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“Education is a liberating force, and in our age it is also a democratizing force, cutting across the barriers of caste and class, smoothing out inequalities imposed by birth and other circumstances.”

— Indira Gandhi

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“शिक्षा मानव को बन्धनों से मुक्त करती है और आज के युग में तो यह लोकतंत्र की भावना का आधार भी है। जन्म तथा अन्य कारणों से उत्पन्न जाति एवं वर्तगत विषमताओं को दूर करते हुए मनुष्य को इन सबसे ऊपर उठाती है।”

- इन्दिरा गांधी

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Block

**1****ASPECTS OF MASS COMMUNICATION**

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July, 2011

© *Indira Gandhi National Open University, 2011*

ISBN: 978-81-266-5424-6

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*Further information on the Indira Gandhi National Open University courses may be obtained from the University's office at Maidan Garhi, New Delhi-110 068 or the official website of IGNOU at [www.ignou.ac.in](http://www.ignou.ac.in).*

Printed and published on behalf of the Indira Gandhi National Open University by  
Prof. Rita Rani Paliwal, Director, SOH.

Laser typeset by : HD Computer Craft, WZ 36A, Lajwanti Garden, New Delhi  
Printed at: Sahyog Press, A-128, Mangolpuri Industrial Area, Delhi

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# INTRODUCTION TO THE COURSE

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My dear student,

I welcome you to this application oriented course on *Introduction to the Media*. Through this course we propose to introduce you to the various channels of mass media such as the newspaper, magazine, radio, television and last but not the least the internet. The internet today, with things like blogs, message boards, podcasts, video sharing, etc. has given the ordinary man, or woman for that matter, in the street more power than s/he ever enjoyed in the past and until in recent times availed only by the mass media producers.

This massive media explosion has also changed the way we view our society. Some commentators known as **media scientists**, view the communication audience as a **mass society** with certain distinguishing characteristics such as atomization or lack of social connections which make the society especially susceptible to informed advertising and propaganda. Media Studies observes the media but does not create or practice it. This is not meant to be a course on **Media Studies**.

I am aware that some of you must be wondering why I left out books and the printing press from my inventory of mass media, given its huge presence in our society owing to its intellectual and cultural importance. The world's first book *Diamond Sutra* published in China in 868 A.D. was a Buddhist text from India. While Fa-Hsien (C.E. 399-414) came to India during the reign of Chandragupta II (C.E. 380-412) Hsuan Tsang, visited India (C.E. 631-639) at the time of Harshvardhan (C.E. 606-647) and I-Tsing made his journey to India in 670. They made some of the earliest attempts to communicate with the world society.

However, it was Johannes Gutenberg (c.1395-1648 C.E.) the German goldsmith and gem-cutter of Mainz who began experimenting with printing around 1438. The first book ever to be printed (before 1455) with movable type was the 'Forty-Two Line' Bible.

William Caxton (1422-91), the first British printer was a mercer, or dealer in textile fabrics especially silks. He set up a press in Belgium where he published *The Recuyell of the Histories of Troye* (1475), the first book to be printed in English.

Perhaps the earliest library came into existence during the life-time of Bhagwan Buddha (B.C. 560-480) at **Nalanda** near Rajgrih (near Patna) the capital of Haryank Dynasty. The **Royal Library of Alexandria** in Egypt was the most well-known and perhaps the biggest library in the ancient world. However, the use of the Greek term *bibliothēke* (βιβλιοθήκη), which meant the (royal) 'Collection of Books' makes it difficult for the historians to trace its physical existence and history. Although the site of the city of Alexandria had been picked and the general lay out of the academy and the library planned by Alexander (336-323) it grew under the patronage of the Ptolemaic dynasty. We can thus trace back the origins of **Information Science** which concerns itself with the collection, classification, storage, retrieval and

dissemination of knowledge to Nalanda and Alexandria. However, this course does not focus on Library and **Information Science**.

Information Science is not to be confused with **Information Theory**, which is a branch of mathematics and electrical engineering directed towards the quantification of information. You must have heard the word 'bit'. 'Bit' is a unit of information. It denotes the amount of information required to specify one of two alternatives, that is, to distinguish between 1 and 0. It is used in computers. A computer handles at a time 8 bits of information, which is called a 'byte'.

We can safely date back the pre-history of the birth of Information Theory to the work of Alan Turing in 1940 who gained from the ideas of Harry Nyquist presented in his 1924 paper called 'Certain Factors Affecting Telegraph Speed' and Ralph Hartley's 1928 paper called 'Transmission of Information'. The latter was perhaps the first person to use 'information' as a measurable quantity. Turing used their ideas to decipher the German Second World War *Enigma ciphers*. However, the most important name in Information Theory is that of Claude E. Shannon whose classic paper 'A Mathematical Theory of Communication' was published in the *Bell System Technical Journal* in July and October 1948. With this paper Information Theory was born as a new discipline of science. It led to exponential development in the various fields of science. It affected all fields of knowledge, including literature.

Although there are significant overlaps, study of Mass Media is not the same as studying Information Theory, Information Science, Media Studies or Communication Studies for that matter. The present one is a course that seeks to familiarize you with the different channels of mass media and to sensitize you to some of their specificities. This course consists of 5 blocks: (i) Aspects of Mass Communication, (ii) Basic Media Skills, (iii) News and Non-news Writing, (iv) Opinion Writing and, (v) Range and Scope of Media Writing. Each block has 4 units.

This is an application-oriented course introduced into our syllabus with a view to preparing you for the employment market. The media industry is growing in India at the rate of 20 per cent per annum. If we put entertainment and media industries together they form the sixth biggest industry in the country with more than thirty-five lac people working in it. According to one estimate annually a sum of Rs. 80 thousand crore is spent on this industry in India alone. So this course is important for you from the point of view of employment. We also have a course on *Feature Writing*, which would be a good course to follow after completing the present one.

Your effort to observe the media in operation will determine the benefit you will derive from this course. So much for the present. More when we meet on a different occasion.

Wish you all the best in your endeavours. Hope you will enjoy reading the material and watching the video programmes meant to support this course.

Ever yours

**Amiya Bhushan Sharma**

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## INTRODUCTION TO THE BLOCK

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This block proposes to survey the various mass media such as print (newspapers and magazines), radio, television and the Internet. Here you would get a glimpse of their history. This will help you appreciate them in their proper perspectives. You would discover the peculiar strengths and weaknesses of each medium. This will help you observe the various media in use more critically and thus learn from them for your own use. Finally, we also offer a few suggestions or techniques for the development of your script or media text.

However, we begin in the first unit by offering a brief sketch of the idea of communication. The idea of communication may be very simple but it leads to immensely interesting and sophisticated ramifications. Read the units but give yourself time to ruminate. Have you observed a cow chewing her cud? Do likewise. Think over the matter you read, examine it in the light of your own observations in the media and if possible discuss it with a friend on this course at the study center. Hope you will enjoy the process.

**Amiya Bhushan Sharma**





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# UNIT I COMMUNICATION: CONCEPT & PROCESS

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## Structure

- 1.1 Objectives
- 1.2 Introduction
- 1.3 Communication
  - 1.3.1 Meaning and Definition
  - 1.3.2 Functions of Mass Communication
  - 1.3.3 Processes & Elements of Communication Objectives
- 1.4 Kinds of Communication
  - 1.4.1 Intrapersonal Communication
  - 1.4.2 Interpersonal Communication
  - 1.4.3 Group Communication
  - 1.4.4 Mass Communication
- 1.5 The Seven C's of Communication
  - 1.5.1 Content
  - 1.5.2 Context
  - 1.5.3 Channels
  - 1.5.4 Clarity
  - 1.5.5 Composition
  - 1.5.6 Contrast
  - 1.5.7 Consistency
- 1.6 Let Us sum up



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## 1.1 OBJECTIVES

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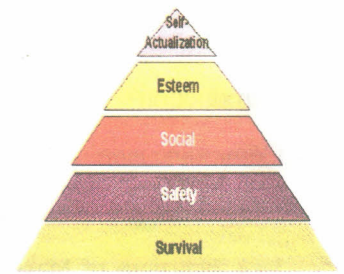
This Unit is designed to introduce you to the fundamentals of communication and its processes. The study of the different aspect of communication will help you to understand the dynamics of communication process and the importance of communication in our daily life. After studying this unit you should be able to:

- Define communication and its meaning
- Explain its importance
- Define communication process
- Identify essential elements of communication and the role that each of these elements plays in communication process
- Discuss seven C's of Communication

## 1.2 INTRODUCTION

As you know, communication is very essential for survival of human beings and it has a very important place in our life. In fact, it regulates and shapes all human behaviors. Man's need for communication is as strong and as basic as his need to drink, eat, and sleep. Moreover, in a country like ours, communication plays a vital role in creating people's awareness about policies and programmes of development. It helps in motivating them to be active partners in the nation-building endeavor. Therefore, it is important to have a clear understanding of the concepts of communication. What is communication? How does it work? Why is it important to us? What are the elements in the communication process and how do they transmit and set the communication process in motion? Last but not least, what are the different types of communication and what are the seven C's of communication? Keeping these questions in mind while you study this unit it will help you not only to understand the meaning and process of communication but also to identify tools for effective communication.

Need of Communication



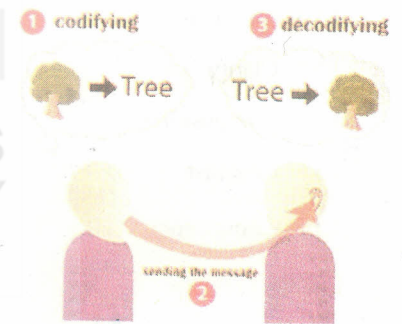
## 1.3 COMMUNICATION

Communication as has been introduced earlier requires wide and elaborate discussion. Only then we can have a clear and meaningful concept of the subject. Now let us discuss a few important things.

Communication is a process that allows an individual to exchange information in several ways such as communicating one's own perceptions, point of view or experiences gained in the process of living.

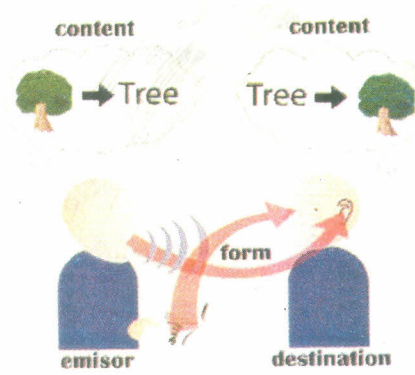
Communication requires that all parties understand a common tone of voice and nonverbal, physical means, such as body language, sign language, paralanguage, touch, eye contact or the use of writing. Person-to-person or one to one communication is the exchange of information, ideas, and feelings among people. Communication takes place when you transmit a message from one person to another person or to a group of people.

However, effective communication requires more than just transmitting a message. The message must be clear, accurate and above all, understood by the receiver. Communication is defined as a process by which we assign and convey meaning in an attempt to create common language that is exchanged. There are auditory means, such as speaking, singing, hearing and understanding. This process requires a vast **repertoire** of skills in intrapersonal and interpersonal processing, listening, observing, speaking, questioning, analyzing, discussing and evaluating. Use of these processes is developmental and it relates to all areas of life: home, school, community, work, and beyond. It is through communication that collaboration and cooperation occur.



### 1.3.1 Meaning and Definition

Communication is the process of sending a message through different media, whether verbal or nonverbal, so that a person transmits a thought provoking idea, gesture, action, etc.

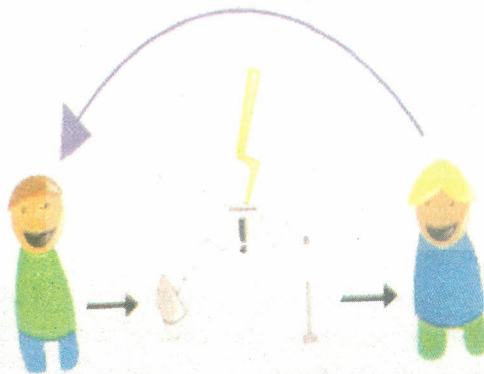


Communication happens at many levels, in many different ways for most human beings, as well as for certain machines. Most studies dedicate a portion of attention for communication, so when you talk about communication it is very important to be sure about what are the aspects of communication. Definitions of communication range widely, some recognizing that animals can communicate with each other as well as human beings, and some are more narrow, including human beings within the parameters of human symbolic interaction.

There are numerous definitions of communication and yet there is no agreement on any single definition. Some of the more functional definitions of communication describe it as “The transfer or conveying of meaning” (Oxford dictionary), Transmission of stimuli”(Colin Cherry), “One mind affecting another” (Claude Shannon).

Communication is more than mere transferring or transmission of ideas or thoughts. It is not a static act as some of the earlier definitions suggest rather it is dynamic process of action and interaction towards a desired goal as suggested by later definitions. Communication is therefore a process of sharing or exchange of ideas , information , knowledge attitude or feeling among two or more persons through certain signs and symbols.

Communication is the process of sending a message, through different media whether it be verbal or nonverbal, so long as a person transmits a thought provoking idea, gesture, action, etc.



### Activities

A. In this exercise you will be asked to exhibit some non-verbal communications. Ask a colleague or family member to help you with this exercise. Try to communicate the following using non-verbal communications.

- a) No
- b) Sit down
- c) Come in
- d) Be quiet
- e) I don't know
- f) Go away or get away
- g) Stand up
- h) I'm mad
- i) I'm happy
- j) Stop

B. After you have practised with a colleague or friend or family member, try to use non-verbal communication with students or co-workers. Please provide us with your reactions to the activity.

1. What is your reaction to the activity?
2. Did you feel you could communicate without speaking?
3. Do you think we sometimes convey one message verbally and a different message nonverbally? If so, which message is taken as most important?

### 1.3.2 Functions of Mass Communication

You have already learnt the importance of communication for individuals, the meaning of effective communication, the way we human beings communicate. But then how is it important for the society? Now let us discuss all these in detail.

For a society to exist, certain communication needs must be met. These needs existed since earlier times. Primitive tribes had sentinels who scanned the environment and reported dangers. Councils of elders interpreted facts and made decisions. Tribal meetings were used to transmit these decisions to the rest of the group. Other members of the tribe may have been story-tellers and jesters who functioned to entertain the group. As society became larger and more complex, these jobs grew too big to be handled by single individuals. With the advent of a technology that allowed the development of mass communication, these jobs were taken over by the mass media and this change was an important one. Sometimes, dysfunctions were also performed by the mass media. Dysfunctions are the consequences that are undesirable from the point of view of welfare of the society.

#### 1.3.2.1 Information

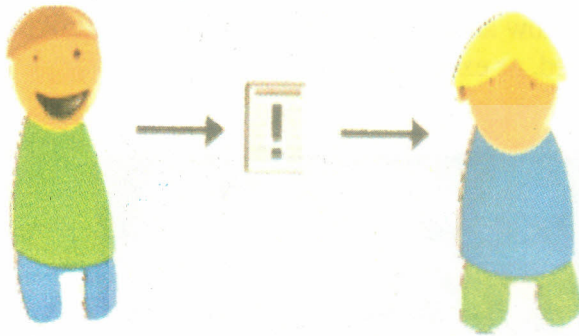
Information as a concept bears a diversity of meanings, from everyday usage to technical settings. Generally speaking, the concept of information is closely related to notions of constraint, communication, control, data, form, instruction, knowledge, meaning, mental stimulus, pattern, perception, and representation.

Many people speak about the 'Information Age' as the advent of the 'Knowledge Age' or knowledge society, the information society, the information revolution, and information technologies, and even though informatics, information science and computer science are often in the spotlight, the word "information" is

often used without careful consideration of the various meanings it has acquired.

### 1.3.2.2 Persuasion

Persuasion is a form of social influence. It is the process of guiding people towards the adoption of an idea, attitude, or action by rational and symbolic (though not always logical) means. It is the strategy of problem-solving relying on “appeals” rather than strength.



Manipulation is taking persuasion to an extreme, where one person or group benefits at the cost of the other.

Aristotle said that one of the most important functions of communication is to persuade the other party. Why is it so? Because persuasion helps in reaching decision or consensus on public policy so that it is possible to control and govern. But it is possible that one may resort to persuasion with an ulterior motive. The receiver must be careful about the source of such persuasion.

### 1.3.2.3 Debate and discussion

Debate or debating is a formal method of interactive and position representational argument. Debate is a broader form of argument than logical argument, since it includes persuasion which appeals to the emotional responses of an audience and rules which enable people to discuss and decide on differences, within a framework defining how they will interact.



Informal debate is a common occurrence, but the quality and depth of a debate improve with knowledge and skill of its participants as debaters. Deliberative bodies such as parliaments, legislative assemblies, and meetings of all sorts engage in debates. The outcome of a debate may be decided by audience vote, by judges, or by some combination of the two. Formal debates between candidates for elected office, such as the leaders' debates and the U.S. presidential election debates, are common in democracies.

It is through debate and discussion in media that the public can clarify different viewpoints on issues of public interest and arrive at a general agreement on matters that concern all. It is important for them to find out the reasons for such debates and discussions. Are the contending sides represented equally? Is any of the contending parties under pressure to be a certain line? Such critical appraisal of debates and discussion would benefit the users.

#### 1.3.2.4 Instruction

An instruction is a form of communicated information that is both command and explanation for how an action, behavior, method, or task is to be begun, completed, conducted, or executed.



One of the major functions of communication is to instruct, educate and socialize the members of the society. All these functions start early in life, at home or in school and continue till one completes the full cycle of life. Communication provides a fund of knowledge, expertise and skills that enable people to operate as effective members of society. It also creates awareness, gives direction and opportunity to people so that they actively participate in public life.

#### 1.3.2.5 Entertainment

Entertainment is an activity designed to give pleasure or relaxation to an audience. This audience may participate in the entertainment passively as in watching opera or a movie, or actively as in games.

Playing sports and reading literature are usually included in entertainment, but these are often called recreation because they involve some active participation beyond mere leisure.



Human beings must be entertained to break the monotony of routine and divert their attention from the troubles and tensions of daily life. The diversion should not be taken as a negative element. Such diversion has a positive role in our life: it revitalises our personality and even educates us. You must have watched some Charlie Chaplin or Laurel and Hardy movies. They entertain and at the same time comment on life. We can learn a lot about life from these comedies. Communication provides boundless entertainment to people through pictures, films, music, drama, dance, art, literature, comedy, sports, games etc.

### 1.3.2.6 Cultural promotion

Communication is a major source for cultural preservation and promotion. It helps individuals to pursue and satisfy their creative urge.

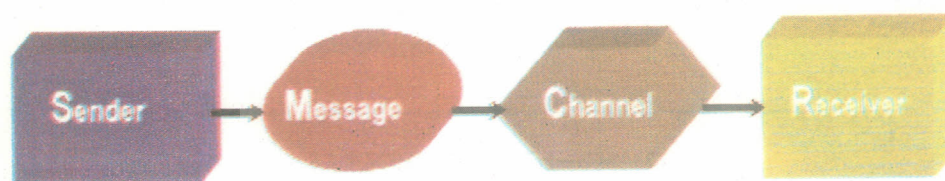
Communication provides opportunity for culture to be preserved and promoted. It stimulates individuals to pursue and fulfill their creative urges.

### 1.3.2.7 Integration

Communication is a great source for disseminating knowledge and information, which further helps in social integration. Communication is a great integrating tool. Through a fund of knowledge or information, individuals, groups or cultures come to know one another, understand and appreciate each other's ways of life and thereby develop tolerance towards one another. It can also be the greatest disintegrating tool.

## 1.3.3 Processes & Elements of Communication Objectives

Now after having a lot of information about communication, we shall now discuss about the communicative science. The science of communication will give you some very interesting information. Communication is a dynamic process, ongoing and ever changing, which involves five major elements. The five elements are the **message**, the **sender**, the **transmission medium**, the **receiver** and **feedback**.



### 1.3.3.1 The Message

A message in its most general meaning is the most fundamental object of communication. It is something which provides information; it can also be this information itself. Therefore, its meaning is dependent upon the context in which it is used; the term may apply to both the information and its form.

A message can be transferred through spoken and written mediums, such as radio programmes, films, paintings, posters, photographs etc. However a message is not only transferred information, but the emotions that give the words meaning. Words alone do not establish the full meaning of the message.

Nonverbal communications may give clues that the receiver can use to interpret verbal messages.

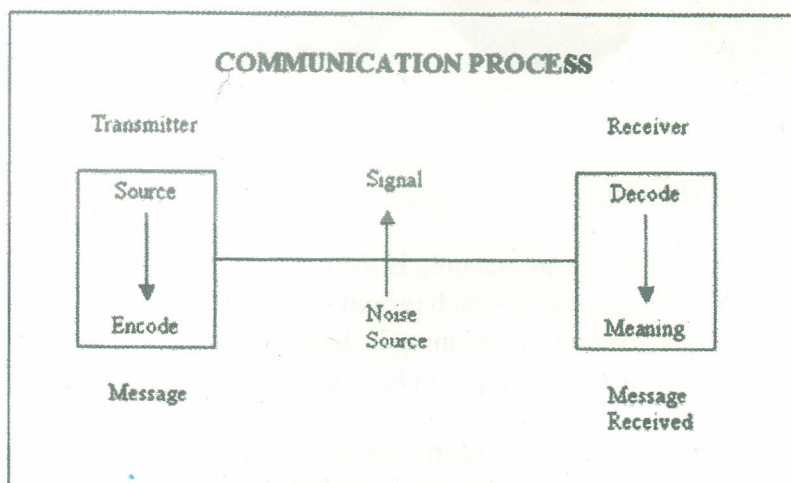
### 1.3.3.2 Communicator

The Communicator is the source of communication, which begins the communication process by transmitting information to the receiver. Encoding the message, whether written or oral, is a process that requires four separate steps. The first step is to formulate the message, putting thoughts into words. The second step consists of passing the message through many psychological or internal communication barriers. Psychological barriers stem from the sender's existing knowledge, beliefs, biases and feelings. The message, once filtered through these psychological barriers, is encoded for transmission. The encoding process ranges from simply stringing words together, to actually putting the message into some form of code. Transmitting the message, whether in oral or written form, might appear to be the last step in the sender's process, but a good communicator immediately becomes the receiver and prepares to accept feedback for verification of message delivery.

A good communicator needs good communication skills. But what is meant by "communication skill"? The purpose of communication is to get the message across to others clearly and unambiguously. Doing this involves effort from both the sender of the message and the receiver. And it's a process that can be fraught with error, with messages often misinterpreted by the recipient. When this isn't detected, it can cause tremendous confusion, wasted effort and missed opportunity.

In fact, communication is successful only when both the sender and the receiver understand the same information as a result of the communication. By successfully getting your message across, you convey your thoughts and ideas effectively. When not successful, the thoughts and ideas that you send do not necessarily reflect your own, causing a communication breakdown and creating roadblocks that stand in the way of your goals – both personal and professional.

### 1.3.3.3 Transmission Medium (Channel)



Messages are conveyed through channels, with verbal including face-to-face meetings, telephone and videoconferencing and written, including letters, emails, memos and reports. Different channels have different strengths and weaknesses.

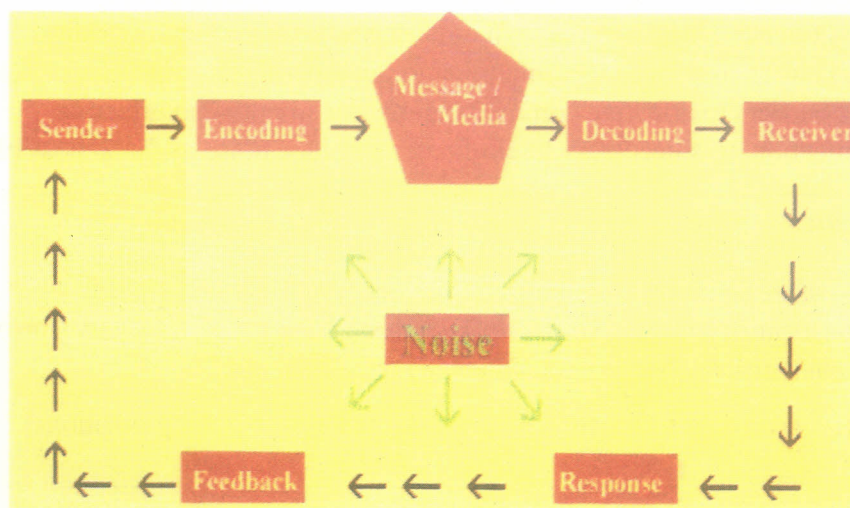
For example, it's not particularly effective to give a long list of directions verbally, while you'll quickly cause problems if you criticize someone strongly by email.

The transmission medium is the pathway by which the message flows. It is the vehicle that carries the message from the sender to the receiver and back. The medium can be electronic, written, verbal, or nonverbal.

### 1.3.3.4 Receiver

The receiver is the element in the communication process that interprets the meaning of the message. Only when the receiver has understood the message, can true communication take place. The receiver also goes through an internal set of processes related to incoming messages. Upon obtaining the message, the receiver decodes it through assimilation and interpretation. The receiving process is made up of the following steps: **receive, decode, filter, and interpret**. Receiving takes place when the receiver first perceives the message, either by sight or hearing. During this process, the receiver filters the information through his/her own psychological barriers such as existing knowledge, attitude, beliefs, biases and perceptions. These barriers affect how well the message is understood, accepted and decoded. To decode a message effectively, the sender and receiver must be communicating in the same language. Language, in this sense, is not limited to formal language types (i.e., English, Spanish, etc.), but also includes the influences of technical knowledge, field of experience and critical items called Operational definitions. The words in the message must mean the same thing to the receiver and sender or there will be miscommunication.

### 1.3.3.5 Feedback



Perhaps the greatest cause of ineffective communication is failure of the sender to request feedback from the receiver. Feedback is the element of communication which confirms that the message has been received and understood. It completes the sender's process by verifying that the meaning

has not changed. In most written forms of communication, some reply is required. It may range from specific action to a simple receipt. Oral communication via electronic means usually requires only a verbal repeat of the message followed by “roger”, “understand”, or “aye-aye”. In face-to-face oral communications, feedback can be more complex. One way to get feedback from face-to face communication is to solicit questions from your receiver, or each person to whom your message applies.

### 1.3.3.6 Encoding

This is the process of transmitting the information you want to communicate into a form that can be sent and correctly decoded at the other end. Your success in encoding depends partly on your ability to convey information clearly and simply, but also on your ability to anticipate and eliminate sources of confusion (for example, cultural issues, mistaken assumptions and missing information.). A key part of this is to know your audience. Failure to understand whom you are communicating with will result in delivering messages that are misunderstood. For example, an illiterate can not understand a written message but can comprehend it well if explained.

### 1.3.3.7 Decoding

Just as successful encoding is a skill, so is successful decoding (involving, for example, taking the time to read a message carefully, or listening actively to it). Hence it is the interpretation of the message by the receiver. Just as confusion can arise from errors in encoding, it can also arise from decoding errors. This is particularly the case if the decoder does not have enough knowledge to understand the message.

### 1.3.3.8 Noise

It is an interruption that can creep in at any point of the communication process and make it ineffective. Environment is one major cause that interferes with message receptions: like noises from the roadside, constant chattering of individuals outside the communication act, blaring loudspeaker, faulty transmission, etc. Noise can occur in other forms also, poor handwriting, heavy accent or soft speech, communication in a poorly lit room etc. In fact, these are barriers to effective communication. For smooth and effective communication, it is necessary to eliminate or reduce noise as far as possible.

#### Activities

- C. What are your own communication behaviors? This exercise will help you identify your non-verbal and verbal behaviors. Reflect on how you would react and answer the following questions.
1. How do you stand? (arms, legs and posture in the following situations)
    - I. Angry .....
    - II. Relaxed .....
    - III. Happy .....
    - IV. Sad .....

V.

2. What is your voice like in the following situations?

I. Angry .....

II. Relaxed .....

III. Happy .....

IV. Sad .....

3. What facial expressions do you use for the following?

I. Angry .....

II. Relaxed .....

III. Happy .....

IV. Sad .....

4. What gestures do you use in the following?

I. Angry .....

II. Relaxed .....

III. Happy .....

IV. Sad .....

V.

D. Try to find out how much time you devote each day on communicating

1. With your self .....

2. With others at home .....

3. At college with classmates .....

4. At pleasure haunts .....

E. List all the mass media you are exposed to

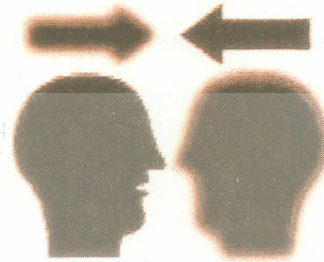
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## 1.4 KINDS OF COMMUNICATION

Have we even thought how an individual communicates with himself? Perhaps it has never been so important to us. Here we shall discuss in detail as to what the various kinds of communication are:

### 1.4.1 Intrapersonal Communication

As every time an individual does something or speaks, he hears it first within himself. Just like that intrapersonal communication is language used or thought internal to the communicator. Intrapersonal communication is the active internal involvement of the individual in symbolic processing of messages. The individual becomes his or her own sender and receiver, providing feedback to himself or herself in an ongoing internal process. It can be useful to envision intrapersonal communication occurring in the mind of the individual in a model which contains a sender, receiver and feedback loop.



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

### 1.4.2 Interpersonal Communication

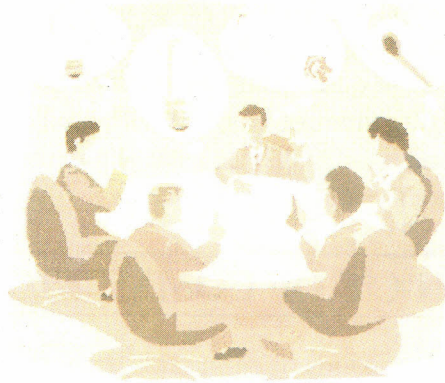
Interpersonal communication is defined by communication scholars in numerous ways, though most definitions, involving participants who are interdependent on one another, have a shared history. Communication channels are the medium chosen to convey the message from sender to receiver. Communication channels can be categorized into two main categories: Direct and Indirect channels of communication.



Another way of defining interpersonal communication is to compare it to different forms of communication. In doing so, you would examine how many people are involved, how physically close they are to one another, how many sensory channels are used and the feedback provided. Interpersonal communication differs from other forms of communication in that there are few participants involved, the interactants are in close physical proximity to each other, there are many sensory channels used and the feedback is immediate. An important point to note about the contextual definition is that it does not take into account the relationship between the interactants.

### 1.4.3 Group Communication

Group Communication examines the most effective ways of communicating and interacting within social and work groups as it provides an opportunity for direct interaction among the members of the group which helps in bringing about changes in attitude and beliefs, and offers a clear understanding. Group communication occurs among three or more persons. The degree of interaction and intimation depends on the size of the group. The larger the group the lesser the personal intimacy and lesser is the possibility of exchange.



Communication is an important cornerstone of all groups and often the variable, which determines their success or failure. Effective communication builds trust and mutual respect and facilitates learning. Although communication is frequently thought of in terms of written or oral dialogue, actions are also important forms of communication and indicate commitment to stated agreements. The following sections offer guidelines for active listening, identifying participant expectations, fostering discussion and facilitation.

Three general categories have been identified as critical to successful group communication.

**Commitment** - Members' integrity and leadership qualities

**Communication** - discussion, listening and facilitation

**Organization** - setting ground rules for communication, decision-making

### 1.4.4 Mass Communication

Mass communication is the term used to describe the academic study of various means by which individuals and entities relay information to large segments of the population all at once through mass media. It is usually understood to relate to newspaper and magazine publishing, radio, television and film, as they are used both for disseminating news and for advertising.



The term 'mass' denotes great volume, range or extent (of people or

production) and reception of messages. The important point about 'mass' is not that a given number of individuals receives the products, but rather that the products are available in principle to a plurality of recipients.

The term 'mass' suggests that the recipients of media products constitute a vast sea of passive, undifferentiated individuals. This is an image associated with some earlier critiques of 'mass culture' and mass society which generally assumed that the development of mass communication has had a largely negative impact on modern social life, creating a kind of bland and homogeneous culture which entertains individuals without challenging them. However, with the advancement in Media Technology, people are no longer receiving gratification without questioning the grounds on which it is based. Instead, people are engaging themselves more with media products such as computers, cell phones and internet. These have gradually become vital tools for communication in a society today.

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## 1.5 THE SEVEN C'S OF COMMUNICATION

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So far we have discussed the kinds of communication, mass media and the impact of media technology. Now we shall be discussing the most important part of communication, which is Designing communication – the most complex but most interesting part of the subject.

Designing communication is a complex process. It begins at a high level, with good questions and good listening, and ends in detail, constructing a presentation, document, system or user's experience.

Here are the seven C's, in order:

### 1.5.1 Content

This is the best possible measure of communication effectiveness. What do you want your audience to walk away with and remember? Once you have defined your prime question, set out to answer it. What information is required? Do you have the answer already, or do you need to search it out? The content determines the audience. Hence, the message must have the meaning for the receiver and it must be compatible with his/her value system.

### 1.5.2 Context

The context must be clear and should not contradict the message. It must provide for participation and playback what's going on? Do you understand the situation? Is there a dead elephant in the middle of the room that you are not aware of? Ask good questions. You'll need a clear goal before you begin to design any communication.

### 1.5.3 Channels

Only the established channels of communication should be used - channels that the receiver uses and respects, creating new ones is difficult. Different channels have different effects and serve effectively in different stages of the diffusion process.

### 1.5.4 Clarity

This is one of the hardest parts of the process and most often neglected. People's attention will quickly drift — they expect you to get to the point. Learn to edit. The message must be put in simple terms. Words must mean the same thing to the receiver as they do to the sender. Complex issues must be compressed into theme slogans that have simplicity and clarity. The farther a message has to travel, the simpler it should be.

### 1.5.5 Composition

Now it's time to design the way you will tell your story. Think in terms of both written and visual composition. When writing, who are your main characters? How will you set up the scene? What are the goals and conflicts that will develop? How will the story reach resolution? In visual terms, where will the reader begin? How will you lead the eye around the page? In all your compositional thinking; how will you engage your audience? How will you keep them engaged? Writing down forces you to think it through. Communication must break down into basic "building blocks" of content. Formulate the information into clusters and groups. What patterns emerge? How can you make the information more modular? Given your goal, what is the most fundamental unit of information? You can use index cards to break down information into modules.

### 1.5.6 Contrast

What are the differences that matter? Use contrast to highlight them: Big vs. little; rough vs. smooth; black vs. white. When making any point, ask, "in comparison with what?" Contrast is a trigger to the brain that says "pay attention!".

### 1.5.7 Consistency

Unless you are highlighting differences, keep things like color, fonts, spacing and type sizes consistent to avoid distracting people. Research shows that any extraneous information will detract from people's ability to assimilate and learn. Communication is an unending process. It requires repetition to achieve penetration. The story must be consistent.

#### Check Your Progress 1

**Note:** i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

- 1) You have just learnt the different functions of communication. These are information, education, entertainment, persuasion, debate and discussion, cultural promotion and integration. You must be viewing Doordarshan programmes. Please make an assessment of the following Doordarshan programmes as per their functions.

.....  
.....

.....  
.....  
.....  
**Check Your Progress 2**

**Note:** i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Suppose you have been asked to talk to the young people of a village about the benefits of planting trees. As a person with fairly good exposure in communication, how would you present your talk? What are the communication materials which you think could be of great help?

.....  
.....  
.....  
.....  
.....

**Check Your Progress 3**

**Note:** i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Write two impacts of each of the following type of communication:

Intrapersonal a) .....

b) .....

Interpersonal a) .....

b) .....

Group a) .....

b) .....

Mass a) .....

b) .....

**Check Your Progress 4**

**Note:** i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Name the major elements of communication?

.....

.....

.....

.....

2) What are some of the subjects that are covered under the keyword “intrapersonal communication”?

.....

.....

.....

.....

3) Which definition would consider ordering food from a server at a restaurant as interpersonal communication?

Contextual

Developmental

Both



## 1.6 LET'S SUM UP

We have already been introduced to the concept of communication, the way it works and the various elements of communication process. Now we have very clearly understood the meaning, the functions and various kinds of communication in which human beings are engaged. We can now very easily understand the impact of mass media, i.e. electronic media; television channels, films and print media for mass communication. Let's sum up every thing in brief.



Communication is a process that allows an individual to exchange information by several ways. Effective communication requires more than just transmitting a message. The message must be clear, accurate and above all, understood by the receiver.

Communication is a dynamic process, ongoing and ever changing, which involves five major elements. The five elements are the message, the sender, the transmission medium, the receiver and feedback.

Designing communication is a complex process. It begins at a high level, with good questions and good listening; and ends in detail; constructing a presentation, document, system or user experience.

Communication requires at least three elements. The source may be an individual speaking, or gesturing, etc., or a communication organization like the newspaper, movie, etc. The message is something which can be interpreted meaningfully by somebody else. The destination may be a person who is listening, or reading, or watching, or it may be a group of people who are listening to a lecture, or watching a movie.

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## CHECK YOUR PROGRESS: MODEL ANSWERS

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### Check Your Progress 1

There are many programs broadcast on Doordarshan. Some of them are:

**Chaupal** - an informative program for the farmers. In this programme experts from agricultural fields are invited to discuss problems relating to crops, use of fertilizers, new technology, diseases of crops, pest control, etc.

**Kalyani** - this is a forum for women where the day-to-day problems are discussed and sorted out, new pieces of information on health and household are given to educate women. Also feedback is requested to involve the audience in the show. Health experts are invited to solve the health problems prevalent among women.

**Chitrahaar** - this programme is based on entertainment and it features old and latest Hindi film songs.

### Check Your Progress 2

The sole purpose of the talk is educational i.e. educating people the benefits of having trees in their surrounding. Although this subject requires to be dealt with a fair amount of seriousness, a light and entertaining discussion would cut down on the monotony. Also involving the audience in the discussions helps them to relate to the issue and invokes interest in them. Interactivity with the audience is a must.

Some materials such as a puppet show, a little skit or natak or a short documentary film showed on a projector helps. Visual demonstrations have greater impact than read-outs or pamphlet distribution.

### Check Your Progress 3

- Intrapersonal    a) clarity of thoughts  
                          b) streamlining of thoughts
- Interpersonal    a) exchange of information between two people  
                          b) flow of information, immediate feed back
- Group             a) flow of information to a group of people  
                          b) interaction with greater number of people
- Mass                a) use of technology (electrical or mechanical)  
                          b) dissemination of information on a large scale

### Check Your Progress 4

1. ● the source,  
    ● the message and  
    ● the destination.
2. ● Direct intrapersonal communication  
    ● Indirect intrapersonal communication
3. Both



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## UNIT 2 ROLE OF MASS COMMUNICATION AND MASS MEDIA

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### Structure

- 2.1 Objectives
- 2.2 Introduction
- 2.3 Mass communication – Definition & meaning
  - 2.3.1 Characteristics of mass communication
  - 2.3.2 Components of mass communication
- 2.4 Mass media
  - 2.4.1 Definition & meaning
  - 2.4.2 Impact of mass media
  - 2.4.3 Nature of mass media effects
  - 2.4.4 Mass media effects and society
  - 2.4.5 Mass media in India
- 2.5 Impact of Mass Media: Areas of Danger
- 2.6 Impact of journalism
  - 2.6.1 Changing face of the press
  - 2.6.2 Effects of the press
- 2.7 Impact of Radio
- 2.8 Impact of films
  - 2.8.1 The Indian Cinema
- 2.9 Impact of Television
  - 2.9.1 Developmental use of TV
  - 2.9.2 Effects of TV
- 2.10 Let us Sum Up
- 2.11 Check Your Progress

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### 2.1 OBJECTIVES

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You have touched briefly on the concept of mass communication in the earlier units of this block. After going through this unit, you would have a fair idea of the impact of mass media in the Indian context. Specifically, you should be able to:

- Outline the development of journalism in India from a mission to an industry and explain its present impact on people
- Describe the reach of radio and its impact on the masses

- Explain the role of film as a mirror of social realities and its effects on the society
- Describe the role of TV among the Indian elite and masses and
- Describe the new technologies like Video, Cable, and Satellite and identify their relevance to the Indian media scene

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## 2.2 INTRODUCTION

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In this unit, we shall have a methodical discussion on the issue of impact of mass media in the Indian context by taking each medium separately. We shall first take up the print media because that happens to be the original type of mass media in India. We shall then give an account of radio, film and TV as media of mass communication in India, their spread, reach, people's access to these media and their impact on the society. New technologies made their entry during 1970s and 1980s. They are video, cable and satellite TV. We shall discuss the effect these new channels of mass communication have on the people.

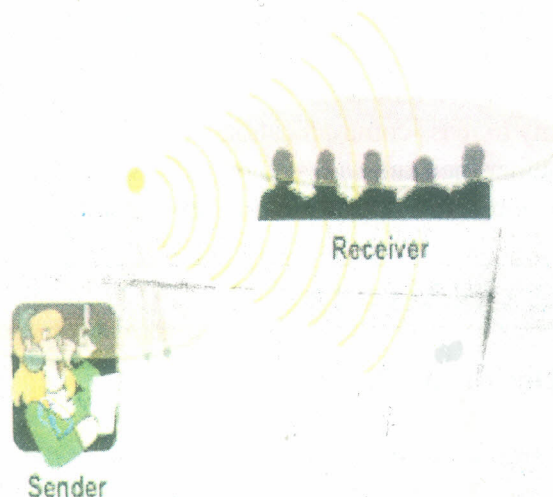
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## 2.3 MASS COMMUNICATION

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### Definition & meaning

Capable of reaching thousands and millions of people is mass communication which is accomplished through a mass media like television or newspapers. Mass communication can be defined as the process of using mass media to send messages to large audiences for the purpose of informing, entertaining or persuading. In many respects the process of mass communication and other communication are same. Some one conceives a message, essentially an intrapersonal act. The message then is encoded into a common code, such as language. Then it's transmitted. Another person receives the message, decodes it and internalizes it. In other respects mass communication is distinctive. Crafting an effective message for thousands of people of diverse backgrounds and interest requires different skills than chatting with a friend across the table. Encoding the message is more complex because a device is always used, for example a camera or recorder.



### 2.3.1 Characteristics of mass communication

Firstly, it comprises both technical and institutional methods of production and distribution. It's evident in the history of media, from print to the Internet, each of them able to be utilized commercially.

Secondly, it involves the '**commodification of symbolic forms**' as the production of materials relies on its ability to manufacture and sell large quantities of the work. Just as radio stations rely on their time sold to advertisements, newspapers rely on their space for the same reasons.

Mass Communication's third characteristic is its **separate context between the production and reception of information**.

The fourth feature is in its **reach to those 'far removed' in time and space, in comparison to the producers**.

Mass communication is involving **information distribution**. This is a 'one to many' form of communication, where products are mass produced and disseminated to a great quantity of audiences.

### 2.3.2 Components of Mass communication

#### 2.3.2.1 Mass communicators

The heart of mass communication is the people who produce the message that are carried in the mass media. These people include journalists, television anchors, script writers, lyricists, copy writers, etc. Mass communicators can not see their audiences.

#### 2.3.2.2 Mass messages

The message is a most important part of our relationship to the mass media. We pay attention to the media. We don't see to television, for example, we have to appreciate technology that's the reason we watch movie.

#### 2.3.2.3 Mass Media

The mass media are the vehicles that carry media messages. The primary mass media are books, television, film, radio and the web.

#### 2.3.2.4 Mass-Audiences

Mass audiences are fickle. The size and diversity of mass audiences add complexity to mass communication. Only indirectly do mass communicators learn whether their messages have been received. We can estimate television audiences through TRP (Television Rating Point)

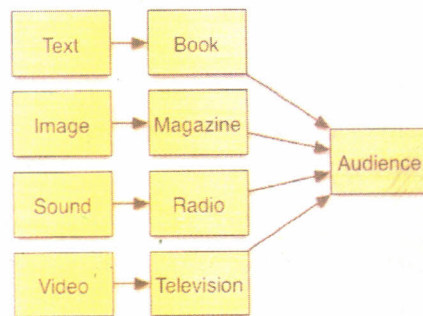
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## 2.4 MASS MEDIA

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### 2.4.1 Definition & meaning

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



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

**Mass media** is a term used to denote a section of the media specifically envisioned and designed to reach a very large audience such as the population of a nation state. It was coined in the 1920s with the advent of nationwide radio networks, mass-circulation newspapers and magazines, although mass media was present centuries before the term became common.

The term **public media** has a similar meaning: it is the sum of the public mass distributors of news and entertainment across mediums such as newspapers, television, radio, broadcasting, which require union membership in large markets such as Newspaper Guild and AFTRA and text publishers. The concept of mass media is complicated in some internet media as now individuals have a means of potential exposure on a scale comparable to what was previously restricted to select group of mass media producers. These internet media can include television, personal web pages, podcasts and blogs. The communication audience has been viewed by some commentators as forming a mass society with special characteristics, notably atomization or lack of social connections, which render it especially susceptible to the influence of modern mass-media techniques such as advertising and propaganda. The term “MSM” or “mainstream media” has been widely used in the blogosphere in discussion of the mass media and media bias.

#### 2.4.1.1 Purposes

Mass media can be used for various purposes:

- Advocacy, both for business and social concerns: This can include advertising, marketing, propaganda, public relations and political communication.
- Enrichment and education
- Entertainment, traditionally through performances of acting, music and sports, along with light reading, since the late 20th century also through video and computer games
- Public service announcements

### 2.4.1.2 Journalism

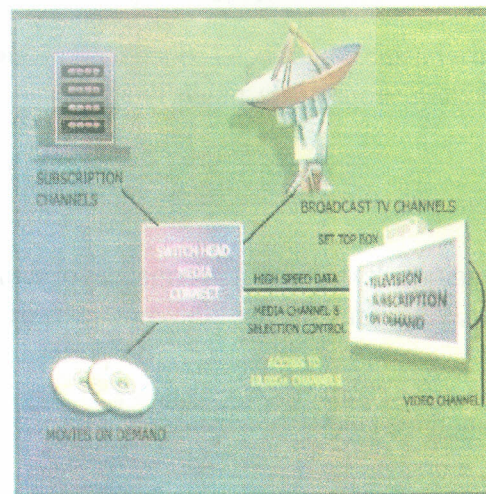
Journalism is a discipline of collecting, analyzing, verifying and presenting information regarding current events, trends, issues and people. Those who practice journalism are known as journalists.



News-oriented journalism is sometimes described as the “first rough draft of history” (attributed to Phil Graham), because journalists often record important events, producing news articles on short deadlines. While under pressure to be first with their stories, news media organizations usually edit and proofread their reports prior to publication, adhering to each organization’s standards of accuracy, quality and style. Many news organizations claim proud traditions of holding government officials and institutions accountable to the public, while media critics have raised questions about holding the press itself accountable.

### 2.4.1.3 Broadcasting

Broadcasting is the distribution of audio and/or video signals (programs) to a number of recipients (“listeners” or “viewers”) that belong to a large group. This group may be the public in general, or a relatively large audience within the public. Thus, an Internet channel may distribute text or music world-wide, while a public address system in (for example) a workplace may broadcast very limited *ad hoc* soundbites to a small population within its range.



The sequencing of content in a broadcast is called a schedule. With all technological endeavours a number of technical terms and slangs are developed.

Television and radio programs are distributed through radio broadcasting over frequency bands that are highly regulated by the Federal Communications Commission. Such a regulation includes determination of the width of the bands, range, licencing, types of receivers and transmitters used and acceptable content.

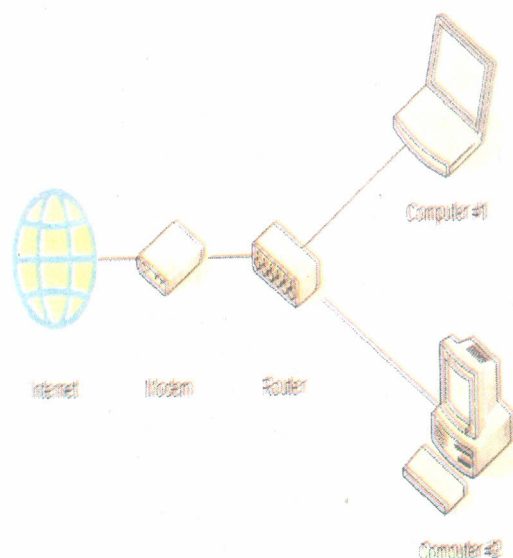
Cable programs are often broadcast simultaneously with radio and television programs, but have a more limited audience. By coding signals and having decoding equipment in homes, cable also enables subscription-based channels and pay-per-view services.

A broadcasting organisation may broadcast several programs at the same time, through several channels (frequencies), for example BBC One and Two. On the other hand, two or more organisations may share a channel and each use it during a fixed part of the day. Digital radio and digital television may also transmit multiplexed programming, with several channels compressed into one ensemble.

When broadcasting is done via the Internet the term webcasting is often used. In 2004 a new phenomenon occurred when a number of technologies combined to produce podcasting. Podcasting is an asynchronous broadcast/narrowcast medium, with one of the main proponents being Adam Curry and his associates' the Podshow.

#### 2.4.1.4 Internet

The Internet (also known simply as “the Net” or “the Web”) can be briefly understood as “a network of networks”. Specifically, it is the worldwide, publicly accessible network of interconnected computer networks that transmit data by packet switching using the standard Internet Protocol (IP). It consists of millions of smaller domestic, academic, business and governmental networks, which together carry various information and services, such as electronic mail, online chat, file transfer and the interlinked Web pages and other documents of the World Wide Web.



Contrary to some common usage, the Internet and the World Wide Web are not synonymous: the Internet is a collection of interconnected computer networks, linked by copper wires, fiber-optic cables, wireless connections etc. The Web is a collection of interconnected documents, linked by hyperlinks and URLs. The World Wide Web is accessible via the Internet, along with many other services including e-mail, file sharing and others described below.

#### **2.4.1.5 Publishing**

Publishing is the industry concerned with the production of literature or information – the activity of making information available for public view. In some cases, authors may be their own publishers.

Traditionally, the term refers to the distribution of printed works such as books and newspapers. With the advent of digital information systems and the Internet, the scope of publishing has expanded to include websites, blogs and the like.

As a business, publishing includes the development, marketing, production and distribution of newspapers, magazines, books, literary works, musical works, software, other works dealing with information.

Publication is also important as a legal concept; (1) as the process of giving formal notice to the world of a significant intention, for example, to marry or enter bankruptcy and (2) as the essential precondition of being able to claim defamation, that is, the alleged libel must have been published.

#### **2.4.1.6 Mobile**

Mobile phones were introduced in Japan in 1997 but became a mass media only in 1998 when the first downloadable ringing tones were introduced in Finland. Soon most forms of media content were introduced on mobile phones and today the total value of media consumed on mobile towers over that of internet content and was worth over 31 billion dollars in 2007 (source Informa). The mobile media content includes over 8 billion dollars worth of mobile music (ringing tones, ringback tones, truetones, MP3 files, karaoke, music videos, music streaming services, etc); over 5 billion dollars worth of mobile gaming and various news, entertainment and advertising services. In Japan mobile phone books are so popular that five of the ten best-selling printed books were originally released as mobile phone books.

Similar to the internet, mobile is also an interactive media, but has a far wider reach, with 3.3 billion mobile phone users at the end of 2007 to 1.3 billion internet users (source ITU). Like email on the internet, the top application on mobile is also a personal messaging service, but SMS text messaging is used by over 2.4 billion people. Practically all internet services and applications exist or have similar cousins on mobile, from search to multiplayer games to virtual worlds to blogs. Mobile has several unique benefits which many mobile media pundits claim, make mobile a more powerful media than either TV or the internet, starting with mobile being permanently carried and always connected. Mobile has the best audience accuracy and is the only mass media with a built-in payment channel available to every user without any credit cards or paypal accounts or even an age limit. Mobile is often called the 7th Mass Media and either the fourth screen (if counting cinema, TV and PC screens) or the third screen (counting only TV and PC).

## 2.4.2 Impact of Mass Media

The Impact of the press can be judged only in the perspective of current development and pace of change of the country. In fact, press has done a reasonably good job in highlighting the Urban socio-economic issues like: poverty, corruption and unemployment, and has given the ruling class a sense of guilt. The power of press is also seen to be mainly responsible for the major political developments in India during the nineties.

With some exception of blatantly biased reporting, the Indian press has, by and large, shown a high degree of social responsibility during the communal riots in Godhra. Now globalization has added a new twist in the responsibilities of the press. This has added great a degree of competition among the press.

Denis McQuail proposed an interactive perspective. He held that mass media may equally mould, mirror, and follow social change. Consequently, the origin, development and ultimate use and influence of mass media are in conformity with the changing complexion of society.

Though the industrial and communication revolutions have changed the face of our country, it still remains largely an agriculture-based socio-economic entity. Thus, the impact of mass media in India has to be seen in the background of our tradition and value-bound social structure.

However, before we look into the impact of mass media in the Indian context, let us first examine the whole gamut of question that is raised about the effects of mass media.

## 2.4.3 Nature of Mass Media Effects

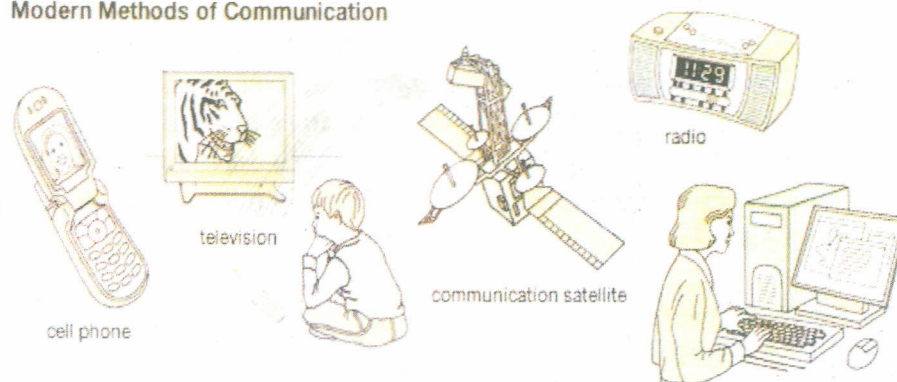
While new media technology is sweeping across India, many questions about the precise impact of mass media remain unanswered. We know that the mass media have an impact, but the answers to questions such as what impact they have, why they have impact and how all that happens remain elusive. Behavioral scientists are examining the effects of mass media; we know that we can predict certain outcomes in certain situations. But the variables are numerous. Two social scientists, Bernard Berelson and Morris Janowitz, once summarised knowledge about the effect of mass media thus in **Readers in Public Opinion and Communication**.

“The effects of communication are many and diverse. They may be short-range or long run. They may be manifest or latent. They may be strong or weak. They may derive from any number of aspects of the communication content. They may be considered as psychological or political or economic or sociological. They may operate upon opinions, values, information levels, skills, taste, or over behaviour.”

## 2.4.4 Mass Media Effects and Society

The growth of mass communication has made it possible for us to get far more information today than any time before. Information is indispensable in a complex, advanced society. We are an information-hungry society; we need an ever-increasing amount of facts in order to maintain and enhance our standard of living.

### Modern Methods of Communication



We have often been told that information is power. The question is, what do we have to do to ensure that the information we received from the mass media will serve our needs, not the purpose of someone else?

Today, the mass media are very important for us and we have to know where we stand on the issues relating to mass communication. They are too essential to be ignored. The issues raised by mass media will no doubt continue to grow important in the future.

#### 2.4.5 Mass Media in India

We shall now discuss the situation of mass media in India and describe the possible impact of each one of these media- print journalism, radio, film, TV, video, cable and satellite TV. India, until towards the end of the 20<sup>th</sup> century, still largely remained an oral society. We spend more time communicating interpersonally rather than through the channels of mass communication. The situation in the West is different. There, an average person daily spends at least six hours "consuming" mass media products, mainly TV, radio, film and newspapers.

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### 2.5 IMPACT OF MASS MEDIA: AREAS OF DANGER

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The developments on the mass media scene in India which we have described above are having an intense impact on the society. The behaviour, thinking, and expectations of people everywhere have been altered and will be molded even more extensively as the full influence of the information flood is felt. It is claimed that this proliferation of information and the swiftness of its distribution would certainly improve the human condition. However, along with the positive values it fosters the communication explosion has created areas of danger that must be recognized and controlled.

Among them are these five major concerns:

- Perversion of the truth by electronic trickery
- Invasion of privacy
- Violation of security, both governmental and institutional

- Impact on the democratic process
- Isolation of people

**Manipulation:** Clever users of electronic devices can alter the meaning of recorded visual and audio material, making it appear to be what it really isn't.

**Privacy:** There have been innumerable complaints about the invasion of privacy. The whole question of co-relating the right to privacy with public interest has become a vexed problem for policy planners and social scientists alike.

**Security:** Protection of secret government information, private financial transactions, and institutional records in computer systems has become a matter of concern.

**Democratic Process:** It is axiomatic that democracy functions best when voters are widely informed on all problems and issues. Given power to select the information they desire with the aid of new technologies, will citizens be exposing themselves to a sufficiently broad range of knowledge? By choosing to see and hear only what interests them most- for example, sports, stock market quotations, and entertainment- will they be able to vote intelligently?

This power of selectivity might actually serve, under some circumstances, as a limiting factor (rather than as a broadening one) in the education of the citizenry.

**Isolation:** While the communication revolution has the power to draw the global community closer together, simultaneously, it also isolates individuals and small groups. Instead of mingling with crowds at movie theaters, couples and families stay home to watch television and video on their TV screens. Both adults and children sit for hours, aware only of what appears on the small screen. Often they seem visually drugged, almost bewitched. A growing number of workers do their jobs at home, linked to their offices by personal computer. This isolation from comrades, this loss of the group dynamics, has forced some intense media users to seek psychiatric help. The negative influence of such aloneness of a large number of people has not been felt yet in our country.

Obviously, the society had a long way to go in comprehending and controlling the communication explosion. A little awed by these feats of electronic wizardry and new marvels just coming into use, we the people of India, are still struggling to harness the media potentialities to improve the human condition all over the world. More than ever before, responsible citizens need to learn how the mass Communication system works and how to deal intelligently with the deluge of information it delivers.

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## 2.6 IMPACT OF JOURNALISM

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In India, the Press has been closely associated with the freedom struggle. This association further intensified as the freedom struggle gathered momentum. In the nineteenth century, the press fought for the freedom of information and the right to criticize. But in the early twentieth century, the freedom struggle took

a new turn. It was no longer petition-making and asking for small mercies from the British Government. When the press projected these changing attitudes, censorship and other restrictions were imposed on it. The revolutionary movement by the active Bengal youth and, particularly, by the intellectuals, led to the suppression of national aspirations and the beginning of distrust by the British. The seeds of Hindu-Muslim disunity were sown, leading to the division of the Indian Press into two categories, i.e. the nationalist press, supported by the nationalists and the Anglo-Indian press, supported by the Government.

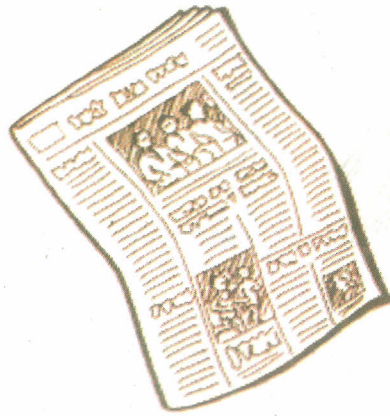


*Jallianwala Bagh*

The Jallianwala Bagh massacre; Gandhi's Non Co-operation movement, and civil Dis-obedience movement soon spread all over the country through the press. The Gandhi-Irwin pact and the Government of India Act, 1935, made big headlines in the press. The national press also made people aware of the activities of the separatist Muslim League, started under the leadership of M.A. Jinnah, with the strong support of the British Government. During the Second World War, memorable and extraordinary events took place in India, starting with the Quit India Movement in 1942. The British Government tried to deal with the Indian problems by sending the Cripps Mission to India. Lala Lajpat Rai and others opposed the mission. This incident convinced the British that it was no longer possible to keep India under subjugation, resulting in the historic announcement regarding the British withdrawal from India. An interim Government was formed which took over in 1946, and continued upto 15 August 1947. In all these extraordinary events and developments, the press was a direct participant. The Nationalist press underwent the same kind of suffering as the freedom fighters.

### **2.6.1 Changing Face of the Press**

Newspapers in India have undergone revolutionary changes, both in form and content since the eighties. Today, there are hundreds of dailies and magazines crying for attention. Splashes of colour and slick typography based on computer technology are making them brighter



*Pictorial presentation*

and visually more appealing. To keep up with TV, contemporary journalism has increasingly become more pictorial. While still clinging to the traditional news coverage formula with its emphasis on politics, they have also started discussing social economic and environmental issues. This has resulted in a drastic jump in circulations and revenues. In 1985, there were 3,000 publications with a total circulation of over 26 million. In 2006 National Readership Survey findings showed the largest read local language newspapers to be Dainik Jagran (with 21.2 million readers) and Rajasthan Patrika (with 21.0 million readers), both published in Hindi. The Times of India was the most widely read English language newspaper (7.9 million), followed by The Hindu (4.05 million), and Hindustan Times (3.85 million).

Researches have shown that there is a robust growth in print media, the National Readership Study 2006 says.

Dailies continue to grow, adding 12.6 million readers from last year to reach 203.6 million while there has been a drop of 7.1 million magazine readers. It must be remembered that this refers only to mainstream magazines. A host of niche titles that continue to be launched regularly are not fielded and their collective readership estimate is outside the purview of the study.

There is still significant scope for growth, as 359 million people who can read and understand any language do not read any publication. Of this 359 million, 68 per cent read Hindi. It is not just affordability that is a constraint, since 20 million of these literate non-readers belong to the upscale SEC A and B segments.

The Hindi speaking part of Northern India has witnessed an intense activity from large dailies and is an indicator of the general growth in the vernacular dailies segment. To elaborate, vernacular dailies have grown from 191.0 million readers to 203.6 million while English dailies have stagnated at around 21 million.

Magazines overall show a decline in the reader base, both in urban and rural India. The reach of magazines has declined from 75 mn in 2005 to 68 mn in 2006. Magazines have lost 12 per cent of their reach since 2005.

There are now two dailies that have captured more than 2 crore readers – Dainik Jagran (with 2.12 crores) and Dainik Bhaskar (with 2.10 crores). The gap between Dainik Jagran & Danik Bhaskar got reduced from 38 lakh readers to 2 lakh readers that (2006) year.

The Times of India is the most read English Daily with 7.4 million readers, but The Hindu has taken the second spot with 4.05 million readers, pushing Hindustan Times, to the third spot with an estimated readership of 3.85 million. Though Hindustan Times added 3.6 lakh new readers in Mumbai, it has but lost readership across the Hindi belt.

Today the average urban adult spends 44 minutes per day reading dailies and magazines. The average reading time used to be 41 minutes. (The Hindu Tuesday, August 29, 2006)

### **2.6.2 Effects of the Press**

Newspaper readers, though numerically small in India, largely constitute the intelligentsia. The influence of the press is decidedly far wider than reflected by mere circulation statistics. It has a "multiplier effect"; its message spreads far and wide, even into the villages. The Bofors field gun controversy snow-balled in such a manner that even Rajiv Gandhi later admitted in an interview that the press was an important factor in turning public opinion against him.

The impact of the press can be judged only in the perspectives of current developments and pace of change in the country. Despite its predominantly urban and middle class moorings, the press has done a reasonably good job in highlighting the issues of poverty, corruption and unemployment, and has given the ruling class a sense of guilt. The power of the press is also seen to be mainly responsible for the major political developments in India during the nineties. Devilal's weekly interview led to his eventual removal. So was an interview published in an obscure weekly, which led to veteran C. Subramanian giving up his generational robes in Maharashtra, or the telephone-tapping story, which led to Ramkrishna Hegde's downfall. The Harshad Mehta and Goldstar scandals are all the contributions of the press. The capacity of the Indian press to generate a healthy debate on public issues has been only partially realized. But with increasing literacy, it holds infinite possibilities in the future.

Barring a few instances of blatantly biased reporting, the Indian press has, by and large, shown a high degree of social responsibility during the recent communal outbursts over the Babri Masjid-Ram Janmabhoomi controversy and the Bombay blasts. However, we must add that with increasing competition, the press is increasingly being used as the battleground for political and corporate warfare. This has inevitably led to invasion of privacy, smearing of reputations and even practicing of deception.

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## **2.7 IMPACT OF RADIO**

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Radio programmes are received by over three crore receiving sets in India. Radio is serving as an effective medium not only to inform and educate people, but also to provide healthy entertainment. AIR's home-service programmes are transmitted for 1,530 hours daily in 19 languages and 146 dialects and Vividh Bharati Programmes of 13 hours a day through 185 transmitters. There are external services broadcasts in 17 foreign languages and 8 Indian languages for about 75 hours daily. The external service is designed to give India's viewpoint on important issues to listeners abroad, and



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## 2.8 IMPACT OF FILMS

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In India, with its cultural and linguistic diversities and the problems of illiteracy, the film is the most powerful medium of mass communication. With its universal language, the film can, to a considerable extent, cut across the cultural and linguistic barriers.



Films can carry not merely information; they can even create a yearning for change and modernization. By dexterously employing the mechanical tricks of photography and camera angles, by exploiting the ingenious use of close-ups, by building up of suspense and illusion, and by weaving human elements and story in appropriate sequences, films can create social awareness and even arouse strong emotions. Films can inform, inspire and express feelings and emotions most dramatically with lasting impact.

A film calls for creative collaboration between the filmmaker and other performing and visual artists. Films fired the imagination of people by the closing years of the nineteenth century. Fostered by Edison, Lumiere brothers and George Melies, the film grew rapidly in stature-with the work of Edwin S. Porter and Griffith. By the twenties, the film came to be recognised as an art form, a distinct mode of creative expression. It is also earned universal acclaim. It has a versatile means of communication. It can be produced on all subjects of human interest and includes, feature films, documentaries and newsreels.

### 2.8.1 The Indian Cinema

The Indian film industry remains a paradox in many ways; India has entered the 21<sup>st</sup> century with the largest number of illiterates in the world. Therefore, there is an urgent need to have proper communication among these illiterate people. The films in many ways meet this need. Because the only meaningful access to audio-visual entertainment for the poor people is the film, films are extremely popular among the masses. And the Indian film industry continues to be the world's largest producer of films, releasing on an average 750 films every year in 16 languages.

The Indian films followed the Hollywood model right from the start with heavy emphasis on entertainment. But individual filmmakers, away from the



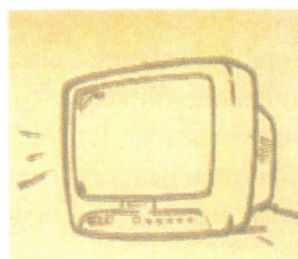
mainstream, have always made socially purposeful films, even in the thirties. The Indian cinema discovered its native genius with the advent of Satyajit Ray, Ritwik Ghatak and Mirnal Sen in the fifties who have earned international acclaim. But it was **Bhuvan Shome**, made in 1969 by Mirnal Sen, which ushered in a new consciousness for the whole country. It paved the way for a bunch of talented filmmakers to make their mark. There was meanwhile a southern wave, led by Gopalkrishnan, Vasudevan Nair, Girish Karnad and G. Aravindan. The dominant features of these films, made at low cost, outside the mainstream of commercial cinema, have been the social concern, predominance of realism and exclusion of familiar commercial devices.

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## 2.9 IMPACT OF TELEVISION

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Television is one of the greatest inventions of man. It has an edge over other forms of mass media like radio and newspapers. It is a multi-media system predominated by the visual medium. There is an urgent need for mass education and it has been accepted that communication media are needed for accelerating social change, for creating awareness and for inculcating scientific temper among the masses. TV has the power to instil desired attitudes (necessary for national development) among the masses. It has greater influence than any other medium on the perception, emotions and the outlook of the masses.



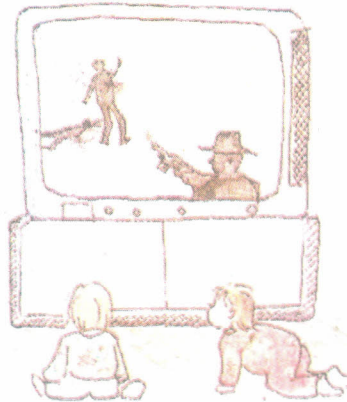
### 2.9.1 Developmental use of TV

An experimental television service was introduced in India with the inauguration of Delhi Kendra, with a UNESCO grant, on September 15, 1959. Entertainment and information programmes were introduced from August 1965. A number of other television centres (Bombay, Srinagar, Jalandhar, Calcutta, Madras and Lucknow) came into existence, from 1972 onwards in quick succession.

**Site:** The most momentous development in Television in India was the one year Satellite Instructional Television Experimental (SITE) which was inaugurated on August 1, 1975. The SITE programmes generated tremendous interest among the people of the six states in which it was launched.

## 2.9.2 Effects of TV

TV can transport the viewers to the actual scene of action to see things as they happen. But many have also come to hold TV responsible for inciting violence corrupting the young and creating a make belief world of illusion to keep us away from the realities of life. But if TV can distract and distort, it can also instruct and inspire. The Joshi Committee (1982) expressed the view that Doordarshan was a faceless medium. It promoted cheap entertainment and cultural rootlessness and sadly neglected the myriad diversities of the Indian cultural tradition. Doordarshan, therefore, has come to represent the unusual case of growth without improvement.



As an instant medium, TV is ideal for news presentation. TV news gives the audience a sense of excitement and involvement that cannot be matched by any other medium. But Doordarshan news frequently suffers from undesirable tampering by politicians. It tends to present the news from the perspective of the government, the ruling party and the urban well to do.

### Activity 1

Before you proceed further with this unit, undertake an exercise to find how much of your life is dependent on the instruments, and channels of communication

In the space provided below, please list down all the instruments and channels of communication you have at home.

You must also write down what inconveniences these would make if you do not use them for a week.

**Instruments/channels of  
Communication**

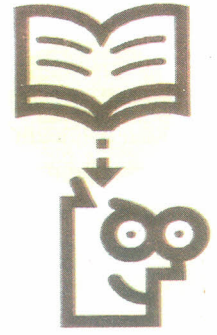
**Inconveniences caused by the  
absence**

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## LET US SUM UP

In this unit, you have been exposed to the major mass media channels available in India, their evolution, growth and use in the Indian context. We also discussed some of the effects these mass media have on their audiences. Because they form a primary channel through which the various units of the society communicate, the mass media illuminate and interpret the constantly changing social relationships. Some critics contend that the media, or at least some of the national electronic and print-media, try to mould society to their own design by seeking to influence the attitudes, habits, and political beliefs of those who make the society. Other observers see the media role as more passive, reflecting rather than promoting change.



On balance, it seems fair to conclude that the bulk of the print, electronic, and film media do not consciously try to shape society, although a small minority of them vigorously and openly pleads causes dear to them. The media as a whole are concerned with reporting and interpreting society's conduct (information and education angles); by presenting material that pleases audiences and earns profit (entertainment angle); and with marketing goods and services through advertising to make a profit for themselves (commercial angle).

### Check your Progress 1

**Note:** i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Mention 3 most important characteristics of radio as a mass medium.

.....  
.....  
.....  
.....

2) What are the four important functions of mass media?

.....  
.....  
.....  
.....

### Check your Progress 2

**Note:** i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) What are the positive and negative influences that the television programmes may have on school going children? Please mention 3 positive and 3 negative influences.

Positive

Negative

.....

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2) Mention any two issues relating to mass media and society. Why do you consider them important?

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**Check your Progress 3**

**Note:** i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Name one positive and one negative impact that films might have on the Indian population.

Positive

Negative

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2) Give two reasons for the failure of Doordarshan in general.

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3) Give three points of negative impact the satellite TV may have on Indian Children.

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## 2.11 CHECK YOUR PROGRESS: MODEL ANSWERS

### Check your Progress 1

- 1)
  - a. It is one of the simplest media to communicate with a large audience.
  - b. Only the audio part is used to communicate
  - c. The radio programmes are less expensive to produce than the television programmes, etc.
- 2)
  - a. Inform
  - b. Entertain
  - c. Educate
  - d. Promote culture/goods/ideas, etc.



### Check your Progress 2

- |   |  |
|---|--|
| <p>1) <b>Positive</b></p> <ul style="list-style-type: none"><li>a) Will be able to see many places which otherwise will never be seen by them</li><li>b) The children may be informed may more about the aspects of social listening.</li><li>c) Television programmes educate the children</li></ul> | <p><b>Negative</b></p> <ul style="list-style-type: none"><li>a) may lessen the sharpness of their capacity to imagine.</li><li>b) too much television watching kill the interest of reading and life</li><li>c) excessive violence in television\ programmes may dehumanise the children</li></ul> |
|---|--|
- 2) The two important issues are
- a. Ownership of media and
  - b. Purpose of the media establishment
- I consider these as the two most important issues because the ownership would definitely determine the freedom of mass media and the purpose of the mass media establishment would determine the character of these establishments.

### Check your Progress 3

- |   |  |
|---|--|
| <p>1) <b>Positive</b></p> <ul style="list-style-type: none"><li>1) Indians may come to know from films many stories from the literature written in our various vernacular languages.</li><li>2) a. Due to lack of autonomy and infotainment.</li><li>b. Doordarshan programmes reflect the culture of the urban people with whom our rural people are not familiar with.</li><li>3) a. They may indicate the actions of foreign idols.</li><li>b. They may start copying the language spoken by foreign artists.</li><li>c. They may not have time to learn their own culture, values, literature, etc.</li></ul> | <p><b>Negative</b></p> <p>People may like to live in the dream world created by films.</p> |
|---|--|

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## UNIT 3 DIFFERENT MASS MEDIA AND THEIR CHARACTERISTICS

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### Structure

- 3.1 Objectives
- 3.2 Introduction to Characteristics of Different Mass Media
- 3.3 Print Media
  - 3.3.1 Print Media: Growth and Variety
  - 3.3.2 Newspapers: Number and Circulation
  - 3.3.3 Characteristics of Print Media
- 3.4 New Trends in Print Media
  - 3.4.1 Commercialization
  - 3.4.2 New Printing Technologies
- 3.5 Electronic Media: Radio, TV & Film
  - 3.5.1 Beginning of Radio, TV and Film
  - 3.5.2 Characteristics of Radio
  - 3.5.3 Radio Broadcasting in India
  - 3.5.4 Radio: Medium for the masses
  - 3.5.5 History of Television
  - 3.5.6 Characteristics of Television
  - 3.5.7 Characteristics of Film
- 3.6 Electronic Media and Recent Developments
- 3.7 Internet or Cyber Media
  - 3.7.1 Blogs (Web Logs)
  - 3.7.2 World Wide Web

Let Us Sum Up

Check your progress: Model Answers

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### 3.1 OBJECTIVES

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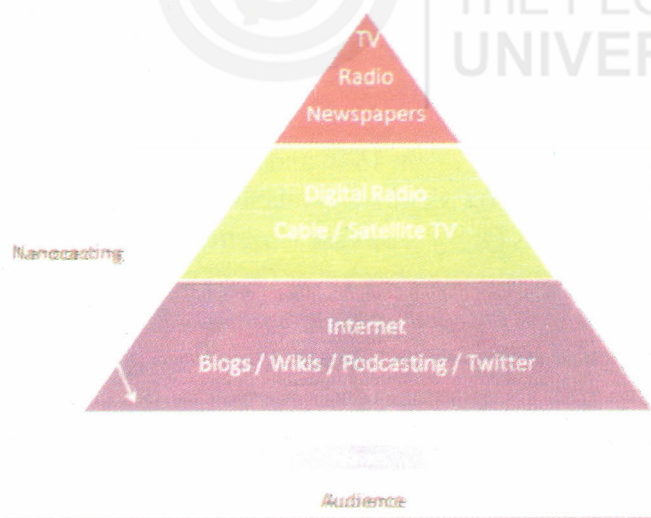
The main aim of this unit is to project the specific characteristics which accord credibility to different mass media among the people in our country and at the same time bestow upon them some social responsibility. After going through this unit you will be able to:

- describe the current status of the print media in India;
- identify the developments of commercialization and print media technologies after independence;
- underline the role of small print media in enlightening readers on how to exercise their right to franchise;

- emphasize the need for maintaining professional and ethical discipline in media operations and note the role of the Press Council of India in this connection; and
- write down how you can become more sensitive as a listener of radio, as a viewer of TV, and of film in a cinema theatre;
- Describe the unique process of communication of radio, TV and film;
- identify the unique psychology of reception of the audiences of radio, TV and film
- Evaluate critically the various radio and TV broadcasts and films.

### 3.2 INTRODUCTION TO CHARACTERISTICS OF DIFFERENT MASS MEDIA

By now you know that mass communication is a means whereby mass produced messages are transmitted to large, anonymous, and heterogeneous masses of people (Mass Communication refers to the theoretical processes, whereas the term mass communications is used interchangeably with mass media which are the vehicles conveying communication). The experts dealing with the hardware constantly try to improve upon channels which are used to transmit messages mechanically. Broadcast engineers are the examples of this category of personnel. On the other hand, media “gatekeepers” serve the important role of determining what is to be printed, broadcast, or telecast for people’s consumption. Editors, reporters, television programmers and movie producers are examples of gatekeepers.

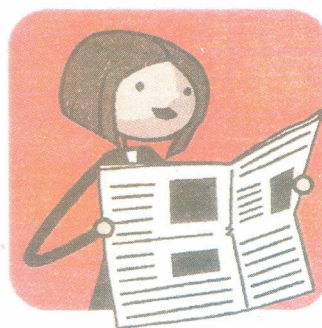


You would recall that among the various functions of mass media, the four primary ones are (1) to inform (2) to entertain (3) to educate, and (4) to promote culture goods and ideas. These functions overlap at times. Each medium tends to emphasize one of these more than the others. The print media tend to emphasize information whereas the broadcast and film media stress entertainment. Advertising is the most blatant form of persuasion, but much of the persuasion in mass media is concealed and some is passed off as news. Finally, the media preserve the culture by furnishing a record of events and by noting changes in the social structure.

## 3.3 PRINT MEDIA

### The Printed Word in India

The printed word, as a carrier of knowledge, information and new stories was in vogue in China, Korea, and Japan a thousand years ago. As a commercial and widespread technology, however, it found application in the 16<sup>th</sup> century in Europe when Johannes Gutenberg of Mainz (Germany) streamlined the process by using, 1) Movable metallic types (Upper and lower case), 2) screw type of printing press, 3) ink drawn from paint dye and other substances, 4) the printing surface which was higher than the non-printing surface and the contact with the paper was direct; the technology was called **relief printing**.



People, however, considered the identical reproduction of pages as a black magic. To remove the fear, the publishers concentrated in the beginning on the printing of Bible and other religious books. The intellectual awakening caused by Renaissance and industrialization increased the demand for books and led to the emergence of commercial publishing of news-sheets called **coronets** and later on of the regular newspapers and periodicals.

In India, printing came first to Goa in 1556 and then moving along the coastal towns, it finally penetrated into Calcutta and inland provinces. The first English newspaper, James Augustus Hicky's *Bengal Gazette*, was published in Calcutta in 1780. The first language book was the grammar of the Bengali language. Although the first Bengali language newspaper appeared in 1816 for a short while, the regular Indian-owned language newspapers were started by Raja Ram Mohan Roy in 1822; he is rightly known as the father of Indian language journalism in India.

#### 3.3.1 Print Media: Growth and Variety

With the progress of the freedom movement and the growth of education, industrialization, and commerce before independence and the all round development thereafter, the Gutenberg galaxy (the print media empire) spread its tentacles. The emergence of newer and better printing technologies from time to time helped the growth and diversification of the media and gave them colour and gloss, alluring layout and a variety of typographical designs. From the seventies, the country has seen a boom of magazines and from the eighties we have witnessed a spate in the better produced dailies and tabloids.

Today, the print media comprise newspapers, magazines, trade journals, textbooks, posters, leaflets, direct mail literature, and printed material and graphics of various types shown on the slide and small screens. In addition, a variety of mass circulated commercial items now roll out of printing presses. These include wrappers, calendars, packaging labels, postcards, street banners, postal stamps, currency



notes, cheque books, stationery pads as also works of great art. Much of educational and cultural system, information and promotion departments and government publishing depend on print today.

The principal technological advances which have accounted for this growth in the domain of the print media are computerization and automation in typesetting, image manipulation of word processing, multi-colour scanning, processing and offset printing. Some other sophisticated printing technologies have followed in quick succession.

### 3.3.2 Newspapers: Number and Circulation

By 1989, India had become one of the ten largest publishers of newspapers and the third biggest producer of books in English. In terms of numbers, our country produced 27,054 newspapers of, which 2,538 were dailies, 144 tri/bi-weeklies, 8,353 weeklies and 16,019 other periodicals which included fortnightlies, monthlies, etc.



Today, newspapers are published from all the States and Union Territories. Uttar Pradesh claims the top position with 3,711 newspapers, followed by Delhi (3,565), Maharashtra (3,137) and West Bengal (2,684). Others in the descending order are Rajasthan (1,735), Tamil Nadu (1,551), Madhya Pradesh (1,534), Andhra Pradesh (1,399), Karnataka (1,381), Kerala (1,291) and Bihar (1,190).

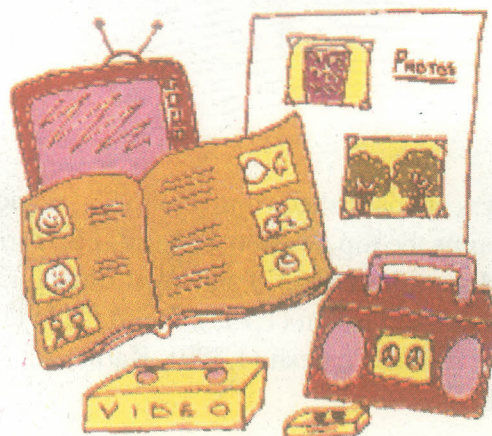
True to the linguistic diversity of our country, newspapers are brought out in 93 languages and dialects, including some foreign languages. Among the 16 principal languages, **Hindi** claims the largest number ((20,589), followed by **English** (7,596), **Bengali** (2,741), **Urdu** (2,906), **Marathi** (2,943), **Tamil** (2,119), Gujarati (2,215), **Kannada** (1,816), **Telugu** (1,289) and **Malayalam** (1,505).

Media penetration as of 2003		
	All India	Urban
Print	25%	46%
Terrestrial television	53%	80%
Cable and satellite television	20%	46%
Radio	22%	25%
Cinema	7%	11%
Internet	1%	3%

The English newspapers enjoyed hegemony in the British period but after the declaration of Hindi as the national language after independence, the ascendancy of English was lost. The Hindi newspapers surpassed both in terms of number and circulation. The other language newspapers also recorded significant progress. The phenomenon is called a silent revolution in the Indian journalism.

### 3.3.3 Characteristics of Print Media

One of the chief characteristics of print media is that they offer extensive news coverage and in-depth treatment of themes. They provide a larger variety of coverage, through different kinds of writings, than any other media in India. There are plenty of backgrounders, field based interviews, spot inquiries and feedback interviews, and incisive comments. Besides special articles, syndicated reports, and features, there are special sections for sports and business. Then there are review columns for books, films, media, and art. For those seeking light reading material, there is a great variety of humour, fun, comics, and satire. The main weakness of the print media is that they can be read only by the literates and their number is still small in our country. Secondly, 93 percent of the newspapers are concentrated in urban areas. Thirdly, the increasing rise in the price of newspapers and magazines is preventing a large number of our people from purchasing them.



The electronic media, especially TV, are dominating in the United States and other Western countries by providing instantaneous news and entertainment. In India, however, the print media still enjoy greater credibility and social respectability than other media. The reasons are obvious.

The print media have an added advantage; ease and convenience in using them. People can read newspapers and magazines wherever and whenever it is convenient for them—at home, in transit, in office or back at home in the evening. That is not possible in case of the electronic media, for they are time scheduled. If one fails to see a programme on TV at a given time, one misses it forever unless the programme is recorded. The old issues of printed media can be easily preserved in the libraries. The actual number of readers of the magazines and periodicals is more for they change hands at the magazine parlours as also among the subscribers. In our country, interestingly, even the old issues of newspapers and magazines are saleable at a discounted price.

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### **3.4 NEW TRENDS IN PRINT MEDIA**

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#### **Electronic media is challenging Print media**

After Independence, certain innovations in the printing technology and other socio-economic developments have had a significant effect on the role and functions of the print media. The two notable developments are shift towards commercialization and introduction of new printing technologies.

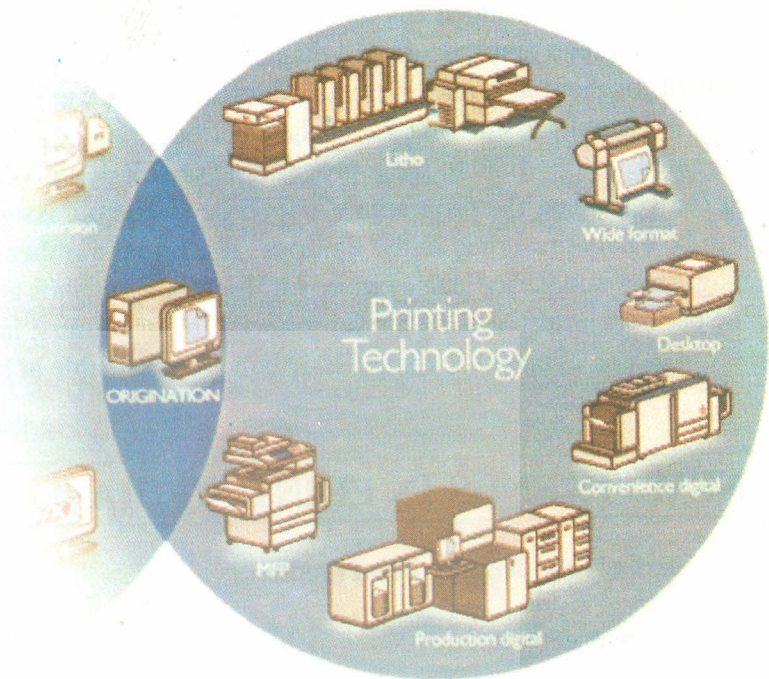
#### **3.4.1 Commercialization**

The national newspapers, during the British period, functioned primarily with a missionary zeal and acted as the voice of the freedom fighters and stimulated the movement through advocacy journalism. They underwent a significant change after Independence. Having successfully helped the nation to win freedom, the missionary zeal of the newspapers evaporated. Journalism in India, like elsewhere, had already become a publishing industry. The cost of production and distribution was increasing fast in India; so were the wages of journalists and others engaged in newspaper production. The competition too was growing. Although the two Press Commissions stressed “public utility service” as the main attribute of a good press, they did not completely sidetrack the financial aspect because without financial viability the freedom is not possible. The theory of de-linking of the press from business houses engaged in other industries was not accepted by the newspaper magnates.

#### **3.4.2 New Printing Technologies**

The induction of modern printing technologies has brought about a new climate of working in the print media organizations. It of course varies from unit to unit, depending upon the nature of technology employed. In big organisations, reporters now type their copy straight on the computer linked with video terminals (that is, the electronic type-setting machines) and not on the mechanical typewriters. The copy, after corrections, is stored in a small computer from where it can be retrieved by the desk for final selection and electronic editing. The next stage is to prepare the layout, page by page,

again by the video process. The final copies of pages are sent to the bigger computer which transmits them to the specially sensitive plates for printing.



The copies of newspapers, you read at home, are now elegantly printed, bearing creative typographical and layout designs. In fact printing today has become a graphic art. Whether you are browsing through **The Times of India, Saptahik Hindustan, India Today, Swagat or Nai Duniya** it is a pleasing exercise in the eye scanning.

The newspapers at the stalls today are nearly as tantalizing as the glittering magazines. There are elegantly produced morning papers accompanied by colourful supplements on fixed days, especially on Saturdays and Sundays. The seductive tabloids called the 'eveningers', both in English and Indian languages, have flooded the metropolitan towns. The lure of their catchy titles and big size pictures, along with the ever-present sparkling magazines, has so far enabled the print media to hold well in competition with the electronic media.

### **Need for Content Revolution**

However, merely good looks cannot be a substitute for professionalism and high quality, reader-oriented journalism. The content analysis of newspapers and magazines has revealed a lack of uniform professional excellence in the press. Most of the newspapers concentrate on political issues and negative news (like disasters). High class specialized or feature journalism, investigative and research-based depth or development reporting, and incisive analysis of current national and international news are lacking. The same few high profile commentators dominate in all the newspapers and magazines.

### **Professional Suffocation**

The trend towards commercialization became even more pronounced as the

newer printing technologies were increasingly adopted by big and medium sized newspapers, both English and Indian languages, as also by magazines and journals. These technologies were capital intensive and pushed the press further in the grip of commercialism. The computer controlled photo composition, multi-coloured offset and typographical designs made old drab newspapers look attractive. This bestowed power on the investor and his managerial staff. As a result, contract journalism is gaining ground and the instances of deviant editors being fired are becoming more common. This trend of the editors being “cut to size” and diminishing value being attached to objective and truthful reporting because of political and commercial pressures has been considered a retrogressive development by leading media observers. The changing relationship at the top managerial and editorial levels has adversely affected the morale of the journalists at the lower levels within the media organizations. Many have complained at media seminars of professional suffocation.

### Activity 1

Collect the various types of newspapers, magazines, weeklies, monthlies that you or your family subscribes to. Pull all these in a heap-you may find that you or your family subscribe only to a newspaper, or you may be surprised to discover that the personal or family subscription is quite large. Do not bother about the number. Whatever you subscribe to would be enough for this activity

- Categorize the dailies, weeklies, monthlies, magazines, etc. according to their type.
- Have a cursory look at each piece in every group.
- Choose a separate sheet of paper for each heap and write in words or phrases whatever you observe. For example, you may find that some vernacular newspapers print a colour picture on the front page or you may notice that the weeklies are full of advertisement of various firms selling shares, etc. Put all this in the sheets of paper.
- After you have completed the exercise, read and recapitulate all that you have observed because these will be the characteristics of various printed media published in India.

## 3.5 ELECTRONIC MEDIA: RADIO, T.V & FILM

We described the characteristics of the print media, the oldest among the four major mass media. Now we shall concentrate on the characteristics of radio, television and film. Television has become the most pervasive medium in most countries today. But, radio and film were born much before TV came on the scene. We shall, in this unit, briefly look at their origin and analyse their distinguishing characteristics.

### 3.5.1 Beginnings of Radio, Films and TV Media

Till the close of the 19<sup>th</sup> century, for about 2500 years, the stage provided the form for mass contact. The stage was (and is) a live medium, with live performers, with speakers and actors confronting live audiences. There was an instant feedback in the case of stage communication because of the continuous

interaction between the performers and their audiences. But the size of audience was small, at best, a few thousand people.



In 1896 came the film, in which the performance was caught by the camera and preserved on the celluloid. It could be shown again and again, without any variation (which is not possible in stage medium), to different audiences. So, the film could reach vast masses. Till 1927, it was the era of the silent film. In 1927, sound was added to the film and we got talking films or talkies. In India, the first talkie was released in 1931.

The 1920s witnessed the coming of radio broadcasting in many countries, including India. Lack of ears was a limitation and a challenge for the silent film. Lack of eyes was a limitation and a challenge for the radio. But both film and radio converted the challenge into an opportunity. That was accomplished through creative imagination of talented men.

In the 1930s, the television made its bow in the west. Its true development took place after the Second World War. In India, the new glamour medium came in 1959.

Today, TV pervades the life of people in most nations. It has become a very powerful medium of information, education and entertainment. Like the film and the radio, TV has its unique process of communication and psychology of reception. All the three media (like the stage medium) have their relevance and utility.

Radio and TV are called the electronic media because they are electronically operated. Today, they are the supreme media of mass communication, leaving the other media far behind. No other medium can reach hundreds of thousands of people with such speed as the broadcast media of radio and TV can.

### 3.5.2 Characteristics of Radio

Unlike the live medium of the stage, where there are live performers and live audience, radio is a sightless or a viewless medium. In radio, the performer does not see his audience and the listeners cannot see the performer, the talker, the actor, etc. That is why radio is sometimes called the blind medium (Vel Geilgud, BBC Drama Chief, 1952).

Since, it is a blind or sightless medium, the performer has to creatively imagine his listeners. The listeners too have to imagine the performance creatively. But the performer must spark off the imagination of the listeners with expressive performance or communication. To understand a radio communication or broadcast, you imagine two complete strangers talking on the phone. Here are some important characteristics of radio.

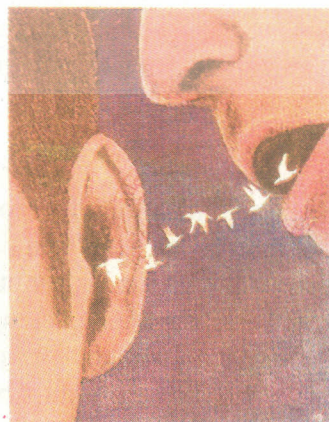
**a) A medium of the Sound**

It is an exclusive medium of the sound. It is an aural or auditory medium, a medium of the ear. There are three elements of a radio broadcast. They are the spoken word, music and sound effects. They are all sounds carried on the air waves to the listener. To be acceptable, all these sounds must be pleasant and expressive for the ears of the listener. They must be artistically integrated or mixed to provoke the imagination of the listener.



**b) A medium of the Voice**

Radio is a medium of the voice. The performer can use only his voice in a broadcast. The producer mixes his voice with music and sound effects. But it does not mean that a broadcaster, say, an actor, has only to learn a few tricks of the voice. An actor, using only vocal tricks, would soon start sounding fake or untruthful to the listener. A radio listener has a highly developed ear or sound sense. It has been correctly said that an actor or any other performer must broadcast with his mind. An actor, for example, must express all the emotions through his voice alone-the torture of the soul, the pleasure, the laughter and so on. He is not wearing any costume or make-up; there is no scenery or properties. Neither he nor his co-actors are seen by the listener. So he must imaginatively give cues or intimations only through his expressive voice. This he will be able to do only if he mentally gets under the skin of his character and dialogues or speeches.



### c) **Microphone: The Link Between Speaker and Listeners**

Microphone is the only instrument through which a radio broadcaster speaks to his listeners. And microphone is a devilish precision instrument (G.B. Shaw, 1925). It is a hi-fi (high fidelity or faithfulness) instrument that catches the softest sigh, the minutest shade of the voice, and the tiniest rustle of the paper. It exposes all vocal lies or untruthful expressions. It amplifies even the feeblest hiss or a sob. Microphone will tell all, the truth from a lie. So, only truthful vocal expressions can go well with the ear of the listeners.



### d) **An Intimate Medium**

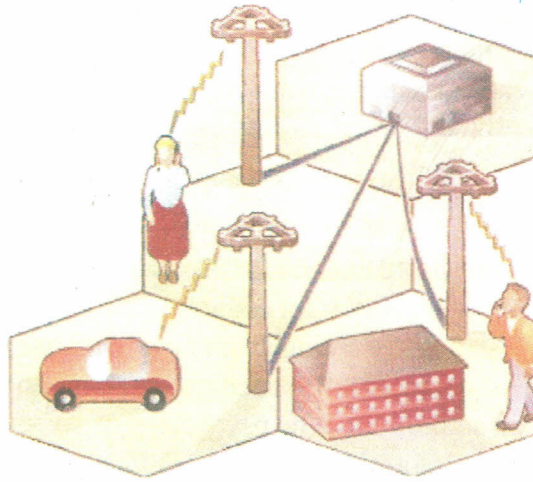
Radio is an intimate medium. The broadcaster must imagine as if the listeners are sitting by his side, shoulder to shoulder. To the listeners, it sounds as if the broadcaster is speaking from within the sound box, the radio set or the transistor as if the broadcaster and the listeners are made for each other, as if the broadcaster is broadcasting for each listener individually.

Because the radio is an intimate medium, the best subjects for radio broadcasts are those which intimately concern the listeners like the personal, the private and the family problems, the family relations, the working of the soul, the innermost feeling and intimate subjects are especially relevant to good radio drama. An intimate style or acting is especially relevant to the radio. Words, which are supreme or sovereign for the radio, too, must evoke intimate images on the stage of the imagination of the listener. (Silence or absence of words on the radio is fatal. It is like an empty stage). Like the words, the manner of expressing or articulating the words must also be intimate.

So, the rule of the oil industry applies here: if you cannot drill in the first two minutes, stop boring. So, the text of the broadcast, a talk, a discussion, a documentary, a feature, a document-feature, a document-drama, etc. must get into the subject informally, intimately and interestingly right at the start.

### e) **A Mass Medium**

Radio is a medium of mass communication. Its broadcasts reach hundreds of thousands in one go. Broadcaster's task is to find out the lowest common denominator to communicate well with the largest number of listeners. Because hundreds of thousands of listeners, listening to the same broadcast simultaneously, belong to different classes and groups of society, they have different educational, social, economic and cultural background.



It is a much cheaper medium of mass communication. Hence, it is very relevant to developing countries like India. A radio set or a transistor is far cheaper than a TV set. It costs much less to setup a radio station as compared to a TV station. Not only the capital cost, but recurring expenses to run a radio service are lesser. A large number of people can afford a radio set but not a TV set.

#### **f) Simple Language**

A very large number of people are illiterate or semi-literate in India and other developing countries, so, the language of radio broadcasts must be simple, must contain the idiom of the common masses. It must be closer to the spoken language that the common people use than to the literary language. The literary and the technical words must be avoided because the common people, specially the illiterate or semi-literate segments, do not understand them. The broadcast language must be simple, lucid and direct which can be commonly understood.

#### **g) A Mobile Medium**

Radio is a mobile medium. You can have it at home, take it to the picnic resort, listen to it while driving, and have it on land or in the sea, in public or in private. So, it is a most convenient medium for anybody. It can accompany you and entertain you anywhere.

It does not respect unities of time, place and action as prescribed by Aristotle, more than two thousand years ago, for dramatic communication. Stage drama may, even now, respect these unities because of the obvious limitations of the stage medium. But radio drama, which is drama of the mind, may hop from any period or place to any other period or place.

#### **h) A Cheap and Quick Medium**

Radio is a medium of immediacy. It can report the events almost instantly, as they are happening. So, it is a medium of the "here and now". Even for TV, it is more difficult to take the camera immediately to events as they are happening. It is the radio which can be the first to report the happenings.

Radio is a much cheaper and quicker medium than television for production of programmes. For example, it requires a performer and a producer who may also be a recorder and an effects man. As against this, a TV production (tele-production) would require a costumes man, a make-up man, two or three cameras and cameramen, a scene designer, a carpenter, several lights and light men, several monitoring sets, engineers, a producer, performer, etc.

#### **i) No Shared Experience**

Radio listeners have no shared experience, like the stage medium's spectators have in an auditorium (the auditorium could be a closed one or an open-air auditorium). Radio listeners are sitting all alone or with one or two members of the family. In the stage medium, spectators are sitting in a crowd, a sort of social gathering in an auditorium. The psychology of reception for a radio broadcast is much more informal than the psychology of reception for a stage performance or a show.

The radio listener will not accept any untruth in a radio performance. He does not see any glamorous personality to be impressed. His faculties are intact. He is not infected by the reactions of many people sitting in an auditorium.

### **3.5.3 Radio Broadcasting in India**

Radio broadcasting commenced in India in 1927 with two privately owned transmitters at Bombay and Calcutta. Initiative to undertake experimental transmission and establish broadcasting services had however been underway since 1921 when the times of India, in collaboration with the Post and Telegraph Department broadcast from its Bombay office a special programme of music at the request of the Governor, Sir George Lloyd who tuned in at Pune.

The government took over the transmitters in 1930 and started operating these under the Indian Broadcasting Company, which took upon itself the pioneering task of starting regular broadcasting in India. The Indian Broadcasting company went into liquidation after a short life of three years; but by now the taste of broadcasting was firmly established and there was public insistence on its continuance. The service was therefore continued by the liquidator of the company at the expense of the Government of India. A separate office of the Controller of Broadcasting was created in March 1935 and Lionel Fielder of the BBC assumed charge as the first controller of Broadcasting. The opening of the Delhi station on 1 January 1936 was an important landmark in the history of broadcasting in India. The same year the name of the Indian Broadcasting was changed to All India Radio (AIR).

The development and growth from 1936 onwards was steady but slow. At the time of independence, there were nine AIR stations of which –Delhi, Calcutta, Bombay, Madras, Lucknow and Tiruchi came to India. The Lahore, Peshawar and Dacca stations went to Pakistan.

Gandhiji made what was possibly his only broadcast ever on Akashvani on 12 November 1947. The All India Radio came to be known as Akashvani from 1957.

relay centres, and three exclusively Vividh Bharati commercial centres. AIR presently has 313 transmitters: 142 medium wave, 55 short wave and 116 FM transmitters and provide radio coverage to a population of 98.8 percent spread over 90 percent area of the country.

Like any other broadcasting organization, AIR also defined its basic goals as imparting entertainment, information and education to the people. The proportion of these three elements is left to be decided by the planners at each station within some acceptable norms. The basics of communication requirement are popularly known as **LIICCA** traits (Language, Information, Interest, Correctness, Credibility and Adaptability). Among all these, credibility constitutes the top most requirement for the message to be transmitted in a near faithful manner. The news and current affairs, and special audience programmes are a real source of information, entertainment and education. These programmes are supplemented by film and folk music and other forms of music and spoken word. The programmes for the children, youth and women as well as rural programmes have developed into store houses of information and have contributed significantly to the development process of the country.

The concept of green revolution and the white revolution could not have been popularized but for the continuous efforts made by the AIR to make these programmes acceptable to its country-wide audience.

The radio broadcasting, over the years, has expanded not only in terms of a number of radio stations and transmitters which made the reach easier, but also in terms of introduction of programmes to suit the changing socio-economic requirements of a developing nation. The National Channel was introduced as a comprehensive set-up for programmes to be available across the country during those hours when most of other stations were silent. The birth of local radio stations was a new phenomenon in the country which was received very well. These stations were meant to meet the specific requirements of a defined small zone without much of the formal atmosphere of a normal broadcasting station. The broadcasting in India has become a three-tier system.

1. National Broadcasts
2. Regional Broadcasts
3. Local Broadcasts

The National channel was inaugurated on 18 May 1988 and is located at the Jawaharlal Nehru Stadium, New Delhi. Presently, it works as a night service covering over 76 percent population of the country and provides a judicious blend of information and entertainment. Having the whole of India as its operational zone it draws the best available talent in the country. The programme complexion of the channel has been designed to make it representative of the cultural mosaic and ethos of the nation as a whole. Hourly news-bulletins, alternatively in Hindi and English are broadcast from the National Channel throughout the night.

The Capital stations and other major stations look after broadcasts. The number of local radio stations is now more than eighty. A local radio station

covers the geographical district in which the station is located. Microphones have been made directly available to those people who had by then imagined a radio station to be prohibited for them. The conditions of 'audition' and 'approval' were relaxed for local radio stations. The work of some of the local stations like Nagercoil, Kota and Kurukshetra became virtually better known than many of the major stations.

Local broadcasting is a new concept in participative communication and focuses on the local community. Here, the barefoot broadcasters and the community together initiate the quest for a better life. Several local stations have been set up in remote locations in different states of India and some of them have succeeded in striking an immediate understanding with the local people.

#### **3.5.4 Radio: Medium for the Masses**

Radio can justifiably be called the medium for the masses. In India, the three major hurdles to meaningful communication are mass illiteracy, lack of efficient means to reach the remote places and poverty which prevents access to mass media. Radio has the inherent advantage to overcome these barriers. Radio, unlike the print media, can overcome the obstacle of illiteracy. It also does not recognise the barrier of rivers and mountains and can reach people in the farthest corners of the country. Thanks to the transistor revolution, this is perhaps the only mass medium which an average Indian can afford.

#### **3.5.5 History of Television**

The invention of television—essentially a twentieth-century phenomenon—was the result of combination of earlier technological developments in the fields of radio-broadcasting, motion pictures, photography and the electronic camera. A Scottish engineer, John Baird, is generally credited with the invention of television, which in 1924, in an improvised laboratory in his lodgings in Hastings (England) succeeded in transmitting the form of pictures from one place to another. In April 1927, the American Telephone and Telegraph Company (AT&T) gave public demonstration in which a speech by the US secretary of Commerce, Herbert Hoover, was broadcast from Washington and watched in New York by an invited audience. The event made front-page headlines in the next day's newspapers.

The BBC, on 2 November 1936, initiated the first regular television service in the world. In May 1937, the BBC televised the Coronation. A couple of month's later television cameras went to Wimbledon for the first time. The World War II resulted in six years interruption and TV broadcasting was resumed only in 1946. The United States launched the World's first regular colour broadcasts in 1953. By 1955, the "Eurovision networks" were established linking the West European nations.

The General Conference of UNESCO, which was hosted by India in New Delhi in 1956, made a provision of \$20,000 to setup a pilot project to study the use of TV as a medium of education, rural uplift and community development. Television was introduced in India in 1959.

Development of television broadcasting proceeded at a very slow pace in the

first twenty years of its existence in the country. But right from the very beginning Doordarshan's role as an agent of education and social change was clearly recognized. In 1961, Doordarshan was used as support to middle and higher secondary school education. Its experiments in teaching of science, mathematics and language were proved most successful and received appreciation from many UNESCO experts.

It was only in April, 1965 that a general service was started. It was for one hour a day on four days of the week. On 15 August 1965 the service was made daily. It was then, under the guidance of Prime Minister Indira Gandhi who at that time was also Minister for Information and Broadcasting.

'**Krishi Darshan**' for rural viewers was inaugurated on January 26, 1967, by the Prime Minister, Mrs. Indira Gandhi. It was telecast on Wednesdays and Fridays for 20 minutes each day, and served 80 villages (around Delhi) provided with community sets. This pilot project was initiated by the Department of Atomic Energy, in collaboration with the Ministry of information and Broadcasting, All India Radio, the Indian Agricultural Research Institute and the Delhi Administration, from July 15, 1970 the duration was increased to 30 minutes, and the programme was also broadcast on Mondays.

The seventies saw major expansion of television. Doordarshan Kendra Bombay was commissioned in October 1972 and Doordarshan Kendra Srinagar in January 1973. Subsequently Doordarshan Kendras were setup at Calcutta, Madras, Lucknow, Amritsar and Jalandhar.

### CABLE TELEVISION

With the sudden and spectacular growth of satellite and cable television network since 1991, the most dramatic revolution on the TV screen got underway, when India ended decades of isolation from the rest of the world. Cable Television promised multiple channels and multiple choices for the viewer. Its introduction had profound effects on the broadcasting situation-programming, advertising and innovating formats to attract the attention of viewers.



*Satellite used for Broadcasting*

Liberalization of airwaves has resulted in a proliferation of satellite channels in India. Doordarshan began telecast on as many as 13 channels on Independence Day, 1994. Some other channels available in 1994 included CNN; BBC, Star plus, Prime Sports, V, Zee, Jain, Sun, Asianet and ATN.

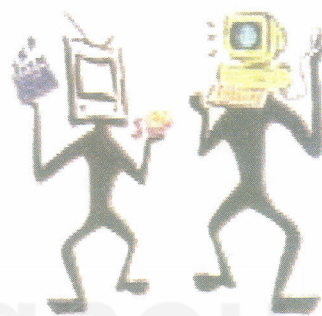
### 3.5.6 Characteristics of Television

Television is an audio-visual medium. We have seen that radio is a medium of the sound only. TV has both sound and sight. But TV should not be taken as radio with sight. Radio and TV are different media with different grammar, different vocabulary, different **mechanics** and **dynamics**.

TV and radio are uniquely different from each other all along the line. Their broadcast right from conception down to reception is different. A “radio-broadcast” is unique radiophonic or radiogenic. And, a TV broadcast is uniquely telegenic.

#### a) An Audio-Visual Medium

TV is an audio-visual but predominantly visual, proportionately much more visual than audio. A TV broadcast is conceived and produced and received in audio-visual terms.



A TV broadcast directly affects two senses simultaneously, those of hearing and seeing. It is more effective than the radio broadcast. Radio is a uni-sense medium, affecting only one sense, hearing. TV broadcasts can have greater effect or influence on the receiver of the broadcast, called the viewer.

The potential of TV to have greater effect or impact is because, according to psychologists, the eye absorbs much more than the ear in the same time. The eyes also retain the seen image much longer than the ears can.

#### b) Wide Reach and High Credibility

TV is a supreme medium of mass communication. With the support of the satellite technology today, it can reach all the corners of the globe. As McLuhan, the prophet of media communication, said, TV has turned the world into a global village in respective communication of information and ideas and thought exchange.

The TV camera, today, goes to the planes, it goes under the earth and into the sea and throws light on the dark areas of knowledge about our world, the universe, and the total environment. It has brought about an information revolution and has turned our society into an information society.

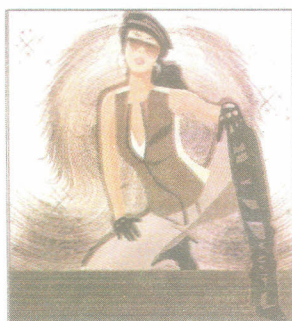
Because of its reach, TV has widened the mental horizons of man. It has become the supreme educator of man. It has the potential of humanizing knowledge.

TV is a credible, a believable medium. Seeing is believing. Things that few

people might believe otherwise become believable when shown on the TV screen. They become effectively truer than those that one reads in the print medium or listens to on the radio or learns through hearsay or word of mouth. Just recall the tele-pictures of the upheaval in Russia after the collapse of communism, or the visuals of uprising Tiananmen Square in China or those of the Iraq war, or, the havoc done by earthquake in Maharashtra.

#### c) A Glamour Medium

TV is a glamour medium. You watch on TV glittering personalities and events, international conferences, sports meets and festivals, fashion shows and banquets, travel shows and interviews with world leaders, bold and beautiful personalities as well as rich and famous people. The great convenience of watching all this, sitting back at home, adds to its glamour. The facility of watching almost round the clock enhances the glamour appeal still more.



Because of its glamour, TV has also been called the magic box. All sorts of people all sorts of times, almost magically, seem to be appearing on the screen from within the box. It has also been called a toy, a toy with which adults get fascinated, like the child's toy which fascinates the child. Incidentally, some critics have also called it an idiot box.

Very few can resist the glamour and magic of T.V. It has a habit of attracting people to the point of addiction. Tele-addiction, in fact, has become the greatest addiction of our times, of most people including the children, the young, the adults and the old; sitting by the TV set has become a second nature with them.

#### d) A Medium of the Close-up

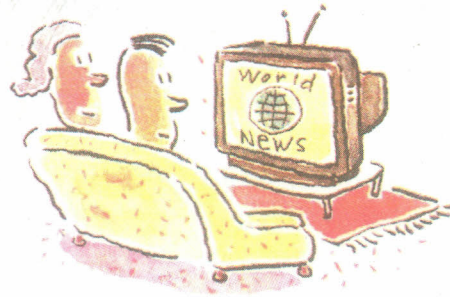
TV is the medium of the close-up. Its stage is its screen which is small. Because of the small screen, it is not an ideal medium for spectacles or huge pageants. It is ideal for close-up of human faces, for long shots of scenery.

It is an ideal medium for expressing reaction and interaction between people in a tele-drama, for presenting an interview and a discussion, etc. That is why you would find the camera catching the reaction or expression of the man who is talking at a particular moment. If something has happened or somebody has said something, the camera would show the reaction of several people, one by one, in close-up. According to artistic necessity, the camera would take full close-up or half or quarter close-up of a character or a man

#### e) A Living Room Medium

TV is a medium of and for the family. It is a medium of entertainment and information at home.

TV brings theatre and cinema auditorium to the living room. Stage drama has become a drawing room theatre. Film drama too has become a drawing room cinema auditorium. Fewer people now go to witness stage performances. Also, fewer people go to the cinema theatre for a movie.



The film or the theatre comes to you in your drawing room under home conditions. Just think of street theatre in the context of stage drama. Instead of the people going to the theatre, the street drama takes the theatre to the people.

Since TV is watched by the young and the old members of the family sitting together, the tele-subjects have to be in tune with the culture of the particular society. In our country, the subjects must be treated with restraint. They must respect our cultural heritage. They should not be very explosive or provocative. Since young girls and boys are sharing the viewing with their elders, parents, grand-parents and parents-in-law, the consideration of good taste, or our cultural taste cannot be over looked.

#### f) A Democratizing Medium

It is a democratizing medium. It is available to all people. Since it is a medium of mass communication, it has to deal with the problems of all sections of the society and democratize information and informal education, reaching out to one and all to democratize literature by discussing it in broadcasts or by telecasting its dramatic version. Even those who have not read literature or are illiterate or semi-literate come to know of it.

Since TV, a mass medium, has to cater to all sections of the society, it is not uniformly very artistic. Highly artistic things might go over the heads of the common viewer. As against TV, the stage can afford to be highly artistic because audience is selective. Only those people go to the theatres that are ready to pay for the show. Theatres like Off-Broadway and Off-Off-Broadway have select audience who are ready to pay for artistic productions as against commercial productions which can not choose their viewers. And TV does not charge ticket money for entry into shows. So, most TV programmes are for the common people. Exceptions are as they have to be.

#### g) A Medium of Immediacy

TV is a medium of immediacy. It captures the events even as they are happening much before the newspaper comes out with information on events next morning. Yesterday's news is no news on TV. It will make TV look outdated. TV is a super reporter. In audio-visual terms, it reports the events "here and now". Remember how the CNN or BBC reported minute-by-minute Presidential election results or Olympics or Iraq war.

**h) Advertisers' Influence**

TV is the great salesman of modern times. The businessman sells his products through TV. This medium is much more effective for him to reach out to a vast number of potential and actual customers than the newspapers hoarding. TV advertisements or programmes sponsored by businesspersons can reach tens of millions of people. No newspaper can ever dream of reaching out to such large numbers.

**Activity 2**

Before you begin reading this unit, it will be beneficial for you to undertake an activity which will help you to enter the main theme of this unit.

You and your family members must be having access to a radio set, a newspaper, a TV set, perhaps a VCR and a cable network. All of you in the family must be using these media to satisfy your communication needs. It may be true that all of you do not watch TV at one particular time, read newspapers, say at 7.30 am or switch on to radio at a stipulated time. It may be true that during a particular newscast you gather around the TV set or perhaps raise the volume of the radio newscast – but definitely you do not do all these together at one time.

Now, watch the media habit of your family members including yourself and fill in the chart provided below.

Name of the family member	Reads News paper(s) Yes or	Time devoted to News paper	When the News Papers are read	Listens to Radio Yes or No	When does he/she listen	Time devoted	Watches TV Yes No	When

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**Activity 3**

Choose 15 respondents and conduct a survey among them on the popularity of TV, use the following questions for your survey.

- 1) If you are asked to rename television, what name will you give to TV

.....

Why?

.....

- 2) Do you encounter any problem in watching TV programmes?

[ ] Yes      [ ] No

If yes, why? If no, why not?

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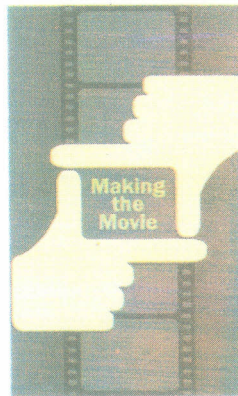
3) Which mass medium do you prefer most?

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.....

After conducting the survey among the 15 respondents, tabulate the data and summarize the findings.

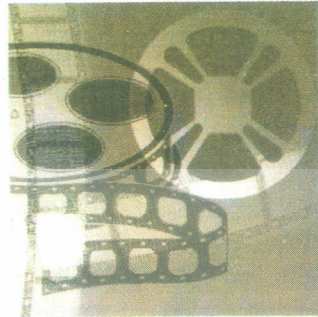
### 3.5.7 Characteristics Of Film

Film or cinema is a highly mechanical medium. It uses so many mechanical devices like cameras, microphones, dubbing machine, editing or cutting machine, several lenses for cameras, projectors, mixers, sound tracks, trolleys to mount the cameras, celluloid, laboratory equipment, etc. Film is a product of interaction between machines and artistic and technical people. Artistic people are such as the director, costumers and make-up men.



Film is a continuous strip of exposed celluloid. Celluloid is composed of several reels. Reels have several shots. Shots have several frames. Frames have only images which are static and do not move. So, film is only a sequence of static images, recorded by the camera. These images move and come to life through projectors, running one after the other at the end of each reel.

Actually there is no real movement of images when the projectors project them on the cinema screen. It is only an illusion of movement of images. We have in our eyes the faculty which is called persistence of vision. Persistence of vision has the ability of the retina of our eye to retain the image due to the stimulus of light. So, film strips contain only static, frozen movement and action. Fast projections of images on the screen give an illusion of movement and action to the eye which has persistence of vision.



**Celluloid Strip**

A motion picture is not shot as a continuous whole. It is photographed in bits and pieces. Final scenes may be shot first and the opening scenes later. Intervening or middle scenes may be recorded in a jumbled sequence. This shooting process is understood completely by the director alone. Later, he may create any effect by joining scenes in a certain sequence, through what is called the editing or “cutting” process.

**a) A Mass Medium**

Film is a medium of mass communication. Millions of cine-goers watch the movie in a country. The same movie may be seen by a very large number of people in several countries (like Richard Attenborough’s “Gandhi”). Although in a cinema hall only a few hundred or, at the most a few thousand people can watch a film at one time, it can be shown in many cities, towns and villages at the same time. Any number of copies can be made of the film for screening. Today, a film can also be transferred from the celluloid to the CD. The CD can be played at home through the CD player or DVD. The cable operators can transmit the film on to the TV sets of a large number of their customers at the same time. So, a film can reach out to a very large number of people.



### **b) Mechanically Reproducible**

Film is a mechanically reproducible medium. So it can be preserved. It can be seen again and again. It can be useful for research on a relevant subject. It is very useful as a mirror of society at the time when the film was made. It describes the political social, economic and cultural scene of a country. It describes the customs, fashions and attitudes of people at a particular time. It also throws light on the style of acting, music, dance, and direction, etc. of the times.

Films can be watched and understood even by illiterate people. They may not have the fortune to go to the books for information and to enrich their personalities. But they can understand and entertain themselves with the films.

### **c) A Collaborative Medium**

Film is a collaborative medium. So many people collaborate to make the film and to reach out the film to people. Producer, director, writer, actor, art director, music director, dance director, fight director, light-man, costume-man, make-up man, scene designer, sound man, cameraman, clapper boy etc work together to make a film. After a film has been made, the financier, the distributor, the exhibitor, and others work together, to make it available to the common people. No other medium depends so much on so many people.

The director, with his artistic and technical skill, can make a good film out of a bad script. (A bad director, similarly, can kill a good script). He can, by using several devices like different camera angles, editing, re-recording, re-processing in the laboratory, can make an average performance look great on the screen. In the cinema, camera is very important, next only to the director. But it is the director who ultimately gives orders to the camera too.

### **d) An Art Medium**

Film, today, has become an art medium. It was during the last couple of decades that cinema has come to be considered an art form. In the beginning it was considered a medium only of cheap entertainment, even of escaping from harsh realities of life into the world of fantasy and dream for two to three hours. In our times, intellectuals and serious thinkers have associated themselves with cinema. In fact, today, cinema is considered the seventh art like the earlier arts of painting, sculpture, architecture, drama, poetry and music.

Satyajit Ray made a passionate plea to introduce cinema as an art discipline at the universities. It should be studied by serious scholars and developed further. It should not be treated as sub-culture and only as an entertainment medium. That is how it was treated in the earlier years in India and elsewhere.

### **e) A Medium for Development**

Film is an effective medium for development. Development, in the broad sense, means the growth of the individual and the growth of the society in all aspects. These include political, economic, social and cultural aspects. Film

can contribute to modernizing the traditional society by helping to change the attitudes of people. For example, a change in attitudes relating to work, sex, religion, customs, communities, beliefs, etc. can be brought about through films.

Films can promote national and emotional integration. They can bring about a creative understanding between different regions and their people. They can be a medium for educating the people against superstitions and for promoting scientific, modern ideas.

#### **f) A Medium that Demands People's Concentration**

The conditions under which a film is screened and is received by the cine-goers in a cinema house demand concentration of different sections of society, sitting together in the same hall and constituting the audience. All these people tend to be unified, so to say. Everybody's motive is the same, to watch the film.

The images, the words, the music, the sound effects are skillfully integrated. For the audience, the integrated whole or the film becomes a total experience. This demands great concentration from the audience. Sitting in the dark silence of the hall, the audience is mysteriously affected by how the story and scenes are presented. In a very indirect way, the director communicates his or the camera's point of view.

#### **g) A Realistic but Expensive Medium**

The film can be effective in hitting the consciousness, sometimes the conscience of the audience with the camera. The camera is mobile, is moved from, one angle to another. At one time, it is placed at the objective angle – at a distance from the object, say, a place. At another time, the subjective angle is emphasized- that is the camera acts as the eyes of the audience. And, then, the camera is placed to give the actor's point of view. Generally, it is the director's point of view. He hides himself behind the actor but speaks and sees through him. By clever change of camera angles the audience is made to believe in the illusion that the film is speaking out their thoughts, their very own. Film viewing becomes, thus, very convincing and effective. The large cinema screen helps to emphasize the effect, especially in close-up that fills the large canvas.

#### **Activity 4**

Engage in an activity at this point. Take a pencil and piece of paper. Calm yourself-quieten yourself.

- You must have seen a lot of films, some you still remember so vividly. Some you do not at all. Try to recollect and recall all those films.
- In the sheet you have on your table, list the names of the ten films that you can remember and write the striking features of each of these films, for example, if "pather Panchali" then it might be the portrayal of "durga".
- The following format may help you.

Sl. No.	Name of the Film	Striking Features

### 3.6 ELECTRONIC MEDIA AND RECENT DEVELOPMENTS

The objectives of television broadcasting are to provide essential information and knowledge in order to stimulate greater agricultural production, to promote and help preserve environmental and ecological balance, to disseminate message of family planning as a measure of population control and family welfare, to promote national integration to act as a catalyst for social change, etc.



Charting the rise of open, democratic, grassroots media

Ever since the process of planned development was ushered in the country, with the launching of the First Five Year Plan in 1951, the role of communication in support of development was recognized.

In the spread of information facilities however the imbalance in favour of urban concentrations and prosperous areas continues. There is need for sustained attempt to inform the people in the rural areas and particularly those in backward regions, about the specific schemes in agriculture, forestry, road construction, marketing, the supply of credit and other inputs so that the benefits of these programmes are more widely spread.

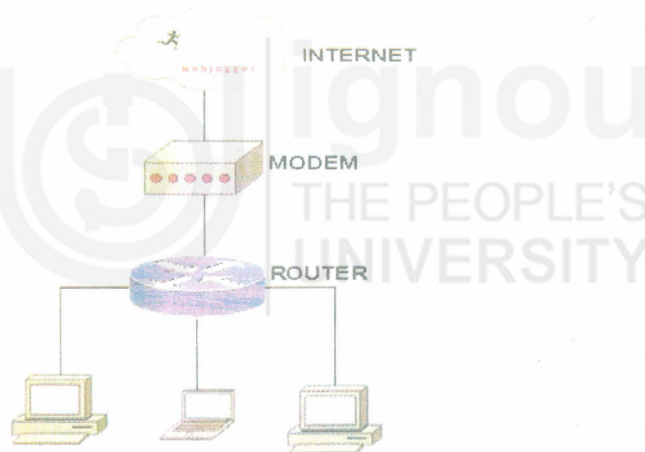
From the Sixth Five Year Plan onwards, funds allocation for electronic media and particularly for television progressively increased. The Sixth Plan period (1980-85) saw massive expansion of Indian television.

Measured against the above stated objectives, Indian television has come nowhere near achieving these goals. Instead of working as a change agent, TV has ushered in a phase of consumerism that flaunts a highly westernized life style. A sharper thrust, with the greater and direct involvement and participation of the target groups, in the language and milieu familiar to viewers would go a long way in popularizing these programmes.

This promising medium has not been able to develop the characteristics of the national broadcasting service, predominantly Indian in the Content and character. Various factors have been responsible for the medium being not closer to the minds and hearts of the people. Its potential to promote the extension of new knowledge and practices, as an aid to transfer of technology, extension education and social change remains unexplored.

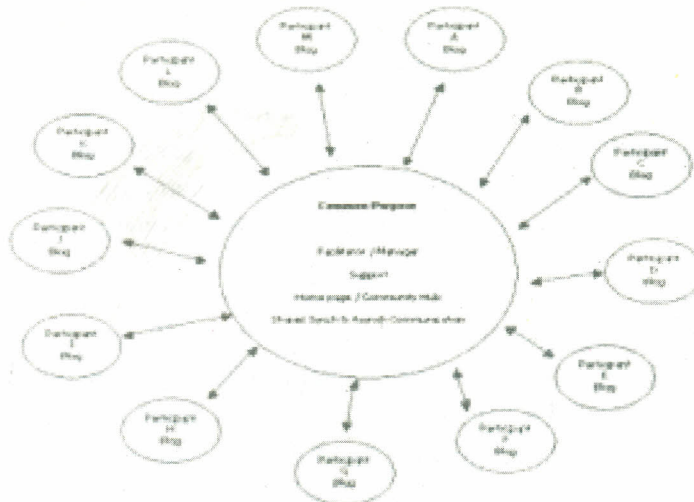
### 3.7 INTERNET OR CYBER MEDIA

The **Internet** is a worldwide, publicly accessible series of interconnected computer networks that transmit data by packet switching using the standard Internet Protocol (IP). It is a “network of networks” that consists of millions of smaller domestic, academic, business, and government networks, which together carry various information and services, such as electronic mail, online chat, file transfer, and the interlinked web pages and other resources of the World Wide Web (WWW).



#### 3.7.1 Blogs (Web Logs)

Blogging has become a huge form of media made popular through the internet. A Blog is a website, usually maintained by an individual, with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse chronological order. Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual, although some focus on art (artlog), photographs (photoblog), sketchblog, videos (vlog), music (MP3 blog), audio (podcasting) and are part of a wider network of social media. Micro-blogging is another type of blogging which consists of blogs with very short posts.



### 3.7.2 The World Wide Web

Many people use the terms *Internet* and *World Wide Web* (or just the *Web*) interchangeably, but, as discussed above, the two terms are not synonymous.

The World Wide Web is a huge set of interlinked documents, images and other resources, linked by hyperlinks and URLs. These hyperlinks and URLs allow the web servers and other machines that store originals, and cached copies, of these resources to deliver them as required using HTTP (Hypertext Transfer Protocol). HTTP is only one of the communication protocols used on the Internet.

Web services also use HTTP to allow software systems to communicate in order to share and exchange business logic and data.

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

Using the Web, it is also easier than ever before for individuals and organisations to publish ideas and information to an extremely large audience. Anyone can find ways to publish a web page or build a website for very little initial cost. Publishing and maintaining large, professional websites full of attractive, diverse and up-to-date information is still a difficult and expensive proposition, however.

Advertising on popular web pages can be lucrative, and e-commerce or the sale of products and services directly via the Web continues to grow.

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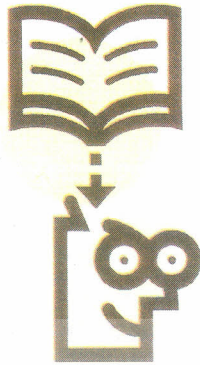
### LET US SUM UP

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The written word is still the most respected means of communication. It is dependable, durable, and convenient to use and easy for reference purposes.

Print media channels for mass communications are newspapers, magazines, trade journals, textbooks, paperbacks, posters, leaflets, direct mail literature and graphics and written material of various types that appear on the small or

wide screens. Of these, the newspapers, magazines, textbooks and paperbacks are the most extensively used media for mass communication. Newspapers and magazines, among all the mass media, have more freedom. What is reported in these media is considered credulous.



India is one of the top ten producers of newspapers and magazines and one of the leading publishers of books in the English language. Despite that, the diffusion rate of newspapers in India falls below the minimum norm of UNESCO of 10 copies per 100 persons.

Radio is a medium of the sound (aural) only. All communication is received by the ear only. A performer, an announcer, a talker, an actor etc. can send his communication through voice. So, his voice or vocal communication must be expressive. It must evoke the right images in the mind of the listener. In radio, mind is the stage. Communication must be informal in language and style, because the reception conditions are very informal.

TV is an audio-visual medium, more visual than audio. It is a glamorous our medium and has the knack of getting the viewers addicted to it. It is medium of immediacy. It reports events as they are happening. It is the medium of the close-ups. Its broadcasts must be in accordance with the home and family norms.

Film, like radio and TV, is a medium of mass communication. It is a mechanically reproducible medium. Because of the large cinema screen, silence in the hall, camera angles, and other devices, film can be very effective. It is a medium of the director and the camera. It is very effective, and yet it is very cheap for the common customer.

In our times, dramas on radio, TV and film have become a part of our daily life. That is why Raymond Williams calls our society a “dramatized” society.

### Check your Progress 1

**Note:** i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) What are the main characteristics of print media?

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.....

2). How do the print media serve the readers better than the electronic media?

**Check your Progress 2**

**Note:** i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Why is a microphone important in a broadcast?

2) Why should the language of a radio broadcast be not literary?

3) What do you mean by “radiogenic”?

**Check your Progress 3**

**Note:** i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. Mention two great qualities of Indian journalists before Independence.

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2. Are you satisfied with the way the present Indian Press is developing?

[ ] Yes [ ] No

If yes, why? If no, why not?

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3. Should we have more of "local broadcasting" than "national broadcasting"?

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**Check your Progress 4**

**Note:** i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. Why TV is some times called drawing room theatre?

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2. Why is TV called a medium of mass communication?  
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3. Why TV is called a medium of the close-up?  
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**Check your Progress 5**

**Note:** i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Write the answer in one or two sentences each

a. What are 'talkies'? When did the first 'talkie' come to India?  
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b. When did TV come to India?  
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2) Why do people call radio and TV as electronic media?  
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3) 'Radio is a blind medium' – Explain.

4) What are the three types of sound generally used in radio broadcast?

**Check your Progress 6**

**Note:** i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Why is film a director's Medium?

2) How can a camera communicate objective, subjective and director's point of view?

3) Why is a film actor not as free as a stage actor?

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## CHECK YOUR PROGRESS: MODEL ANSWERS

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### Check your Progress 1

1. The chief characteristic of print media is that they offer extensive news coverage and in-depth treatment of themes. They provide a larger variety of coverage, through different kinds of writings, than any other media in India. There are plenty of backgrounders, field based interviews, spot inquiries and feedback interviews, and incisive comments.
2. The print media have an added advantage; ease and convenience in using them. People can read newspapers and magazines wherever and whenever it is convenient to them-at home, in transit, in office or back at home in the evening. That is not possible in case of the electronic media, for they are time scheduled. If one fails to see a programme on TV at a given time, one misses it forever unless the programme is recorded. The old issues of printed media can be easily preserved in the libraries. The actual number of readers of the magazines and periodicals is more for they change hands at the magazine parlours as also among the subscribers.

### Check your Progress 2

1. Microphone is the only instrument through which a radio broadcaster speaks to his listeners. And microphone is a devilish precision instrument (G.B. Shaw, 1925).
2. A very large number of people are illiterate or semi-literate in India and other developing countries, so, the language of radio broadcasts must be simple, must contain the idiom of the common masses. It must be closer to the spoken language that the common people use than to the literary language. The literary and the technical words must be avoided because the common people, specially the illiterate or semi-literate segments, do not understand them. The broadcast language must be simple, lucid and direct which can be commonly understood.
3. Radiogenic script is a piece written for ears only.

### Check your progress 3

- i) The pre-independence journalists were a lot fearless. They were those who fought for freedom. The second quality was that they were really passionate and hard working. They had lack of resources yet they managed well to disseminate the news.

- ii) Yes, today, the print media comprise newspapers, magazines, trade journals, textbooks, posters, leaflets, direct mail literature, and printed material and graphics of various types shown on the side and small screens.

The principal technological advances which have accounted for this growth in the domain of the print media are computerization and automation in typesetting, image manipulation of word processing, multi-colour scanning, processing and offset printing.

- iii) The local broadcasting as well as the national broadcasting both are important for the development of society. Society cannot be biased to one of them.

Local broadcasting is a new concept in participative communication and focuses on the local community. Here, the barefoot broadcasters and the community together initiate the quest for a better life. Several local stations have been set up in remote locations in different states in India and some of them have succeeded in striking an immediate understanding with the local people.

#### Check your progress 4

- i) TV brings theatre and cinema auditorium to the living room. Stage drama has become drawing room theatre. Film drama too has become drawing room cinema auditorium. Fewer people now go to witness stage performances. Also, fewer people go to the cinema theatre for a movie.

The film or the theatre comes to you in your drawing room under home conditions. Just think of street theatre in the context of stage drama. Instead of the people going to the theatre, the street drama takes the theatre to the people.

- ii) With the support of the satellite technology today, it can reach all the corners of the globe. TV has turned world into a global village in respective communication of information and ideas and thought exchange. It has brought about an information revolution and has turned our society into an information society.

Because of its reach, TV has widened the mental horizons of man. It has become the supreme educator of man. It has the potential of humanizing knowledge.

- iii) Its stage is its screen which is small. Because of the small screen, it is not an ideal medium for spectacles or huge pageants. It is ideal for close-up of human faces, for long shots of scenery.

It is an ideal medium for expressing reaction and interaction between people in a tele-drama, for presenting an interview and a discussion etc. That is why you would find the camera catching the reaction or expression of the man who is talking at a particular moment.

#### Check our progress 5

- 1 a) in 1923, some countries in the west had developed the sound film. A sound film is a motion picture with synchronized sound or sound technologically

coupled to image, as opposed to a silent film. Alam Ara was first Indian made talkie in 1931. First talkie shown in India was Melody of Love.

- b) The General Conference of UNESCO, which was hosted by India in New Delhi in 1956, made a provision of \$20,000 to setup a pilot project to study the use of TV as a medium of education, rural uplift and community development. Television was introduced in India in 1959.
- 2) Radio and TV are called the electronic media because they are electronically operated.
- 3) Unlike the live medium of the stage, where there are live performers and live audience, radio is a sightless or a viewless medium. In radio, the performer does not see his audience and the listeners cannot see the performer, the talker, the actor, etc.
- 4) They are the spoken word, music and sound effects.

### Check your progress 6

- 1) Film is the director's medium because he hides himself behind the actor but speaks and sees through him. The actor does what the director says.
- 2) The camera is mobile, is moved from, one angle to another. At one time, it is placed at the objective angle – at a distance from the object, say, a place. At another time, the subjective angle is emphasized- that is the camera acts as the eyes of the audience. And, then, the camera is placed to give the actor's point of view.

By clever change of camera angles the audience is made to believe in the illusion that the film is speaking out their thoughts, their very own.

- 3) The film actors are not free as they have to give a lot of takes before the final one; whereas, the stage actors have to do everything in just one go.

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## UNIT 4 LANGUAGE IN MASS MEDIA

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### Structure

- 4.1 Objectives
- 4.2 Introduction
- 4.3 Writing for Mass Media
- 4.4 Writing for Print
  - 4.4.1 Inverted Pyramid
  - 4.4.2 The Lead Paragraph
  - 4.4.3 Developing the Story
- 4.5 Writing for Broadcast
  - 4.5.1 Selection of News
  - 4.5.2 Characteristics of Writing
  - 4.5.3 Story Structure
- 4.6 Writing for the Web
- 4.7 Writing for the Radio
  - 4.7.1 Use of Spoken Language
  - 4.7.2 Clarity of Words
  - 4.7.3 Tips for a good Script
- 4.8 TV Reporting Techniques
- 4.9 Qualification of a TV News Reporter
- 4.10 Writing to Visuals
- 4.11 The art of Television Interviews
  - 4.11.1 During an Interview
  - 4.11.2 Guidelines for Interviewers
  - 4.11.3 Research for TV Interviews

Let Us Sum Up

Check Your Progress: Model Answers

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### 4.1 OBJECTIVES

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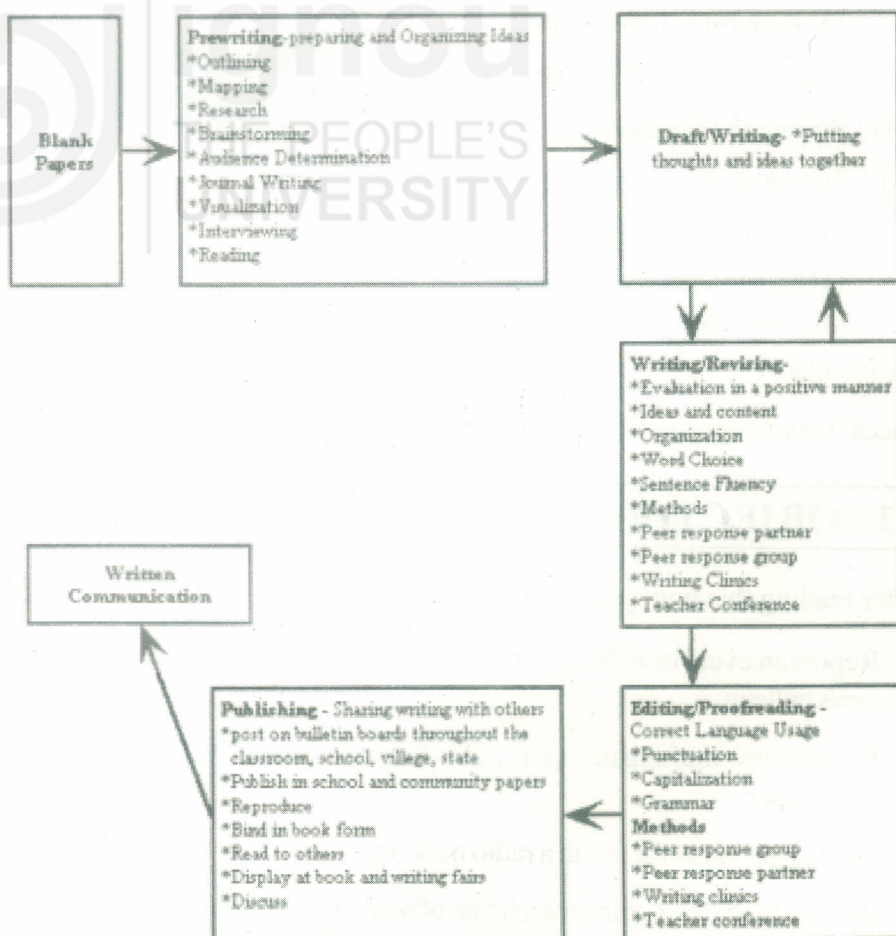
After reading this unit, you should be able to:

- Report an event or redraft a press hand-out or agency copy for use in a radio news bulletin.
- Discuss how drafting news for radio differs from drafting news for a newspaper.
- Draft news items for use in a radio bulletin.
- Discuss the difference in presentation of news on radio and in the print media, and
- Distinguish between radio news and television news.
- Explain the all-important role of language in radio features and commentaries.

- Enumerate the diverse skills required to prepare a commentary or narration for a feature on radio.
- Describe the steps to be taken in drafting a narration/commentary.
- Discuss the various characteristics of voice, its modulation and presentation on air to suit the aural medium of radio.
- Define 'television news'
- Distinguish between the news in the print media (newspapers) and television news,
- Draft news items for television,
- Discuss the techniques of television news reporting.
- Describe the role of the television news reporter in TV news interviews.
- Undertake reporting and interviewing

## 4.2 INTRODUCTION

This chapter attempts to introduce you to the concept of "style" and what it means to those who work in the mass media. Conforming to the rules and conventions of the medium in which you are working is the mark of a true profession. Strict adherence to the details of style shows that you care about what you write.



Writing process

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## 4.3 WRITING FOR THE MASS MEDIA

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Good writing can go anywhere. The good English theme has much in common with the good news story or the good letter to Mom or the informative label on a bottle of aspirin. All of these pieces of writing have different purposes and different audiences and they express different ideas. But good writing is good writing.

Writing for the mass media differs from other forms of writing in several aspects:

**Subject matter:** Writers for the mass media must take on a wide variety of subjects, including news stories, feature stories, advertisements, letters and editorials and so on.

**Purpose:** Writing for the mass media has three major purposes: to inform, to entertain and to persuade.

**Audience:** Mass media writing is often directed to a wide audience and this fact dictates not only the subject matter but the way in which something is written.

**Circumstances of writing:** Writing for the mass media often takes place in the presence of others who are doing the same thing. The writing is frequently done under deadline pressure and many times several people will have a hand in writing and editing a particular item for the mass media.

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## 4.4 WRITING FOR PRINT

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Writers for the mass media always work at two tasks: gathering information and putting that information into an acceptable form. Having the proper information – all the relevant facts of a story, the proper identification for the people involved, the time and the dates, accurate direct quotations, etc. – is vital to the writing process, but it is only the beginning. There comes a time when the information gathering must cease and the writing must begin.

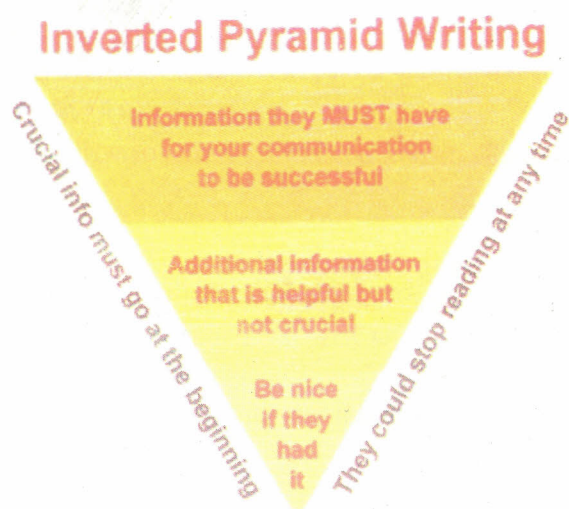
The ability to write well requires that the writer has a thorough knowledge and understanding of the subject about which he or she is writing. In addition, the writer must understand the basic structure of the news story and the conventions or customs of news writing in order to complete the process.

This chapter focuses on putting information into a form appropriate for the print media. Many forms of writing – or writing structures – populate the print media, but the most common are the news story and the feature story. These forms are found in newspapers, magazines, newsletters and many other publications. Mastering these two forms will give the person beginning to write for the mass media, a good foundation on which to build in learning to write in other forms and for other media.

### 4.4.1 The Inverted Pyramid

Once a writer has gathered the information necessary to begin a story, he or she must decide on the structure of the story. The goal of a proper structure

is to get information to the reader quickly and to allow the reader to move through the story easily. The reader must be able to see the relationships between the various pieces of information that the reporter has gathered.

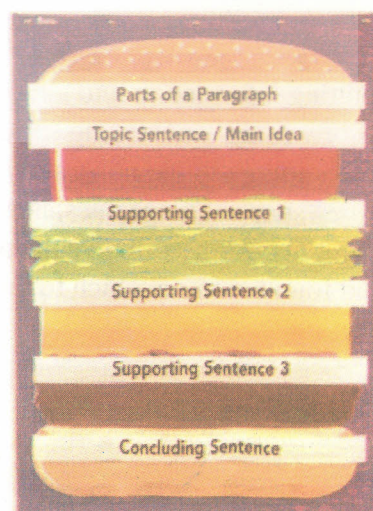


The most common structure for writing news stories is called the inverted pyramid. The daily newspaper contains many stories. Most of the stories must be written so that readers can get much information in less time. The inverted pyramid structure concentrates on the most interesting and important information at the top of the story so that readers can get the information they need or want and then go on to another story if they choose. Headlines and leads should be written to describe what the story contains as succinctly and as interestingly as possible.

#### 4.4.2 The Lead Paragraph

The most important part of the news story is the first or lead (pronounced LEED) paragraph. The lead should give the reader the most important information in the story. It should be written in such a way that the reader will be interested in going further into the story.

A good news story, unlike the novel or play, is based on one main idea. That is why it is so important to decide on a focus and stick to it. A well-focused article tells your reader that you worked from a plan. It gives the reader a sense of completeness, a sense that you know what you are doing.



1. In deciding on this focus, you are also working on your lead. By asking yourself about the main theme for your story, you are deciding how to begin, for often the two—a statement of theme and a lead—are one and the same.
2. To help you decide on this theme, sometimes it helps to try the “tell-a-friend” technique. Imagine your friend asking, “What’s your story about?” Answer that question in one sentence that captures the essence of the entire story.
3. Now try to refine your answer so it can do two things it should capture the essence of your story and do so in a way that encourages the reader to continue. It is your promise to the reader of what is to come. It is your lead.

### 4.4.3 Developing the Story

The inverted pyramid requires that writers make judgments not only about what should be at the beginning of the story but also about the relative importance of all the information they present in the story. In other words, writers must decide what the most important information is for the lead but they must also decide what the second and third most important pieces of information are. Developing the story in a logical and coherent way requires much skill and practice.

If the lead paragraph is the most important part of the news story, the second paragraph is the second most important part of the story. In some ways, it is almost as important as the lead but for different reasons.

A lead paragraph cannot contain all of the information in a news story. If it is written well, it will inform the reader but it will also raise certain questions in the reader’s mind about the story.

The real strength of your story will come from the details that back up the promise of the lead. This is the background material, the examples and quotes, the things you have observed, the explanations and definitions and the sense of history. These parts lend meaning and significance to the event or person you are writing about.

#### Activity 1

Do you receive your newspaper at your doorstep early morning every day? If you do. It would be easier for you to do this activity. You are to compare and contrast the news headlines on the front page of your daily with the headlines of the 8.15 a.m. news bulletin on AIR. So, tune in to your radio set well in time for the news. Then, answer the following questions.

- i) Do the ‘headlines of the newspaper and the bulletin refer to the same topics/issues?

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ii) Specifically, are the words of these two sets of headlines the same?

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iii) Does the order of headlines vary in the two media?

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iv) Do you get more information from the newspaper or from the radio with regard to the :

- details of any event ?
- range of news items that are included ?

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## 4.5 WRITING FOR BROADCAST

Broadcasting is the world's most pervasive medium of mass communication. It is not unusual for the Indian home to receive 100 or more television channels from its cable system. A wide variety of radio stations has been available to anyone with a receiver since the early days of the medium. Underdeveloped areas that cannot get access to even a small newspaper will usually have a transistor radio to link it with the rest of the world. Satellite broadcasting has drawn the world closer together (although not always with positive results) by ensuring that we have instant, live coverage of major news events from almost anywhere in the world.



### 4.5.1 Selection of news

Most of the some news values discussed apply to news selection for broadcasting. Broadcast journalists are interested in those events that have an impact on many people, people in the news, current issues, events that happen close to home and conflicts or unusual happenings. Because of the opportunities and limitations of their medium, however, broadcasters are likely to view such events in somewhat different ways than their counterparts in print journalism. The following are some of the factors that broadcasters use to select news.

**Timeliness:** Because of the nature of their medium, broadcasters often consider timeliness the most important news value. Broadcasters work on hourly or less than hourly cycles. A news broadcaster may go on the air several times a day. The news must be up-to-the-minute. News that is more than an hour or two old may be too late for the broadcaster. When you listen to a news report on a breaking news story, you expect to hear the very latest news- what happened just a few minutes before.

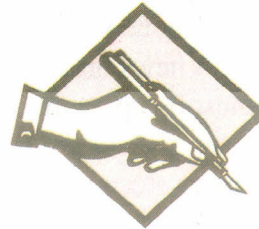
**Information not explanation:** Broadcasters look for stories that do not need a lot of explanation in order for listeners or viewers to understand them. They prefer stories that are simple and can be told in a straightforward manner. The maximum length for almost any story on a television newscast is two minutes and the normal length is twenty to thirty seconds. In some larger markets, radio reporters are being told to reduce their story lengths to ten seconds and actualities to five seconds. That amount of time is not enough to explain a complex story in detail. It is enough time to give the listener or viewer a few pertinent facts. Of course, some stories are complex and important and explanation cannot be avoided. These are the ones the broadcaster must wrestle with and it takes practice and talent to condense these stories to their essence.

**Audio or visual impact:** Broadcasters want stories so that their audience can hear or see. Playing a part of the president's state of the union address (called an "actuality") is much more dramatic than a news reporter talking about it, pictures of a flood are more likely to be watched than an anchorman's description of it. Broadcasters often choose stories for their

newscasts because they have sound or pictures, even though the stories themselves might not merit much attention otherwise. This is one of the major criticisms of broadcast news but it remains one of the chief factors in broadcast news selection.

### 4.5.2 Characteristics of Writing

An early edition of the *UPL Broadcast Stylebook* says that while print journalism has the Four Cs – correctness, clarity, conciseness and color, these four Cs serve as the basis for broadcast writing and form a good framework for talking about broadcast writing styles.



### 4.5.3 Story Structure

The most common structure for broadcast news is called dramatic unity. This structure has three parts: climax, cause and effect. The climax of the story gives the listener the point of the story, in the same way as the lead of print news story does, it tells the listener what happened. The cause portion of the story tells why it happened- the circumstances surrounding the event. The effect portion of the story gives the listener the context of the story and possibly some insight about what the story means.



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## 4.6 WRITING FOR THE WEB

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In the last few years, the Internet and its publishing spin-off, the World Wide Web, has grown from a fledgling concept to a medium that offers enormous potential for people and organizations to connect with one another. New possibilities are arising every day for communication through the web and with those possibilities come employment opportunities for those who can use the language and master production techniques.

Is there something different about writing for the web or is it just writing as we have always done it, but now for an electronic form? Unlike any other medium, the web is so egalitarian that the rules or conventions of writing have not yet been established or institutionalized. Consequently, we can make only

a few observations about the direction in which the web and its content seem to be heading.

Writing for the web demands much more than writing for any other medium demands:

- Sensitivity to the needs and expectations of the audience,
- Mastery by the writer of the subject about which he or she is writing,
- The ability to meet deadlines,
- Clarity of expression, and precision and efficiency in the use of the language

All of these demands are common to any form of writing, whether for a book, newspaper or broadcast, and the web is no exception.

Much of the writing that you find on the Internet looks and reads exactly like the writing that you would find in other media. In fact, many organizations use the web to display reports and other materials that have originally appeared in some traditional form.

Still, there is a type of writing on the web that is almost peculiarly its own. That type of writing has its base in a concept called **hypertext**. Prose writing is linear, that is, you begin at the beginning and read through to the end. That's the way the writer intended to write and most readers follow that pattern. Hypertext is non-linear. The text is broken into bits and structured so that a reader can begin at any number of points and decide which sequence suits his or her purpose.

Writing for a hypertext structure has profound implications for a writer.

### Web Writing Skills

The medium demands that information and ideas be broken into smaller blocks. These blocks should be related to the whole but they also need to stand by themselves within the context of the entire article or website. They are generally hierarchical that is, they go from the general to the specific. But because the web offers readers the opportunity to move quickly from one item to another, the writer must also look for opportunities to "link" parts of the writing with other parts to make it easier for the reader to move around. This means the writer needs to anticipate how the reader might navigate within a website.

Another demand on writers using the hypertext structure is the ability to write headlines, subheads and summaries. Writing headlines and subheads for the web is far less restrictive than writing them for newspaper or magazines in terms of making them fit into a certain space.

Web writers are likely to have many more options and fewer typographical rules than the headline writer for newspapers. But their abilities to summarize, whether in headline, subhead or summary form, will be severely tested, just as they are in traditional media. Summaries demand precise and concise use of the language. They also demand that the writer understand the material being summarized so well that he or she can do it accurately. Summarizing is a skill that is essential to the web writer.

Another characteristic of the web is the integration of graphics and text. The best websites are built around graphical elements because from a reader's point of view, websites are visual before they are textual. Graphics, then, are a vital part of web production and people who are involved in this medium must be fluent in the use of both graphics and text.

The World Wide Web, ironically, brings us one step closer to the techniques of the 15<sup>th</sup> century writer, who used both text and graphics in a somewhat seamless way. Leonardo da Vinci's wide range of talents and his willingness to make full use of them gives us a fitting metaphor for meeting the challenges of communicating in the 21<sup>st</sup> century. Today's writer will have to know more than just how to communicate with text. The writer will need to know the conventions and uses of graphic forms and must constantly be on the alert for better ways to present information and ideas. The writer of the 21<sup>st</sup> century must have a wide range of understanding about how to communicate and how to use the tools - all the tools of communication.

### And Finally

With the proper study and practice, anyone can become a better writer. Writing is not simply an inherent talent that some people have and others do not. There are steps that each of us can take to improve our writing and this book will examine some of those steps and help you put them into practice.

Writing is a process. That is, the rules, techniques and suggestions in this book must be mixed in with the individual's style, thoughts and methods and with the subject and form of the writing. They all should work together to produce writing that is good. The suggestions made in this book about achieving good writing are meant to help this process work.

Writing requires discipline. Most people give up writing as soon as they can because it is such hard work. It is physically, mentally and emotionally demanding. The person who commits to writing must marshal all of his or her resources for the task.

Writing is building. Good writing doesn't happen all at once. It is formed, word by word, sentence by sentence and thought by thought. The writing process is often slow, tedious and frustrating. But the product of this process of good writing is well worth the effort.

Finally, reading about good writing is only the first step to learning about good writing. Reading good writing is the next step. If you are interested in learning to write well, in any form, you should read as much as possible- newspapers, magazines, books, and anything else you can get your hands on. Then there is the writing itself. This chapter tells you to "sit down and write." That is the only way to become a good writer.

#### Activity 2

Write down name of four news websites.

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## 4.7 WRITING FOR THE RADIO

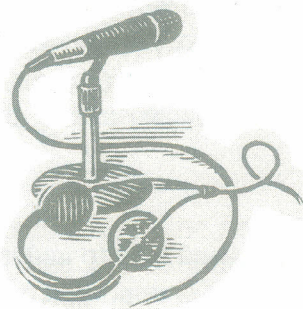
### 4.7.1 Use of Spoken Language

The news on the radio moves fast without the facility of recall which is possible, though, in the case of newspapers whatever is written must be clear, precise and to the point. Sentences should be short and direct without sub clause. Brevity is essential as a minute of broadcast time can take about 100 words, thus giving an editor the choice of about 1000 to 1100 words (in a 10-minute news bulletin) to cover world, national and regional news. There is a great constraint of space in radio, hence broadcast news must be big and important and should be put in crisp and easily understood language. Ceremonial items or didactic speeches distract the attention of the listener who can always switch off or change over to some other programme.

### 4.7.2 Clarity of Words

There should be no need for a dictionary while listening to a radio bulletin. It should be in words which are common in everyday speech. For example, "The work has started" and not "the work has commenced". "The play has ended" and not "terminated"

There is no place for "officials" in bulletins (officials is the language used in official press notes). The words should create visual images in the mind. "Roads are under water" or "the telegraph poles have been uprooted" or "the bridges have been washed away" sound better than "the communications have been disrupted". Words like "hospitalized" or "minimized" have no place in a radio bulletin. Instead say "admitted into the hospital" or "reduced to a minimum"



### 4.7.3 Tips for a Good Script

We should acquaint ourselves with the elements of quality radio scripts. Their success rests entirely on the right combination of words and sounds in the narration/commentary.

#### Keep the Script/Commentary Moving

The shorter your sentences and crisper your narration, the greater will be the commentary's impact. While padding has to be avoided at all costs, repetition

of the main points is permitted and may even be necessary. This you can do towards the end of the programme in the form of a summary. This is to ensure that all the points that you want your listeners to remember are, in fact, briefly expressed again.

### **Enliven the Script/Commentary**

The wider your vocabulary, the more visual are your images. And this, in turn, helps you to vary your form and have a firm hold over listeners/audience.

### **Be Completely Natural**

You read aloud your narration/script/commentary as you write, if it is not off-the-cuff broadcast, e.g., running commentary. If it sounds natural, as if you were talking, you are on the right line. If on the other hand, it sounds like formal written language, you will immediately know you are off-the-track. Get your friends and well-wishers to help you with their reactions. This tried and tested method will provide an immense help to you in improving your performance.

### **Keep Clichés Out**

This applies to hackneyed phrases as much as to journalistic ones. The microphone only reinforces their staleness. It is radio journalism at its worst.

### **Keep on Looking for the Needs of the Market**

It is well to remember that broadcasting is essentially a family affair. Good taste is what matters and should be the main criterion. The writer's script should be simple and conjure visual rather than oral images in the listeners mind. Remember: short sentences and short words are always more effective than long-winded and pedantic phrases.

### **Do not Talk Down to the Audience**

In any programme where the spoken word dominates – in a running commentary or the like one must take precaution against any slip of the tongue that would offend a listener. Be professional when you have to explain some matter. Do not sound like a teacher talking down to the students.

### **Language**

The broadcaster's language is indeed easy to understand because only the simplest possible terms are used. It is important to remember that the language be intelligible to the majority of the listeners. You must know that one picturesque phrase will do more to arouse the listener's interest than a bunch of literary and idiomatic expressions.

Usually, a listener reacts quickly to the broadcaster's manner. There are a few thumb rules which a broadcaster would do well to follow. We shall enumerate these rules here.

- a) Do not patronize the listeners. At least, for having taken the trouble to listen to you, the listeners ought to be treated with courtesy. The listener is a friend. Would you not treat a friend in a natural and respectful manner? So, address the listeners too on equal terms.

- b) Be friendly without being familiar. Do not take the listeners for granted. Do not shout or preach. Speak impressively, confidently and with dignity.
- c) Finally, be yourself and not what you would like the listeners to think you are. While the listener is seldom deceived, you may founder and reveal your true colours sooner rather than later. Give your listeners the best of listening by being your natural ebullient self.
- d) The art of writing a production script for the radio very often lies in the art of knowing what not to say. It is said in the BBC TV circles that a commentator is paid as much to comment as to keep quiet.

**Activity 3**

At some time or the other, you must have heard many radio commentaries be it sports events, a VIP's funeral, the Republic Day parade, etc. You may be in the habit of carrying a small transistor set with you when there is a cricket, hockey or a football match. Perhaps you switch it on to catch the relay commentary of your favorite game. And you may have more than one good reason to remain within hearing distance of the live commentary: pleasure, convenience, etc.?

Before you proceed further with this unit, write down your reasons for listening to radio commentaries. You may use the space provided below.

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The radio is an audio medium. The secret of the ideal broadcast is the unexpressed will to woo listeners to stay tuned for the entire programme by simply providing the right fare. A good radio feature or running commentary is one that strives to describe the subject or phenomenon cogently and comprehensively.

A radio feature or commentary is written in words that create appropriate atmosphere and concrete pictures in the listener's mind. It is by improving the script and presenting it creatively that a radio feature writer and commentator make even the most complex subject appear simple. It is in their hands to make 'hearing' a gainful and lasting pleasure. They have only to wield their power correctly to their audience.

### Activity 4

Are you on the same wavelength as your radio? It is time you made yourself more familiar with radio news. Listen to at least three news bulletins on radio. Then answer the questions that follow.

1) In any news bulletin, was a voice dispatch of a reporter used?

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2) Was the dispatch from within India or abroad?

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3) Was the subject of the report politics, sports or any other area? Please specify

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4) How many news items were preceded by the phrase "Our correspondent reports"?

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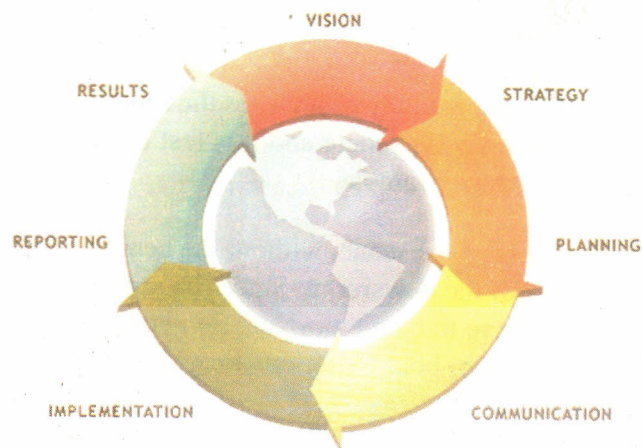
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## 4.8 TV REPORTING TECHNIQUES

The TV news reporter is the eyes, ears and legs of a TV newsroom. The reporter must get the "facts" on each story assigned to him/her. And sometimes, particularly in small TV news operations, he/she should also be able to shoot news film besides reporting the story. The specific duties of a staff reporter include:

- I) gathering and reporting local and area-specific news and features;
- II) writing and editing news;
- III) presenting news on the air, conducting interviews, AD LIB reports, etc. either in the studio or from the location.



## 4.9 QUALIFICATIONS OF A TV NEWS REPORTER

To perform well on the job, a television news reporter has to possess some basic and essential qualifications. Some of these are given below:

- versatility;
- good writing skills;
- a liberal education;
- excellent understanding of the TV medium;
- integrity;
- photogenic face/pleasing personality;
- good voice-quality;
- confidence

The best television videotape or film can almost be shown silent. The pictures themselves tell the story. When covering a story for television, reporters have to make sure that as much of the meaning of the story gets into the camera as is possible.



To be able to comprehensively cover the news, television news reporters generally employ the following techniques.

#### a) Piece to Camera

Of all the skills needed for television news reporting, the piece of camera is amongst the most frequently used. The piece of camera, which is essentially in-vision, is recorded on location.

It has three advantages: it immediately establishes the reporter's presence on the spot, it is extremely simple to execute and it is fast enough to be considered a kind of contingency sample.

These stand-ups are written on the scene, without the benefit of typewriters or the other conveniences of the newsroom. Since the reporter looks straight into the camera, the lines have to be memorized. Sometimes, the reporters read from a note-book or a clip-board after ensuring the opening paragraph.

Most stand-ups are short-10 to 20 seconds. On some occasions they run longer, especially in complex stories that require a lot of explaining, but do not offer many visuals.

A stand-up can also be used in the middle of a story to "bridge" two other sections of the reporter. Bridges work especially well when the report demonstrates something.

#### b) Studio Spots

While the piece to camera is an in-vision news presentation by the reporter recorded on location, the studio spot is a news item read in the studio by someone other than the programme's main presenter, as additional information to the visuals. Usually, it is a special correspondent or a reporter who is called upon to draw together the elements of a news story with or without the aid of videotape or illustration.

Because television news is a team effort involving many persons, the chances of human error are great in a studio set-up, particularly as an 'on-air' situation. There are four simple rules that the on-camera studio reporter/correspondent should follow:

- i) Maintain self-control. Expect problems and be prepared to cope with them;
- ii) Always prepare file copy. If film or video tape fails to come up, have the file copy close at hand, to carry on the show;
- iii) Never pick your nose or scratch yourself ; and
- iv) Be familiar with studio cue-signals.

#### Activity 5

Recollect a commentary that you have listened to recently. Comment on its merits and demerits in terms of the

- Language
- Voice quality (of the Commentator/Narrator)
- Content :

## 4.10 WRITING TO VISUALS

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We do not watch news on TV just to get the latest news. Radio does a better job. We do not prefer television because we want to get all the news: local, national and international. The newspaper does a better job.

We as television viewers, benefit from TV newscasts because they transport us to the scene of action. The news is packaged and delivered to us. For this, a reporter must be able to relate words and pictures in a news story. Words fill in the factual details that pictures omit.

While the pictures are indeed important, it is the narration behind the film-in most instances – that is responsible for the success of visual news stories on television. Poorly written narration can hurt the effectiveness of visuals but appropriate narration can greatly improve even poorly shot visuals. Writing to background graphics is the same as writing a story to visuals as described above. The trick is to avoid redundancy or repeating what the graphics show.

There are three basic rules which must be followed by the TV reporter writing to visuals:

- a) Do not cram your video narration full with details.
- b) Relate words to the pictures when telling the story. The narration and pictures must go hand in hand.
- c) Carry the viewer into the story by describing it the way it happened. Although the narrator may begin with a brief opening summary (without pictures) telling the viewer the main points of the story, when the film rolls on, the story should be told as it happened not necessarily in chronological order.

In short, writing narration to blend with the visuals is one of the most difficult skills in broadcast reporting. The language must be crisp, the timing exact and the words have to click with what appears on the screen.

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## 4.11 THE ART OF TELEVISION INTERVIEWS

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To be a good reporter, a television newscaster must be a good interviewer. Whether talking face to face with a political personality or an expert or may be when asking questions in front of a television camera, the newscaster must know how to conduct an interview.

For a good interview, learn as much as you can about the person you are going to interview and the subject matter to be covered. Prepare your questions in advance. These should be short and to the point.

### 4.11.1 During an interview

Let your subject talk. Remember, it is his/her opinions, ideals and thoughts that are important. If your subject's answers are not clear, or if they are insufficient, pursue the question further. Use the direct approach if your subject is hostile. Do not turn a conversation into a battle by being aggressive.



Interviewing is more than just preparing a set of good questions. It is being good listener and a good friend. It is putting your guest at ease so that the questions you pose may be best answered.

#### 4.11.2 Guidelines for Interviewers

- a) Most journalists have considerable experience as interviewers before they come to television. But there is a vast difference between the casual questioning which takes place in the quiet corner of a restaurant or over the telephone and TV interview with its paraphernalia of lighting and camera. Due to this difference, a TV interview of any type—on-line recording or recorded on videotape, for later broadcast—make considerably more demands on the interviewer. He should be able to think quickly to follow up with topics outside the originally planned structure of the interview, besides possessing a capacity to marshal and arrange thoughts so that questions are asked logically and as corollary, eliciting step-by-step answers.
- b) In addition, the actual phrasing of questions needs to be considered. Too many inexperienced reporters, rather fond of their own voices, tend to make long statements. This is irritating to the viewer who is keyed up to listen to the views of the interviewee.

- c) Next come the clichés like :

Now, what do you feel about....?

What are the future....?

“How do you feel about” type of questions should be avoided. More usually the “How do you feel about” questions stimulate the interviewee/expert into saying nothing more interesting than a few adjectives. It is better to ask questions which help the interviewee/expert to speak about something interesting.

- d) Questions which are too direct are quite likely to elicit either a ‘yes’ or ‘no’ without further elaboration i.e. Is it true you have resigned because of a personal disagreement with the Chief Minister?

It is better to start a question with any of the WHO, WHAT, WHEN, WHERE, WHICH, WHY or HOW type of questions.

The other way is to ask a question like: ‘Tell me how well the new machine is working? The answer is bound to be self-contained without a ‘Yes’ or ‘No’.

- e) Other questions that need to be avoided are those that are too general – “Has your grandmother’s death changed your views on the meaning of life?” or “How did the thief get into your house and do you think the police will catch him?” All these kinds of questions need to be avoided.

### 4.11.3 Research for TV Interviews

Research is the backbone of the information for a television programme, including interviews.

Research takes team work: researchers/producers look for (1) guess at interviewees (2) facts, opinions and ideas (3) visual materials, film, slides (4) graphics, photographs, drawings, maps and other illustrations, also, any other objects which may be shown on video. The television interview is conducted essentially to search for facts and opinions and to explore a personality on behalf of the viewer.

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## LET US SUM UP

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In this unit, we have discussed news writing for radio. We gathered that writing news for radio differs from writing for newspapers. Words used on the radio have to be simple and the sentences short so that listeners can follow the news without any difficulty. There is a need for brevity and clarity. We then moved on to discuss newsroom functions and steps in the process of news bulletin preparation.



We have talked about the role of radio reporters and news editors, voice dispatches by correspondents, news commentaries, the need and the sharpness of deadlines for radio. We have also learned that it is important to conduct extensive research and collect information and facts before venturing into a radio commentary assignment. Only adequate preparation can help to build one’s confidence to write commentary or narration for a radio feature. A radio commentator paints pictures with words. Therefore, the words must be simple and easy to understand.

A radio commentator must possess the knack of observing even the minute details and also, a swift tongue to describe those details in appropriate language. Most of the time it is said that if one wants to talk for five minutes in a radio programme, one has to prepare for it for five hours. Indeed, a thorough preparation is required for a successful commentary. This preparation includes library work and personal visits in advance to meet important people. During the actual commentary, the broadcaster must pay attention to his voice, rhythm, breathing and language. A commentator usually writes the commentary, while the feature writer scripts the narration and does not necessarily narrate

the part(s). Under these circumstances, the script assumes much importance. The words you choose to put in the narrator's mouth must be chosen with care. The language must be appropriate for the occasion as much as the style of presentation. The commentator/narrator would do well to address the members of the audience as equals. It is best to avoid talking down to a listener even by implication. One ought to resist the temptation to pad out the commentary/narration. Finally the commentator must make all efforts to make the commentary lively.

Television news items are short and written in conversational language. The bulletin is time-bound and provides only the headlines, as it were. Clarity of TV news is very important as the viewers cannot go back to the news items. It is advisable that the TV news scripts do away with formal words, numbers, fractions and percentages

Since immediacy is the biggest asset of a TV news item, the script should be written in the present tense as far as possible and incorporate the active voice. Some of the technical qualities of TV news are talking-head, super voice-over, sound-bite, stand-up package. Their proper usages enrich a TV news bulletin qualitatively.

Ordinary wire services of various news agencies, the satellite microwave video feed, correspondents, stringers, footages from other TV and radio broadcasts and freelancers are the sources on which every TV station depends for its news. As far as possible, quotations, attributions and abbreviations should be avoided.

A TV news reporter must be thorough in the language of reporting. He/she should be able to convey more information through visuals than word. The visuals should speak for themselves. The story should be scripted well. One must be adept at the art of interviewing and prepare well in advance for interviews. Also one must read a lot and research on the topics assigned.

**Check your Progress 1**

**Note:** i) Use the space below for your answers.  
ii) Compare your answers with those given at the end of this unit.

1) It has been decided that a famous football player would be the Chief Guest of the annual sports event of the local school called "Vivekanand Vidyapeeth". You have been asked to be the compere for the event and give commentary as and where required. List all the aspects that you would consider while preparing for this event.

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2) Which two steps would you undertake when asked to prepare a commentary or narration?

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**Check your Progress 2**

**Note:** i) Use the space below for your answers.  
ii) Compare your answers with those given at the end of this unit.

1) Why do you think a commentator's voice and rhythm are very important? Respond in two sentences.

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2) Why is simple language very essential for a successful commentary?

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**Check your Progress 3**

**Note:** i) Use the space below for your answers.  
ii) Compare your answers with those given at the end of this unit.

1) Suppose All India Radio (AIR) finds you suitable for various commentary assignments. AIR keeps your name on the roster. How would you prepare yourself to go to live on air? Suggest practical steps.

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- 2) Clichés should be avoided even in everyday speech, why is this especially true for the radio features/commentary?

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**Check your progress 4**

Write about the basic qualities of a TV reporter?

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**CHECK YOUR PROGRESS: MODEL ANSWERS**

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**Check your progress 1**

- 1) a) Welcome speech  
b) List of sports events to take place  
c) Names of the participating teams  
d) Updates of scoreboard  
e) comments on a player's action.
- 2) a) The script or commentary should be moving and padding should be avoided.  
b) The language should be simple and easy to understand.

**Check your progress 2**

- 1) Commentator should take care of his voice. He needs to breathe correctly, enunciate clearly and attend to the vocal rhythm in order to ensure a liquid

stream of pure sound. Rhythm is the life blood of speech. Without this very important input, speech becomes lifeless and mechanical.

- 2) Language is the important factor because listeners generally cannot turn to anybody for explanation. Neither can they be expected to have reference books at hand. A radio feature and commentary is written in words that create appropriate atmosphere and concrete pictures in the listener's mind.

### Check your progress 3

- 1) a) Library work and personal visits in advance to meet important people.  
b) Attention must be paid to voice, rhythm, breathing and language.  
c) To address the members of the audience as equals.
- 2) Clichés should be avoided in any journalistic writings. The microphone only reinforces their staleness. It is only radio journalism at its worst.

### Check your progress 4:

- versatility;
- good writing skills;
- a liberal education;
- excellent understanding of the TV medium;
- integrity;
- photogenic face/pleasing personality;
- good voice-quality;
- confidence

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