

“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



“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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5**RANGE AND SCOPE OF MEDIA WRITING**

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INTRODUCTION TO THE BLOCK

In this last block of the course we expose the entire area with which as a journalist you may have to deal crime, politics sports, health and education. They have been discussed in Unit 17. In the next unit you will examine matters related to the youth – education and career, physical fitness and yoga, film, music, food and fashion. In Unit 19 you will read some more serious matters related to economics, psychological problems and sex. Some people every morning hasten to read the astrological forecasts for their sign of the zodiac in the newspaper. A few people are interested also in spiritual and religious matters. You will get a glimpse of each one of them in Unit 19. Finally, in unit 20, we examine marketing and advertising because no mass medium can survive without an inflow of income.

Our aim in this course has been to expose you to the rudiments of the entire range of mass media. Such a course, however, cannot teach you much until you sharpen your ability to observe the various channels of mass media, examine them critically and, start practicing them whenever there is an opportunity. We hope you have enjoyed doing this course so far.

Amiya Bhushan Sharma





UNIT 17 MAJOR SUBJECTS THAT MAKE MEDIA CONTENT

Structure

17.0 Objectives

17.1 Introduction

17.2 Crime and Corruption

17.2.1 Crime and Corruption Reporting

17.2.2 Sources of News

17.2.3 Areas Covered in Crime and Corruption Reporting

17.2.4 Qualities of a Crime Reporter

17.2.5 Precautions Required for a Crime and Corruption Reporters

17.3 Politics

17.3.1 Political Reporting

17.3.2 Sources of Political News-Statements of Political Leaders, MPs, MLAs, Ministers

17.3.3 Areas Covered in Reporting

17.3.4 Qualities of a Reporter

17.3.5 Precautions Required for a Political Reporter

17.4 Sports

17.4.1 Sports Reporting

17.4.2 Qualities of a Sports Reporter

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17.5 Education

17.5.1 Educational Reporting

17.5.2 Sources of Education News

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17.6 Health

17.6.1 Health Reporting

17.6.2 Sources of News

17.6.3 Scope of Health Reporting

17.6.4 Qualities of a Health Reporter

17.6.5 Precautions Required for a Health Reporter

17.7 Let Us Sum Up

17.8 Check your progress

17.0 OBJECTIVES

After reading this unit you should be able to:

- Report an event of the following beats
- Write an article on any of the following beats
- Recognise which areas are covered in the following beats
- What are the sources of news
- What are the precautions that a reporter must take while covering an event
- What are a journalist's responsibility in crime and corruption reporting

17.1 INTRODUCTION

This chapter attempts to introduce you to the major subjects that make media content. (1) Once you become familiar with the subjects of media content it would become easier for you to report for various beats. A news organisation's major task is to gather news and it employs competent reporters to execute this efficiently. It is necessary to know the areas covered in reporting and the sources of news gathering. This is called 'reporting beats'. Reporting beats are nothing but a reporter's regular work to gather news. Every beginner as per his/her interest selects a particular beat like crime, sports, politics, health, education, etc. (2) It is very important for a journalist to take certain precautions while reporting or writing an article for any beat. Responsibility of a journalist in reporting serious news is very important.

17.2 CRIME AND CORRUPTION

Corruption literally means 'to destroy'. It is not a rare phenomenon. It takes many forms with different types of participants, settings, stakes, techniques and different degrees of cultural legitimacy. It can relate to the abuse of power in decision-making processes. It is a form of behaviour that deviates from ethics, morality, tradition, law and civic virtue.



Societies define crime as the breach of one or more rules or laws for which

some governing authority or force may ultimately prescribe a punishment. While most crime is some form of theft or assault and most of it results in physical harm or property loss for individuals, there are crimes where no loss of property is involved and no injury is inflicted on others.

17.2.1 Crime and Corruption Reporting

Crime and corruption stories have universal appeal and attract wide attention regardless of the status of person involved and their situation in life. Most of the crime and corruption cases take place in large cities and depending upon the importance, the paper may give prominence to the story by placing it on the front page or on inside page.

It is a complicated brat for reporting but not taken seriously in our country. It is the duty of the media to inform the viewers and readers of what type of crimes and corruptions are happening in their city, state or country. Crime and corruption reporting is assigned to a junior reporter though it is highly responsible and specialised job. Graphical or pictorial presentation of the news, with the support of figures and coloured line sketches reveal the answers to why that event happened.

17.2.2 Sources of News

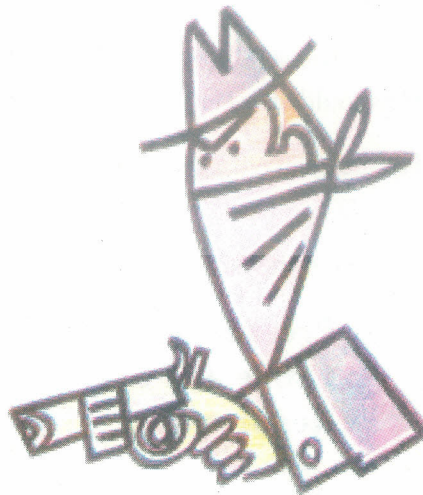
The major source of news for reporters is police which is the prime law enforcing agency. They are the first official authority to get involved in investigation of any crime. Police may or may not reveal whole facts. It depends more on the nature of crime and the method of investigation.

Additional facts about the cases can be collected through interviews with the eyewitnesses or the people involved in the case, thus giving a more accurate picture of the crime. A reporter can also talk to the people who know the victim or accused as well as their family members.

17.2.3 Areas Covered in Crime and Corruption Reporting

Areas coming under crime reporting are as under:

1. Offences relating to the human body:
 - a) Murder, assassination
 - b) Causing death by rash or negligent act
 - c) Attempt to murder
 - d) Attempt to commit suicide
 - e) Rape
 - f) Kidnapping, abduction, slavery and forced labour
2. Offences against property



- a) Theft
 - b) Extortion
 - c) Robbery
 - d) Criminal breach of trust
 - e) Criminal misappropriation of property
3. Conspiracy in crime
 4. Obstructing justice
 - a) Interfering with an officer
 - b) Perjury
 - c) Bribery
 - d) Contempt of court
 5. Others
 - a) Terrorist violence
 - b) Riots
 - c) Sexual crimes
 - d) Accidents
 - e) Police encounters

The length of a crime story is determined by the seriousness of the crime. Other factors are status of the person involved, place of the crime and incidents of human angle.

17.2.4 Qualities of a Crime Reporter

Crime reporters are men of action. They do the job which they are assigned- asking questions, checking and investigating stories.

- A crime reporter should be a daring person because covering crime is a tough work.
- A reporter should not take side whenever there is a fight between two parties. He should only state the views of both the parties involved.
- He should have a good knowledge of the law and legal procedures of the country.
- Crime reporter should have a feeling of social responsibility

17.2.5 Precautions Required for Crime and Corruption Reporters

The following safeguards are helpful to reporters covering crime and corruption stories:

- a) **Arrest:** when such reports are covered, the



exact charge against the arrested person should be given and it should be documented by either a record or acknowledgment to concerned official. The news must be handled with care.

- b) **Accusations:** when a person is under suspicion but is not charged with crime. Therefore, cases of suspicion are not usually given too extensive and detailed news treatment if no privileged material is available for use.
- c) **Confessions:** the word confession is used to describe statements made by a person to the police or to prosecuting authorities and is dangerous when it is not used in open court. Unless it is proved that a person has confessed, the reporter should use such terms as statement, explanation, admission to report the case. It is necessary to remember that under law, a person is presumed to be innocent until he has been found guilty.
- d) **Investigation:** no reporter and news organisation has rights to interfere in police investigation except in extraordinary circumstances. During the course of investigations, reporters are confined to listing the identities of witnesses who have entered or left police station or court room.
- e) **Case of violent death:** in case of suicides, speculative reports should be avoided by the reporter. There are certain points which reporter must keep in mind while reporting:
 - Sometimes the police and prosecutors do not give information which means that the research must be done in a very short time so that a logical story may be written.
 - There is no guarantee of police accuracy, so police versions and other facts must be cross checked.
 - Police and journalist terminology are not necessary identical. The legal term for slaying is homicide, but many newspapers incorrectly refer such crimes as murders.

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 is crime and corruption reporting and what is the source of gathering such news?

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2. What are the offences relating to human body under crime and corruption reporting?

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3. List four qualities of a crime reporter.

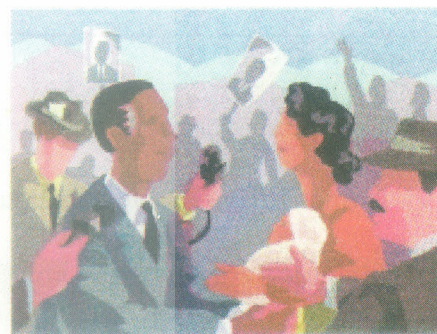
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4. What precautions should be taken by a crime reporter in case of suicides?

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17.3 POLITICS

Politics is the art or science of government or governing, especially the governing of a political entity, such as a nation and the administration and control of its internal and external affairs. Politics has influence over entire working of a particular country such as economy, development, infrastructure, communal harmony, etc.



17.3.1 Political Reporting

Political beat is full of happenings and requires a great analytical bend of mind to analyse various decision and policies. It is covered by those who have good reasoning and interpretation capabilities.

• Elections are widely spaced and political news between them is thin. Only the

large newspapers can afford to employ pure political specialists and in official election periods even these are subject to arrangements which carry them into allied and diversified field of public affairs and governmental operations. Political reporter, always concentrate on the coverage of politics and political happenings at the district or city level.

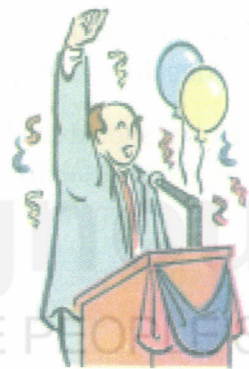
17.3.2 Source of Political News-Statements of Political Leaders, MPs, MLAs, Ministers

1. Press conference organised by political leaders, MPs, MLAs, Ministers.
2. Visits of leaders and ministers.
3. Public meeting addressed by leaders or ministers.
4. Press release issued by the offices of political parties.

17.3.3 Areas Covered in Reporting

Following are the areas covered in political reporting:

- Activities of various political parties at national, state and district level like rallies, staging dharnas, holding demonstrations.
- Internal affairs of party ads formation of pressure, defection, infighting etc.
- Important developments affecting the national and state politics like formation or breaking of alliance, withdrawal of support to a party or ruling government by other party or group.
- General elections or midterm polls for Vidhan Sabha and Lok Sabha.
- Activities of prominent politicians related to national or social cause.



17.3.4 Qualities of a Reporter

- 1) Political reporter must have a thorough knowledge of the political system.
- 2) He/she must be aware of the setup and functioning of the political institutions.
- 3) The organisational setup and the status of different political parties must be known to a political reporter.
- 4) He/she must be acquainted with prevailing political atmosphere in the country.



17.3.5 Precautions Required for a Political Reporter

- 1) He/she should keep a watch on the activities of political parties and their

leaders and write a report after proper verification of the developments in politics.

- 2) Reporter must be in touch with known politicians and ministers and should also keep record of residential addresses and telephone numbers of these leaders.
- 3) He/she must possess good knowledge of the political equations and the factors influencing politics at different levels.
- 4) Political reporters never miss or avoid attending press conferences of known politicians as these conferences can reveal something important and newsworthy.
- 5) He/she should try to get formal interviews recorded so that the concerned political leader may not deny it later.
- 6) In an informal interview political reporter should memorise and maintain accuracy while writing report of such an interview.
- 7) Background material should be ready for reference by the political reporter and should prepare a file of press clippings on important subject.
- 8) A reporter should not make election analysis sitting in his/her office but after taking the tour of constituency and taking stock of the situation.
- 9) He/she should conduct survey of the elections, interview the contesting candidates, taking note of the past result and the present trend in any particular constituency while writing election reports.
- 10) He/she should be patient while covering counting after polling and should not report election results unless it is declared by the Election Commission officially announced by the concerned election officer.

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. Media plays an important role in political reporting. Explain.

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2. What are the areas covered under political reporting?

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3. Write four precautions required for a political reporter while covering political news?

17.4 SPORTS

Sport is commonly defined as an organized, competitive and skillful physical activity requiring commitment and fair play. Some view sports as differing from games based on the fact that there are usually higher levels of organization and profit (not always monetary) is involved in sports. Accurate records are kept and updated for most sports at the highest levels, while failures and accomplishments are widely announced in sport news.



17.4.1 Sports Reporting

Sports reporting is a specialised field meant for a target audience. Sport news is meant for sports lovers and well informed people. Sports journalism is an essential element of any news media organization. Sports journalism includes organizations devoted entirely to sports reporting. Some of the reporters may concentrate exclusively on one sport or even on one team; others will be expected to switch from cricket to football as the season changes and to turn their hand to wide range of other sports as well.

17.4.2 Qualities of a Sports Reporter

Following are the qualities of a sports reporter:

1. Before the game starts the reporter should have the list of both teams and the statistics for the teams, coach's name and schedules. Statistics are important but do not give complete picture, rather they are used to make the story more interesting. Complete reliance on statistics to write a story is not necessary

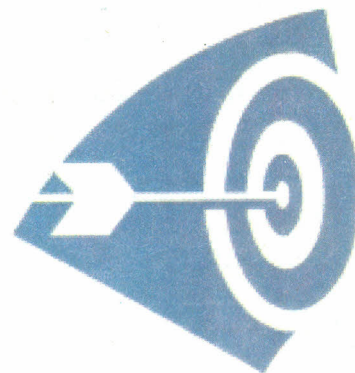
2. Should get all the background interviews before the game, after the game and the reactions to the outcome. If a reporter is doing an unbiased version he/she will have interviews from both teams.
3. After the game it is important to get final interviews with the man of the match and coaches.
4. A reporter should attract those who are not keen on sports and make sports lively and make it a point to structure his story around reader's interest.
5. He/she should inform the people about who emerged victorious and who lost and carefully analyse high and low points of the game.
6. He/she should know the rules and regulations of all the sports and be fully acquainted with terms and their interpretations.
7. He/she should be enthusiastic enough to cover all events and feel passionately about the events.

(www.angelfire.com/ar2/videomanual1/journalism.html)

17.4.3 Precautions for a Sports Reporter

A sports reporter must keep the following points keep in mind while covering sports events:

1. Get the programme as far in advance as possible.
2. Comments from the manager and other game officials who are worth including in the story.
3. Check for changes in team.
4. Don't try to record every move but note about those that lead to something: a near miss, an injury.
5. Watch individual players: are they having a good game or playing badly? How are they reacting to each other? Are they combining well or angry at their team mate's mistakes?
6. Keep an eye on the referee or umpire, the weather and the crowd.
7. Work out what affect, if any, the result has had upon the team ranking.
8. A good reporter should not only have a rapport with sportsperson but also be equally proficient with the technicalities of sports.



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. Sports news is 'specialised field of reporting'. Explain.

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2. What are the preparations done by the sports reporter before the game starts?

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3. What are the Do's and Don'ts for the sports reporter?

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17.5 EDUCATION

Education is the process by which society deliberately transmits its accumulated knowledge, values and skills from one generation to another through institutions. Teachers in such institutions direct the education of students and might draw on many subjects, including reading, writing, mathematics, science and history. This technical process is sometimes called schooling when referring to the compulsory education of youth. Teachers in specialized professions such as media, law or zoology may teach only a certain subject, usually as professors at institutions of higher learning. (en.wikipedia.org/wiki/Education - 205k)

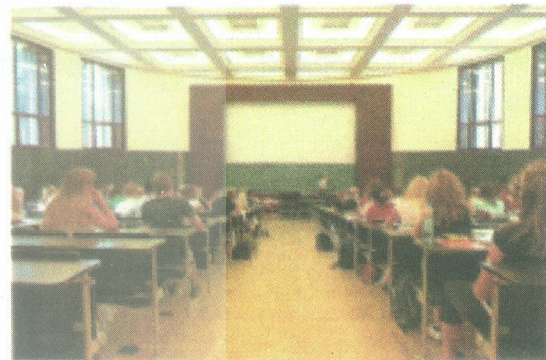


17.5.1 Educational Reporting

The growth in the field of education has brought many problems in funding, educational philosophy, religious integration, campus safety, prayers in school and many more. There is awareness in the media that education cannot be separated from mainstream of society. The education beat includes all schools and colleges, universities and other higher bodies such as UGC, AICTE, etc. While writing a standard news article, the education reporter must present a complex subject in a very simple manner.

17.5.2 Sources of Education News

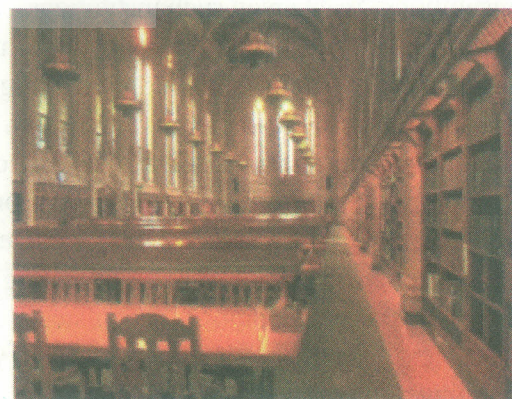
1. Academic discussions held during seminars.
2. Specially organised workshops for trainings.
3. Special lectures addressed by eminent scholars.
4. Papers and others literature published during academic discourse.
5. Research work undertaken by scholars and students.
6. Press releases issued by the PRO or other competent authorities in universities or institutions.
7. Press conferences addressed by Vice Chancellor or Registrars of universities, Directors or Principals of institutions or colleges.
8. Non-academic activities of various groups/sections/union formed by students, non teaching staff and teachers.



17.5.3 Institutions Covered in Educational Reporting

Following are the institutions covered under education reporting:

1. Universities
2. Deemed Universities
3. Autonomous Colleges
4. Institutes of higher studies
5. Research or Professional institutes
6. Technical institutes
7. Schools and Colleges



8. Education departments
9. University Grant Commission
10. All India Council for Technical Education

17.5.4 Precautions Required in the Coverage of Educational News

While covering educational beat following precautions are required to be taken by a reporter:

1. List of the prominent speakers and scholars participating in a seminar or workshop should be obtained or prepared so as to decide before hand who are the people to be covered.
2. A reporter should never miss the press kit normally made available to the scribes at the inaugural function of a seminar or workshop. The kit contains all relevant information including the subject of the discussion, names of the persons delivering speech, making keynotes address, presiding over sessions and printed speeches or papers and photographs besides pen, paper and file cover.
3. A reporter should not depend upon the printed speech as sometimes the speaker deviates from the printed speech and start making spontaneous expression. So a reporter should listen the speech carefully.
4. Reports chiefly academic in nature should be avoided by the reporter. He should try to pick important points that may be useful and interesting to common man and attract a large number of viewers or readers.
5. The lead or intro of the news should be the most important point raised by the speaker or somebody among the speakers.
6. If a programme is inaugurated by some VVIP, it becomes obligatory for the reporter to give importance to his/her speech.
7. If something confusing is said by a speaker, reporter must clarify during the question-answer session if that follows the speech or the reporter should meet the speaker personally to have the correct version.



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 media thinks that education is a mainstay of society?

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2. Name the institutes which are covered under educational reporting?

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3. What is a press kit?

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4. What are the sources of information in educational reporting?

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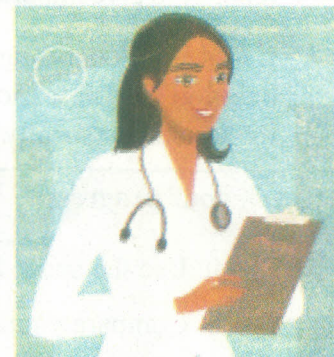
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17.6 HEALTH

Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. Overall health is achieved through a combination of physical, mental, emotional, and social well-being.



17.6.1 Health Reporting

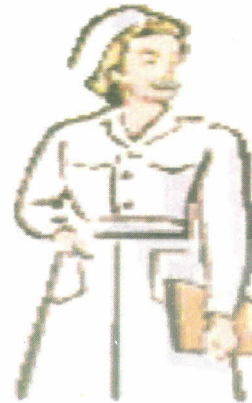
Now-a-days health issues are given importance by many news organisations. A reporter covering health beat must have a good knowledge of health related problems. Health reporters cover stories

ranging from hospital fund raising organisations to outbreak of swine flu, taking in a host of topics from the world of medicine and its periphery.

17.6.2 Sources of News

The health reporter should know how to utilise the sources to get maximum information.

1. Health Providers like Department of Health, Govt. and private hospitals, care homes, clinics and social services.
2. Practitioners such as doctors, dentists and the alternatives like yoga and meditation groups.
3. Managers and supervisors including council health committees, hospital trusts, medical officers, etc.
4. General health like gyms, health clubs, sports club, slimming clubs, health food shops, etc.
5. Experts such as nutritionist and fitness experts, pharmacists, drug manufactures.



17.6.3 Scope of Health Reporting

Following are the areas covered under health beat:

1. **Government Hospitals:** they occupy an important place not only in health reporting but also in crime reporting because of the following:
 - In medical legal cases, FIR is lodged with the police and such cases are only accepted in government hospitals only.
 - Post-mortems of those who suffered unnatural deaths are also performed at govt. hospitals. Thus, crime reporters get important information for their reports from govt. hospitals.
 - The subjects which are chased by a health reporter include:
 - Important operations conducted by doctors and their successes or failures.
 - Care or neglect of the patients.
 - Availability of modern facilities or lack of facilities.
 - Corruption in administration of govt. hospitals.
2. **Private hospitals or Nursing homes:** these days the no. of private hospitals and nursing homes is constantly increasing. They have contributed a lot to the field of health care and medical treatment. But they have certain demerits like



they create legal problems such as female foeticide, gender identification and also they are very expensive therefore not useful for poor people.

3. **Health facilities in rural areas:** a health reporter should also take into account health facilities in rural areas. In remote areas and villages, inadequate health facilities are available. Primary health centres have been set up by the govt. in some rural areas but their condition is not good and they cannot handle emergency problems.
4. **Public Health:** many public health schemes are launched at the national and international level. All such schemes whether run by the govt. or world health organisation (WHO) provide enough material for coverage.
5. **Activities of Medical Institutes:** the academic activities of medical institutes like ICMR, AIIMS should be properly covered by a health reporter. Researches of these institutes make big news but reporter should take precautions while taking reference from research works. The jargons used in researches should be properly spelled and translated otherwise it could be misinterpreted.

17.6.4 Qualities of a Health Reporter

1. A health reporter should have a basic knowledge of medical science and its complementary branches like anatomy, neurology, physiology, etc. and medical terms and equipments like ECG, ICU.
2. Symptoms and knowledge of certain diseases people generally suffers from. A reporter should have knowledge of certain common diseases and their symptoms.
3. He/she should have a basic knowledge about the parametrers of health of the citizens like birth rate and death rate etc.
4. He/she should be aware of different health schemes and campaigns launched by the govt. or international organisations.
5. He/she should be aware of public health and be compassionate to sick people.

17.6.5 Precautions Required for a Health Reporter

- 1) He/she should be cautious while reporting medical – legal cases. The facts should be checked from the hospital authorities before writing such reports.
- 2) Health reporter should not hesitate in exposing the corruption widespread in govt. hospitals but after collecting relevant facts.
- 3) He/she should be ready to take up the people's cause by narrating the troubles of patients in hospitals.



- 4) He/she should give due importance to the version of the hospital authorities with regard to a particular situation.
- 5) Health reporter should ascertain the status and the administrative set up of a hospital while making a reference to it in news.
- 6) He/she should help in promoting the cause of public health by highlighting the activities of voluntary organisations.

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. Why government hospitals are an important source of information for both health and crime reporting?

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2. Discuss the qualities of a good health reporter?

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3. What precautions are required while covering health news?

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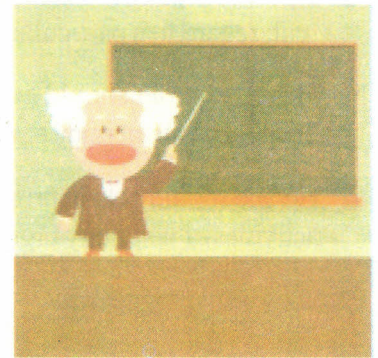
17.7 LET US SUM UP

In this unit we have discussed different news beats that make media content. When it comes to a specialised area of reporting, technical knowledge and familiarisation with the jargon will help the reporter to understand the nuances of specialised reporting.

We have discussed about the crime and corruption beat. Crime and corruption is a part of life and it is a reporter's duty to inform the public of

what type of crimes are happening in their city, state and country. The reporter should have good contacts in the police as well as a working knowledge of the Penal Code and law. He must observe code of conduct.

Stories related to crime can come in the form of murders, accidents, robberies, fraud, kidnapping, rape, etc.



Next we discussed about the political beat.

The media play a vital role in informing us what is politically happening in our country. What decisions are taken by governing authorities and whether they are for our benefit or not is informed by the media. Reporter covers meetings of councils and political parties. While reporting a story, reporter must know the prevailing political atmosphere in the state or country. He/she should attend every press conference and meetings. He must be cautious while writing political news.

Sports beat plays a major role in the media. It calls for good writing skills and technical knowledge. Sports reporter must be able to bring out a report under pressure and meet deadlines. He must develop a habit of recording ideas or any information he comes across. His commentary on sports should depict his grasp of the problem facing sportsperson and the teams. There are four news values in sports reporting: victory, defeat, judgement and human interest. These four news values must be present in good sports news.

In India, education has become an important beat in media. Issues such as school prayer, crime, lunch – programme funding etc, are interlinked with society. Education reporters cover everything from retiring village school teacher to national debates on the future of higher education. The areas covered under this beat include seminars, exams results, sports day, fund raising day and strikes by students and teachers.

The last discussion in this chapter was about health beat. A reporter covering health beat must have a good understanding of existing health problems. He/she should always keep an eye on recent developments which help to overcome diseases. He/she must be knowledgeable enough about various types of diseases so that public can be inform about then Do's and Don'ts during an illness.

CHECK YOUR PROGRESS: MODEL ANSWERS

Check your progress 1

1. Media inform the viewers and readers of what type of crimes and corruptions are happening in their city, state or country. The sources are the police and the eyewitness or the person involved in the case.
2. Murder, assassination, causing death by rash or negligent act, attempt to murder, attempt to commit suicide, rape, kidnapping and abduction.
3. A crime reporter should be a daring person because covering crimes is a tough job. He should have a good knowledge of the law and legal procedures of the country. Crime reporter should have a feeling of social responsibility.

4. Sometimes the police and prosecutors do not give information. There is no guarantee of police accuracy, so facts must be cross checked. Police and journalist terminology are not necessarily identical.

Check your progress 2

1. Media play a vital role in informing us what is politically happening in our country. What decisions are taken by the governing authorities and whether it is for our benefit or not, is informed by media.
2. Activities of various political parties at national, state and district level like rallies, staging dharnas, holding demonstrations. General elections or midterm polls for Vidhan Sabha and Lok Sabha. Activities of prominent politicians related to national or social cause.
3. Political reporters never miss or avoid attending the press conferences. Try to get formal interviews recorded so that the concerned political leader cannot say that it was not said by him. Write a report only after proper verification of the developments in politics.

Check your progress 3

1. Sport news is meant for sports lovers and well informed people. Sports journalism is an essential element of any news media organization.
2. List of both teams and the statistics of the teams, coach's name and schedules. Get all of the background interviews before the game starts.
3. Keep an eye on the referee or umpire, the weather and the crowd. Check for changes in team. Don't try to record every move but note about those that lead to something: a near miss, an injury.

Check your progress 4

1. **Issues such as school prayer, crime, lunch – programme funding etc, are interlinked with society.**
2. Universities
Deemed Universities
Education departments
University Grant Commission
All India Council for Technical Education
3. The kit contains all relevant information including the subject of the discussion, names of the persons delivering speech, making keynotes address, presiding over sessions and printed speeches and photographs.
4. Seminars, workshops, researches, special lectures, press releases, etc.

Check your progress 5

1. In medical legal cases, FIRs are lodged with the police and such cases are only accepted in government hospitals. Post-mortems are also performed at govt. hospitals. Thus, crime reporters get important information for their reports from govt. hospitals.

2. Basic knowledge of medical sciences, awareness of different health schemes and campaigns launched by the govt. or international organisations.
3. Should be cautious while reporting medical – legal cases, should not hesitate in exposing the corruption widespread in govt. hospitals and should help in promoting the activities of voluntary organisations.

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UNIT 18 LIFE STYLE AREAS

Structure

18.0 Objectives

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18.6 Let Us Sum Up

18.7 Answers to Self Check Questions

18.0 OBJECTIVES

This unit has been designed to bring to your awareness, certain areas of interest in life style of the target audience. The prerequisites in framing purposeful media content and the exact methods to the effect. This study will help you to understand the importance of certain issues that are of significance and much written about. A thorough study of this unit will enable you to:

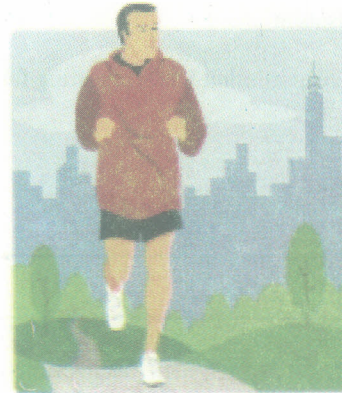
- Know about different life style areas
- The significance of these areas in today's scenario
- Their origins and their effects in shaping up the current social structure
- Essential points to keep in mind when writing about them

18.1 INTRODUCTION

Lifestyle was originally coined by Austrian psychologist Alfred Adler in 1929. In sociology, the certain way a person lives in, is termed as his own lifestyle which can vary from person to person. It is a characteristic cluster of behaviors that a person exhibits in a given time and place, which makes sense to both others and oneself, including social relations, consumption, entertainment and dress. The exhibited behaviors and practices within lifestyles are a mix of habits, doing things in a conventional way and reasoned actions. It typically reflects an individual's attitudes toward life, values or worldview. Therefore, a lifestyle is a means of forging a sense of self and to create cultural symbols that resonate with personal identity. All its aspects are not entirely voluntary in characteristic. Lifestyle choices available to the individual and the symbols she/he is able to project to others and the self can be constrained by the surrounding social and technical systems. The demarcation between personal identity and the everyday conduct that signal a particular lifestyle become blurred in modern society.



In this unit we will try to identify with the different forms of lifestyle that most people follow. We will also learn the technique for writing about different



lifestyle- the dos and don'ts of media writing. (<http://en.wikipedia.org/wiki/Lifestyle>)

Check your progress 1

Activity A

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

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

1. Define lifestyle and its characteristics.

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2. What does the life style of a person reflect about him/her?

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3. Answer the following:

i) What do you do in your leisure time?

- a. read books
- b. watch television
- c. play sports
- d. go for a movie
- e. go shopping

ii) What kind of clothes do you generally wear?

- a. Normal jeans and t-shirt
- b. Branded clothes
- c. Never care much about what to wear
- d. I'm a trendsetter

iii) What is your fitness routine?

- a. Daily exercise
- b. Thrice in a week
- c. I forget to exercise

iv) Given a choice what would you pick out of the following:

- a. Pizza, burger, sandwiches

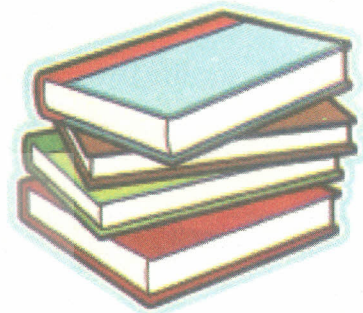


- b. Milk and cookies
- c. Fruits and juices

18.2 YOUTH AFFAIRS

18.2.1 Education

Education is an assimilation of knowledge, information and skills during the course of life including education that comes from experience. Teachers may draw on many subjects, including reading, writing, mathematics, science and history. Teachers in specialized profession such as astrophysics, law, or zoology may teach only a certain subject, usually as professors at institutions of higher learning. The educational opportunity at the informal level can be with museum, libraries and the Internet. (<http://en.wikipedia.org/wiki/Education>)



Education is a broad concept:

1. **Instruction** refers to the intentional facilitating of learning towards identified goals, delivered either by an instructor or other forms.
2. **Teaching** refers to the actions of a real live instructor designed to impart learning to the student.
3. **Training** refers to learning with a view toward preparing learners with specific knowledge, skills or abilities that can be applied immediately upon completion.

The right to education has been described as a basic human right: since 1952, Article 2 of the first Protocol to the European obliges all signatory parties to guarantee the right to education. At world level, the United Nations' International Covenant on Economic, Social and Cultural Right of 1966 guarantees this right under its Article 13.

18.2.1.1 Types of Education

- a) **Primary education** or elementary education consists of the first years of formal, structured education. It consists of six or seven years of schooling starting at the age of 5 or 6, although this varies between and sometimes within, countries. Globally, around 70% of primary-age children are enrolled in primary education.
- b) **Secondary education** consists of the second years of formal education that occur during adolescence right after the primary education. It is characterized by optional, selective tertiary, "post-secondary", or "higher" education (e.g., university, vocational school) for adults. Depending on the system, schools for this period may be called secondary or high schools, colleges or vocational schools.

- c) **Higher education** also called tertiary or post secondary education, is the educational level that follows the completion of a school providing a secondary education, such as a high school. It normally includes undergraduate and postgraduate education, as well as vocational education and training. Colleges and universities are the main institutions providing tertiary education which results in the receipt of certificate, diplomas, or academic degrees.



It also includes teaching, research and social services activities of universities.

- d) **Adult education** has become common in many countries. It takes on many forms, ranging from formal class-based learning to self-directed learning.
- e) **Alternative education** also known as *non-traditional education* or *educational alternative* is a broad term that may be used to refer to all forms of education outside of traditional education (for all age groups and levels of education). This may include not only forms of education designed for students with special needs (ranging from teenage pregnancy to intellectual disability), but also forms of education designed for a general audience and employing alternative educational philosophies and methods.
(<http://en.wikipedia.org/wiki/Education>)

18.2.2 Career

Career is a term defined as an individual's course or progress through life or a distinct portion of life pertaining to remunerative work and sometimes formal education. It is mostly seen as a course of successive situations that make up a person's occupation. One can have a sporting career or a musical career without being a professional athlete or musician, but most frequently "career" in the 20th century referenced the series of jobs or positions by which one earns one's money. In the



21st century the idea of personal choice and self direction picked up, aided by the power of the Internet and the acceptance of people having multiple kinds of work. The idea of a career is shifting from: a closed set of achievements, to a defined set of pursuits looking forward. (<http://en.wikipedia.org/wiki/Career>)

You might have an education in a separate field but it is also possible that you find your career in a totally unrelated field. Some of them are,

- o Teaching
- o Sports
- o Media (print or electronic)
- o Medical

- o Technical
- o Arts (dance/music/theatre/movies)

Check your progress 2

Activity B

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

1. What is education? Enumerate its types.

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2. Is there a difference between education and career? Explain in three or five sentences.

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3. What are the important points to keep in mind when writing about career?

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18.2.3 Gadgets

If you are tech savvy and active in today's society, you couldn't have missed the word 'gadget'. The word itself means a lot of different things to a whole lot of different people. How can an item be a gadget one week and not the next? What makes one mobile phone a gadget, while another isn't? Does something have to be high-tech to be a gadget? What draws people to gadgets?

18.2.3.1 What is a gadget?

Gadgets are invariably considered to be more unusually or cleverly designed than normal technology at the time of their invention. Gadgets are sometimes also referred to as gizmos. (<http://www.cgadgets.net/>)

18.2.3.2 Types of Gadgets

a) Mechanical gadgets

Clocks, bicycles and thermometers are amongst the very large number of very popular mechanical gadgets. The invention of mechanical gadgets though is based more on innovation of the inventor rather than education.

b) Electronic gadgets

Electronic gadgets are based on transistors and integrated circuits. A source of electric power is needed to use it, quite unlike the mechanical gadgets. The most common electronic gadgets include transistor radio, television, cell phones and the quartz watch. The pattern continues in tons of consumer electronics as iPods, mobile phones, laptops and the most recent revolutions are Hi-Def (high-definition) television, latest-generation gaming consoles and satellite navigation equipment. GPS-based SatNav systems are taking over in a big way, carving the way from obscure tech gadget to mainstream accessory.



c) Programmable gadgets

Most of the modern gadgets belong to this category.

d) Application gadgets

Computer programs that provide services without needing an independent application to be launched for each one instead run in an environment that manages multiple gadgets. There are several implementations based on existing software development techniques, like Java Script, form input and various image formats. (<http://en.wikipedia.org/wiki/Gadget>)

18.3 CULTURE

Culture has been derived from the Latin word *cultura* stemming from *colere*, meaning “to cultivate”. Its dynamic, always in a state of ever going change, hence, it has been difficult to coin an exact definition of culture. The word “culture” is most commonly used in three basic senses:

- excellence of taste in the fine arts and humanities
- an unified pattern of human knowledge, belief and behavior that depends upon the capacity for symbolic thought and social learning
- an institution, organization or group characterized by their set of shared attitudes, values, goals and practices

Today we see culture as a mixture of arts, cuisine, style of dressing etc. (<http://en.wikipedia.org/wiki/Culture>)

18.3.1 Film

The **history of film** spans over a hundred years, from the latter part of the 19th century to the beginning of the 21st century. Motion pictures developed gradually from a carnival novelty to one of the most important tools of communication, entertainment and mass media in the 20th century and it certainly has had a substantial impact on the arts, technology and politics.



18.3.1.1 Important points to keep in mind while writing about film

A good film review must have the following different parts:

a) **Credit:** this includes almost everything pertaining to the topic of the film to its cast and crew,

- title and year,
- genre
- director
- screenwriter
- music or soundtrack
- main actors



b) **Plot:** it should always have the synopsis or summary of the plot. Make sure that your summary makes sense to a reader who does not know the movie. Do not refer to specific scenes and do not try to explain everything. Provide only a brief summary of the film. You must also include the under mentioned, but not as different parts, include them in your description of the story:

- **Place and time:** Where does the action take place? When does the action take place? (in the present time or 19th century) Is the story chronological (according to the order of time) or flash back
- **Background:** society, country, kind of people (age, culture social class), historical time
- **Genre:** horror, comedy, drama, adventure film, thriller

c) **Characters:** the main characters should be explained as follows:

- physical description
- psychological description
- age, nationality social/personal background

d) **Vocabulary:** should neither be hard to understand or full of jargons. Technical terms such as, choreographer, cameraman, cinematography etc. are known to all and hence acceptable.

Conclusion: while writing your review, try to answer the following questions:

- What message is being told? What was the director's purpose or intention or the theme of the film?
- Compare with other realities you know (your country, historical fact or event, other film from the same director or genre)
- Your review is not your personal opinion but an overall study of the film providing the readers the information about why they should or shouldn't watch the movie.
- The review should be short and provide a broad overview.
- Keep the reader's interest your top priority.



18.3.2 Music

Varying widely between times and places, music is found in every known culture, past and present. Scientists now believe that modern humans emerged from Africa 160,000 years ago and around 50,000 years ago, they began to disperse from Africa reaching all the habitable continents. It is concluded that music must have been present in the ancestral population prior to the dispersal of humans around the world, since all people of the world, including the most isolated tribal groups, have a form of music.



18.3.2.1 Music genre

- a. Art music is the musical expression of high culture which primarily refers to classical music, including European classical music, or others listed at list of classical music styles (including non-European classical music), contemporary classical music (including Electronic art music, Experimental music and Minimalist music). Art music may also include certain forms of Jazz (even though jazz is primarily a popular form of music).
- b. Popular music is the musical expression of popular culture. The usual stereotype of "popular music" is music belonging to any of a number of musical styles that are accessible to the general public and are disseminated by one or more of the mass media.
- c. Traditional music is the modern name for what used to be called "folk music", before the term "Folk music" was expanded to include a lot of non-traditional material. The defining characteristics of traditional music are:
 - Oral transmission: The music is passed down, or learned, through singing and listening and sometimes dancing
 - **Culture basis:** The music derives from and is part of the traditions of a particular region or culture.



- d. **Fusional origins** is found in the West. A fusion genre is a music genre that combines two or more genres. The main characteristics of fusion genres are variations in tempo, rhythm and sometimes the use of long musical “journeys” that can be divided into smaller parts, each with their own dynamics, style and tempo. (http://en.wikipedia.org/wiki/Music_genre)



Some things which you might want to keep in mind while writing about music:

- Having a thorough knowledge of different genres of music always helps.
- Study the work of different musicians to get a hang of what exactly it is that you would like to tell your readers to look forward to.
- When talking about a particular music artist it is better to perform a background check on his previous work.
- Its important to tell your readers why you are writing about a particular work of music, why you like it or don't like it and what your readers will like in it.
- A little information given about the artist enhances your writeup.

18.3.3 Cuisine

Cuisine is just another integral part of any culture, which explains a lot about its descent in the cultural lineage. Every culture has their own recipes and ingredients which are passed on to generations and secured as inheritance. That is exactly how these recipes are kept alive over the years.

History of Indian Cuisine

The genesis of Indian Cuisine lie with the ancient Indian civilizations of Harappa and Mohenjodaro. Since then, Indian Food has been influenced by a number of factors and each of these have made the food of India known to the world. The people of Mohenjodaro and Harrapa were pushed to the Southern part of India by the invasion of the Aryans who came from Europe or Asia Minor. The Aryans developed the ideas of Ayurveda further. (<http://indianfood.indianetzone.com/1/history.htm>)

Influences from subsequent conquests on the Indian sub-continent

- **The Aryans:** During the Aryan period the cuisine of the Great Hindu Empires concentrated on the fine aspects of food and to understand its essence.
- **Mongolians:** hot pot cooking
- **Persians:** The most notable was the influence of Persian rulers who established the Mughal Rule in India.



- Turks
- **Greeks:** Alexander the great
- **Chinese:** from trading and cultural and educational exchanges with them
- **Arabs:** traders
- **Portuguese:** the Indian Vindaloo dish is a result of the Portuguese
- **British:** Indian Ketchup, tea

The **cuisine of India** is characterized by its sophisticated and subtle use of many locally available resources, including spices and vegetables grown across India and in some parts of India, for the widespread practice of vegetarianism across its society. Each family of Indian cuisine is characterised by a wide assortment of dishes and cooking techniques. As a consequence, it varies from region to region, reflecting the varied demographics of the ethnically diverse Indian subcontinent. India is a land of different culinary arts.



- **Cuisine of North India:** meals consist of chapatis or rotis (indian breads) and rice as staples, eaten with a wide variety of side dishes like dals, curries, yogurt, chutney and achar (pickles).
- **Cuisine of West India:** This region has the most diverse style of food in India. Rajasthani food is spicy and largely vegetarian but includes many delicious meat dishes like Laal Maas (red meat curry) while Gujarat's cuisine is known for its slight sweet touch and is traditionally entirely vegetarian.
- **Cuisine of East India :** Eastern India gets heavy rainfall so rice is the major crop. Fish is very popular in the coastal state of West Bengal.
- **Cuisine of South India:** South Indian dishes are mostly rice-based, sambhar, rasam and curries being important side dishes. Coconut is an important ingredient in most South Indian food.
- **Cuisine of Central India:** Cuisine of Central Zone of India is a combination of both sweet and salty flavours. People of this part of the country do not have a distinct and exclusive cuisine of their own, but they have beautifully imbibed the best of the food cultures from the neighbouring states.

Sweets: Sweets and mithais are mostly made from pure ghee. Indian sweets can be divided into two main categories broadly. First category consists of milk based sweets such as Rabri, Peda, Rasbari, Burfi etc. The second category consists of flour based sweets such as Malpua, Mohan Thal, Laddu, Halwa etc. Most Indian sweets are also made of 'khoya' or 'Mava'.

http://indianfood.indianetzone.com/1/indian_sweets.htm

Beverages: Beverages are a very important part of any diet. The morning of

every human being starts with a beverage, be it a cup of tea, coffee or a refreshing glass of lassi. http://indianfood.indianetzone.com/1/indian_sweets.htm

Food reviews: a few things to keep in mind

1. Start the review with the location where the food was served i.e. either the restaurant you visited that serves that particular cuisine relevant to the region.
2. Talk about the region you have decided to write upon and its chief cuisine.
3. Give a description of the main ingredients that find place in the recipe and make it taste the way it does.
4. Too many jargons are not needed. For example, instead of mentioning cilantro (Spanish version of coriander), it can be called coriander leaves as it is easily recognized by Indian readers.
5. Language should not be complex.
6. The information you convey to the readers does not have to be your personal point of view. You are required just to relate the trivia.



18.3.4 Fashion

The clothes we wear declare a lot about us and the culture we live in. The popular dress of a culture is viewed as a symbol that shows such aspects such as the political climate, technological patterns and economic conditions. The clothes that we wear reflect our occupation and status. **(Cunningham and Voso Lab, Dress and Popular Culture, Bowling Green State University Popular Press, Bowling Green Ohio, 1991, p. 1).**

A businessperson, for example, is more likely to be seen performing his job in a power suit as opposed to overalls. Society follows the trends, yet many believe we set the trends. Obviously there is some primal beginning to such a conception. When the youth (or the fashion conscious; fashion used to mostly target women in their mid-twenties, now primarily the youth - or teens - are addressed) is questioned in today's society, their answer is the media **(Sweetman, P., Anchoring the (post-modern) self? Body modification, fashion and identity, in Body and Society, 5 (2-3), 1999, Sage Publications, p. 52).**

The media, through utilization of outlets such as magazines, newspapers, television, radio, and the World Wide Web or Internet, transports information regarding the fashion system. However, media is simply the messenger and conveyer, promoting its products. Fashion has been discussed in detail under section 18.5.

Check your progress 3

Activity C

- 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 gadgets? Name any four gadgets.

.....

2. Define culture

.....

3. Is language a part of culture? Yes/No

4. List various cuisines according to their geographical locations in India.

.....

18.4 FITNESS/ YOGA ACTIVITIES

18.4.1 Yoga: the fitness secret

Today, many people are taking up yoga techniques for physical exercise. The practice of yoga is much more than a system of physical exercise for health. Yoga is an ancient path to spiritual growth and originates in India where Hinduism is practised.



18.4.2 History of yoga

The practice and goal of yoga dates back to the

Upanishads written between 1000-5000 BC. The Yoga sutras of Patanjali are universally accepted as constituting the verbal foundation of the Yoga tradition. In its recorded history and continuous evolution, Yoga has come to represent not only the ultimate goal, but also the many practices, techniques, methods and ways that to move toward that goal. Thus the literature includes numerous yogic paths.

18.4.3 Yoga and globalisation

Today yoga is a thoroughly globalised phenomenon. Both in India and abroad, adults, children and teenagers are practising yoga in diverse settings; gyms, schools, home, work, yoga studios and temples. The yoga diaspora began well over a hundred years ago and we continue to see new manifestations and uses of Yoga in the modern world.



In today's world with ever expanding waistlines, increasing chronic diseases and unrelenting stress we all need something that will help us combat these elements. Yoga helps us do just that, by increasing our physical fitness. There are number of benefits which people get from yoga and because of this reason yoga has become one of the fastest growing activities of the world. (<http://www.helium.com/items/1118137-physical-fitness-and-yoga>)

18.4.4 Benefits of yoga

- **Increasing Flexibility** – yoga has positions that act upon the various joints of the body including those joints that are never really on the 'radar screen' let alone exercised.
- **Increasing lubrication of the joints, ligaments and tendons** – likewise, the well-researched yoga positions exercise the different tendons and ligaments of the body. It has been found that the body which may have been quite rigid starts experiencing a remarkable flexibility in even those parts which have not been consciously worked upon.
- **Massaging of all Organs of the Body** – Yoga acts in a wholesome manner on various body parts. This stimulation and massage of the organs in turn benefits us by keeping away disease and providing a forewarning at the first possible instance of a likely onset of disease or disorder.
- **Complete Detoxification** – By gently stretching muscles and joints as well as massaging the various organs, yoga ensures the optimum blood supply to various parts of the body. This helps in the flushing out of toxins as well as providing nourishment up to the last point, leading to benefits such as delayed ageing, energy and a remarkable zest for life.
- **Excellent toning of the muscles** – Muscles that have become flaccid, weak or slothy are stimulated repeatedly to shed excess flab and flaccidity.

(<http://www.healthandyoga.com/html/yoga/Benefits.html>)

18.4.5 Important points to keep in mind while writing about yoga

1. Since yoga today is a highly popular form of fitness practice, always bear in mind about the different asanas that are involved.
2. Yoga practice is not recommended for those who suffer from heart ailments or joint pains so it is advisable to recommend doctoral supervision.
3. A thorough knowledge of the intricacies involved in yoga always comes in handy.
4. Except for the names of the asanas, unnecessary usage of jargons only makes your writing drab.
5. Always read your review from a reader's point of view and try to see if it might be of interest to them.

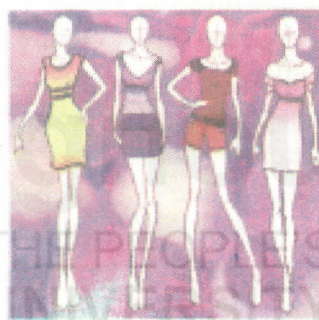


18.5 FASHION

The rich and the famous have always influenced the seasonal trends and so have political figures and royalty.

Even the media and the magazines are not way behind to report about the daily style checks. Highly prosperous societies have a chance to offer a variety of different fashions, to choose from the clothes or

accessories. Fashion houses and their associated fashion designers, as well as high-status consumers (including celebrities), appear to have some role in determining the rates and directions of fashion change. Fashionable clothing started spreading rapidly from the upper classes to the middle and working classes in the West. As communications improved, evidence shows fashion also started in other parts of the world. The everyday European styles replaced the traditional clothing styles of Africa, Asia and America. As national economies grow increasingly, international, clothing styles have become correspondingly global. However, different cultures have modified these originally European styles in accordance with local values and lifestyles.



18.5.1 History of Fashion

From the 1900's, one can find a whole lot of change and evolution in the history of fashion. The fashion fiestas right from the sheer elegance of Maharani Gayatri Devi's pastel chiffon sarees, to the stylish paired down dressing of the 90's, from the Indian icons, to the worldwide youth icon-Princess Diana, the Princess of Wales has been right on top of audience's priority.

Ancient Indian Fashion Facts:

Cotton clothing was predominantly used in India during the olden days. This was as early as the Harappan civilization. During the Aryan period, women started wearing the Sari which were also made in silk apart from the regular cotton ones. Wealthy women only wore silk in the ancient days. Saris were generally having the length of five yards or even nine yards, at times. The Indian sari has always been a very elegant piece of garment, which was always worn with a *choli* or a blouse.

With the Persian influences in Indian fashion, women and men wore long tunics that went down to the knees with trousers that were known as *churidars*. Ancient Indian attire also includes the very popular, versatile, comfortable and stylish *salwar-kameez*.

18.5.2 Fashion and Globalisation

Due to advances in technology, migration and increased communication flows especially in the wealthier nations such as America, the world en masse is becoming progressively more exposed to western media and lifestyle. Westernised fashion has seeped into every culture, affecting them all to varying degrees. Fashion has functioned throughout the history of man as a determination of identity and position in society. It especially impacts youth, as the market specifically addresses the 'young and free' and promotes western fashion as the ideal of 'cool' and 'popular', 'trendy', 'modern' and 'stylish'. Paul Poiret, Yves Saint Laurent, Christian Dior and Givenchy are a few famous names to list. (Brady D., et al, 4/8/2003, p. 2)



18.5.3 Important things to keep in mind when reporting fashion

1. Fashion trends keep changing regularly. Keep yourself updated on the new trends.
2. There is always a new trend coming up at a new fall; keep a close look at the fashion events.
3. Remember fashion has different definitions for men and women. Try to base your write up on this fact.
4. If possible interview a few fashion designers to know what is in vogue. It will only help you write better.

Check your progress 4

Activity D

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

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

1. How is yoga beneficial to the human body?

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2. What is fashion? Why is it recognized as a global phenomenon?

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3. Enumerate important points to keep in mind while writing about fashion?

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18.6 LET US SUM UP

In sociology, the certain way a person lives in, is termed as his own lifestyle which can vary from person to person. It is a characteristic cluster of behaviors that a person exhibits in a given time and place, which makes sense to both others and oneself, including social relations, consumption, entertainment and dress.

Education is an assimilation of knowledge, information and skills during the course of life including education that comes from experience.

Career is a term defined as an individual's course or progress through life or a distinct portion of life pertaining to remunerative work and sometimes formal education. It is mostly seen as a course of successive situations that make up a person's occupation.

A **gadget** is a small technological object (such as a device or an appliance) that has a particular function, but is often thought of as a novelty.

Culture has been derived from the Latin word *cultura* stemming from *colere*, meaning "to cultivate". Its dynamic, always in a state of ever going change, hence, it has been difficult to coin an exact definition of culture. Today we see culture as a mixture of arts, cuisine and style of dressing.

Yoga is an ancient path to spiritual growth and originates in India where Hinduism is practised.

In fashion, the rich and the famous have always influenced the seasonal trends and so have political figures and royalty. Fashionable clothing started spreading rapidly from the upper classes to the middle and working classes in the West. As communications improved, evidence shows fashion also started in other parts of the world.

18.7 ANSWERS TO SELF CHECK QUESTIONS

Check your progress 1: Activity A

1. Lifestyle is only a particular way an individual expresses himself either creatively or generally. A person might state himself/ herself by following certain ways of expression, for instance, wearing certain type of clothing only, eating certain food, trying to do normal things differently which makes him/her stand out of the crowd.
2. A person's lifestyle reflects the attitude of a person towards his/her life. If the person has a healthy lifestyle, he/she will follow a healthy routine which comprises daily exercises, healthy food, routine health checkups and avoidance of overindulgence in anything. On the other hand, if a person drinks and smokes a lot or by professional compulsion has to work night shifts, his/her lifestyle will be totally different. People in different professions tend to have dissimilar modes of life.

Check your progress 2: Activity B

1. Education is an assimilation of knowledge, information and skills during the course of life including education that comes from experience.

Types of Education

- Primary education
 - Secondary education
 - Higher education
 - Adult education
 - Alternative education
2. Education is what we attain during a lifetime after years of study moving through educational institutes such as school, college and finally university. Career on the other hand is what we pursue to earn money. We may or may not find a career in our field of study. Career is formed through years of experience and by working for organizations.
 3. Important points to keep in mind while writing about career:
 - a. The reporter must have knowledge about the various fields of education or profession which help in shaping up a career.
 - b. There are an array of fields which offer careers in different spheres.

- c. The reporter must make sure some information is being delivered to the reader
- d. A thorough research should be carried out beforehand to avoid any wrong information reaching a needy student.

Check your progress 3: Activity C

1. Gadgets are invariably considered to be more unusually or cleverly designed than normal technology at the time of their invention.

- i) iPods
- ii) Mobile phones
- iii) Laptops
- iv) Hi-Def (high-definition) television

2. Culture is defined by the following:

- excellence of taste in fine arts and humanities
- an unified pattern of human knowledge, belief and behavior that depends upon the capacity for symbolic thought and social learning
- an institution, organization or group characterized by their set of shared attitudes, values, goals and practices

4.

Cuisine of North India: chapatis or rotis (indian breads) and rice, dals, curries, yogurt, chutney and achar (pickles)

Cuisine of East India: Rajasthani and Gujarati food

Cuisine of South India: sanbhar, rasam and curries

Cuisine of West India: Rice, Fish

Check your progress 4: Activity D

1. a. Increasing Flexibility
 - b. Increasing lubrication of the joints, ligaments and tendons
 - c. Excellent toning of the muscles
 - d. Complete Detoxification
 - e. Massaging of all Organs of the Body
2. Fashion is nothing but a portrayal of one's own attitude and personality through clothes. It is expressed by creativity and designing fabrics of different texture to make clothes which reflect the artist's imagination.

Fashion is present all over the world and is accepted everywhere. For example Indian saree is worn in England as well as U.S. just as Polo necks and knee length boots are a rage in India.

3. Points to remember when reporting fashion:
 - a. Fashion trends keep changing day in and day out. Keep yourself updated on the new trends.
 - b. There is always a new trend coming up at a new fall; keep a close look at the fashion events.
 - c. Remember fashion has different definitions for men and women. Try to base your write up on this fact.
 - d. If possible interview a few fashion designers to know what is in vogue. It will only help you write better.



UNIT 19 PUBLIC INTEREST AREAS

Structure

19.0 Objectives

19.1 Introduction

19.2 Religious Programmes

19.2.1 The Need for Responsibility in Religious Programs on Television

19.2.2 Points to remember while writing about religious programs

19.3 Astrology Based Programmes

19.3.1 What is Astrology?

19.3.2 Astrology and Indian Mindset

19.3.3 Astrology on TV

19.4 Sexual Problems

19.4.1 Important points to keep in mind while writing about sexual disorders

19.5 Psychological Problems

19.5.1 What is a mental disorder?

19.6 Economics based Programmes

19.6.1 What is economics?

19.7 Developmental issues related to NGO and other organizations

19.7.1 What are NGOs? (<http://www.globalissues.org/article/25/non-governmental-organizations-on-development-issues>)

19.7.2 Factors affecting NGOs performance in plan implementation

19.7.3 Points to remember while writing about developmental issues related to NGOs

19.8 Let Us Sum Up

19.9 Answers to Self Check Questions

19.0 OBJECTIVES

This study aims to give you an insight into the various areas of public interest and their significance in the building up of a society. There are various factors that help structure a society, define its attributes and become an integral part of social structure. Indispensable as they are, they are included into the everyday life of an average person living in that social environment. We will tell you what they are and help you understand why they are important. Also why they have to be dealt with in the most responsible manner? Some of the factors are very sensitive and require mindfulness when being reported or written about. While writing about these areas there are a few things to keep in mind.

19.1 INTRODUCTION

Social structure is a term frequently used in anthropology, sociology and

social theory to refer to enduring relationships or bonds between individuals or groups of individuals. In a general sense, the term can refer to entities or groups in definite relation to each other and relatively enduring patterns of behavior and relationship within a society. It also speaks about social institutions and norms becoming embedded into social systems in such a way that they shape the behavior of actors within those social systems.

[\(\[http://en.wikipedia.org/wiki/Social_structure\]\(http://en.wikipedia.org/wiki/Social_structure\)\)](http://en.wikipedia.org/wiki/Social_structure)

Public interest refers to the “common well-being” or “general welfare” of the members of a society. The public interest is central to policy debates, politics, democracy and the nature of government itself. There are different views on how many members of the public must benefit from an action before it can be declared to be in the public interest: at one extreme, an action has to benefit every single member of society in order to be truly in the public interest; at the other extreme, any action can be in the public interest as long as it benefits some of the population and harms none. The public interest is often contrasted with the private or individual interest, under the assumption that what is good for society may not be good for a given individual and vice versa. All measures employed in the proper functioning of a social structure do not apply to or benefit all its members equally.

[\(\[http://en.wikipedia.org/wiki/Public_interest\]\(http://en.wikipedia.org/wiki/Public_interest\)\)](http://en.wikipedia.org/wiki/Public_interest)

19.2 RELIGIOUS PROGRAMMES

Several Indian religious channels have made it quite easy for the audiences to indulge in spirituality. Religion is an indispensable part of Indian daily life. These channels reach out to the masses through religion. There are numerous Indian religious channels telecasting programs round the clock. CNN to Aastha, most of the television stations offer spiritual channels for the viewers in India. Some of the most popular Indian spiritual channels are Aastha, Sanskar TV, Jagran TV, Good News TV for ex. Saibaba Tere Hazaaron Haath (Star Plus), Narseva Narayanseva (Zee TV).

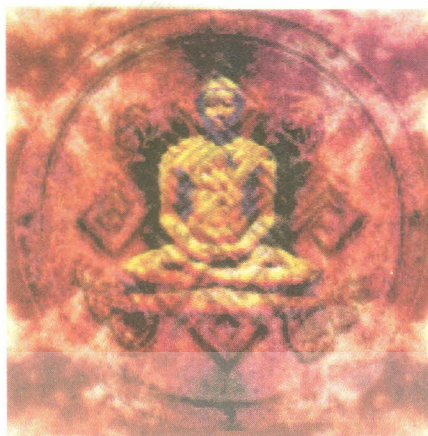


Indian religious channels also telecast programs relating to different traditional treatments, such as, Ayurveda, Unani, reiki and others. Eminent religious gurus reach to millions of followers through satellite channels and cable networks and spread their word of faith. In a way, Indian religious channels mirror the Indian traditions and culture.

These Indian religious channels are also widely watched in the West. The West has always been enticed by the Eastern concepts of spirituality. Such religious channels are fine ways of reaching out to the people interested in Eastern religious philosophies. The Indian religious channels telecast several programs comprising religious songs, religious debates, lectures and programs on Yoga and Ayurveda. During festive seasons LIVE programs are telecast for the viewers.

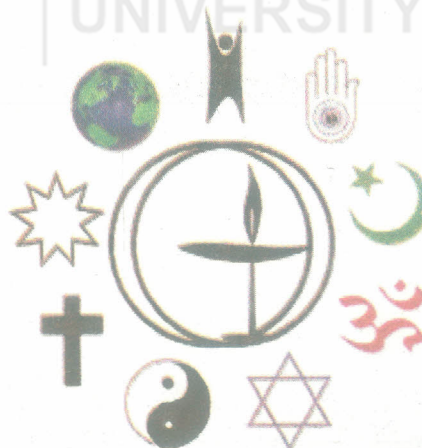
19.2.1 The Need for Responsibility in Religious Programs on Television

The programs, series and films shown on religious issues attract a very large audience for example, animated movie Hanuman found an audience both in kids as well as adults. This of course is good news for people working in television as it means more work and more revenue for the networks. However, apart from that, the quality of the programs themselves does not get the same attention as the publicity and advertising that precedes them.



The quality of the religious programs should never be compromised on casual grounds. After all, the nature of those programs gives them undisputed credibility, with most viewers blindly accepting what is said. The televised lectures are accepted with a pious humility that accompanies the days of the fasting month, Ramdaan for the Muslim community and Navratra for the Hindus, when people strive to immerse themselves in spirituality.

Changing from one channel to the other, the young religious scholars that have acquired fame and respect; their programs are magnets for young and old alike. Some of the speakers and scholars do have a genuine message to deliver and it is a real joy for their audiences to listen to them talking and discussing modern life from a tolerant point of view. This is something that people are eager to hear. Of course things are not perfect and if we have scholars who know their subject matter and talk based on knowledge and years of study, others jump on the bandwagon trying to reach that same status, but without having the same qualifications and this can be very dangerous. However one has to be very careful in selecting which program to watch and which scholar to lend an ear to.



19.2.2 Points to remember while writing about religious programs

1. Religion is a sensitive issue and has to be dealt tactfully.
2. Make sure your statements are not libelous. Stay away from slander.
3. Never let your writing be hindered by prejudices.

4. Your personal opinions are your own to keep, don't make your report subject to your own biases regarding religion.
5. It should be made sure that religious sentiments are not hurt.

Check you progress 1

Activity A

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

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

1. How do you define social structure? What makes up a social structure?

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2. Define public interest.

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3. What according to you should be the responsibility of the channels that broadcast religious programs? Give at least two points.

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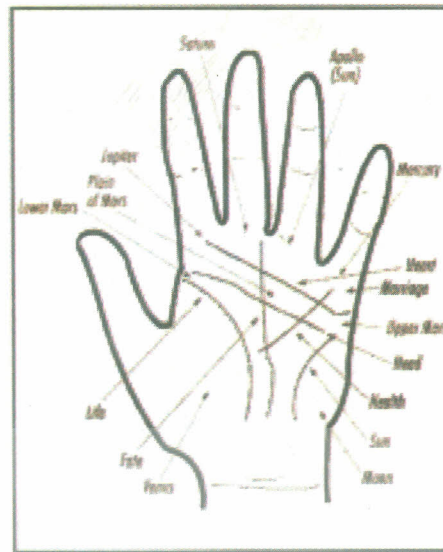
19.3 ASTROLOGY BASED PROGRAMS

19.3.1 What is Astrology?

Astrology is the study of the position of planets, stars and general celestial bodies and how they may affect human behavior and events. It is a Greek word meaning "science of the stars". Astrology is considered both an art and a science. (<http://free-horoscopes.typepad.com/basics.htm>)

Indian astrology, the oldest system of astrology in the world differs considerably from the western system. Indian astrology uses the actual

constellations of stars as seen in the sky. This system gives a completely different chart as compared to the one used by western astrologers. Indian Astrology, originated in ancient Greek Civilization, defines the actual traits of an individual, marital compatibility and the future, based on the position of planets at the time and place of birth. (<http://www.vedic-astrology-prediction.com/indian-astrology.html>)

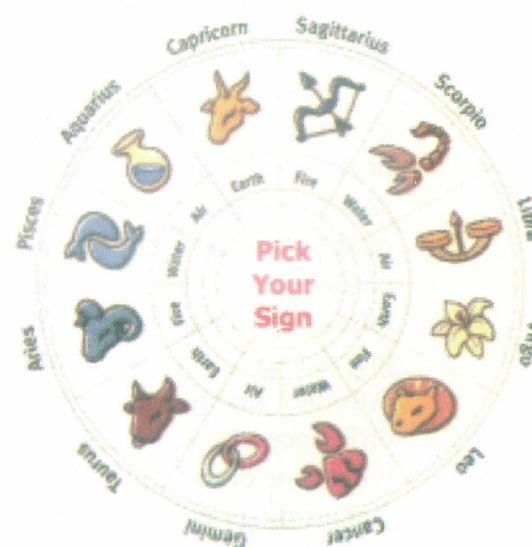


Indian Astrology also differs considerably from the Chinese horoscope, which is based on the year of birth and believes that the year of birth indicates a certain phase or aspect of sixty year circle of time. Many feel that its best use is as a general guide to events and human behavior and not as an absolute. The study of Astrology is at least 5,000 years old and many cultures and civilizations have put their own spin on it. (<http://free-horoscopes.typepad.com/basics.htm>)

19.3.2 Astrology and Indian Mindset

Millions of Indians are turning to their televisions at all hours for the forecast, not of the weather, but of their fortunes. The country's addiction to the art of prediction has spawned astrology programs on many of India's 320 television channels, including those devoted to news and current affairs and at least a dozen stations devoted to astrology 24 hours a day. Of 41 new channels whose applications to begin broadcasting are being considered by the information and broadcasting ministry, almost all will devote airtime to astrology.

Millions of Indians have for long relied on the ancient astrology, which is mentioned in Hindu religious texts, before taking important decisions. Leading politicians are known to plan their political campaigns based on astrological predictions and film stars have often been ridiculed for changing the spellings of their names according to numerological advice to revive sinking fortunes. Some of the top Bollywood film directors always use film titles beginning with the same letter. Rationalists argue against the practice and have run campaigns to debunk fortune-tellers, but there is little indication that the popularity of fortune-telling is fading. If anything, in urban



India, the roadside Hindi-speaking astrologer is increasingly making way for English-speaking, computer-savvy consultants, who employ articulate marketing professionals to sell their services.

In 2004, the Supreme Court approved university instruction in astrology, dismissing a petition asking it to strike down a government decision to start graduate, postgraduate and research courses in the subject. Indians line up eagerly in front of astrologers' offices for their turn to get their horoscopes compiled, palms examined, handwriting analysed and tarot cards read to know if they would travel abroad, get married, have children, succeed in business, or live long. Astrologers say they are increasingly attracting young and educated customers, a trend that reflects changes in Indian society that allow the young to be more in charge of their lives. For most people, however, it is a question of faith, coming from a culture where they have been told from childhood to go to temples, to go to astrology to seek answers to their long endured problems. Some bachelors are of the view that they will not marry unless their horoscope matches to that of their prospective bride.

19.3.3 Astrology on TV

Previously Indians would have individual consultations in person with astrologers. Now millions tune in to watch them often as a handy emotional crutch. The programs' repertoires are varied, including horoscopes, agony aunts' advice to distressed viewers, or predictions about Bollywood liaisons. A tab is maintained on the news and their programs are tailored to fit current issues. Star News (Teen Deviyaan), Aaj tak, Sahara Samay, Pragya TV, Voice of India and India TV, CNN, Star, Doordarshan and Zee host astrology programs.



Other hot topics dealt with, are whether to accept a job offer, when to buy a car, move house, conceive and how to sort out a love affair. Some specialize in medical astrology, with callers asking about health issues, while others provide investment and business advice. Prime ministers often dare not announce a general election and nor do directors start shooting a film without getting an "auspicious" date. Calcutta alone has eight 24-hour astrology channels and many south Indian cities also have their own, offering a miscellany of fortune-telling, numerology, tarot card-reading, gemology, graphology and vastu shastra, the Indian version of feng shui. The belief in astrology among Indians is an article of faith that transcends all social differences. It has become almost obligatory for Indian parents to have a horoscope drawn up soon after a baby is born. Many Indians have no doubt that astrology can change people's lives for the better.

http://www.thestandard.com.hk/news_print.asp?art_id=41483&sid=12971258

Check you progress 2

Activity B

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

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

1. How do you think has astrology changed the decision taking capability of the Indian public?

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2. Is it right to leave important decisions to fate? Justify with your point of view.

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19.4 SEXUAL PROBLEMS

Sexual health is influenced by a complex web of factors ranging from sexual behavior and attitudes and societal factors, to biological risk and genetic predisposition. It encompasses the problems of HIV and Sexually Transmitted Infections and Reproductive Tract Infections (STIs/RTIs), unintended pregnancy and abortion, infertility and cancer resulting from STIs and sexual dysfunction. Sexual health can also be influenced by mental health, acute and chronic illnesses, and violence.

Addressing sexual health at the individual, family, community or health system level requires integrated interventions by trained health providers and a functioning referral system. It also requires a legal, policy and regulatory environment where the sexual rights of all people are upheld. (<http://www.who.int/reproductive-health/gender/sexualhealth.html>)

Sexual problems are common in the general population. Studies have shown that most of these sexual problems are related to their social lives, medical illnesses and psychological status. Addressing sexual health also requires



understanding and appreciation of sexuality, gender roles and power in designing and providing services. Understanding sexuality and its impact on practices, partners and reproduction presents a number of challenges as well as opportunities for improving sexual and reproductive health care services and interventions. (<http://timesofindia.indiatimes.com/debate/3556586.cms>)

These are some sexual problems:

- Female Orgasmic Disorder
- Male Orgasmic Disorder
- Fetishism.
- Frotteurism
- Male Erectile Disorder
- Premature Ejaculation
- Masochism and Sadism
- Sexual Sadism
- Vaginismus
- Voyeurism
- Dyspareunia
- Exhibitionism
- Female Sexual Arousal Disorder
- Gender Identity Disorder

19.4.1 Important points to keep in mind while writing about sexual disorders

1. Sexual disorders is a sensitive issue, hence great care should be taken to write about them.
2. Addressing sexual health also requires understanding and appreciation of sexuality, gender roles and any pre conceived notions or inhibitions would make your job tough.
3. Keep it simple and straight to the point. Word play should be definitely kept out of the way.
4. Too much jargon would confuse the reader.
5. Consult a doctor or a related expert for suggestions
6. Try to study a few cases for more reference

19.5 PSYCHOLOGICAL PROBLEMS

Media coverage of mental illness comprises predominantly negative depictions, for example, of incompetence, violence or criminality, with far less coverage of positive issues such as accomplishments or human rights issues. Such negative depictions, including in children's cartoons, are thought to contribute to stigma and negative attitudes in the public and in those with mental health problems themselves, although more sensitive or serious cinematic portrayals have increased in prevalence. (http://en.wikipedia.org/wiki/Mental_disorder)



19.5.1 What is mental disorder?

A **mental disorder** or **mental illness** is a psychological or behavioral pattern that occurs in an individual and is thought to cause distress or disability that is not expected as part of normal development or culture. The recognition and understanding of mental disorders has changed over time and across cultures. Categories of diagnoses may include:

- Anxiety Disorders (phobias, panic disorder, post-traumatic stress disorder, obsessive-compulsive disorder)
- Mood Disorders (depression, manic-depressive disorder)
- Schizophrenia
- Developmental Disorders (learning disorders, retardation, autism)
- Disruptive Behavior Disorders (attention deficit hyperactivity disorder, conduct disorder)
- Substance Abuse Disorders (alcoholism, drug dependence)
- Delusional Disorders (delusional paranoia)
- Sexual Disorders
- Sleep Disorders
- Impulse Control Disorders (kleptomania, pyromania)
- Dissociative Disorders (multiple-personality disorder)
- Eating Disorders (anorexia, bulimia)
- Organic Mental Disorders (Alzheimer's disease and other psychiatric diseases that result from metabolic problems in the brain or from substance abuse)

- a) **Phobias** are the most common of the anxiety disorders. An estimated 5 to 12 percent of the population suffers a psychological and physiological reaction to a place, a situation, or an object that interferes with daily life. The “phobic reaction” is almost a reflex. The victim is filled with dread, horror and terror. For instance, there is “agoraphobia,” where an “agoraphobic” is simply afraid to leave home.

The Simple Phobias: they can range from dogs, cats, snakes, mice, bats, spiders, insects, dark rooms, heights, closed spaces to just about any imaginable thing and you will find someone with a phobic reaction to it.

- b) **Panic Disorder:** A panic attack is one of the most frightening of all psychological events. Panic disorder may be partly a result of genetics or may be caused by disturbances of the neurotransmitters that form the brain’s chemical messenger system. Panic attacks may also be signs of underlying physiologic illness.

- c) **Obsessive-Compulsive Disorder:** People who have continual, unwanted thoughts that prevent them from functioning properly are considered “obsessed” to rid themselves of these nagging ideas, they usually develop “compulsions”, rituals they must go through before they can move on to another activity. Compulsive rituals include repetitious washing, repeating certain phrases, completing steps in a process over and over, counting and recounting, checking and re-checking to make sure something hasn’t been forgotten, excessive neatness and hoarding of useless items.



- d) **Post-Traumatic Stress Disorder:** PTSD was known for years as shell shock or battle fatigue but it’s not limited to soldiers who’ve seen too much of war. It is a disorder that can affect anyone who has survived a severe and unusual trauma, such as a hurricane, tornado, flood, or airplane crash. The symptoms of PTSD may surface months after the actual event.
- e) **Bipolar Disorder (Manic-Depressive Disorder):** this disorder gets its name from the fact that the person alternates between two “poles” along a continuum of emotion running from mania at one extreme to severe depression at the other. Irrationality is again present. The person may believe that he or she has done some horrible thing for which they are being punished.
- f) **The Dissociative Disorders:** This category includes those psychological disorders that involve a “walling off” of some part of the mind from consciousness. The walled off parts are said to become “dissociated.”
- **Dissociative Amnesia:** Loss of memory due to psychological factors as opposed to physical trauma to the brain.
 - **Dissociative Fugue:** The person disappears, forgets their true identity and past, replacing them with an imaginary identity and past, and begins a

new life in some other place, but is not conscious of having done these things.

- **Dissociative Identity Disorder (old name: “Multiple Personality):** the person develops several alternate personalities, each of which seems like a normal person. The currently “active” personality may or may not have any awareness of what was happening when other personalities were active.

Other psychological disorders are:

- **Childhood Disorders:** Childhood psychological problems related to behavioral control problems, including ADHD, conduct disturbance, and oppositional behavior.
- **Impulse Control Disorders:** Psychological problems involving loss of control. Anger control problems are usually diagnosed as intermittent explosive disorder by psychologists.
- **Adjustment Disorders:** The general characteristics of adjustment disorders are about life stressors that lead to adjustment problems, such as marital conflict and job stress.
- **Family Problems:** Sometimes family conflicts occur because one or more family members have a psychological disorder. However, family conflicts also arise because of communication problems, parenting issues, school problems and sibling conflict.

Do’s and don’ts while writing about mental disorders

1. Always have a thorough knowledge about the topic before you delve into it.
2. Treat the people suffering from mental disorders with respect and make sure your writing reflects that.
3. Mental disorder is not a disease, therefore must not be treated like one.
4. Try to refer to some cases so that you have a better idea of how to write about a disorder.
5. Talk to psychologists who might help you with some important information.

Check you progress 3

Activity C

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

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

1. Should sex education be made a compulsory part of curriculum in schools? Explain why.

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2. What are the common/ some of the sexual problems?

3. What is a psychological disorder? Is it curable?

4. What are the common/ some of the mental disorders?

19.6 ECONOMICS BASED PROGRAMMES

19.6.1 What is economics?

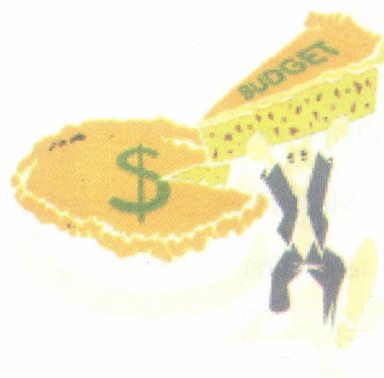
Economics is the study of what constitutes rational human behavior in the endeavor to fulfill needs and wants. It is the study of how people choose to use resources, which include the time and talent people have available, the land, buildings, equipment and other tools on hand and the knowledge of how to combine them to create useful products and services. Economics includes the study of labor, land and investments, of money, income and production and of taxes and government expenditures.

(<http://www.vanderbilt.edu/AEA/students/WhatIsEconomics.htm>)



The programs or reports based on economy have the following structure:

- a. **Economic review and global financial crises:** It is always helpful for an economy to be aware of what measures have been adopted to tackle such disasters as it provides them with useful ideas. It can enable them to come out of a problem, which they may have been facing or expect to face in near foreseen future.
- b. **Information on finance ministries:** Normally there are a number of factors involved in a finance ministry, but most common among them are departments on economic affairs, financial services, expenditures, disinvestments, revenues and share market.
- c. **Share Market Report generally contains**
 - Texts incorporating daily data.
 - Charts incorporating daily data.
 - Year-end-Report.
 - Additional Charts.
 - Annual Data.
- d. **Share Market Report gives the following information:** Economists utilize the information from the Share Market Report for determining the health of the domestic financial market and consequently its impact on the country's market. Technical Trend of the Financial Market of a country (through Data, Statistical Tools, Charts). Every country has one or more stock exchanges. Each Stock Exchange has its own index. This report gives the technical charts, statistical tools (such as Relative Strength Index, Stochastic, Moving Averages, etc.) and data on each of these indexes and also a comparative study of the performance of all the stock exchanges.
- e. **Economic review and governmental policies:** Governmental policies and plans, pertaining to economy, have always been an important part of economic review and analysis.
- f. **Economic ratings and economic review:** Economic rating is another important part of economic review, as it provides an accurate picture of how an economy was faring when those ratings were being calculated.
- g. **Economic review and comparison of economic policies:** It is a good way to analyze an economy by comparing its policies with those followed by other economies. This is all more applicable in case of economies that are of similar type, for example developing economies.
- h. **Union budget:** it is an important part of an economy as it provides directions in which an economy would be heading in a particular financial year. A union budget plays a crucial role in either making or breaking an economy. Includes various important details of union budgets like speech made by finance



minister upon presentation of budget, economic surveys and details of union budget.

- i. **Review of economy and prediction of growth:** An important part of traditional economics has been growth and development. It always pays to keep abreast of other countries' economic prowess and growth potential.
- j. **Statistics and data:** important in context of economic reports and held in high regard as they provide an accurate picture of condition of an economy. These have several important constituents like monthly economic reports, information on state loans, summary of national data, external debts and borrowings of governmental bodies like central government.
- k. **Specialized economic reports:** These economic reports are made by both government-appointed entities as well as independent organizations, well known for their authenticity. They provide detailed analyses of these industries and a certain amount of idea regarding their potential for growth. There is added information on companies that form an integral part of that particular industry.

While writing about the economics based programs make sure you have incorporated the above mentioned points.

19.7 DEVELOPMENTAL ISSUES RELATED TO NGO AND OTHER ORGANISATION

19.7.1 What are NGOs? (<http://www.globalissues.org/article/25/non-governmental-organizations-on-development-issues>)

Non-governmental organizations (NGOs) have become quite prominent in the field of international development in recent decades and the term NGO encompasses a vast category of groups and organizations. The World Bank defines NGOs as "private organizations that pursue activities to relieve suffering, promote the interests of the poor, protect the environment, provide basic social services, or undertake community development". The term NGO can be applied to any non-profit organization which is independent from government. NGOs are typically value-based organizations which depend, in whole or in part, on charitable donations and voluntary service, formed to focus on overall development of our society and devoted to accelerating social and economic change in India. Many NGOs have taken the initiative of addressing the different issues of society with its various services which include:



- Medical and Health care for poor
- education, health and family welfare
- Spreading awareness programs

- Self employment programs/ self help groups
- Rehabilitation programs for child
- Education programs for children
- Senior citizens welfare
- Safeguard of environmental programs/ environment conservation
- Drinking Water and Sanitation
- agriculture extension
- women's empowerment
- rural development
- cultural development
- AIDS awareness

India being a developing nation has many issues that are halting its growth globally, namely poverty, literacy, senior citizens welfare, child labor and safeguard of environment.

19.7.2 Factors affecting NGOs performance in plan implementation

- a. Concern
- b. Benefits offered by plan proposal
- c. Interests
- d. Availability of Resources
- e. Planning regulations and political authorities
- f. Time span of proposals

19.7.3 Points to remember while writing about developmental issues related to NGOs

- a. Try to study about NGOs and other such organizations before writing about them.
- b. Read reports and books to know more about developmental issues and current scenarios.
- c. Keep your language simple and to the point.
- d. Ask yourself how your writeup is useful to the reader?
- e. Is it giving them any new information?
- f. NGO journals can help assess some problems better.

Check you progress 4

Activity D

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

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

1. What is economics?

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2. What are the important things to keep in mind while writing an economic report?

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3. What are the points to keep in mind while writing about developmental issues?

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19.8 LET US SUM UP

Public interest refers to the “common well-being” or “general welfare” of the members of a society. Public interest is central to policy debates, politics, democracy and the nature of government itself. All measures employed in the proper functioning of a social structure do not apply to or benefit all its members equally.

All these areas are important in the building up of a social structure. We discussed how religious programs have an effect on our society. How they are affecting the mindset, Indian and western alike.

We further discussed how millions of Indians have for long relied on the ancient astrology, which is mentioned in Hindu religious texts, before taking

important decisions. Young generation is attracted to astrology, a trend that reflects changes in Indian society that allow the young to be more in charge of their lives.

Another important and sensitive issue is sexual health which is influenced by a complex web of factors ranging from sexual behavior and attitudes and societal factors, to biological risk and genetic predisposition. Sexual problems are common in the general population. Studies have shown that most of these sexual problems are related to their social lives, medical illnesses and psychological status.

Media coverage of mental illness comprises predominantly negative depictions, for example, of incompetence, violence or criminality, with far less coverage of positive issues such as accomplishments or human rights issues.

A **mental disorder** or **mental illness** is a psychological or behavioral pattern that occurs in an individual and is thought to cause distress or disability that is not expected as part of normal development or culture.

We talked about economics of a country and the various factors that make up a proper report based on an economic study.

Non-governmental organizations (NGOs) have become quite prominent in the field of international development in recent decades and the term NGO encompasses a vast category of groups and organizations. NGOs are typically value-based organizations depending, in whole or in part, on charitable donations and voluntary service, formed to focus on overall development of our society and devoted to accelerating social and economic change in India.

19.9 ANSWERS TO SELF CHECK QUESTIONS

Check you progress 1: Activity A

1. **Social structure** is a term frequently used in anthropology, sociology and social theory to refer to enduring relationships or bonds between individuals or groups of individuals. In a general sense, the term can refer to entities or groups in definite relation to each other and relatively enduring patterns of behavior and relationship within a society.

Social structure is formed by the

- a. different forms of culture
- b. groupings of social positions
- c. patterns of social relationships within which behavior is carried out

Society is a social structure that

- a. Occupies specific geographic territory
- b. Is self sufficient:
 - i) Reproduction (family)
 - ii) Socialization (family, education)

- iii) Selection and nourishment of talent (education; workforce)
 - iv) Creation of knowledge (science; industry)
 - v) Social control (police)
 - vi) Production and exchange of goods/ services (economy)
 - vii) Control of sickness (medicine)
2. **Public interest** refers to the “common well-being” or “general welfare” of the members of a society. The public interest is central to policy debates, politics, democracy and the nature of government itself. What is good for society may not be good for a given individual and vice versa. All measures employed in the proper functioning of a social structure do not apply to or benefit all its members equally.
3. In the name of religious content these channels promote such people who make a living out of religious discourses. Not all of them consider this profession for commercial purpose alone. However they should make sure that,
- a. Their content does not promote communal feelings.
 - b. The teachings promoted in this manner must not hurt the religious sentiments of a different group in the society.

Check you progress 2: Activity B

1. Indian mindset relies heavily on astrology and at an extreme end they have turned superstitious that if they start something without consultation it might never materialize.
2. As educated individuals of the society, it is important that we rely on our own knowledge, thinking and intuitions. Some things in life however can not be controlled or changed. They must be respected for that.

Check you progress 3: Activity C

1. Sex education at an early level spreads awareness among the adolescent students, which will in turn save them from certain sexual behavior, early abortions, HIV/AIDS, STDs etc. it is very important to let the young know because at their age they are inquisitive and many experiments are performed out of sheer curiosity.
2. Common sexual problems are:
 - Sexual Sadism
 - Voyeurism
 - Exhibitionism
 - Gender Identity Disorder
3. It is a psychological or behavioral pattern that occurs in an individual and is thought to cause distress or disability that is not expected as part of normal development or culture.

Yes with proper medication and care, they are perfectly curable

4. ● Anxiety Disorders
 - Schizophrenia
 - Substance Abuse Disorders
 - Sexual Disorders
 - Sleep Disorders
 - Impulse Control Disorders
 - Eating Disorders
 - Dissociative Disorders

Check you progress 4: Activity D

1. Economics is the study of what constitutes rational human behavior in the endeavor to fulfil needs and wants. It is the study of how people choose to use resources, which include the time and talent people have available, the land, buildings, equipment and other tools on hand and the knowledge of how to combine them to create useful products and services.
2. These points should be elaborated while writing an economic report:
 - i) Economic review and global financial crises
 - ii) Information on finance ministries
 - iii) Share Market Report
 - iv) Economic review and governmental policies
 - v) Economic ratings and economic review
 - vi) Economic review and comparison of economic policies
 - vii) Union budget
 - viii) Review of economy and prediction of growth
 - ix) Statistics and data
 - x) Specialized economic reports
3. Things to keep in mind when reporting developmental issues related to NGOs:
 - g. Try to study about NGOs and other such organizations before writing about them.
 - h. Read reports and books to know more about developmental issues and current scenarios.
 - i. Keep your language simple and to the point.
 - j. Ask yourself how your writeup is useful to the reader?
 - k. Is it giving them any new information?
 - l. NGO journals can help assess some problems better.

UNIT 20 MARKETING MEDIA CONTENT, ADVERTISING AND PUBLIC RELATIONS

Structure

20.0 Objectives

20.1 Introduction

20.2 Marketing Media Content

20.3 Marketing

20.3.1 Marketing Mix

20.3.2 Recent Trends in Marketing

20.4 Advertising

20.4.1 Meaning and Definition

20.4.2 History of Advertising

20.4.3 Types of Advertising

20.5 Advertising Agency

20.5.1 Meaning

20.5.2 Types of Advertising Agency

20.5.3 Departments in Advertising Agency

20.6 Public Relation Agency

20.6.1 Public Relations

20.6.2 Public Relations Agency

20.6.3 Functions of Public Relation Agencies

20.7 Let Us Sum Up

20.8 Check Your Progress

20.0 OBJECTIVES

This Unit is designed to introduce to you the fundamentals of marketing media content and advertising. The study of the advertising and public relation agencies will help us to understand the relation of marketing and advertising and the importance of it in media. After having studied this unit you should be able to:

- What is marketing media content
- Define marketing and its four P's
- Define advertising and its types
- Define advertising agencies
- Define public relation agencies and their functions

20.1 INTRODUCTION

This chapter attempts to introduce you to the concept of marketing and the role of advertising and public relation in media. Today media play a prominent role in marketing. Advertising through media helps in making position in the market place. The function of executing advertising plan is done by the advertising agencies. Whereas a Public Relation service is fast becoming a growing component of the communication segment that attaches itself to advertising and marketing companies and other business firms. Due to the growing popularity of public relations services more and more public relations agencies have come forward with their quality service through effective marketing.



20.2 MARKETING MEDIA CONTENT

Marketing media content is all about using right words to communicate message so that it can reach to as many people as possible. There are two ways to work content better:

- a) Promote the message
- b) Promote the brand

Content can be textual, audio, video or in image form. A successful content conveys right message at the appropriate time in the right language. Content needs to be appealing and relevant so that people may relate to it only then they will pass it on to their friends and colleagues.

It is necessary to show people what you have really got and this can be achieved only through content that can really communicate.

20.3 MARKETING

Marketing is an important activity of all business enterprises. It implies moving of goods and services from producers to ultimate consumer. The term marketing developed from the original meaning as going to market to buy or sell goods and services.

According to American Marketing Association 'marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large'.

Today marketing is more than a mere set of activities i.e. distribution of goods or services.

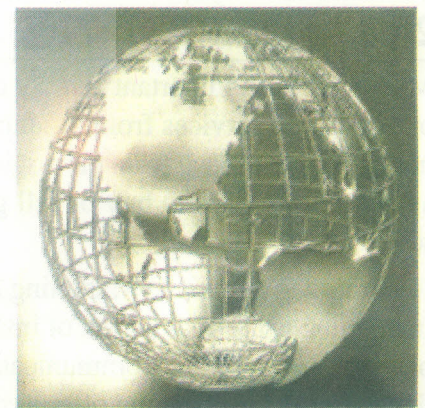
It is now used in wider sense i.e. the creation of consumers. It is now consumer oriented by focusing attention on 'consumer needs' and 'the satisfaction of his needs'. This can be achieved with a proper marketing mix.



20.3.1 Marketing Mix

Marketing mix is a corner stone of modern marketing. It is a set of four tools in order to sell a product or service. These are also called four P's of marketing i.e. *product, price, promotion and place (distribution)*. Maximum consumer satisfaction can be secured only with the help of an appropriate marketing mix.

- 1) **Product:** this element of marketing mix refers to the activities relating to the product and after sales service which satisfy consumer's needs. A product can be a physical product or a service. It involves decision with regard to quality, features, packaging, size, services, branding and warranties etc. It must match with the consumer needs and satisfaction.
- 2) **Price:** this element of marketing mix covers pricing objectives and policies. It is the value offered in exchange of products in terms of money. Price must cover the cost of production and selling of the products. It also includes discounts, allowances and terms of credit or period of payment and also the profit on a product.
- 3) **Promotion:** Promotion mix refers to the activities relating to the sales of the product. It covers all means of marketing communication. The various elements of promotion mix include personal selling, advertising, sales promotion, publicity and public relations. Its purpose is to inform and persuade the consumer about the product and services.
- 4) **Place (distribution):** the movement of product from the producer to buyer is called distribution. This element of marketing mix is concerned with linking the seller and buyer. It covers channels of distribution involved in getting possession and the title to products to consumers and physical distribution involves transportation, warehousing, and inventory control. The choice of distribution channel is determined by the needs of the consumer so that they can get goods at the right time and at the right place.



20.3.2 Recent Trends in Marketing

In the past few years we have seen the end of mass marketing, more buyer sophistication, a desire for variety in lieu of uniformity and pressing growth management concerns. All these things have encouraged developers to design and make master-plan differently.

Two trends are most notable these days. The first was a shift toward a **global presence**. As businesses expanded their operations around the world after World War II, they wanted their ad agencies to work with them on creating ads and buying media abroad. Until that time only few agencies had a global presence, but with the increased demand many of the large agencies set up offices in several countries. By the 1990, owning an “international network” was crucial to being a major player in the ad industry.

The second notable trend was the formation of advertising corporations known as **agency holding companies**. These are called umbrella firms i.e. two or more ad agencies in addition to owning research firms, public relations consultancies or other organisations that contribute to the business of selling products, services or ideas. These companies were formed to offer other services to clients advertising. The reason for placing more than one agency under the umbrella was to be able to serve firms that compete with one another.

Another set of developments in the 1980s and beyond far reaching effects on the advertising industry. It was the multiplication of media channels as a result of cable T.V., satellite T.V., video games and the internet. The enormous number of media outlets that were present in many homes led audience to scatter across them. That made it more challenging than ever for advertisers to reach the people they wanted as customers. The advertisers turned to their advertising agencies for help.

Product	Price	Promotion	Place
Quality	List price	Advertising	Distributors
Features	Discounts	Personal selling	Retailers
Name	Allowances	Sales promotion	Locations
Packaging	Credit	Public relations	Inventory
Services	Specials	Direct mail	Transport
Guarantees		Company literature	

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. Define marketing?

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2. What are the 4 Ps of marketing mix?

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3. What do you mean by 'agency holding companies'?

20.4 ADVERTISING

20.4.1 Meaning & Definition

The word advertising has been derived from the Latin word 'Adverto' which means to turn people's attention to a specific thing. It is a paid publicity. Today advertising has become an integral part of the marketing scenario.



Making one's product known to the prospective customers through hoardings, magazines, newspapers, radio, television, etc. is called advertising. Advertising is thus a mass communication tool, which is essentially a paid form by a firm or an individual and its main purpose is to give information, develop attitudes and persuade action which are useful to the advertiser. Advertisements act as a communication link between the producer and the potential buyers.

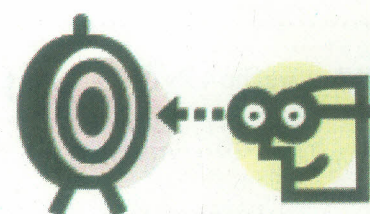
Definition

Advertising is the non personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.

According to American Marketing Association- Advertising implies 'any paid form of non personal presentation and promotion of ideas, goods and services, by an identified sponsor'.

20.4.2 History of Advertising

In the 17th century advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote books and newspapers. In June 1836, French newspaper *La Presse* was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability and the formula was soon copied by all titles.



In the early 1920's the first radio stations were established and the practice of sponsoring programs was popularised: Station owners realised they could earn more money by selling sponsorship rights in small time allocations to multiple businesses through their radio station's broadcasts.

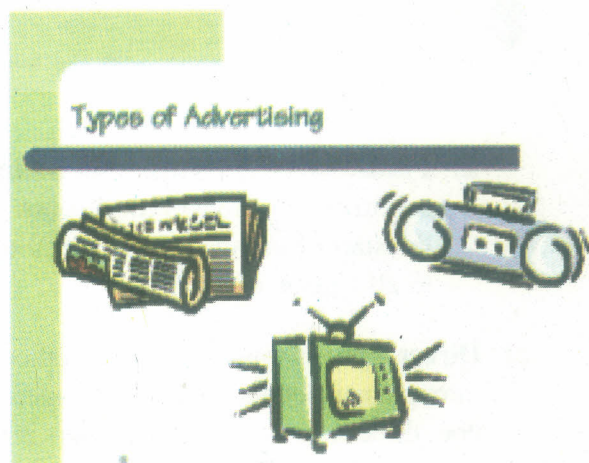
This practice was carried over to television in the late 1940s and early 1950s. The 1960s saw advertising transform into a modern approach in which creativity was allowed to shine, producing unexpected messages that made advertisements more tempting to consumers' eyes. The late 1980s and early 1990s saw the introduction of cable television. This period gives advertising a new way; channels devoted to advertising came like Home Shopping Network appeared/ came.

In the 20th century internet opened new frontiers for advertisers. By the time of 21st century, a number of websites including the search engine Google started a change in online advertising by emphasizing contextually relevant, unremarkable ads intended to help. (www.mokslai.lt/referatai/analize/31296.html)

20.4.3 Types of Advertising

The advertisements are classified on the basis of their target audience, geographical area, media selection and objectives of advertising.

1. **Target Audience:** A specified audience or demographic group for which an advertising message is designed. Every advertising message is designed keeping in mind the particular group.
 - a) **Consumer advertising:** consumer advertising is basically for users of consumer products. Producers of pharmaceuticals, cosmetics, scooters, detergents and soaps are included here. Advertisers here establish an advantage for their brand.
 - b) **Industrial advertising:** it is basically for users of machinery and capital goods. The ads here are precise and technical. These products are used for production of other goods and the target audience are from industrial companies.
2. **Geographical Area:** The extent of geographical coverage of advertisements.
 - a) **Local:** Local advertising is mainly done by retailers. These ads provide specific information for the consumer about product, price and location.
 - b) **Regional:** this type of advertising is done for a particular region or state. Regional channels and media are used for advertising.
 - c) **National:** this type of advertising is done at a



national level i.e. for a whole country. This gives an opportunity to customer to buy a product wherever they are sold.

d) **International:** those companies who do their business globally prepare international ads. Their ads are meant for customers all over the world.

3. **Media Selection:** Selection of most appropriate media for advertising a product depends upon the nature of product, prospect and the market.

a) **Print media:** print media is the most popular media of advertising. Printed words command immediate attention. It includes-

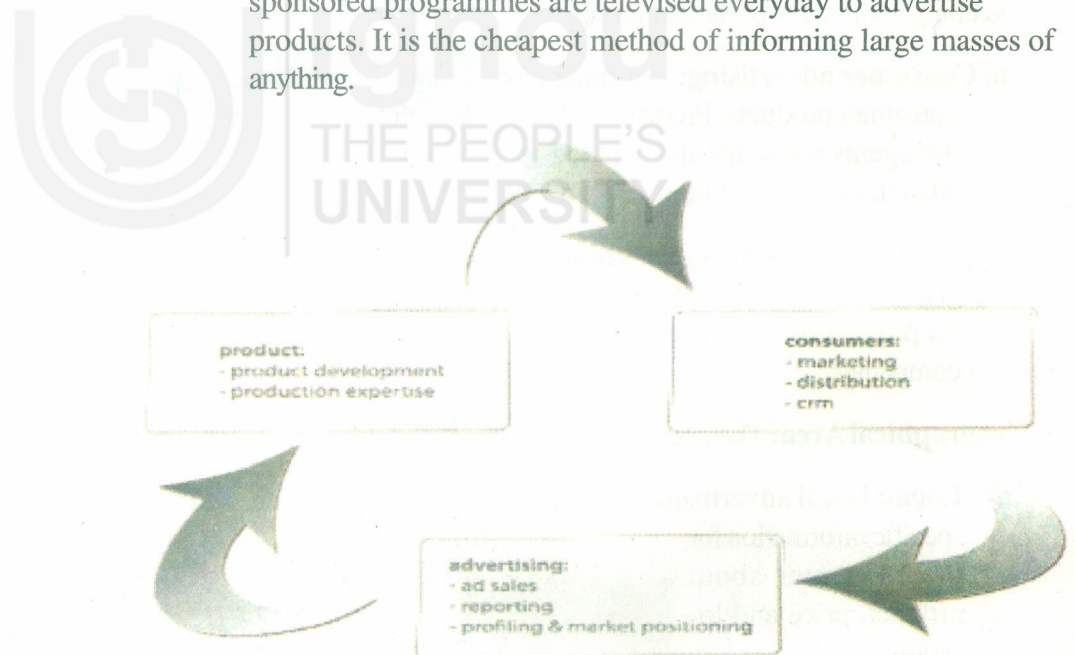
i) **Newspapers:** newspapers are read far and wide by people of all classes and professions. They are able to give a more detailed description of the advertised product.

ii) **Magazines:** magazines have a longer effective life and they tend to pass through more hands. The magazines may be weekly, monthly or quarterly. The advertiser can make it more interesting and attractive.

b) **Electronic media:** in this audio-visual advertising is included.

i) **Radio:** radio advertising usually covers a selected geographical area or a particular audience. It is suitable for mass consumption products and message will approach to illiterate person.

ii) **Television:** television advertising is the fast growing media of advertising. Number of interesting short commercials and long sponsored programmes are televised everyday to advertise products. It is the cheapest method of informing large masses of anything.



iii) **Films:** today firms make short films to advertise their product and self to cinema houses for display. These films are shown before the start of the show or during intermission. It has a wider appeal to all classes of people.

c) **Direct mail:** in this advertising method customers are approached through mail, letters, circulars, booklets, catalogues, etc. It is selective i.e. goes directly to the person for whom it is meant.

- d) **Outdoor Advertising:** it has general and wider appeal. It has long life and reminds large number of people. It includes poster advertising, placards, electric displays, hoardings, bus and train advertising, etc.

4. Objective Based: Advertising is also classified depending on its objectives.

- a) **Institutional advertising:** this is also called 'corporate advertising'. The aim is to build a good public image of the firm. It doesn't sell any product rather it benefits the organisation as a whole.
- b) **Product advertising:** mostly ads are product advertising, they are designed to sell product or a particular brand. Such ads concern the feature of the products such as price or quality. Ads of soft drinks, fast food, textiles belong to this advertising.
- c) **Public Service Advertising:** this type of advertising concerns social issues of the society. Their purpose is public education rather than selling a product. Family planning, pollution, driving campaigns are included in this advertising.

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 do you mean by advertising?

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2. When did the first advertisement appear in the newspaper?

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3. How will you classify advertising according to its objectives?

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4. What is the difference between industrial and product advertising?

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20.5 ADVERTISING AGENCY

20.5.1 Meaning

It is an organisation that specialises in the creation, production and placement of advertisements in the media and provides other services aimed at facilitating marketing communication. Advertising agencies are not deemed agents of the advertisers because they act as principals for the services they buy on behalf of their clients.

An advertising agency plays a vital role. It also handles overall marketing and branding strategies and sales promotions for its clients.

Functions of an advertising agency

- Creates new promotional ideas.
- Designs print, radio, television and internet advertisements.
- Books advertisement space and time.
- Plans and conducts advertising campaigns
- Conduct research and surveys.



20.5.2 Types of Advertising Agency

Basically there are four types of advertising agencies according to size and services.

- 1) **Full Service Agency:** Most such agencies are large in size and offer their clients a full range of services in the area of marketing, communications and promotions. These include planning, creating and producing the advertisement, media selection and research. Other services offered include strategic marketing planning, sales training, package design, sales promotion, event management, trade shows, publicity and public relations.



- 2) **In House Agency:** It is established by the company itself to look after its advertising requirements. This agency helps in reducing advertising and promotional cost and also saves time. An in-house ad agency can also provide related work such as sales presentations and sales force material, package design and public relations at a lower cost than the outside agencies. Companies can also maintain a tighter control over the process and more easily coordinate promotions with the firm's overall marketing programmes.

Ad agency	Advantages	Disadvantages
In house agency	Cost saving	Less experience
	More control	Less objectivity
	Increased coordination	Less flexibility

- 3) **Creative Boutiques:** Creative boutique is an agency that provides only creative services. These specialized companies have developed in response to some client's desires to use only the creative talent of an outside provider while maintaining the other functions internally. They are usually found by members of the creative departments of full service agencies who leave the firm and take with them clients who want to retain their creative talents. These boutiques generally perform creative function on a fee basis.

- 4) **Media Buying Agencies:** It concentrates on media planning, buying and scheduling. They specialise in the media buying specially radio and television. Some media buying agencies do help advertisers plan their media strategies. Because media buying agencies purchase such large amounts of time and space, they receive large discounts and can save the small agency's or client's money on media buying. Media buying agencies are paid a fee or commission for their work.



20.5.3 Departments in Advertising Agency

Accounts Management

This function is headed by an account manager or executive. He is also referred to as the client service executive; he is the link between the client and agency. He is responsible for taking the brief from the client and supervises the work to ensure the quality production and meeting of deadlines. It is the executive who takes an initiative in leading the creative team to develop a suitable advertising strategy with proper inputs of research and market brand conditions. He plans campaign and sets budget and once the customer approves the plan, he coordinates with different departments to execute the plan.

Creative Services

Advertisements are made by the creative service people and includes copywriters, art directors, print and electronic production people. Creative services are divided into four departments. The **copy department** is responsible for writing the persuasive message and an **art department** is responsible for visualising and creating visuals for the advertisements. Creative

work on approval of the client is to be converted into a final ad, the work of **production department**. **Traffic department** coordinates between creative and production people and ensures that the deadlines are met so that the ad appears in the media on time.

Media Services

This department's job is to match the profiles of the desired target with the profiles of the audiences of a wide range of media. The work is done by the media manager who puts the ad in the best media mix so that it reaches wider audience. The media planner works under him and decides the media mix, frequency of the message and the cost of putting the message. The media buyer buys the space or time for the ad. Sometimes media researchers help in doing the market surveys.



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.

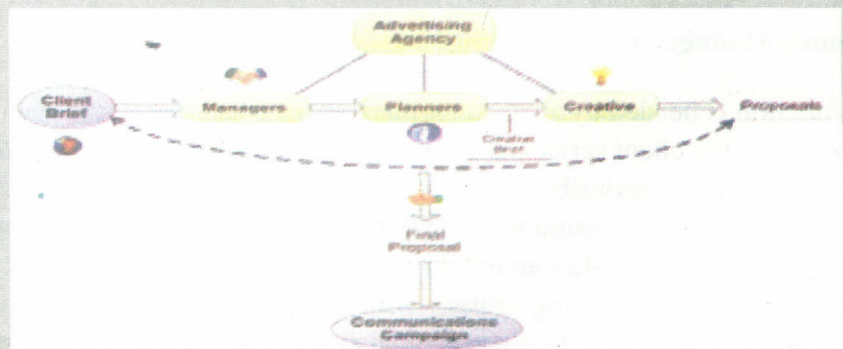
1. What are the functions of an advertising agency?

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2. What are the advantages and disadvantages of In house advertising agency?

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3. Define the role of traffic department in creative services of advertising agency?

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4. Who is the client service executive in advertising agency?

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20.6 PUBLIC RELATION AGENCY

20.6.1 Public Relations

Public relations is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organisation with the public interest and plans and executes a plan of action to earn public understanding and acceptance.

PR in content is educative; mainly it does so by informing things in correct perspective.

Today all business organisations both in the public and private sectors have PR

department. PR today plays a central role for achieving specific objectives at all levels in an organisation.



Scope of PR

1. Public relation specialists handle organisational functions such as media, community, consumer, governmental relations or employee and investor relations.
2. Informing the general public, interest groups and stockholders of an organisation's policies, activities and accomplishment is an important part of PR specialist.
3. The work also involves keeping management aware of public attitudes and concerns of the many groups and organisations with which they



must deal.

4. They also prepare press releases and contact media who might print or broadcast their material.
5. They setup speaking engagements and often prepare speeches for company officials.

They are also responsible for preparing annual reports, house journal and writing proposals for various projects.

20.6.2 Public Relations Agency

Public relations agencies work for a wide range of clients - corporations, trade associations, governments and even some non-profit advocacy groups. Some PR campaigns could genuinely be characterised as being in the broad public interest, such as campaigns against smoking or crisis communications aimed at minimising the impact of natural disasters.

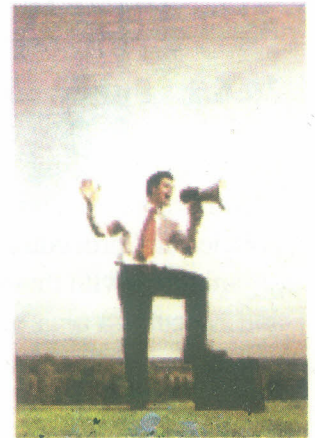
Most public relations agencies have staff or teams of people that specialise in particular skill areas commonly referred to as practice areas or groups that support a particular industry or sector.

Often these agencies charges fees based on the number of hours that their employees work for a client. Sometimes clients make 'retainer' deals with an agency under which the company agrees to carry out a PR program at an agreed upon rate per month.

20.6.3 Functions of Public Relation Agencies

The most prominent public relation activities are in these areas:

1. **Corporate Communication:** it involves the creation and presentation of a company's overall image to its employees and to the public at large. In many companies, a PR agency works in conjunction with HR department to carry out employee relation tasks by providing handbooks, newsletters and magazines to their employee. The other side of corporate communication involves management's concern with the images of the company that are held by consumers.
2. **Financial communication:** it involves helping a client's interactions with creditors, stockholders and stock market regulators proceed smoothly. The goal of a PR agency's financial communication specialists is to design a program that helps the firm communicate its value to its target audience. The specialist will look at factors such as company's size, its history, financial records, industry identification, stock distribution and stock market recognition. PR agency will carry out certain work to maximise corporate communication:
 - It prepares corporate and financial documents such as annual reports.
 - It prepares company news releases.



- It coordinates shareholder meetings.
 - It plans and arranges seminars, tours, meetings with security analysts.
3. **Consumer and Business to Business communications:** both activities center on using PR. PR agency use wide variety of approaches to convince a client's target audience to see the client in positive response. These approaches might range from sponsoring charities, throwing parties for business clients, giving away free promotional items, etc. PR staff members also work to get free media coverage of these activities. The aim is to build and maintain positive attitudes toward their client within its target audience and ultimately pave the way for future sales.
4. **Public affairs:** PR centers on government issues. Companies that depend upon govt. contracts or that worry about lawmakers imposing regulations that will have a negative effect on them rely on public affairs experts to look out for interest. The PR will apply their efforts in a no. of directions:
- **Communication:** sending written messages to explain the firm's position on various regulations.
 - **Government relations:** making sure that interactions between the firm and government officials are friendly.
 - **Community involvement/corporate responsibility PR:** applying corporate funds to good works with the intention of gaining favour among elected officials.
 - **International relations:** PR agencies help foreign companies and govt. to establish good relations with their own country.
5. **Crises management:** the range of activities that helps a company respond to its business partners, the general public or the govt. in the event of an unforeseen disaster affecting its image or its products. The PR agencies perform risk analysis and setup seminars with employees.
6. **Media relations:** it deals with reporters and other members of media organisation. PR agencies spread the information of company dealings and their success stories. Press conferences and parties are organised to provide relevant facts and information to media.

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 is PR considered a management function?

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2. What do you understand by Public Relation Agency?

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3. What role does PR agency play in public affairs of a company?

20.7 LET US SUM UP

In this chapter we have discussed about marketing, advertising and public relations. Marketing means moving of goods and services from producers to ultimate consumer. To achieve consumer satisfaction proper marketing mix is necessary. Marketing mix contains 4 Ps i.e. product, price, place and promotion.



Recent changes that have been seen in marketing are:

a) global presence which means creating and buying ads internationally and the second change is agency holding companies i.e. two or more ad agencies in addition to owning research firms, public relations consultancies or other organisations that contribute to the business of selling products, services or ideas.

Next we discussed about advertising. Advertising is a non personal communication of information usually paid for and persuasive in nature about products, services or ideas by identified sponsors through the various media. Advertisements act as a communication link between the producer and the potential buyers.

The advertisements are classified on the basis of their target audience, geographical area, media selection and objectives of advertising.

Advertising agencies execute the work of advertisements. It is an organisation that specialises in the creation, production and placement of advertisements in the media and provides other services aimed at facilitating marketing communication. These are of four types full service agency, in house agency, creative boutiques and media buying agencies.

An Ad Agency has four departments- accounts dept. headed by accounts manager, creative dept. (including copywriters, art directors) print and electronic production dept. and media services (their job is to match the profiles of the desired target with the profiles of the audiences of a wide range of media).

Next in this chapter is Public Relations which is defined as deliberate, planned and sustained effort to established and maintain mutual understanding between an organisation and its public. PR today plays an important role for achieving specific objectives at all levels in an organisation.

Public relation agencies work for a wide range of clients - corporations, trade associations, governments and even some non-profit advocacy groups. While large companies may carry out day to day public relation projects but they also like to hire outside PR agencies for variety of projects. Their activities involve corporate communications, financial communication, consumer and business to business communication, public affairs, crises management and media relations.

20.8 CHECK YOUR PROGRESS

Check Your Progress 1

1. According to American Marketing Association 'marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large'.
2. Four P's of marketing i.e. *product, price, promotion and place (distribution)* this is called marketing mix. Product is quality, packaging, feature. Price is list price, discount & credit. Promotion is advertising, personal selling etc. Place is location, transport and retailer.
3. Umbrella firms are formed when two or more ad agencies in addition to owning research firms, public relations consultancies, contribute to the business of selling products, services or ideas.

Check Your Progress 2

1. The word advertising has been derived from the Latin word 'Adverto' which means to turn people's attention to a specific thing. According to American Marketing Association- Advertising implies 'any paid form of non personal presentation and promotion of ideas, goods and services, by an identified sponsor'.
2. In the 17th century advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote books and newspapers.
3. a) Institutional advertising: sells the benefits of the organisation as a whole.
b) Product advertising: they are designed to sell product or a particular brand.
c) Public Service advertising: this type of advertising concerns social issues of the society.
4. Industrial advertising is basically for users of machinery and capital goods. The ads here are precise and technical whereas product advertising concern the feature of the products such as price or quality. Ads of soft drinks, fast food, textiles belong to this advertising.

Check Your Progress 3

1. Ad Agency is an organisation that specialises in the creation, production and placement of advertisements in the media and provides other services aimed

at facilitating marketing communication. It handles overall marketing and branding strategies and sales promotions for its clients.

2. Ad Agency is established by the company itself to look after its advertising requirements. Advantages are cost saving, better coordination and more control. Disadvantages are inflexible, low objectivity and less experience.
3. **Traffic department coordinates between creative and production people and ensures that the deadlines are met so that the ad appears in the media on time.**
4. Accounts manager is referred as the client service executive; he is the link between the client and agency. He is responsible for taking the brief from the client and supervises the work to ensure the quality production and meeting of deadlines.

Check Your Progress 4

1. Public relations officer evaluates public attitudes, identifies the policies and procedures of an individual or an organisation with the public interest and plans and executes a plan of action to earn public understanding and acceptance.
2. Public relations agency work for a wide range of clients - corporations, trade associations, governments and even some non-profit advocacy groups. These agencies have staff that specialise in particular areas commonly referred to as practice areas or groups that support a particular industry or sector.
3. **Communication:** sending written messages to explain the firm's position on various regulations. Government relations: making sure that interactions between the firm and government officials are friendly. Community involvement/corporate responsibility PR: applying corporate funds to good works with the intention of gaining favour among elected officials. International relations: PR agencies help foreign companies and govt. o establish good relations with their own country.

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