating rather than ameliorating the portrayal of women in media. Despite these challenges, there's optimism as feminist media scholars, activists, and everyday users actively confront these issues on various fronts.

### **Growth and Development of the field**

To grasp the importance and pertinence of feminist theories in media communication, it's crucial to delve into the historical backdrop of the feminist movement and the gradual integration of feminist viewpoints in scholarly research. This examination will initially trace feminists' interest in the influence of media on women's concerns and the utilization of feminist principles in media analysis. Later on, we'll explore how feminist media theories closely examine the political dimensions surrounding representation, media production, and audience interaction. Additionally, we'll investigate the impact of digital cultures in exacerbating rather than alleviating the depiction of women in media. Despite these obstacles, there's a sense of hope as feminist media scholars, activists, and ordinary users actively address these issues from various angles.

The *Feminine Mystique* (1963) by Betty Friedan happens to be the most acknowledged feminist critique of the media. The United Nations International Decade for Women (1975 to 1985) and reports supported by UNESCO around the same time drew global attention to various aspects of women's issues, emphasizing the media's role in women's oppression (Gallagher, 2003). In recent decades, feminist media research has evolved

significantly, with a new focus on understanding how media reflect and perpetuate gender biases.

Feminist sociologist Dorothy Smith (1987) brought attention to the structural injustices within a societal framework that marginalized women and started advocating for a sociological approach which instead of focusing on women as mere subject of study, rather considered them as active participants. She asserted the importance of investigating the daily realities of women and integrating their perspectives into research endeavors. This methodology, termed the “standpoint of women,” doesn’t suggest a uniform viewpoint among women, but rather a collective understanding of their shared experiences of societal exclusion.

Other feminist scholars similarly stressed the significance of considering women’s experiences from their own vantage point as a means to develop previously overlooked areas of knowledge. Sandra Harding (1991) delineated and categorized two distinct feminist research methodologies: feminist empiricism and feminist standpoint theory.

### **Feminist Empiricism and Development of Standpoint Theory**

Feminist empiricism presents a critical perspective on traditional research models and methodologies, alleging them to be biased against women. Primarily utilized within fields like biology and the social sciences, proponents of this approach contend that scientific inquiry systematically excludes women and gender-related issues. While highlighting this exclusion, feminist empiricism does not advocate for a complete overhaul of research methods; rather, it underscores the importance of applying empirical principles to gender-focused research. This implies that feminist research should be grounded in observation and personal experience. By drawing attention to biases inherent in current scientific methods, feminist empiricism asserts that feminist values, alongside social and political factors, should be open to scrutiny within the scientific realm.

Feminist standpoint theory as a departure attempts to focus on a research agenda which gives maximum priority for accommodating the viewpoints of women themselves. Harding (1991) and others argue that women’s experiences offer valuable insights, urging us to consider women’s perspectives and their narratives as overlooked and have rather started treating these as important starting points for scientific inquiry. Interestingly, this method of scientific inquiry can serve as a source of

evidence which can lend support or even can challenge the knowledge claims. In societies structured by gender, human experiences are diverse; women and men are assigned distinct roles and activities, leading to significantly different life experiences (1991:121).

Within the realm of Feminist Media Theories, there exist various strands of standpoint theory, including Marxist feminist standpoint theory. As a critical theory, standpoint theory aims to empower women by presenting an authentic portrayal of their experiences, enabling those in power to comprehend women's issues from a more scientifically grounded perspective rather than a purely philosophical one. This approach emphasizes the centrality of women, their experiences, and their perspectives in the research process. Feminist media scholars have embraced this standpoint theory, recognizing its importance in striving for a media environment that is more sensitive to gender issues and equitable.

### **Political dimension: Researcher or Activist?**

Within the feminist movement, there has always existed a dynamic relationship between activism and research. Feminist theory emerged within the context of women's activism, where alongside advocating for their rights, women also delved into analyzing the roots of women's oppression, its diverse manifestations, and potential solutions. Consequently, two distinct approaches evolved: one focused on intellectual understanding and articulation, while the other sought actionable strategies for change. Despite evolving emphases within the movement and research, both streams share a common goal of dismantling women's subordination and fostering gender equality.

Over time, media theory, owing to its interdisciplinary nature, has expanded, incorporating various theoretical frameworks such as literary analysis, linguistics, and film studies. Notably, feminist media theory maintains a distinctive political agenda aimed at catalyzing global transformation in women's status. Central to this agenda is the scrutiny and challenge of institutional biases within media and society, alongside combating cultural and social prejudices regarding gender and sexuality in media portrayals. This integration of activism and scholarship blurs conventional boundaries, intertwining roles of journalists, scholars, and activists.

Feminist media theory adopts a multifaceted research approach, encompassing: Analysis of media content across genres to discern underlying politics of representation. Examination of media processes and structures that marginalize women.

Evaluation of media consumption patterns and audience perceptions, thereby illuminating dynamics of media influence on societal attitudes and behaviours.

### **Media Texts: Politics of Representation**

As the importance of examining media through a feminist lens became evident, feminist scholars in media began broadening the scope of their research within the communication field. They shifted their focus towards analyzing themes, content, and subjects previously relegated to women's domains and deemed unworthy of serious academic inquiry. Their aim was to reintegrate women, their concerns, and perspectives into research agendas, which had previously overlooked gender considerations. Thanks to the diligent efforts of feminist media theorists, genres typically associated with women, such as soap operas, daytime television, romance fiction, and magazines, underwent scholarly scrutiny. Issues like domestic violence, the objectification of women in language and imagery, beauty standards, and pornography gradually gained recognition as legitimate subjects of study.

Moreover, within the broader feminist discourse, there was a critique of the tendency among Western feminists to prioritize normative, middle-class women's viewpoints as the standard, disregarding the diverse experiences of women across various contexts and social positions. Standpoint theorists argued against claiming a universal standpoint for women, acknowledging the multifaceted nature of women's situations in society. Barbara Smith, a Black feminist scholar, emphasized the diversity of women's experiences, even among seemingly homogenous groups like housewives.

### **Feminism and Intersectionality: Gender, Caste and Class**

Furthermore, feminist media theorists began acknowledging the importance of intersectionality, which recognizes the interconnected systems of power—social, cultural, and economic—that contribute to the oppression of marginalized groups. This perspective highlights

the existence of multiple experiential standpoints and cautions against privileging one over another.

In India, early contributions to feminist media theory emerged from unconventional areas within the traditional communication field. For example, Tharu and Lalita (1991) discussed the marginalization of women's voices within literature and writing. They worked to recover and compile Indian women's writings spanning centuries, reflecting not only literary traditions but also the social realities of marginalized women throughout history.

Another significant contribution to feminist media studies came from journalists and activists Joseph and Sharma (1994, 2006). They analyzed and critiqued press coverage of various women's issues in India, including dowry deaths, rape, sati, sex determination through amniocentesis, and the rights of Muslim women to alimony. Their longitudinal study over ten years provided valuable insights into the selective portrayal of women in Indian media.

The distinction between the public and private spheres has historically sidelined women, according to feminist analysis. Originally emerging during the formation of nation-states in medieval Europe, this division separated areas like government and law (public sphere) from personal matters like family and religion (private sphere). Women, identified primarily as daughters and wives, were confined to the private sphere, excluding them from public participation. Feminist theorists argue that this separation reinforces male dominance over women's bodies and labour by relegating issues like sexuality and family to the private sphere, thereby downplaying women's societal contributions. The feminist movement challenges this division, revealing how private issues are influenced by political and power dynamics. In India, Sangari and Vaid (1989) attribute the reinforcement of this division to colonial and Victorian ideologies, pushing women into domestic roles as a supposed privilege and patriotic duty. Despite variations based on factors like caste and class, all women are impacted by this imposed binary. Contemporary studies, such as the work of Phadke, Khan, & Ranade (2009), shed light on Indian women's access to public spaces and the complexities of their public and private lives.

**Personal is Political**

The concept that “the personal is political” is central to feminist analysis, challenging the traditional distinction between public and private spheres. Menon (2012) illustrates how this distinction blurs in Indian society, attributing women’s subordinate position to the patriarchal family structure. In media and communication studies, this division has manifested in the separation of supposedly gender-neutral topics like citizenship from “women’s topics” such as domestic violence and soap operas. Initially, these subjects were marginalized within the field, creating what Van Zoonen (1994) describes as a “blind spot” in feminist media critique. However, as the discipline progressed, feminist theorists began to integrate these issues, aligning with the broader feminist movement’s emphasis on representation, power structures, and discriminatory knowledge systems affecting women.

**Role of Media in Constructing Gender and Identity**

Gender norms dictate behaviours expected of men and women, often leading to scrutiny and criticism when individuals deviate from these norms. This scrutiny is particularly evident in the portrayal of women in public versus private spheres, such as in politics and sports. Female politicians and athletes are frequently subjected to a different set of standards compared to their male counterparts in the media. For instance, media coverage of sportswomen tends to emphasize their physical appearance rather than their athletic achievements. Similarly, female politicians may face criticism regarding their demeanor and appearance, while their male counterparts are often judged based on their competence in their field. Research, exemplified by the treatment of figures like Hillary Clinton, illustrates the disparity in how women in positions of power are perceived and evaluated.

In sports, notable figures like Serena Williams and Sania Mirza have encountered discrimination based on factors such as their behaviour, appearance, and ethnicity. This discrimination highlights the intersectionality of gender, race, and cultural expectations. Additionally, feminist media theories have been instrumental in analyzing the objectification of women across various forms of media, including music videos, advertising, and film. Scholars have explored topics such as the portrayal of non-white individuals and representations of domestic violence in media content.



In India, early scholarship examined the intersection of nationhood, television, and women, while more recent work addresses Indian issues from a global perspective. Scholars like R. Hegde and R. Parameswaran have investigated how Indian women are represented within the framework of Western beauty standards. Furthermore, feminist concepts continue to influence documentary filmmaking and media analysis through initiatives like the Mediastorm Collective.

### **Media Production and Consumption**

While feminist media theorists initially concentrated on analyzing signs and symbols of representation, scholars in political economy highlighted the inadequacy of solely studying representation systems. They emphasized the need to delve into the institutional and economic structures of power that perpetuated the exclusion of women. This shift in focus led to a deeper examination of production patterns and an increased interest in how audiences perceive media.

### **Dorothy Smith and Relations of Rule**

Dorothy Smith, a pioneering researcher, investigated the “relations of rule” that marginalized women from the public sphere. She referred to the institutional frameworks of society, encompassing governance, policy, law, and economics, which were predominantly constructed and maintained by men to the exclusion of women. Smith pinpointed the rise of capitalism and the establishment of an impersonal marketplace of goods and ideas as factors further marginalizing women. In this expanded non-local sphere dominated by men, women were relegated to a primarily domestic and hyper-local realm.

### **Media Production and Distribution**

The political economy of media examines the organizational structures of control and power, shaping the content produced and distributed by the media. Feminist scholars in this field investigate ownership patterns and entrenched production processes that systematically marginalize women. This discrimination occurs through male-dominated leadership, which excludes women from decision-making, information-gathering, and content-producing roles within the media production and distribution systems.

For instance, Steeves and Wasko highlight how economic priorities and ownership structures within media corporations marginalize women professionals (2002). Sevanti Ninan, the founding editor of India's Hoot, also contributes to the scrutiny of media houses and ownership systems in India, though this area of research is still emerging in the country.

Within feminist media theories, a pertinent example of exploitation and resistance against such exploitation is the #MeToo movement that gained momentum in the US during 2017 and 2018. This movement saw women publicly exposing the inherent misogyny within media industries. It began with revelations from numerous female actors in Hollywood, detailing instances of sexual assault by powerful film producer Harvey Weinstein, who then leveraged his industry influence to silence them. The #MeToo movement has since expanded beyond Hollywood, uncovering similar abuses in various sectors, with media-related industries featuring prominently. Notably, directors, authors, politicians, and judges have all faced allegations as more women step forward, shedding light on the control and manipulation experienced by women in these male-dominated domains.

### **Women Consuming Media**

In addition to examining how the media portrays women and women's issues, as well as how institutional power structures in the media industry discriminate against women, feminist media theorists also explore how audiences engage with media content. The idea of the active audience was originally developed within the Birmingham School by scholars like Stuart Hall and Raymond Williams, who primarily focused on how working-class audiences interpret media content. Feminist media scholars have since applied these concepts to understand what messages both men and women glean from media consumption and how women specifically engage with media.

Research in this field is less abundant compared to studies on representation but is nevertheless important, with scholars stressing the significance of studying the context in which media is consumed. Some areas of interest include Janice Radway's investigation into how women readers consume romance fiction (1983), Ang's exploration of women's fantasies in television fiction (1995), and studies on the television talk show genre. P. Mankekar's ethnographic study on women television viewers in India (1999) stands out as one of the few reception studies from



a feminist perspective within the Indian context. However, there remains a notable gap in this area of scholarship, presenting numerous opportunities for further research.

### **Digital Culture, Gender and Society**

The emergence of Web 2.0 has significantly altered the landscape of mass media, now referred to as digital media. The accessibility, interactivity, and ubiquity of digital platforms have transformed both content and consumption habits. Virtually everyone engages with digital media daily. Initial expectations regarding digital media emphasized their potential to democratize media and provide a voice for marginalized communities. With the proliferation of digital platforms, one might assume that the quality, quantity, and representation of media content would improve. Consequently, the study of digital cultures and social media has become a focal point for media scholars worldwide. While digital technologies offer promising avenues for research, the rise in cyber harassment targeting women is a concerning trend for feminist media scholars.

### **Performance and Portrayal of Self**

Gender theorist Judith Butler (1990) employs the analogy of theatre and performance to articulate human behaviour. She posits that individuals adopt behavioural models they are taught, suggesting that gender is not inherent but rather a performance that individuals continuously enact, thereby solidifying its reality. Gender, in Butler's view, is shaped by actions and conduct rather than inherent traits. She contends that societal and cultural norms, reinforced within familial and societal structures, compel individuals to replicate predetermined gender roles, which, through repetition, become perceived as natural or biological. Butler terms this concept "Performativity." This theory finds application in media, particularly on social platforms where individuals curate their identity through various means such as posted images, social connections, shared content, contributing to the construction of their online persona. Others, even those unfamiliar with an individual's offline life, may form impressions based on their online "performance."

Expanding on the exploration of self in digital realms, Donna Haraway's (1991) exploration of human-machine interaction and the cyborg as a "creature in a post-gender world" provides a significant framework for analyzing digital spaces through a feminist lens. Haraway

argues that technology enables not only women but all marginalized groups to transcend physical and traditional identity boundaries. This challenges conventional Marxist-feminist notions of gender, identity and equality advocating for a feminism grounded in 'affinities.' This framework prompts reflection on digital spaces where internet anonymity facilitates the transcendence of physical limitations. Geographical barriers, physical disabilities, appearance, economic status, and cultural markers may become less restrictive online, allowing individuals to pursue their interests and form connections irrespective of traditional societal constraints. However, whether digital technology serves as a divider or equalizer remains a topic of global debate.

### **Online Feminism and Cyber Ethnography**

The term 'online feminisms' or 'networked feminisms' refers to the utilization of Internet technologies in inventive ways to tackle gender-related issues. Historically, technology has been perceived as masculine, a characteristic also attributed to digital technologies.

Drawing inspiration partly from Haraway's cyborg, cyber feminists aim to leverage digital technologies and establish online platforms as tools for empowering women. Cyber ethnography involves adapting ethnographic methods to examine social interactions and community cultures in online environments. Various aspects of online feminist activism include scrutinizing the relationship between women and technology, critiquing gender (as well as caste/class/race-related) disparities in cyberspace, analyzing the nature, causes, and responses to online misogyny, and creating fair online environments. Gajjala (2003) emphasizes the importance of situating cyber-feminist discourse within broader global power dynamics from a postcolonial and subaltern perspective.

A significant aspect of online feminisms is their use of social media and digital technologies not only to connect but also to mobilize politically against sexist actions, policies, attitudes and social structures. Examples include online photo campaigns like the "I need feminism because" initiative on Tumblr, efforts to elect progressive women to office, such as in various U.S. cities in 2018, and large-scale events like the Women's March on January 21, 2017, which saw millions participating worldwide.

India also has its share of online feminist campaigns. One notable project is the "Blank Noise" initiative, which basically came up as a response

for the sexual harassment women face in public spaces. This movement has expanded to different cities, with activists/volunteers leveraging social media and the blogosphere to share stories, promote public events, and raise awareness of their activities and feminist principles. The “Why Loiter” movement similarly adopts a theoretical framework to understand why women in India face exclusion from freely accessing public spaces offline. Developed by Phadke, Khan & Ranade (2009), this framework sheds light on how women are restricted when attempting to cross these boundaries, a concept applicable to analyzing online spaces as well.

### **Social Media, Society, and Online Misogyny**

In the contemporary era, it's evident that traditional patriarchal attitudes and hostility towards women, which are prevalent offline, have extended into digital environments and online cultures. Major social media platforms such as Facebook, YouTube, Twitter and WhatsApp are inundated with derogatory messages targeting women, a phenomenon termed “online misogyny” that has drawn the attention of feminist media scholars for investigation.

Research conducted over the past half-decade illustrates that women are disproportionately subjected to cyberstalking, online harassment, trolling, name-calling, and threats of physical violence in online settings compared to men. As early as 2016, the UN Spokesperson for Violence against Women underscored the escalating concern and priority of online violence. An Amnesty International report in 2017 highlighted that a significant proportion of targeted women experienced adverse psychological effects, with online threats often translating into offline fears for physical safety.

The observation of patriarchal behaviors prevailing in online arenas underscores the utility of feminist theory in comprehending how even emerging media technologies can serve to marginalize and oppress women. The Gamergate controversy serves as a pivotal moment, where segments of the video gaming community vehemently opposed what they perceived as feminist and progressive influences on video game culture, leading to virtual attacks on women within the industry. Ongoing research delves into various aspects of this issue, including the nature of harassment, the link between online and offline harassment, and the manifestation of “toxic masculinity” in digital realms.

A central concern in this field of inquiry is the recognition that the online and offline realms are not as distinct and separate as they may seem. Rather, there exists a convergence between the two, contrary to utopian visions of post-gender spaces advocated by theorists like Haraway. Bias, stereotypes, prejudices, and behaviours persist and permeate online spaces, reflecting the broader societal constructs that underpin gender dynamics.

### **Let Us Sum Up**

In this module, we explored the emergence of feminist media theory stemming from concerns about the inadequate representation of women's issues in media research. We delved into the distinctions between standpoint theory and feminist empiricism. Moving forward, we emphasized the significance of intersectionality within feminist theory and its relevance in media studies. We also addressed the artificial division between public and private spheres and its impact on media representation of women's issues. Furthermore, we scrutinized how media constructs gender and identity, highlighting portrayals of women in traditionally male-dominated domains like politics and sports.

Beyond representation politics, we analyzed the pivotal roles of media production and consumption processes. Additionally, we examined the integration of new media technologies into the media landscape and contemplated their potential to democratize media and amplify marginalized voices, particularly those of women. We explored the prevalence of online misogyny and the mobilizing power of online feminisms in advocating for women's issues across digital and offline realms.

In summary, this module provided an introductory overview of feminist media theory and demonstrated its applicability in critically analyzing media content and contexts.

### **Self Assessment Questions**

1. What do you mean by intersectionality?
2. Try to analyse some media contents from Feminist perspectives.
3. What was Dorothy Smith's focus while studying media?
4. Why online misogyny has been a serious threat in contemporary times?

## References

- Dines, G. & Humez, J.M. (ed.) (2011). *Gender, Race and Class in Media*, 3rd Edition. Sage: Thousand Oaks, New Delhi.
- Gallagher, M. (2003). *Feminist Media Perspectives in Valdivia*, A. (2003) (ed.). *A Companion to Media Studies*. Malden. MA: Blackwell.
- Haraway, D. (1991). *Simians, cyborgs, and women: The reinvention of women*. London and New York: Routledge.
- Mankekar, P. (2000) *Screening culture, viewing politics: Television, womanhood and nation in modern India*. New Delhi: OUP.
- Phadke, S., Ranade, S., & Khan, S. (2009). Why loiter? Radical possibilities for gendered dissent. *Dissent and Cultural Resistance in Asia's Cities*, London: Routledge.

### 3.4 Interactionist Approach

Symbolic interactionism, as outlined by Blumer (1969), is founded on several core principles. Initially, individuals engage with objects based on the meanings those objects hold for them. Secondly, these meanings evolve through social interactions. Thirdly, the interpretation of meanings involves individuals reflecting on themselves and engaging symbolically with others. Fourthly, humans construct their experiential worlds. Fifthly, these worlds' meanings derive from interaction and are influenced by individuals' self-reflection. Sixthly, self-reflection intertwines with social interaction and shapes it. Seventhly, collective actions, including their formation, dissolution, conflict, and integration, constitute a society's "social life." Eighthly, the interpretation of meanings is a complex process, rooted in the cultural realm and influenced by mass media like advertising, cinema, and television. This process involves interconnecting various distinct and context-dependent elements.

As per the interactionists, communication is close to culture and they emphasize to study communication as culture contextually. Communication is nothing but a process, where two or more people are involved, preferably in an authority and they share accountability. At the same time the individuals involved in communication are supposed to exchange representative relationship whether it may be in the form of intimate, charismatic or tyrannic form. (see Altheide, 2003, p. 660; Carey, 1989, p. 18; Couch, 1995). Many times communication has been referred to as 'sharing', 'community', 'participation' and 'quality of life' after the advent

of information technologies. (Carey, 1989, p. 18; Fackler, 2010; Fortner, 2010; Nerone, 2010, pp. 12–13). As a result of this, different models of analysis have evolved which rely on various frameworks like media logics, institutional structures, presentational formats and interpretive meanings. (Altheide, 2003, pp. 665–666).

In contemporary times all social institutions manifest themselves as media institutions (Altheide, 2003, p. 666). The new social media can be cited to be the best example through which specific information technology can be correlated. Analysis subsumes the inherent spatial and temporal biases, the specific institutional structures which produce such biases. This can result in a tendency for monopolizing knowledge and power. This specific tendency can lead to social disorder and at times to conditions of social change which are connected to specific historical moments and where information technology had played a significant role. (see Carey, 1989, pp. 149–150 on these points in Innis, 1950).

**Activity:**

Try to prepare a case study on the role of information technology behind the Manipur violence erupted in India.

**The task of Media**

The primary function of mass media, regardless of its form, is economic rather than social. Modern information technologies transform individuals into consumers of various goods, including information, often characterized as “info-tainment.” As Rotzoll and Haefner (1990) suggest, in competitive markets, the information disseminated essentially serves as advertising. These technologies package and market human experiences as commodities with entertainment value, shaping individuals into consumers not only of experiences but also of other marketed commodities. Smythe (1994) argues that the core objective of mass media is to make this commercialized world seem natural and unnoticed by its consumers. Barthes (1972) similarly notes how media portrays reality in a way that blurs the lines between nature and history, aiming to maintain its economic importance within the larger societal framework.

The primary aims of the mass media complex are multifaceted: to cultivate audiences who not only consume advertised products but also adhere to consumption patterns aligned with capitalist ideals and



supportive of state policies. Moreover, these technologies aim to shape audiences who utilize their income to purchase the products they help produce. Consequently, the main commodity produced by information technologies is audiences themselves. Despite this, the media endeavors to make consumers perceive themselves as more than commodities, employing cultural narratives that reinforce notions of individual freedom and agency.

The communication industries operate within a dual commodity framework: consumers as commodities are linked to cultural artifacts, such as media content. These artifacts serve as social texts and commodities, inseparable from the institutional contexts and cultural norms that shape everyday life. Advertisements play a crucial role in this process, presenting products in various formats to evoke desires and needs, which are then fulfilled through consumer purchases.

It is always desirable to specify the target audience for certain product and this ensures the effectiveness of an advertisement. These audiences are essentially market segments formed by both media outlets and the advertising industry. They need to have an emotional connection with the product and its consumption. There are broadly two sources of audience. One source comprises of the media platform which focuses a particular product (like fanzines) and the other source is culture. Various social factors such as gender, race, age, class, educational background, spatial location and even political views can contribute to the creation of these market segments. Emotional needs specific to these segments are then identified and targeted through media campaigns promoting new cultural products, thereby utilizing the tools of advertising within the cultural framework.

It's understood that consumers from diverse gender and racial backgrounds bring different cultural interpretations to these products and the media representations associated with them. These interpretations are deeply intertwined with cultural norms regarding gender, race, and class, which are manifested in specific cultural practices and settings, like the family living room. Within these settings, individuals engage with media texts and technologies, sometimes resisting the dominant cultural narratives embedded within them.

In essence, media texts, linked with specific technologies, encapsulate sets of values that may sometimes contradict each other. Under some situations the audience have to negotiate with these contradictions and

while doing this they have to juggle between their personal values as well as with the structured values of society. This negotiation often involves struggle and ongoing conflict, shaping the interpretive culture of everyday life. However, while resistance from the audience can challenge dominant cultural narratives on a local level, it may not significantly impact larger cultural trends characterized by conservatism, homophobia, racism, and sexism.

There are various factors like social context, cultural objects, individual identities which influence the relationship between an audience and media technology. Sometimes ideologies like capitalist, socialist or totalitarianism also go on to shape and reshape the relationship between people and media. Thus what the audience internalizes because of media influence is a complex process to understand. Objects and media texts are not merely conduits for

ideological messages but are sites of negotiation and political contestation. Audience members are not passive recipients of media effects but active participants who interpret texts within their own social contexts, creating meaning through ongoing negotiation and interaction.

This critical interpretive approach emphasizes the ongoing nature of audience engagement beyond specific media events. Audiences are viewed as dynamic sites where identities are negotiated in response to cultural texts and institutional structures. Texts are not passive carriers of meaning but are actively engaged with and contested within specific social contexts. Cultural practices shape interpretations of texts and technologies, with meanings emerging through complex social relationships and interactions.

### **How Media Reforms can lead to Crisis of Demography**

The present-day media landscape in the United States is marked by significant corporate control (Kellner, 2005, p. 183). Mainstream media outlets, spanning from radio to television, newspapers, book publishing, film studios, theaters and networks are now predominantly owned by a handful of corporations (McChesney, 2000, pp. 17–19). This consolidation of power has led to a condition wherein crisis in democracy can be felt in manifest form. In recent decades, conservative interests have dominated corporate media, serving the agendas of their corporate owners (Kellner, 2005, p. 183). A distinctive type of media culture has evolved because of the concentration of power and this media culture has the potential to



transform the political discourse by using the weapon of misinformation and attack.

In the past decade in the USA, the conservative Republican media machinery has pushed forward an agenda targeting people of color, women's rights, immigrants, the environment, education, terrorism, and the economically disadvantaged (Kellner, 2005, pp. 181–182). This machinery has consistently vilified media critics who challenge its narrative, branding them as unpatriotic. If a media outlet were to air content deemed unfavorable by the Right, it would face a barrage of criticism through various means, accusing them of bias against the nation.

This negative media environment has stifled the traditional role of journalism in investigative reporting. However, it's asserted that for a democratic society to function properly, mainstream media must fulfill their duty of critically informing the public (Kellner, 2005, p. 183; see Fortner, 2010).

During George W. Bush's presidency, fake news was employed to justify the Iraq War (Denzin, 2007; Rich, 2005a, 2005b, 2005c, 2006). Through carefully orchestrated presentations, the administration built its case for war on the supposed threat of Saddam Hussein's weapons of mass destruction (Hersh, 2005, p. 235). This included staged events and manipulated intelligence. Eventually, it was established that no weapons of mass destruction could be found and Saddam Hussein was not the perpetrator behind 9/11 attacks.

The manipulation of information led to a betrayal of democratic principles (Rich, 2005b). Thus, sabotage of democratic ethos.

The Bush administration took cues from the techniques of news management popularized by Jon Stewart's "The Daily Show," employing fake news personalities to disseminate their agenda (Rich, 2005a). For instance, Armstrong Williams was paid to provide fabricated journalistic analysis of the No Child Left Behind Act (Rich, 2005a).

Efforts for media reform are underway to counteract these challenges to democracy. This includes advocating for alternative media, revitalizing public broadcasting, promoting investigative journalism, stronger anti-monopoly regulations and ensuring democratic access to the internet (Kellner, 2005, p. 183). In contemporary times the importance of critical media literacy initiatives can not be denied. The other required things

are public journalism and also the documentary filmmakers along with progress in digital media technologies. A thriving progressive blogosphere is also highlighted as crucial.

Above all, an informed citizenry is essential for a healthy democracy, necessitating access to diverse perspectives and critical information about those in power. Thus, media reform is indispensable for revitalizing the democratic process in the US and should include a transformation of the media culture.

This envisioned culture should be rooted in communitarian ethics, emphasizing justice, solidarity, empowerment, human dignity, and community (Christians, Ferre, & Fackler, 1993, pp. 14–17, 93). For ushering an era of civic transformation to forging strong communitarian feeling through dialogue and democratic discourse, Communitarian journalism is the best option. (Christians et al., 1993, pp. 14–17, 93). Such journalism, guided by communitarian principles, holds itself to a higher standard, aiming not just for impartial coverage but also for telling the stories essential for justice (Christians et al., 1993, p. 93).

### 3.5 References

1. Blumer, H. (1969). *Symbolic interactionism*. Englewood Cliffs, NJ: Prentice Hall.
- Carey, J. (1989). *Communication as culture*. New York: Routledge
2. Denzin, N. K. (1992). *Symbolic interactionism and cultural studies*. Cambridge: Blackwell.
3. Denzin, N. K. (1995). Information technologies, communicative acts, and the audience: Couch's legacy to communication research. *Symbolic Interaction*, 18, 247–268.
4. Fiske, J. (1989). *Understanding popular culture*. Boston, MA: Unwin Hyman.

**UNIT – IV****Lesson 4.1 - Media and Popular Culture****Structure**

- 4.0 Objectives
- 4.1 Introduction
- 4.2 Definition
- 4.3 Forms of Popular Culture
- 4.4 The Evolution of the High vs. Low Culture Discussion
- 4.5 Samuel Taylor Coleridge and the Origins of the Discussion
- 4.6 Matthew Arnold and the Differentiation of Culture and Anarchy
- 4.7 F R Leavis
- 4.8 T S Eliot
- Modern Approaches to the Discussion
- 4.9 Cultural Studies and the Differentiation between High and Popular Culture
- 4.10 Marxism and Cultural Discourse Contemporary Approaches to Cultural Analysis
- 4.11 Postmodernism and Its Relation to Culture
- 4.12 Summary
- 4.13 Check your Progress
- 4.14 References

**4.0 Objectives**

*Upon completing this unit, you will acquire the skills to:*

- Define high and low culture, as well as popular and mass culture.
- Follow the historical evolution of these terms in both connotation and denotation.
- Analyze the origins of the high/low cultural divide, its conceptual evolution, and its contemporary interpretation within cultural studies.

#### 4.1 Introduction:

In the chapter named “Media and Popular Culture,” we aim to clarify the basic principles behind “Media” and “Popular culture.” Examining these definitions will help grasp how these elements interact and influence each other within the rich cultural tapestry of India.

#### 4.2 Definitions:

##### Defining Media and Media Studies:

In “Media Studies – An Introduction,” Robert Kolker explores the origins of the term “media,” linking it to words like “mediate,” “intermediate,” and “mediation,” all derived from the Latin word for “middle.” He suggests that a medium serves as both a vessel and a channel, inevitably transforming any material that flows through it and open to diverse interpretations by those engaged in the communication process.

Kolker asserts that “media” transcends mere conveyance, possessing the capacity to transform the information it carries. This transformative aspect of the medium holds significant implications in cultural studies, both implicit and explicit. Let’s consider a definition of “media studies.”

Mark Balnaves, in his book “Media Theories and Approaches,” describes media studies as a field dedicated to exploring the function of media in today’s social and cultural settings. It covers different aspects of this subject, such as the frameworks and arrangements of media, its content, how audiences interact with it, and the impacts it has.

Balnaves highlights two pivotal aspects of media studies. Firstly, it involves investigating the specific media’s scope, encompassing the organization, content, audience reception, and immediate effects—an approach concentrated on the media’s immediate impact and content. Secondly, it delves into the broader societal and cultural ramifications of media, exploring their enduring effects and influences—an approach centered on culture and the lasting impacts of media.

Ulla emphasizes the expansive nature of “beliefs, practices, and objects,” highlighting their widespread influence. Conversely, Mukerji delves into the profound roots of these elements within local traditions, having an inclination to examine the political as well as commercial implications. Mukerji further delves into the commercial aspect, targeting the general populace’s preferences. Trechmann underscores that popular culture

largely reflects the values, ideas, and attitudes of dominant societal groups, thus exerting control over mass culture during product promotion.

Some may recall the TV series “Ramayan” created by Ramanand Sagar, which aired on Doordarshan starting in 1987. This immensely popular show based on the great epic ‘Ramayana’, had the greatest impact on its viewers which can be established by the fact that approximately 60 million audience watched this epic per episode covering entire nation, with certain episodes captivating audiences of 80 to 100 million. Reports surfaced of communities renting televisions to watch the series together, and there were accounts of people performing rituals in front of their TVs. Academic interest in the symbolism of Ram as a divine nationalist

figure led to studies exploring “Ramayan” as religious, political, communal, and even as a democratic tool. Various scholars examined themes such as caste dynamics, the economics of television broadcasting and privatization, the use of audiovisual storytelling, and the novel experience of televised mythology. These diverse studies challenged the conventional confines of media analysis, advocating for a more expansive and interdisciplinary approach.

### 4.3 Forms of Popular Culture

How much time do we spend each day in front of screens, whether it's television or the internet? A significant portion of our daily lives is dedicated to consuming media in various forms. But why do we invest so much time in this? Whether it's for entertainment, staying informed, or learning, a considerable chunk of our time is inevitably devoted to watching, listening, or browsing through media content. And within this time, how much is consumed by advertisements? This illustrates the pervasive and influential role that media plays in our lives, particularly evident in the upbringing of children. From their preferences in clothing and toys to their attitudes, accents, and even choice of friends, the influence of media is unmistakable. Whether our media consumption is regulated or unrestricted, it undeniably leaves its mark on us. So, to what extent does media shape our thoughts and behaviors?

The amount of media we consume correlates directly with the time we allocate to it. By reflecting on everything we engage with—what we watch, listen to, and read—we can take stock of our media consumption habits. Here's a simple exercise to help understand our media intake:

Step 1: List the hours spent daily watching television, including other media like DVDs and mobile browsing.

Step 2: Document the advertisements, films, news, and other programs you watch, recalling the visuals.

Step 3: Identify recurring advertisements, those you see frequently or daily.

Step 4: Note down products or items from advertisements that you use in your daily life. Identifying such patterns can reveal the extent of media's influence on you.

When discussing mass media such as radio and television, it's crucial to acknowledge their diverse features and societal roles. Media theorist Denis McQuail outlines four models of media present in different societies:

- The liberal-pluralist or market model
- The social responsibility or public interest model
- The professional model
- The alternative media model

Each model operates differently, reflecting varying societal values and norms. To grasp these models better, analyze examples from advertisements and TV programs across different channels.

These models essentially outline the functions of media within civil society. Clifford G. Christians and colleagues suggest four roles of media derived from the conflict between those in power and the public:

- “monitoral” (reporting on culture, politics, etc.)
- “facilitative” (providing information and news)
- “radical” (questioning societal structures)
- “collaborative” (assisting communication between agencies and people)

Mass media encompass various forms, including radio, film, newspapers, magazines, books, video games, and digital platforms like blogs and podcasts. While not analyzing each form individually, we'll explore some, starting with the oldest: print media.

**Print Media**

The development of the printing press by Johannes Gutenberg in the 15th century heralded a new era of mass communication. Subsequently, a German printer pioneered the initial mobile printing press by combining it with a steam engine. This advancement facilitated the widespread distribution of printed materials like newspapers, magazines, posters, and books worldwide. As a result, it encouraged cultural exchange and fostered a sense of unity among various communities. Benedict Anderson, a political scientist, coined the term “imagined community” to describe this phenomenon, implying that cultural interaction doesn’t just merge cultures but also spawns entirely novel cultural identities.

**Radio**

During the early 20th century, radio emerged as a cost-effective alternative to telephones, rapidly gaining popularity as a mass medium. Its unique feature allowed multiple listeners to tune in to a single radio set, revolutionizing audio advertising for businesses. Community radios later emerged, empowering local communities to dictate the content and advertisements broadcasted, thus promoting inclusivity.

**Television**

Television, as the predominant mass medium, has been both praised and criticized for its influence on culture. While some argue that it fosters a conformist culture, others highlight its role in showcasing cultural diversity and experiences. For instance, television coverage of events like the Kargil war provided viewers with real-time experiences, shaping nationalistic sentiments. Despite initial popularity in the 1940s and 1950s, television’s widespread reach in India surged with the advent of cable TV.

**Advertising**

Advertising, according to Robert Kolker, blends art, psychology, and social engineering to persuade consumers. Employing various tactics such as storytelling and graphic design, advertisers aim to create desire for their products. However, the effectiveness of advertising varies based on individual factors like gender, race, and economic status. Cultural perspectives on advertising reveal patterns and narratives that manipulate consumer perceptions, often relying on strategies like sexualization, repetition, and allusion.



## Popular Cinema

Cinema serves as a popular mass medium, offering entertainment and leisure to audiences. Beyond film screenings, cinema culture encompasses various elements such as posters, reviews, interviews, and promotional activities. Commercial films often cater to audience preferences for novelty and spectacle, incorporating exotic locales, music, and larger-than-life narratives. In Bollywood cinema, prevalent themes include nationalism, family drama, and societal transformation. Analyzing films from cultural and social perspectives involves examining public symbols, themes, character portrayals, and audience targeting.

## New Media

New media includes the most recent online communication tools like Facebook, YouTube, Twitter, WhatsApp, messaging apps, and others. The internet has transformed media by allowing nearly anyone with internet access through mobile devices or computers to create content. The process of creating, distributing, and receiving feedback on various forms of content (audio, video, text, personal messages, etc.) has become instantaneous, opening up immense marketing possibilities. Advertisers and brands capitalize on this new media culture and various trends, leveraging them for marketing purposes. Some argue that the internet is a valuable medium because it enables uninterrupted streaming of films.

In his publication “Popular Culture and New Media: The Politics of Circulation” (2013) by Palgrave Macmillan, David Beer delves into how new media intertwines memory and objects. He labels this phenomenon as the “circulation” of culture, suggesting it as the cornerstone of the medium’s widespread appeal. It’s undeniable that the internet and internet culture have seamlessly integrated into our everyday routines.

In conclusion, the evolution of media has been shaped by cultural, political, and historical shifts in society, as well as by the unique cultural dynamics of different communities. Now, a question arises: Has any form of media become obsolete in today’s era? For instance, with the availability of minute-by-minute updates online, do people still purchase newspapers? Media theorist Henry Jenkins offers insight into this query, suggesting a concept of technological convergence. This idea challenges the notion of media obsolescence, asserting instead that various media forms coexist and evolve together.



In the context of India, despite the rise of new media platforms, newspapers continue to thrive. Jenkins describes five types of convergence to illustrate this phenomenon:

**Economic Convergence:** When a single company has economic stakes in multiple media types. For instance, Sun Network's involvement in satellite dish platforms, television channels, and film production exemplifies this.

**Organic Convergence:** Referring to individuals engaging with multiple media simultaneously, such as chatting online while watching television.

**Cultural Convergence:** Instances where cultural or mythical figures appear across different media forms, like religious characters Bhima and Krishna being reimagined as cartoon characters, toys and even computer game avatars.

**Global Convergence:** The coming together of local and global cultures, such as the presence of universally recognized products like Barbie dolls in various markets.

**Technological Convergence:** The blending of technologies, as seen in contemporary documentary filmmakers incorporating animation into their films.

To provide examples of these convergences from your cultural context:

**Economic Convergence:** A multinational corporation owning both a streaming platform and a film studio.

**Organic Convergence:** Someone using social media while streaming a movie on their smartphone.

**Cultural Convergence:** Traditional folklore characters being depicted in modern digital art forms and merchandise.

**Global Convergence:** Fast food chains offering localized menu items in different countries.

**Technological Convergence:** Virtual reality being utilized in educational videos for immersive learning experiences.

In educational environments, a crucial approach to understanding how popular culture and media intersect is through the concept of "media literacy." But what exactly is media literacy? Media literacy can be defined as the capability to "access, analyze, evaluate, and create media

messages of various forms.” According to The Media Literacy Project, the necessary skills to interpret a message encompass understanding how media constructs meaning, identifying the creator of a specific media message, discerning the intended beliefs or actions by the media maker, naming the persuasive techniques employed, recognizing biases, spin, misinformation, and falsehoods, uncovering overlooked aspects of the narrative, and assessing media messages based on personal beliefs, values and experience.

### **Panel Culture**

The term “panel” typically refers to “a collection of usually rectangular frames.” In this context, panel culture can include any form of popular culture depicted in a sequence of frames, ranging from wooden panels to sequences of glass paintings commonly seen in murals, paintings, churches, comics and cartoons. Pramod K. Nayar, in his book “Reading Culture: Theory, Praxis, Politics,” employs this term in a narrower context, primarily discussing comics, which undoubtedly hold a significant place in our lives. Even if one does not purchase comic books, encounters with them are ubiquitous through various media channels such as newspapers and social media platforms like Facebook.

It could be contended that comics represent a form of “visual satire.” They play a significant role in public visual culture, serving not only as entertainment but also as educational resources for children. They receive approval from schools, educators, and parents, challenging the notion that comics are merely casual reading material. Instead, they warrant serious attention and consideration. This genre has garnered substantial academic recognition with numerous studies exploring its ideological underpinnings, cultural significance, and narrative techniques.

Amar Chitra Katha stands out as a significant reflection of Indian popular culture. Several compelling reasons support this assertion:

- Its widespread distribution, extensive publicity, and popularity.
- Its political, religious, and mythological themes.
- Its role in bridging generational and familial gaps, fostering connections between - grandparents and young generation as well as between joint and nuclear family structures.
- Its contribution to the preservation and dissemination of identity, history, and culture.

- Its engagement with enduring debates surrounding caste and representation.

### **Cabinet Culture**

Cabinet culture, in essence, refers to the utilization of shelves for exhibiting or storing various items. Museums exemplify this concept. Like comic books, museums are integral to contemporary popular culture. Museums delve into the cultural dynamics of exhibition. When examining museums as part of popular culture, focus is placed on four key elements: the items themselves, the display context, the intended audience, and the reception of the displayed objects. So why are museums viewed as part of popular culture? Several factors contribute:

Museums showcase heritage and cultural artifacts, serving as platforms for education and enlightenment.

They are organized spaces where objects are formally exhibited for public viewing. Museums also function as commercial hubs.

They attract tourists and serve as destinations for exploration.

Museums represent intricate intersections of social histories related to collecting, categorizing, exhibiting, and entertaining.

### **Brochure Culture**

Brochures have become an integral aspect of daily life, often encountered within newspapers, hotels, salons, supermarkets, and museums, offering information on various products or establishments. With the burgeoning interest in travel among the middle class, tourism departments distribute numerous brochures showcasing places of interest to potential travelers. To delve into the phenomenon of brochure culture, let's examine a tourist brochure closely.

Tourist brochures serve the purpose of providing travelers with a preview of a destination before they actually visit it. While it's commonly assumed that travelers only venture to familiar places, brochures serve to acquaint individuals with the locale. Although promotional materials aim to evoke the essence of a place, they primarily offer informative content. However, culturalist Andrew Wernick suggests that these materials possess a rhetorical quality akin to poetic language. What is the intent behind this rhetorical aspect of tourist brochures? It not only presents the features of

a particular destination but also aims to captivate and convince potential tourists to take interest in it.

However, the concept of the “tourist gaze” is viewed negatively by some. In his seminal work, “The Tourist Gaze,” John Urry defines it as the expectations tourists have regarding ethnic communities, seeking an authentic experience. This perspective is criticized for its colonial implications on indigenous or ethnic groups, revealing power dynamics within tourism. Fernando Ortiz’s notion of “transculturation,” which denotes the blending of cultures, further contributes to this discourse.

Analyzing a tourist brochure involves examining various elements:

Examine how the destination is portrayed in the photos showcased in the brochure. Evaluate the tagline and descriptions, paying attention to the persuasive language and rhetorical methods used. Review the provided details such as addresses, phone numbers, travel directions, and website links.

#### **4.4 High Culture and Low Culture: The Debate Starts:**

High culture refers to esteemed cultural expressions typically associated with privileged or educated groups, such as significant works of literature, architecture, or art from specific historical periods. It’s typically regarded as belonging to the educated and affluent segments of society.

In contrast, popular or mass culture encompasses what is widely accepted or enjoyed by the masses, representing the culture of common people. Low culture, often used disparagingly, refers to certain forms of popular culture. For instance, a nude image in an art gallery may be considered art, while a similar image in a newspaper might be viewed as non-artistic, even bordering on pornography.

The distinction between high and popular culture isn’t inherent in the cultural form itself but in the theoretical interpretation of that form. High culture, when displayed in settings like art galleries, is appreciated for its craftsmanship, cultural references, and symbolism. Conversely, in more casual mediums like newspapers, these aspects are often absent, leading to a focus on mere titillation.

The concept of a cultural hierarchy has long been present, with colonialism being a prime example of the perceived superiority of one culture over another. Additionally, race and ethnicity have been used as

markers for cultural hierarchy, leading to stereotyping based on perceived abilities and behavior. Gender differences also play a role in cultural portrayal and traits. Exploring the historical evolution of the high versus low culture debate provides insight into cultural perceptions over time.

#### **4.5 Samuel Taylor Coleridge and the Origin of the Discussion of High Versus Low Culture**

Understanding the historical trajectory of the debate surrounding high and low culture is essential. We'll delve into the insights of significant scholars who have shaped this discourse.

Samuel Taylor Coleridge is pivotal in the genesis of this debate. The roots of this discussion can be traced back to Coleridge's concepts. He posited that culture is a vital asset that must be managed to uphold societal balance. This notion was initially articulated by Coleridge in his work "On the Constitution of the Church and State." Coleridge makes a clear differentiation between civilization and cultivation. According to John Fiske's interpretation, civilization, as Coleridge sees it, encompasses the entire nation, while cultivation is the domain of a particular elite group referred to as the 'clerisy.' Coleridge equates civilization with culture and defines the clerisy as a select group of knowledgeable individuals responsible for preserving and disseminating the national heritage. According to Coleridge, the clerisy will guide the progress of civilization by safeguarding past achievements, enhancing them, and ensuring broad access to essential knowledge among the populace. Thus, Coleridge outlines various distinctions between high and low culture, civilization and cultivation.

The term 'cultivation,' traditionally associated with the tending of crops and agriculture, takes on symbolic significance in Coleridge's discourse. He employs it figuratively to represent the development and maturity of individuals. Against the backdrop of the industrial revolution's upheaval, Coleridge envisages cultivation or culture as a stabilizing force, aligned with the Romantic notion of idealistic progress permeating human endeavors.

#### **4.6 Matthew Arnold and the Differentiation of Culture and Anarchy**

The initial focus for exploring the distinction between high and low/popular culture is Matthew Arnold, a notable English intellectual from the

nineteenth century, who notably did not directly engage with the concept of popular culture.

In his work “Culture and Anarchy,” Arnold discusses culture without mentioning popular culture. He initially defines culture as the pursuit of human excellence through understanding the best ideas and expressions in the world, aiming to challenge and improve our ingrained beliefs and behaviors.

Arnold sets the tone for the discussion by suggesting that culture refers to ‘high culture,’ representing the highest achievements of humanity and being exclusive in nature. He views culture as embodying human potential and aspiration, a repository of knowledge meant to promote reason and divine will. Arnold sees culture as the pursuit of perfection, an inward state of the mind and spirit rather than external circumstances.

He emphasizes that culture involves striving for perfection through activities like reading, observing, and reflecting on the best of human knowledge. Arnold suggests that culture aims to eliminate social divisions, making the best ideas universally accessible and fostering an environment of enlightenment and harmony.

Arnold portrays culture as a moral and political force aimed at improving society. Although he never explicitly discusses popular culture, he juxtaposes culture with anarchy, implying that popular culture may embody disorder or lack of authority.

Arnold highlights the need for authority to counteract the potential chaos of anarchy, particularly among the less educated. He believes that exposing people to the best ideas can mitigate the societal ills exacerbated by industrialization.

In summary, Arnold’s exploration of culture and anarchy provides insights into the contrast between high and low culture in society, emphasizing the role of culture in addressing social challenges and fostering enlightenment.

#### **4.7 F R Leavis**

The effects of industrialization, which motivated Coleridge and Arnold to contemplate culture, were similarly influential in the case of F.R. Leavis. Additionally, Leavis contended with the aftermath of World War I. Unlike the Enlightenment’s focus on future perfection, Leavis idealized a

bygone era, particularly England's seventeenth century, which he regarded as a golden age. This era, though more imagined than real, represented to Leavis a time of genuine cultural richness and societal coherence, governed by social codes. He viewed this period as a pinnacle of civilization, marked by a harmonious balance in all aspects of life. Leavis believed that this cultural coherence began to deteriorate in the nineteenth century, continuing into the twentieth, with industrialization leading to a decline in traditional values and the rise of mass culture driven by commercial interests. He argued that the educated minority lost control over cultural stewardship, yielding to the dominance of an uneducated majority. Leavis's perspective adds a nuanced layer to the debate between high and low culture, emphasizing the perceived positivity and progressiveness of the past contrasted with the perceived lack of cultural cohesion in the twentieth century.

#### 4.8 T S Eliot

T.S. Eliot's analysis of culture highlights the significance of both high culture and mass culture within the wider cultural context. Eliot noticed the decline of literary tradition amidst the turbulent early years of the twentieth century, seeing it as a symptom of deeper societal concerns. The disjointed and personal nature of artistic and literary expressions, according to Eliot, indicated a disconnect in sensibilities, suggesting a dearth of shared values and effective communication in contemporary society.

Eliot outlines three tiers of cultural operation: the individual, the collective, and the entirety of society. He suggests that personal accomplishments are limited to the individual, and endeavors to introduce high culture to the masses are ineffective. Certain cultural standards and customs, like rituals and traditions, are adopted by all societal members, while safeguarding lofty cultural accomplishments is the responsibility of the elite.

In essence, Eliot emphasizes the importance of both high culture and mass culture in shaping societal dynamics.



## **Contemporary Approaches to the Debate**

### **4.9 Cultural Studies and the Distinction Between High and Mass Culture**

Richard Hoggart, Raymond Williams, E. P. Thompson, Stuart Hall, and Paddy Whannel, collectively known as the culturalists, were all affiliated with the Centre for Contemporary Culture Studies at the University of Birmingham. Their work shares a common focus on understanding culture by delving into the lived experiences of specific groups or individuals, thus distinguishing between high and mass culture.

Richard Hoggart's perspective, shaped by the ideas of F. R. Leavis, both honors the working-class heritage of his upbringing during the 1930s and offers a critical assessment of the perceived deterioration in the cultural standards accessible to the working class in the 1950s.

He highlights the communal and organic nature of 1930s working-class culture, characterized by self-creation. However, he is critical of the crude and commercial nature of 1950s popular culture, believing it offers little to enrich working-class culture. Despite this, Hoggart trusts in the resilience of working-class culture against the encroachment of mass culture.

Raymond Williams stands out among this group, significantly impacting our understanding of culture. His definition encompasses culture as experienced, recorded, and interpreted, emphasizing their importance in both synchronous and diachronic contexts. Williams advocated for the democratization of culture, reflecting on mass culture.

Similarly, E. P. Thompson portrays the working class as actively shaping its own history within existing circumstances. His book, "The Making of the English Working Class," suggests dynamism, echoing the resistance of popular culture against the interests driving the Industrial Revolution.

Stuart Hall and Paddy Whannel expand on the discussion of popular culture, avoiding hierarchical distinctions and instead advocating for critical awareness of acceptable and unacceptable forms within popular culture itself.

These British thinkers' discourse illuminates the tensions between working-class culture and mass culture emerging post-Industrial Revolution. Their ideas, shaped against the backdrop of the potential of the working class as a force for social change, draw influence from Marxist perspectives and materialist thought.

#### 4.10 Marxism and Culture

British intellectuals surpassed rigid disciplinary boundaries, aiming to examine culture by considering its social, economic, and political aspects. They posited that culture is closely linked to the framework within which it originates and is utilized. As a result, they interacted with and expanded upon Marxist cultural theories, occasionally endorsing or modifying them.

The Marxist viewpoint regarding culture originates from the Marxist interpretation of history. Marx and Engels underscored the intricate dynamics of human societies, emphasizing the significance of ideology within them. It was not until the 1920s and later that intellectuals such as George Lukacs, Ernst Bloch, and Antonio Gramsci broadened the range of Marxist examination. Lukacs delved into the interrelations among politics, culture, and literature. Bloch examined humanity's cultural aspirations for a better life. Gramsci introduced the concept of 'hegemony' or 'domination by ideas', focusing on how hegemonic ideas are formed, legitimized, and resisted.

Additional intellectuals like Max Horkheimer, Walter Benjamin, and Theodor Adorno explored cultural aspects, contributing to the formation of the Frankfurt School alongside their peers. Adorno and Horkheimer introduced the concept of the 'culture industry,' which encompassed various elements of mass culture. They contended that the culture industry, especially media culture, imposed a constraining impact on society, fostering widespread homogeneity. Their analysis centered on the industrialization and commercialization of culture under capitalism, drawing parallels between cultural products and other mass-produced goods.

While figures like Horkheimer, Adorno, and others examined the negative effects of the culture industry, Walter Benjamin found some positive aspects in mass media. He suggested that once detached from high culture, mass media could nurture a larger population of critical thinkers.

On the other hand, Habermas placed Adorno and Horkheimer's notion of the culture industry within a historical framework. He mapped out the development of commercial mass media from the era of 'representational' culture before the eighteenth century to the contemporary age.

Habermas argued that while the eighteenth-century public sphere fostered liberal discourse, contemporary mass culture has severed the

individual's connection to the public sphere, leading to manipulated opinions and consent.

The post-1960s British culturalists shared similar perspectives with the Frankfurt School, particularly concerning the absorption of working-class cultures into mass culture and the influence of media and consumerism. Next, we'll explore newer approaches to studying mass and high culture.

## **Contemporary Approaches to Cultural Analysis**

### **4.11 Postmodernism and/as culture**

Postmodernism, as described, is not a cohesive movement but rather a complex landscape where various intentions, definitions, and social forces intersect and collide. Jean Francois Lyotard's work, "The Postmodern Condition," is pivotal in this regard, highlighting the end of grand narratives and their universal claims. Instead, postmodernism champions diverse voices and perspectives, challenging the traditional dichotomy between high and low culture. Jean Baudrillard further emphasizes the erosion of certainty, where reality and imagination merge, leading to a state of cultural fatigue. Consequently, established certainties and authorities crumble, leaving a multitude of competing interpretations, such as those related to race, gender, and the environment. This blurs the dichotomy between high and low culture, signifying a shift towards a culture that exists in its own complexity, inviting more questions than answers.

### **4.12 Summary**

In this module, we began by highlighting the disparity between high and low culture. We also aimed to define popular or mass culture. Initially, we delved into the significance of high culture in society, tracing its evolution from influential figures like Samuel Coleridge and Matthew Arnold, through to F R Leavis and T S Eliot. However, perspectives shifted later on, with cultural critics recognizing culture as a hegemonic system, wherein certain elements were privileged over others. Furthermore, postmodernists proclaimed the demise of the overarching narrative, opening up space for numerous competing micro-narratives of culture, shaped by factors like race, gender, environment, and more.

#### 4.13 Self Assessment Questions

1. Analyse Coldridge's view points on civilization.
2. Discuss Foucault's opinion on culture.
3. What does Hoggart think about working class people?

#### 4.14 References-

1. Adorno, Theodor and Max Horkheimer. Dialectic of Enlightenment. Herder and Herder: New York. 1972.
2. Arnold, Matthew. Culture and Anarchy. 117pp. 10 June 2008. [http://www.gutenberg.org](http://www.gutenberg.org/dirs/etext03/8cltn10.txt)
3. /dirs/etext03/8cltn10.txt
4. Barthes, Roland. Mythologies. Paladin : London. 1973.
5. Coleridge, Samuel Taylor. On the Constitution of the Church and State. Dent: London. 1837/1972.
6. Fiske, John. Understanding Popular Culture. Routledge: New York and London. 1989. Jenks, Chris. Culture. Routledge: London. 1993.
7. Leavis, F R. The Common Pursuit. Hogarth: London. 1984.
8. Lyotard, Jean Francois. The Postmodern Condition. Manchester University Press: Manchester. 1984.
9. Smith, Mark J. Culture: Reinventing the Social Sciences. Viva Books: New Delhi. 2002.

DDE, Pondicherry University

**UNIT – V****Lesson 5.1 - Media and Globalization****Structure**

- 5.0 Objectives
- 5.1 Introduction
- 5.2 Globalization basic idea
- 5.3 Media Globalization in Developing Nation
- 5.4 Media Regulation in the era of Globalization
- 5.5 Cultural Imperialism as a result of Globalization: Media Regulation as a way out
- 5.6 Media Regulation in India
- 5.7 Globalisation and Print Media Regulation
- 5.8 Reasons for Print Media Regulations
- 5.9 Levels and patterns of regulation of print media
- 5.10 Pattern of Print Media Regulation
- 5.11 Global Framework for Print Media Regulations
- 5.12 Cases of print media regulation based on different socio-political structure
- 5.13 Summary
- 5.14 Check your progress
- 5.15 References

**5.0 Objectives**

*After reading this unit you will be*

- Engaging in conversations about the idea and elements of globalization
- Outlining the structure of global media
- Elucidating the notion of media globalization
- Knowing the necessity for media regulation
- Recognizing the need for maintaining a balance between media regulations and policies to have freedom of press .

## 5.1 Introduction

In the previous units you have witnessed various aspects of media and now it is important to know how the process of globalization has brought about unprecedented changes in media sector. The concept of media globalization is intricately tied to advancements in technology and economic capabilities. Nations with strong economies and cutting-edge technology tend to exert significant influence over the global communication landscape. In this module, we'll delve into the origins of globalization and how certain global media entities have risen to prominence, often facilitating a one-sided flow of information. Subsequently, we'll assess the diverse impacts of globalization on media and the emergence of a global media framework. Finally, we'll examine recent trends in globalization that could shape its future trajectory.

## 5.2 Globalization: Basic idea

Globalization, according to the Oxford English dictionary, is described as "the process whereby businesses begin or operate on a worldwide scale." Examining the historical context of global trade reveals that nations have been engaged in trade since ancient times. The era of colonialism serves as evidence of global trade, resource exploitation, and significant migrations of people. Thus, it can be contended that globalization is not a recent occurrence but has persisted for a considerable duration.

In his well-known book 'The Lexus and the Olive Tree,' Thomas Friedman (1999) challenged the notion of similarity between different eras and posed a question: "to all those who say that this era of globalization is no different from the previous one, I would simply ask: Was your great-grandmother playing bridge with a Frenchman on the Internet in 1900? I don't think so." Friedman clearly draws a comparison between the two eras based on technological advancements. He suggests that globalization can be divided into two phases in history: the first phase spanning from World War I to the end of the Cold War II, roughly 75 years. The fall of the Berlin Wall ushered in a new era of globalization, which is the period we find ourselves in currently. Other academics, like Held et al. (1996), argue that there is a substantial past of worldwide migration involving individuals, communication media, and economic structures.

Giddens (1990) suggests that rather than being a break from modernity, globalization is an extension of it. He argues that the development of modern



societies and industrialization has laid the groundwork for globalization. Albrow (1996) and Bauman (1998) characterize the global age as the era that follows modernity. In contrast, Roland Robertson (1992) challenges this viewpoint, arguing that globalization predates both modernity and capitalism, although he acknowledges that modernization speeds up the process of globalization. Held et al. (1999) classify globalization into four stages: pre-modern (prior to 1500), early modern (1500-1850), modern globalization (1850-1945), and contemporary globalization.

Some academics emphasize the idea of 'interconnectedness' within globalization, while others prioritize the concepts of Time-space compression and the recognition of actions taking place in distant locations as crucial aspects of globalization, which were less emphasized in earlier eras. Held et al. (1999) outline four distinct features of contemporary globalization: extensity (the scope of networks), intensity (the density of networks), velocity (the speed), and impact (the broader consequences). Giddens (1990) defines globalization as the deepening of global social ties that connect distant places in a way that local events are influenced by events occurring many miles away and vice versa.

Media globalization is characterized by multinational corporations as the key drivers, exerting control over global mass media content and distribution, as suggested by Lyons (2005). This consolidation process has given rise to what is termed as 'media oligopoly', wherein a few

dominant firms monopolize the marketplace by eliminating competitors through various means, thus asserting their dominance in the industry.

### **5.3 Media Globalization in Developing Nation**

The direction of media globalization is not solely one-way; it operates in both directions, from more developed nations to less developed ones and vice versa, although to a lesser degree. McQuail notes that wealthy countries have historically adopted aspects such as imagery, identities, cuisine and more from their colonies, trading partners, and dependencies. Even immigrant communities carry their cultural elements when relocating to developed countries. For instance, Indian cultural symbols like the bindi (forehead mark) and nose rings have influenced fashion trends in America. Moorthy terms this phenomenon as 'symbolic cannibalism,' while McQuail describes it as 'postmodern pastiche.' Thussu defines this communication flow from East to West as 'contra flow in global media,'

exemplified by instances such as the Brazilian TV network TV Globo exporting its telenovelas to over 100 nations and the Indian film industry establishing itself as a significant non-Western production hub, impacting the global cultural scene.

Bollywood films enjoy a global viewership among South Asians. Moore points out that while Australia has a reputation for importing media content, it has also emerged as a significant exporter to the UK, thanks to the popularity of its TV series such as 'Neighbors' and 'Home and Away'. Giddens (1999) refers to this phenomenon as "reverse colonization," noting the increasing popularity of South American telenovelas in the USA and several European countries.

In 2016, India played host to the Global Citizen Festival, marking a significant milestone in the rise of global activism platforms. The Global Citizen initiative, launched in 2012, is described as a platform for social action tailored to a global audience committed to tackling the most critical issues facing the world. Its overarching aim is to eradicate poverty by 2030, leveraging extensive global campaigns to amplify the contributions of individuals worldwide. At the November 2016 festival held in Mumbai, the renowned British band Coldplay delivered a performance, while Prime Minister Narendra Modi addressed the audience through a video conference. The event attracted over 80,000 participants and garnered commitments totaling \$5.93 billion, aimed at positively impacting the lives of 503 million individuals.

The advent of the internet has fundamentally transformed the global media landscape. Not only has it interconnected people worldwide, but it has also democratized content creation and ownership. Previously, the internet primarily consisted of websites and email, but the rise of social media platforms such as blogs, video sharing, content sharing, and curation sites has empowered individuals to produce and distribute content like never before. With only a small investment, individuals can effectively manage media blogs and websites to connect with a large audience. This updated media environment has proven especially advantageous for independent filmmakers, who have traditionally faced challenges in obtaining funding and distributing their work. They can now produce films using affordable cameras, edit them with readily available software, and distribute them online to a diverse audience. However, it's worth noting that developed

countries hold a technological and production advantage in the realm of new media services.

Globalization and its offshoot new media has adversely impacted the print media. While new media holds promise for many, it has significantly impacted the print media industry. In the USA and across Europe, there has been a substantial decline in readership of print media over the past decade. Several prominent print publications have ceased operations due to dwindling demand and the widespread use of the internet. People now prefer to consume news through e- papers, news websites, and mobile apps, foregoing the daily ritual of scanning newspapers, which often contain yesterday's news. In India, the newspaper industry hasn't suffered as much, but general magazines and periodicals have experienced a sharp decline due to competition from newspapers, 24/7 news channels, and digital platforms. However, business-to-business and niche magazines are flourishing, especially with India's liberalized policies attracting foreign investment.

#### **5.4 Media Regulation in the Era of Globalization**

In essence, media globalization has led to the consolidation of media ownership on a global scale, offering audiences a wide array of choices but potentially limiting diverse viewpoints. This trend is accompanied by cultural homogenization and the dominance of Western media, facilitated by advanced communication technologies that enable the spread of similar media products worldwide. Denis McQuail (2010) identifies various factors driving media globalization, including advancements in long-distance transmission technologies, commercialization, historical colonialism and imperialism, economic dependencies, geopolitical imbalances, advertising, and the expansion of telecommunication networks.

Global media conglomerates wield significant influence in the international media landscape, as noted by Jan Mirza in 2009. At that time, the dominant players included AOL, Time Warner, Disney, Vivendi-Universal, Bertelsmann, Viacom, and Rupert Murdoch's News Corporation. Additionally, notable entities like AT&T, Microsoft, General Electric/NBC, and Sony/Columbia/TriStar were recognized for their substantial presence. Among the top 10 global media firms, six were American, exercising considerable control over production, distribution, and regulation of various media platforms.

In contrast to the forceful empires of the 1800s, today's media giants don't wield military power to assert their influence. Instead, they concentrate on convincing consumers, leveraging global electronic networks to encourage interaction with their media content or to buy products featured in advertisements, a topic explored by Thussu (1998) and Shaun (2009). Japanese companies have also made significant strides in global media markets, with Sony being a prime example. Sony derives a substantial portion of its profits from international sales, particularly in the United States, showcasing remarkable growth beyond its home country by the twenty-first century. These companies have excelled by exporting content that holds universal appeal while also catering to local preferences.

Different forms of media, such as music, have always brought people together worldwide. Music, whether it's popular movie soundtracks or professional albums from top record labels, surpasses language barriers and garners fans worldwide. Major recording companies, based in countries like the UK (Thorn), the Netherlands (Philips), Germany (Bertelsmann-BMG), and Japan (Sony), have broadened their influence globally through mergers (Jan Mirza, 2009). As highlighted by McQuail (2010), the fusion of Bertelsmann and Sony in 2004 led to the emergence of four dominant entities: Sony, Warner, Universal, and EMI, with American firms controlling roughly one-third of the global recording market (Turow, 2009; McQuail, 2010).

The media landscape has witnessed numerous acquisitions, mergers, and partnerships on a global scale, facilitated by globalization and the need to survive in a competitive market. For instance, significant mergers in the U.S. television industry occurred between CBS and Viacom in 1999 and AOL and Time Warner in 2000 (Gal-Or, Dukes, 2006). In 2009, Bloomberg and UTV established a joint venture, while Zee Entertainment Enterprises Ltd acquired 9X, a general entertainment channel, from unlisted INX Media Pvt. Ltd. through a share-swap agreement. Also in 2009, New Delhi Television Ltd divested stakes in its general entertainment channel NDTV Imagine to a Time Warner subsidiary, leading to the eventual shutdown of the channel. Foreign direct investment in the media sector has enabled Indian corporate entities to collaborate with international media giants, although only a few corporations manage to thrive in the long run, highlighting the importance of market competitiveness. CNN-IBN, for example, is a joint venture, and in 2009, Hindustan Times became a content partner with the Washington Post. Recently, the Reliance Group

acquired CNN-IBN and portions of the Eanadu channel. Furthermore, several Hollywood production houses have ventured into the Indian market, producing Bollywood films such as “Slum Dog Millionaire,” “Bombay Velvet,” and “Bang Bang” by Fox Star Studio; “Phas Gaye Re Obama,” “Chandni Chowk To China” by Warner Bros; and “Haider,” “PK,” and “Do Dooni Chaar” by Walt Disney Pictures. UTV Motion Pictures, an Indian production house, is now owned by Walt Disney, alongside UTV Software Communications.

Advertising exemplifies globalization, with power consolidated among a select few. “Approximately six dominant super-agencies control the majority of the world’s advertising spending.” Advertising promotes aspirations, values, beliefs, and cultural imagery, often transcending borders. It crafts a brand’s identity, sometimes unifying multinational corporations under a single global identity. Advertising serves two main purposes: fulfilling existing consumer demands and fabricating needs that didn’t previously exist. It typically fosters a desire for a certain lifestyle and identity. In this landscape, global advertising agencies wield significant influence in marketing these novel identities and lifestyles.

The rise of media globalisation stemmed from the revolution in communication technology and played a role in enabling various other forms of globalisation. Media globalisation is considered to have a significant impact on audiences, as media products possess distinct qualities and are consumed differently from other goods. Media not only mirrors the concerns and aspirations of individuals but also influences their thoughts and actions, serving as a mirror of society and culture.

The imbalance in the dissemination of news was recognized by developing nations not aligned with major power blocs. They found that information flow was neither free nor equitable, leading them to seek intervention from UNESCO. In 1977, an international commission, led by Irish Diplomat Sean McBride, was formed to address this issue. Its 1980 report, titled “Many Voices One World” or “The MacBride Commission Report,” acknowledged the disparities in communication flow and urged developed nations to promote technical information exchanges to ensure equal access to information. Additionally, recommendations included advancing adult literacy, democratizing communication, and fostering international cooperation.

However, most Western countries rejected the commission's recommendations. In response, developing nations established a non-aligned news pool in 1975 to facilitate horizontal news flow, which continued until the mid-1990s. Scholars, such as Denis McQuail, have explored the reasons behind news imbalances. They point out that news tends to favor countries with economic, political, geographical, and cultural ties, as well as those with whom business is conducted or relations are amicable. Furthermore, news selection is influenced by audience preferences, cultural values, and the dramatic appeal of stories, often leading to the exclusion of less engaging news from distant countries.

### **5.5 Cultural Imperialism as a Result of Globalization : Media Regulation as a Way Out**

**Cultural Imperialism** A handful of global organizations dominate the worldwide media landscape, effectively selling the cultural imagery of a select few countries to audiences across the globe. This phenomenon gives rise to cultural imperialism, where technologically and economically advanced nations influence the culture of less developed countries through their media products. Television programs, sitcoms, movies, music, news, and websites all propagate Western culture to developing nations, entering these markets with profit motives while exploiting them culturally and imposing an alien culture upon them. Even the majority of reality shows on Indian television are borrowed from the West and tailored to Indian preferences, such as Kaun Banega Crorepati, Indian Idol, Jhalak Dikhlaja, and Big Boss.

Noam Chomsky argues that the primary interest of these media conglomerates is profit, but more broadly, it's about shaping an audience with specific characteristics, one that craves a certain lifestyle with manufactured desires. In this view, the audience is seen as consumers, and media products are treated as commodities, with commercial interests taking precedence over the social influence of media. Chomsky suggests that the goal is to create a homogeneous audience base, either boasting of a particular lifestyle or aspiring to attain one, thus falling prey to the offerings of capitalists. These media products promote a luxurious lifestyle that indirectly serves the interests of advertisers, creating a mutually beneficial situation for media houses and advertisers while ensnaring the audience in their constructed web.



Despite the proliferation of media platforms due to globalization, content diversity remains limited as large conglomerates vie for market share. Media organizations prioritize profit-making, leading to a standardization of news content influenced by advertisers and a decline in journalistic standards. Journalism, which once aimed to raise awareness, promote social reforms, and foster national integration, has now succumbed to hardcore commercialization. Advertisers wield significant influence over editorial content, determining what the audience consumes, resulting in various unethical practices. Alternative voices struggle to be heard amidst the dominance of capitalist global media, a topic that will be further explored in the subsequent unit of this discussion.

### **Positive Aspects**

The phenomenon of media globalization brings along some favourable outcomes. With global media facilitating connections worldwide, individuals now have the opportunity to produce their own online content, thus fuelling the growth of alternative media platforms. This accessibility to a global audience has opened doors for aspiring entrepreneurs, allowing innovative ideas to flourish. Scholar Manuel Castell (2010) highlights the pivotal role of communication technology in shaping our networked society. Access to specialized medical expertise from different regions, real-time stock market monitoring, and the surge in online education are hailed as notable benefits.

Regarding technological determinism, proponents can be categorized into two factions, both emphasizing the influence of technology on human life. The first faction views technology as a positive force, catalyzing beneficial transformations in society. Conversely, the second faction voices concerns about the detrimental impacts of technology, warning against humanity's subjugation to it (Lule, 2012). Castell, adopting a balanced stance, suggests that widespread access to computer-mediated communication remains a distant goal. Consequently, its cultural impact is projected to reinforce existing social networks, fostering cosmopolitanism and globalization through enhanced connectivity and resource accessibility (Castell, 2010).

**Emerging Trends** Recent developments are poised to significantly impact globalization. For instance, Britain's decision to exit the European Union will not only affect Britain and the EU but also the global economy. The choice to leave the EU gained momentum during the 2008 economic



crisis, which hit the European Union particularly hard. While the USA managed to recover within two years, the EU struggled to bounce back until 2012, partly due to its austerity measures, leading to growing discontent with the EU.

Moreover, significant migration from less economically developed European countries to the UK in pursuit of employment opportunities played a part in the Brexit decision. Similarly, domestic sentiments were influential in Donald Trump's win in the recent US presidential elections, where his protectionist agenda faced criticism from various countries. Consequently, the strategies pursued by nations such as the UK and the US could shape the course of globalization in upcoming years.

**Emerging Trends** Recent developments are poised to significantly impact globalization. For instance, Britain's decision to exit the European Union will not only affect Britain and the EU but also the global economy. The choice to leave the EU gained momentum during the 2008 economic crisis, which hit the European Union particularly hard. While the USA managed to recover within two years, the EU struggled to bounce back until 2012, partly due to its austerity measures, leading to growing discontent with the EU.

## **5.6 Media Regulation in India**

In this section, we delved into the concept and impact of globalization, particularly focusing on its emergence in India. We identified several driving forces behind globalization, including economic challenges such as high fiscal debts, balance of payment deficits, and dwindling foreign exchange reserves, as well as pressures from institutions like the IMF. We also examined the evolution of media globalization through three phases: from World War I to the end of the Cold War, from 1990 to 2015, and the current era characterized by high globalization and polarization. We highlighted various outcomes of globalization, such as imbalanced news distribution, cultural hegemony, and the influence of powerful media conglomerates. Furthermore, we discussed how global media facilitates international connections. Lastly, we briefly touched upon recent developments and the policies of countries like Britain and America, suggesting their potential to shape the trajectory and pace of globalization going forward.

Now, you will learn about the evolution of print media with the process of globalization, concept of 'regulation', its meaning and the reasons for regulation on print media. This will enable you to understand the discourse in relation to the 'freedom of press' as against the 'regulation' of the same. The regulations of print media have been an issue, right from the beginning of the press, however, the nature of regulations change eventually with the changing sociopolitical systems in the world especially in the backdrop of globalization. You will learn various levels and forms of regulation of print media arrived in the process of globalization. It is important to understand how regulations as well as the 'protection of press freedom' go hand in hand through United Nations framework developed for the same.

You will further learn that policies are framed to cover all the elements of print media i.e. infrastructure or the medium, content as well as the rights of the working journalists in relation to the audiences/readers of print media. In this process, you will read about some important cases of international/national level regulation of print media on the basis of country-wise socio-political structure.

## **5.7 Globalisation and Print Media Regulation**

The Process of Globalisation and Print Media Globalisation 'is a central driving force behind the rapid social, political factors that are reshaping modern societies and world order' (Giddens, 1990; Castells, 1996) in which media has an important role - of 'transnational circulation of ideas, languages and popular culture'. Positively, it contributes to democratic processes. On the negative side, it 'influences the cultures of developing countries'. The first printed newspaper was published in 1600s. However, the real beginning of the Press media was seen during the process of globalization in 1970s and more prominently in 1990s. Globalization brought the trend to convergence, digital networking and speedy news processing and circulation through better printing technology. It also has a clear bearing on the increased and diverse sources of news. Now, governments cannot easily hide the information or control the press and especially, the internet. On the other side, the 'free press' due to its open market system is prone to excessive commercialization which has a negative impact on journalistic standards. Thus, serious investigative and interpretive reporting is generally done away with the light entertainment or 'human interest' stories. Similarly since advertisements are the major source of earning for newspapers, we rarely observe the stories against the

advertisers. Rather the space of journalism is occupied by the advertorials in newspapers. The trend is resulting in decreasing trust and accountability of the press and also losing the ground for the objective of achieving awareness and education for the public in a democratic system.

The increasing concentration of print media industry in the hands of few 'conglomerates' also contradicts the very objective of 'free' and 'diversity-based' press. Political economists call this as 'a sequence of routines choreographed by the ideology of neo-liberalism' (Marais, 1999). This state of print media in global socio-politico-economic conditions thus makes to think about the need for regulation of print media (that includes broadly newspapers and magazines along with books, newsletters, brochures, etc.) in order to achieve a balanced, fair and responsible press.

As defined by Denis McQuail, media regulation is "the process of control or guidance of media, by established rules and procedures, applied by governments and other entities; It is the intervention in ongoing activities, for 'public interest', needs of the market (for instance, by supporting competition) or for technical efficiency (for instance, setting technical standards)." Evidently, the nature of the print media structures and contents differed in various countries depending on the political systems and level of control used on media by them. The historical background of print media, therefore, provides us with a better understanding of media regulations. For instance, print media started in 15<sup>th</sup> century in Western Europe with book printing. At that time, there was no formal regulation on print media since it was mainly religious books published through church or the state. Eventually, when the print media expanded with industry and individual publications, especially the newspapers and magazines, state started to closely observe and control the 'unwanted' content through licensing, control over circulation and punitive measures. We have historical traces of struggle for press freedom which goes with the movements for political freedom and human rights through-out from 16<sup>th</sup> to 19<sup>th</sup> centuries, particularly in Britain, France, Austria and Germany. Press was banned or strictly under control in Russia, Japan and British colonies in African and Indian subcontinents till the late 20<sup>th</sup> century.

Even after the globalised-transnational media, "the press is primarily a national medium, which has in many countries a continuing importance among national elites" (Curran & Park, 2000: 9) who control print media through legal and policy framework. According to Curran and Park, 'that

fact that market liberalization seems to be coinciding with the rise of multiparty democracy merely reinforces the impression that the world is being 'modernized' (2000: 12).

When most of the economies of world are adopting 'liberal model' (see Siebert et. al, 1956; Hallin & Mancini, 2004; McQuail, 2005) with idea of 'free press' and focusing 'sovereign consumer', media systems are regulated through indirect means of commerce rather than direct regulation by the state. Still "far from financial markets imposing a global norm of media policy, there continues to be very great variation in the communications policies of different countries" (Curran & Park: 2000: 11). However, the pressure put by IMF on Korea, as a part of credit package, to enforce divestment in print media sector 'of major newspapers from their conglomerate ("Chaebol") owners has been observed as an exception.

### **5.8 Reasons for Print Media Regulations**

The concept of regulations of print media has mostly been seen as contradictory to the notion of freedom of expression, press and democracy. However, there has been reasons to justify regulation which jointly places it with the basic principle of freedom. Denis McQuail states six general reasons for media regulation – to manage economic resources; to maintain public order; to protect human rights of marginalized sections and individuals; to promote efficient and developed communication system through technical standardization, innovation, universal reach; to promote accessibility and diversity; and, to maintain 'conditions for effective operation of free markets in media services, increase competition, protect consumers, stimulate innovation'. The stated reasons are explained as follows: Since media is seen as a vital institution to influence people, there is a felt need for regulation of media towards 'public order' or 'public interest'. There are different views and definitions of 'public interest' based on varied experiences. The debate on what should be included in 'public interest' and what should not, becomes more grandiose with the increasing information flow in varied forms on various media platforms. Nonetheless, the term can broadly be explained in political, cultural and economic perspectives. In the milieu of competing political parties which try to use media for their political interests, it becomes essential to regulate media, not to restrict but to 'secure' sufficient flow of information expressing diversity and 'proposals for policy and new ideas. On the socio- cultural grounds, regulations protect the diversity – national, cultural, regional,

ethical, linguistic and individual – through the promotion of harmony and avoiding potential ‘hate’ communication including ‘insult and prejudice’.

Communication that enables the distribution of economic resources, in itself, is a growing economic sector and hence, needs to be regulated ‘just like other businesses’ to reduce monopoly and to stimulate competition for ‘reasons of efficiency’. For instance, print media as a business sector in India is still growing with an increase in number of newspapers and magazines. Protecting and advancing the national economic interest is another reason for keeping print media in the ambit of regulations. Therefore, in the global world, national frameworks for policy and regulations are made for political, administrative, socio-cultural, commercial, industrial and technical purposes. Other than the above specified objectives, the regulations of print media also include provisions towards the protection of weaker sections of society such as, children, adolescents and women. Policies and regulation frameworks to deal with obscenity in media content is one of the examples. Since, print media has a particular imprint on foreign policy matters; it is regulated at national level to ‘meet international obligations’, to avoid tensions among the countries as well as to strengthen bilateral/multilateral ties among the countries (which is a feature of globalization). The regulations are also made so that the individuals’ ‘intellectual’ property rights are fully protected in the wake of easy accessibility to the content available through the use of modern technologies.

### **5.9 Levels and Patterns of Regulation of Print Media**

Regulations work at various elements of media, namely, structure and infrastructure (economic), processes and content (socio-political). These regulations are usually part of government policies made through the governments, non-government organizations, pressure- groups, including the media sector to resolve conflicting interests. The communication policies are made at transnational, national, regional as well as local levels. Examples of the policy actors at different levels are UNESCO, UNHRC, International Telecommunications Union, World Intellectual Property Organisation (international), Constitutional and statutory legal framework, regulations formed by Information and Communication Ministries, media associations and political bodies (national, regional as well as local levels). The regulations are enforced at formal and informal levels. British Scholar Denis McQuail relates the concept of formality with

press regulations in following manner, “Formality refers to three main aspects of the relevant regulation: whether or not it is established in law; whether provisions carry enforceable penalties (financial or otherwise); and whether it is permanent or temporary. Most informal mechanisms of regulation rely on customary agreement and voluntary compliance, but there are pressures toward compliance aside from the law (e.g. from colleagues, industry clients, audience, advertisers, sources, etc.)” On the contrary, self-regulation refers to the voluntary regulation implemented by media upon itself.

### 5.10 Pattern of Print Media Regulation

The patterns of print media regulations are broadly based on:

- The degree of freedom given to the press. For example, in Western democracies, press is generally free from government interventions; while in the developing countries freedom of press is ‘reasonably restricted’ to certain extent and has been given limited freedom under free expression. On the other hand, there are countries with total regulation on media. (see next sections for details). Thus, on the basis of such practices, the regulations take place in the form of – Pre-censorship (on drafted content); Censorship (through licensing); and, Self-Regulation (of independent media systems).
- Ownership structures. These regulations are put forth mainly to avoid concentration of conglomerates or mergers. This regulation does not, therefore, limit the freedom of press, unless it is the case of controlled media system where the state itself owns the media. However, it is hardly observed in the case of newspaper press unlike the broadcast media.
- Positive regulation in terms of economic assistance. The regulations are made for positive support – ‘general’ (to all newspapers) and ‘specific’, especially to the small and medium newspapers in the form of various aids, subsidies, loans and other financial support to protect diversity in communication. Government advertisements remain the largest part of this support since newspapers get most of their revenue through advertisements. In terms of general support measures, however, it is mostly the large media houses and monopolies which get most of the profit at the cost of small and medium newspapers.



- Provisions in terms of 'transparency of ownership. This is a corollary to the previous type of regulation, with the 'strict ownership rules'. Under such regulations, registration of newspapers declaring legal owner along with full information of firm is mandatory.
- Aspects related to public interests, such as, maintenance of law and order, security and integrity of the state, decency and morality and matters of privacy (at individual level) and confidentiality (at state level). Apart from legal frameworks, these issues are dealt with the self-regulatory frameworks, ethics and code of conduct developed by press councils and press associations working within various countries.

### **5.11 Global Framework for Print Media Regulations**

- Though print media works basically through national level regulations, yet an all embracing regulatory framework, including technical, business as well as content related matters, has been developed by voluntary cooperation through global organizations. After World War II, UNESCO took concern and international charters, such as the UN Treaty (Article 19) and the European Convention on Human Rights (article 10, mainly in the area of broadcasting) were developed. Though non-binding, yet Article 19 provides for the international standards for regulation of print media. Main features of Article 19 are given as under:
- Provisions for – protection of media workers; acceptable working conditions, protection against piracy of work.
- Provisions for the compensation for individuals 'affected by defamatory news story'. Provisions against the 'problematic regulations often found in press laws' of various countries and protective measures there for, such as: - Licensing and registration requirements: with the fear of abuse, licensing indirectly prevents oppositional views and hence critically be seen. On the contrary, registration schemes provide the much-needed transparency to the individuals affected by defamatory contents. - Suspensions and bans: The global standards condemn the 'wholesale abrogation' of any publication's right to free expression in the name of bans and, rather, provisions for less extreme measures such as – imposing fine, seizure of an individual issue or criminal measures against those responsible. - Mandatory Provision of Copies: it is seen as a



form of censorship. However, deposit requirements relating to the national library, according to the Article, serve a more legitimate goal and 'ensure the availability of diverse sources of information to the public'.

- Provision for an alternative model of 'Self-Regulation'. Journalists in many democracies have taken it upon themselves to regulate the print media sector through 'press councils', "with a mandate to raise journalistic standards and to provide redress against unprofessional or simply inaccurate reporting". In order to arrive at a single self-regulatory mechanism, Article 19 states a code of conduct, mainly with the following: - accuracy and fairness in reporting; - sensitivity in reporting on vulnerable groups; - protection of confidential sources of information; - duty to rectify published information found to be inaccurate or harmful. - Ensuring speedy and cost-free resolution of complaints via a transparent process is essential. Both parties should have a fair chance to express their perspectives without facing overly complicated or legalistic procedures. Ideally, the print media sector should finance the self-regulatory mechanism, which should transparently disclose its operational budget annually.

### **5.12 Cases of Print Media Regulation Based on Different Socio-political Structure**

On the basis of normative press theories and media models based on global political structures (Siebert et. al, 1956; Salvaggio, 1985; Hallin & Mancini, 2004; MacQuail, 2005), the media regulatory frameworks could be classified into four types: Libertarian (free-market), communist (formerly in the USSR, Eastern Europe and China), Social Responsibility or public utility (the mixed or social market economies of West Europe), and the Third World with development communication (most developing countries). In a communist system, a ruling party regulates the media through administrative means; in competitive systems, market forces control the media with seldom emphasis on content; in the utility model, some ministry or other public body supervises the media processes in 'public interest'; in developing countries, external forces and economic dependence influence the media structures.

At present, when most of the political as well as media systems are embracing libertarian or free market model with the expansion of democracy, it is pertinent to observe press regulations working in the

liberal economies. Unlike the concept of 'positive press freedom' where measures are crafted to regulate media towards promotion and protection of diversity and balanced flow of information, the libertarian model of media regulation is based on the 'no rules policy' or 'negative' concept of freedom of press. For instance, the First Amendment to the US Constitution (1791) states that "Congress shall make no law...abridging freedom of speech, or press..." However, the concentration of ownership of print media into few hands has become the biggest challenge in USA and many European countries resulting into 'decreased diversity and accountability. To avoid this situation, some of the Western European countries have adopted regulations of monopolistic press ownership. For example, France set out the specified media law (1984) putting legal ceiling on the excessive ownership concentration or media merger on single as well as multiple media.

Moreover, foreign ownership of the press is forbidden (in accordance to international obligations). Similar law in Italy puts a cap on mergers leading to 'more than 20% of national circulation or more than 50% of titles in a given region'. In Germany, to prevent the monopoly of one media ownership or firm in the market, 'adapted versions' of general anti-trust laws are

developed. Any press merger is given the nod on the basis of judgments passed on the basis of those laws. A similar system works in Britain, where newspaper mergers are normally referred to Monopolies and Mergers Commission with the power to disapprove such mergers.

### **5.13 Summary**

In this module, you have learnt about the concept and need for regulation of print media in the era of globalization. On the basis of discussion on historical evidences, levels and forms of print media regulations, it has been observed that it broadly works at national level; however in the wake of globalization, print media industry is mainly expanding in the direction of 'free market'. Consequently, market freedom and innovations are supported and the state-control mechanisms are weakening. Yet, to meet the set objectives of freedom of press, the transnational standards and regulations of print media have been developed and being implemented at global level.

### 5.14 Self Assessment Questions

1. What do you mean by media globalization?
2. Why media regulation can be said to be the answer to cultural imperialism in globalization era?
3. Why media regulation is necessary?
4. What are the prerequisites for print media regulation in India?

### 5.15 References

1. Barker, C. (1999). Television, Globalization and cultural identities. Buckingham: Open University Press.
2. Bhargava, G (2004). Mass Media and information revolution. Delhi: Chawla offset Press.
3. Dixon, K. V. (2009). Understanding the implications of global village. Retrieved from Student Pulse Website: <http://www.studentpulse.com/articles/61/>
4. Flew, T (2005). New Media: An introduction.3rd Ed. Melbourne: Oxford University Press.
5. Schramm, W (1964). Mass Media and National Development. Stanford, CA: Stanford University Press.
6. Sharma, D (2004). Mass communication, theory and practice in the twenty-first century. Delhi: Deep & Deep Publications.

DDE, Pondicherry University

**UNIT – VI**

---

**Lesson 6.1 - Media and Globalization: Time, Place and Space**

---

**Structure**

- 6.0 Objectives
- 6.1 Introduction
- 6.2 Globalization and sweeping changes in media and information
- 6.3 Globalization , Transformation of Media and New Horizons of Media Ownership
- 6.4 Globalisation, Regulation and Self-Regulation of Media
- 6.5 Rationale for Media Regulation
- 6.6 Meaning and Types of Regulation
- 6.7 Media Regulation in India
- 6.8 Summary
- 6.9 Check your Progress
- 6.10 References

**6.0 Objectives**

*Through this module, students will understand*

- Changes in Media and Information post globalization
- New dimensions of Media ownership
- Emergence of self-regulation within media industry

**6.1 Introduction**

Globalization has got a new found meaning post cold war era. There has been tremendous changes in the technical sphere. The changes include not only the media contents travelled from developed to developing countries, but the rage has been fast flow of media items from developing to developed worlds. Though right to freedom has been the most uttered word in the realm of freedom of expression in media world, but reasonable restrictions in the form of media regulation, regulatory policies and regulatory bodies have been the possible outcomes of cultural imperialism

usher in after globalization. In the following sections you will gradually develop interest into these aspects.

## **6.2 Globalization and Sweeping Changes in Media and Information**

The nature of globalization can be distinguished in the post-Cold War era from previous epochs in terms of the worldwide migration of people, goods, media, information, production, and finance. Although these phenomena have existed for centuries, technological advancements have significantly diminished time and distance.

In addition to technological progress, Friedman emphasizes the shift in the world's political landscape when comparing the new era of globalization (post-Cold War) with the preceding one. The international political landscape saw significant transformations with the rise of the United States as a predominant power, signalling the conclusion of Britain's prolonged influence post-World War II and once more after the demise of Soviet communism (the bipolar world), leading to the emergence of US hegemony (the unipolar world) in the early 1990s. The collapse of the USSR presented the USA with an advantageous position, allowing it to assert dominance globally according to its own terms. In this modern age of globalization, where developed and developing nations alike partake in global interactions in unprecedented ways, the Western dominance in economic, military, and cultural realms persists, often described as 'neo-colonialism.'

In addition to technological progress, Friedman emphasizes the shift in the world's political landscape when comparing the new era of globalization (post-Cold War) with the preceding one. The international political landscape saw significant transformations with the rise of the United States as a predominant power, signalling the conclusion of Britain's prolonged influence post-World War II and once more after the demise of Soviet communism (the bipolar world), leading to the emergence of US hegemony (the unipolar world) in the early 1990s. The collapse of the USSR presented the USA with an advantageous position, allowing it to assert dominance globally according to its own terms. In this modern age of globalization, where developed and developing nations alike partake in global interactions in unprecedented ways, the Western dominance in economic, military, and cultural realms persists, often described as 'neo-colonialism.'

### 6.3 Globalization, Transformation of Media and New Horizons of Media Ownership

The structure of global media underwent significant changes due to globalization. Bagdikian (2004) and Curran (2003) identified several key trends in this transformation. The ascent of worldwide conglomerates, the strategies of horizontal and vertical integration, diversification, synergy, and technological convergence gained significant traction. On a global scale, two primary media ownership trends emerged: vertical and horizontal. Vertical ownership entails a media entity, such as Bennett Coleman, the proprietor of Times of India, expanding its operations from one media sector into others. For instance, Bennett Coleman extended into the radio domain with Radio Mirchi and subsequently entered television with Times Now.

This pattern, also known as chain ownership, demonstrates a logical connection within the media industry. Vertical ownership offers various benefits, such as centralized control over multiple media platforms, broader audience reach, and continuous engagement with the audience. With a sizable audience base, media houses can provide advertisers with extensive outreach opportunities.

On the other hand, horizontal ownership involves companies from diverse sectors owning one or more media platforms, also known as cross-media ownership. For instance, if a power sector company operates a daily newspaper without any apparent connection between the industries, it demonstrates horizontal ownership. Examples include the Aditya Birla Group, involved in retail, telecommunications, and owning Hindustan Times, and Reliance, with interests in petroleum, retail, telecommunications, and ownership of Reliance Adlabs and CNN-IBN.

This form of ownership has spurred the commercialization of the media industry, with corporations exerting control over media outlets similar to their other businesses. However, unlike typical products, media holds social responsibilities. Adopting the same profit-driven model across all media outlets may yield financial gains but could ultimately degrade the quality of media over time. Nowadays, nearly every major Indian company owns a media outlet, intensifying competition but failing to enhance content quality.

Both media structures engage in content exchange globally. A hierarchical model exists, with affluent, populous countries with developed



media occupying the core, while less affluent, smaller-population countries with less developed media are at the periphery. Intermediary positions also exist. Core countries export high-quality media content, while peripheral countries have limited exporting capabilities due to resource constraints.

During the period of the Cold War, the worldwide media scene was largely under the influence of the United States, chiefly through Hollywood and news agencies, opposed by the Soviet Union and its allies. Following the Cold War, with the USA emerging as the predominant superpower, significant transformations took place, although American supremacy persists. Asian nations like China, India, and Japan, as well as others such as Mexico, Brazil, Indonesia, and Nigeria, have developed self-sufficiency in media creation, though they are not major exporters.

McQuail outlines three overarching global media frameworks: a) National: where foreign content is incorporated into a national television system, with only a segment originating from foreign sources. b) Bilateral: involving direct content interchange between neighboring countries with shared language and culture. c) Multilateral: where content is created or disseminated without specific targeting of a national audience, as exemplified by networks like MTV and CNN.

In the context of the Indian subcontinent, bilateral exchanges involve Indian media exported to countries like Pakistan, Bangladesh, Nepal, and Sri Lanka. However, reverse bilateral exchanges are emerging, where smaller countries like Pakistan export their music and TV shows to larger neighbours. Notably, for such reverse bilateral exchanges to succeed, the media content from smaller neighbours must meet exemplary standards, as seen when Pakistani soap operas were telecast in India via the Zee group's Zindagi channel in 2014.

Both media structures engage in content exchange globally. A hierarchical model exists, with affluent, populous countries with developed media occupying the core, while less affluent, smaller-population countries with less developed media are at the periphery. Intermediary positions also exist. Core countries export high-quality media content, while peripheral countries have limited exporting capabilities due to resource constraints.

#### **6.4 Globalisation, Regulation and Self-Regulation**

The section deals with the conceptual understanding of regulation and self-regulation as well as the agencies and control mechanisms which

ensure the functioning of such processes in India. This segment will throw light on important regulatory agencies in India and envisage the future of regulatory system in India.

### **6.5 Rationale for Media Regulation**

“The men with the muck-rake are often indispensable to the well-being of society, but only if they know when to stop raking the muck” (O’tool, 2012). The rationale for media regulation in general stems from considerations of economic efficiency and public interest, while the rationale for media specific regulation arises from keeping the citizens in the central position. The economic efficiency rationale is generic in nature vis-a-vis the rationale for public interest as the former applies across markets that operate under non-competitive conditions while the latter applies mainly to the market for media products. For example, regulations in the form of requirement that network operators ‘must carry’ public service programs, to ensure their universal access and discoverability; policies directed at ensuring production of wide ranging high-quality programs; and programming that reflects regional and national viewpoints (Rab, 2014, pp. 33).

### **6.6 Meaning and Types of Regulation**

There are various meanings and types of regulation, with the former ranging from the narrowest to the broadest. Beginning with the simplest and the narrowest definition, “regulation refers to the promulgation of an authoritative set of rules, accompanied by some mechanism, typically a public agency, for monitoring and promoting compliance with these rules” (Rab, 2014, p.33). This meaning is broader in the sense that it incorporates matters relating to redistribution, public ownership, taxation and subsidies. Lastly, in its broadest form, regulation includes all mechanisms of social control, including unintentional and non-state processes. It extends to mechanisms which are not the products of state activity, nor part of any institutional arrangement, such as the development of social norms and the effects of markets in modifying behaviour (Jordana, 2004). This implies that the notion of intentionality about the development of norms is dropped, and anything producing effects on behaviour is capable of being considered as regulatory. Moreover, it tends to include various activities which may involve legal or quasi-legal norms, but without mechanisms for monitoring and enforcement (Jordana, 2004). Second, it refers to “all the efforts of state agencies to steer the economy” (Baldwin, 1998).

There are, in general, four types of regulation –

- (i) complete regulation, where media is accorded no freedom and the government actively vets its contents and can ask for amendments in media reported. This is practised in Turkey, United Arab Emirates and China;
- (ii) Co-regulation, where a non-state regulatory system links up with state regulation, similar to what Australia had much earlier,
- (iii) Statutory regulation, where state by way of statutes administers and enforces specified regulations, the Press Council Act in India being an example of this type of regulation, and
- (iv) Self-regulation, that is, regulations administered and enforced by the entities themselves through internal policies (Matthews, 2016, p 30).

As will be discussed later, the Press Council of India has a limited role and therefore India is often listed under the self-regulation category. Complete regulation and coregulation categories allow for governments to frame regulations pertaining to reporting by media so as to serve their convenience. In addition, the concerned officials are under no obligation to provide any explanation or interpretation of why certain news is regulated. This creates a situation wherein the journalists may have no idea what is permissible and what is not permissible. Self-regulation implies that the working body comes up with its own rules and regulations and involves self monitoring of the work it does. Press councils in the mainstream European Union member countries can be cited as an example of this type of regulation. This can be achieved through various ways such as co-operative regulation (Burrows, 2010), delegated regulation (Curry, 1982), devolved regulation (Isaacs, 1986) and facilitated regulation (Hermanson, 1993).

## **6.7 Media Regulation in India**

Media Regulation in India Mass Media laws in India have a long history and are deeply rooted in the country's colonial experience under British rule. The earliest regulatory measures can be traced back to 1799 when Lord Wellesley promulgated the Press Regulations. Initially, it was considered that press should not be given complete freedom since it could generate mischief afterwards. Hence, a need for a correctional mechanism was felt. The idea of regulation arose from that logic (Meera, 2016, p 30).

The day India became republic i.e. 26th January, 1950 is also an important day in the history of Media Regulations. Being under the British Raj for a little less than nine decades, Indians understood very well the critical importance of freedom of press. This was, therefore, sought to be ensured though in an indirect manner by way of article 19(1)(a) in the Constitution which guaranteed Freedom of Speech and Expression. Here, it is relevant to point out that this freedom is not absolute and under certain conditions, that are explicitly mentioned, curbs can be imposed on the freedom of speech and expression. This was followed by the Press (Objectionable Matters) Act (1951), The Newspaper (Prices and Pages) Act (1956) and the Press Council Act (1978). The broadcast media was also under complete monopoly of the Government of India. Private organizations were involved only in commercial advertising and sponsorships of programmes. However, in *Secretary MIB v. Cricket Association of Bengal*, Supreme Court clearly differed from the monopolistic approach of the government and emphasized that citizens had the right to telecast and broadcast any important event through electronic media, television or radio. It also ruled that the government had no monopoly over electronic media, since there was no mention of such monopolistic power of the government anywhere in the Constitution or in any other law prevailing in the country. "There is no doubt that since the airwaves/frequencies are a public property and are also limited, they have to be used in the best interest of the society and this can be done either by a central authority by establishing its own broadcasting network or regulating the grant of licences to other agencies, including the private agencies.

The right to use the airwaves and the content of the programmes therefore, needs regulation for balancing it and as well as to prevent monopoly of information and views relayed, which is a potential danger flowing from the concentration of the right to broadcast/telecast in the hands either of a central agency or of few private affluent broadcasters" (SCI Judgment 1995). This judgment was an important one from the viewpoint of the current position of broadcast media. It recognised the need for regulation, inter alia, to prevent monopoly like situations, thus facilitating the entry of smaller private players. The judgement was hailed by media activists who recognised the fact that it would promote community and alternative media, which would be independent of government monopoly (Parthasarathi, 2010, pp 14). The judgement also took a dim view of the delay on the part of the government in formulating an appropriate policy.

As stated earlier, prior to the impact of globalization, mass media was completely controlled by the government, which let the media project only what the government wanted the public to see and in a way in which it wanted the public to see it. Communication was mainly in the form of national media, both public and private, in India and abroad.

The broadcast media was under complete monopoly of the Government of India. Private organizations were involved only in commercial advertising and sponsorships of programmes. With the onset of liberalisation and privatization in 1990s and the subsequent trend of globalization, the situation underwent a humongous change – the advent of ‘transnational media’ and advanced communication technologies like satellite delivery and Integrated Services Digital Network (ISDN). In this environment of liberalization and globalization, the general view veered against government control. It was argued that subjecting the media to such controls was undesirable as it would adversely affect its independence and autonomy. To avoid that, self-regulation was considered to be the most desirable option for India. Apparently, this is a universal phenomenon seen in almost all democratic countries, starting with Sweden in 1916, Britain in 1953, and India in 1966, began to establish a self-regulatory organisation called the Press Council. However, it does not have any legal powers and the government does not need to comply with its recommendations (Meera, 2016: p 31). The Press Council of India suffers from two inherent defects. First, its composition may be distinguished, but it is not representative. The list of members reveals distinction; not representative character. The press does not own it as its own and its chairmen do not behave as if they belonged to it. Faced with dissenters they become super “patriots”. The PCI does not need more powers. It needs a speedy burial by a statute. But that imposes on the media a burden it must bear if it is to deserve freedom. It must set up a credible, representative body to oversee a code of conduct drawn up by the media itself (Noorani, 2009). The electronic media has to comply with ‘The Central News Media Accreditation Guidelines, 1999’ which says that if a media organisation is held to have provided any false or fraudulent or forged details or documents, the representative media organisation shall be debarred from accreditation up to a maximum of five years but not less than two years, as decided by Central Press Accreditation Committee (The Central News Media Accreditation Guidelines, 1999). Likewise, there is prepublication substantiation done by editors in newspapers and media prior to the news assigning to public domain. Apart from that, an internal

mechanism for adherence to authenticity of information is sought to be ensured through mechanisms such as Media Council of Peers and Media Watch Groups, Readers Editor or Internal Ombudsman, 'letters to the editor', all of which are intended to highlight and address the wrongs done by media-persons, reporters or the management (Meera, 2016: p. 32).

The television media has associated its own self-regulatory mechanism - News Broadcasting Standards Authority (NBSA). The News Broadcasters Association (NBA) emphasized on self-regulation, and unveiled its draft self-regulatory Code of Ethics in October 2008 as a replacement for the Content Code suggested by the government. Although regulation of media content had been initiated in the early years of liberalization, the debate gained momentum only in 2003 mainly on the issue of representation of certain minority groups in television (Parthasarathi, V. et al pp 6). Following complaints from the Women's Commission and some NGOs in connection with indecent portrayal of women, violence and surrogate advertisements on various channels, the Ministry in December 2003 sent out written communication to television channels to desist from exhibiting adult content on television. News channels also came under heavy criticism by the government for their coverage of the Akshardham attack. It was under these circumstances that the government proposed the setting up of Broadcasting Regulatory Authority of India (BRAI), and formulating a Broadcasting Bill. Following these developments, the news channels came together under the aegis of the Indian Broadcasters'.

The Indian Broadcasting Foundation (IBF) endeavored to establish regulations for self-governance while addressing sensitive matters (Parthasarathi, 2010, pp 6). The Broadcast Services Regulations Bill was formulated in 2006 with the intention of creating the Broadcasting Regulatory Authority of India (BRAI) to oversee content regulation and serve as the administrative body for the Public Services Broadcasting Obligation Fund (PSBOF). The PSBOF aimed to assess the public service responsibilities of private broadcasters. However, journalists opposed the Bill, viewing it as an infringement on press freedom, while broadcasters criticized it for excessive content control. To negotiate with the government regarding the proposed Bill, Indian news broadcasters formed their own advocacy group, the News Broadcasters Association of India (NBA).

In 2008, the government issued guidelines to state and district cable TV monitoring committees, tasking them with ensuring that television



programs did not disrupt public order, stir resentment in communities, carry unauthorized or pirated channels, and present local news in a fair and unbiased manner (Guidelines to monitor TV channels, 2008). Responding to this, on April 22, 2008, the NBA proposed its own Code of Ethics and Broadcasting Standards, along with a 'News Broadcasting Standards (Disputes Redressal) Authority' to handle violations and prescribe penalties for offending broadcasters. By October 2008, the NBA had introduced its draft self-regulatory Code of Ethics, emphasizing the importance of self-regulation over the government's Content Code suggestion. The code specifically addressed concerns such as sting operations, privacy, decency, and measures against channels breaching guidelines (Media Law and Policy, 2008). However, during the media coverage of the Mumbai attacks on November 26, 2008, many news outlets blatantly disregarded the NBA's code. In response, the Ministry issued warnings and advisories to several channels, accusing them of compromising national security, integrity, and public sentiments. This sparked renewed discussions about the need for statutory regulations on media in general, and television news in particular (Venniyoor, 2009).

The Print and Electronic Standards Regulation Bill (2012) incorporated a provision which could lead to imposition of heavy fines and even cancellation of the license of a media organization for offences. But what has drawn criticism are the other provisions of the Bill which invest the authority with powers to suspend or ban coverage of an event in national interest, as it is seen as a suppression of the freedom of media to report in India, something that is enshrined in the Constitution by way of guaranteeing freedom of speech. The sector doesn't require a regulator to obtain approvals for reporting, vet story concepts, or verify sources.

In a democracy, the freedom of press is and should be paramount. What is needed is a body which can come down heavily on those who misuse their position for unethical practices such as extortion (Kalra, 2012). For a robust self-regulatory framework to thrive, it's essential that it embodies promptness, proactivity, inclusivity, and above all, a sincere commitment to accountability from the newspaper and magazine publishing industry. There's a clear imperative to reassess accountability mechanisms across all media platforms, including print.

It's crucial to establish a unified code of ethics for journalists, distinguishing between reporters and editors, drawing insights from active



journalists across print, television, and online platforms, as well as from experienced retired journalists and media affiliates. If the government genuinely believes in the efficacy of self-regulation, it should take proactive steps to encourage or mandate collaboration within the broadcasting sector. By consensus, the government should formalize the self-regulatory framework and associated penalties, while also granting some form of legal recognition to the decisions made by self-regulatory bodies. This would serve to limit the application of existing laws and establish minimum standards to safeguard the interests of viewers (Jha, 2012). Fundamentally, ensuring media accountability through self-regulation necessitates a joint effort from journalists and management to establish standards of journalistic conduct and ensure their adherence (Meera, 2016, pp 37).

**Important Regulatory Institutions** Some key regulatory institutions in India listed by OECD (2013) Policy Round-tables are as follows: i. The Ministry of Information & Broadcasting (MIB) is vested with the powers to frame the laws and rules and regulations pertaining to the press, broadcast media and films. The responsibility of administering the same also lies with the MIB. Further, it performs the important function of assisting the public in general to access available information and disseminate programming content relating to entertainment, current affairs and other similar programs, ensuring at the same time that this mix offers a judicious balance between public interest and commercial needs. It also serves as a channel for promotion of international cooperation in the areas of film and broadcast media. The InterMinisterial Committee constituted by it investigates any complaints in respect of violation of programming and advertising codes. MIB is also entrusted with the task of dispensing licenses Internet Protocol Television, linkage with transmission equipment, satellites and the apparatus used for transmitting content. ii. The Telecom Regulatory Authority of India (TRAI) is endowed with the powers to regulate telecom services and the fixing or revising of tariffs in respect of these services. The TRAI came into existence as a result of the enactment of the Telecom Regulatory Authority of India Act, 1997. The TRAI is also tasked with the responsibility of formulating policies that are transparent and fair so as to encourage a clean competitive environment for the operation of firms engaged in providing media market and telecom services. From January 2004 onwards, the scope of the TRAI Act was expanded to include broadcasting and cable services thus allowing TRAI to make recommendations in respect of, (a) regulation pertaining to the

maximum time permitted to pay channels for display of advertisements and (b) terms and conditions upon which Addressable Systems may be provided to the customers. iii. The

Telecom Disputes Settlement & Appellate Tribunal is vested with the power to hear appeals against the orders passed by TRAI and pass orders/ judgements in such cases. iv. The Competition Commission of India (CCI) owes its existence to the Competition Act, 2002. It has mandate to ensure a fair and robust competitive environment for the functioning of all markets that do not operate under competitive conditions. It also strives to align the sector specific regulatory laws with the more generic laws passed by it. Further, upon receiving a reference from a statutory agency regarding any issues pertaining to competition, it is incumbent upon CCI to give its considered opinion. It is also tasked with creating awareness among public and imparting training about competition issues. v.

The Press Council of India (PCI) was established following the enactment of the Press Council Act in 1978. Its primary aim is to safeguard press freedom and enhance the quality of newspapers and news agencies in India (Press Council Act, 1978). Among its responsibilities, the PCI assists newspapers in upholding their independence, develops a code of ethics for journalists and news agencies, promotes responsible journalism to maintain high public standards, and monitors developments that could impede the free flow of information (Harsimran, 2011).

## **6.8 Summary**

Through this module, you probably have gained an understanding of the concepts of regulation and self-regulation. The module offers an insight into the underlying principles of media regulation as well as discusses various forms of regulation. It also offers an understanding of media regulation in India as well as various agencies serving the purpose.

## **6.9 Self Assessment Questions**

1. Briefly explain the ideas of vertical and horizontal ownership.
2. How Post-Cold War period has produced hierarchy in media ownership?
3. Write a short note on Press Council of India as a media regulator?
4. Who controls the broadcasting media in India and how?

## 6.10 References

1. Blumler, J. G., and Madge John. 1967. *Citizenship and television*. London: PEP.
2. Sweney, M., and Ruddick Graham. 2018. "Rupert Murdoch's Sky bid is not in public interest, says regulator." *The Guardian*, January 23.
3. <https://www.theguardian.com/business/2018/jan/23/ruPERT-murdoch-sky-bid-blocked-21stcentury-fox-cma>.
4. Born, Matt 2002. "Carlton and Granada in revived merger talks" *The Telegraph*, October 12.
5. <https://www.telegraph.co.uk/news/uknews/1409945/Carlton-and-Granada-in-revived-merger-talks.html>
6. Collins, R. and Murrioni, C. 1996. *New media, new policies*. Cambridge: Polity Press.
7. Collins, and Murrioni. 1998. "New Media/New Policies: Media and Communications Strategies for the Future." University Glasgow, March 1.
8. <https://academic.oup.com/screen/article-abstract/39/1/93/1633053?redirectedFrom=fulltext>
9. Feintuck, M. 2004. *The public interest in regulation*. Oxford: Oxford University Press. Jha, Tilak. 2012. "Critique on Press Council of India" 92 *Bar Council of India Review* 38.
10. Kumar J Keval. 1995, *Media Education, Communications and Public Policy: An Indian Perspective*, (Himalaya Publishing House, Bombay, 1995). Available at : <http://www.diplomatie.gouv.fr/fr/IMG/pdf/KevalKumar.pdf>
11. Sivakumar, S. 2015. *Press law and Journalists: Watchdog to Guidedog* (Universal Law Publications, New Delhi).