

335

INTERMEDIATE
MASS COMMUNICATION
(JOURNALISM)

Chief Advisor

Smt. VAKATIKARUNA, IAS
Secretary to Government, Education Department,
Govt. of Telangana, Hyderabad.

Editor

Dr. K. RAJARAM
Associate Professor, Department of Communication,
English and Foreign Languages University, Hyderabad.

Textbook Printing Council

Smt. A. SRIDEVASENA, IAS
Director, School Education,
Telangana, Hyderabad.

Sri P.V. SRIHARI
Director, TOSS,
Telangana, Hyderabad.

Sri S. SRINIVASA CHARY
Director, Textbook Press,
Telangana, Hyderabad.

Chief Co-ordinator

Sri M. SOMI REDDY
Joint Director
TOSS, Telangana, Hyderabad



Telangana Open School Society (TOSS)

**SCERT Campus, Opp: L.B. Stadium,
Basheerbagh, Hyderabad - 500 001.**

Phone: 040-23299568, Website: telanganaopenschool.org,

E-mail: dintoshyd@gmail.com

TELANGANA OPEN SCHOOL SOCIETY

Government of Telangana, Hyderabad

First Published: 2023

All Rights Reserved

No Part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means without the prior permission, in writing of the publisher, nor be otherwise circulated in any form of binding or cover.

ACKNOWLEDGEMENT: We would like to express our sincere thanks to the National Institute of Open Schooling (NIOS) for some content in the form of text and pictorials used from the NIOS's '*Mass Communication*' for this text book. We would like to express our gratitude to www.wikipedia.com, www.images.google.com, www.pexels.com, www.unsplash.com, www.istockphoto.com, www.shutterstock.com etc.

Printed in India

at the **Telangana Govt. Text Book Press**
Mint Compound, Khairatabad, Hyderabad, Telangana

FOREWORD

Providing education to children is a fundamental right, and it's essential for the overall development of society. The government of Telangana plays a crucial role in ensuring that education is accessible to all, and they often establish institutions like the Telangana Open School Society (TOSS) to cater to children who may be unable to access formal education due to various reasons.

To provide quality education to learners studying Intermediate Education in Telangana Open School Society starting from the 2023 academic year, the textbooks have been revised to align with the changing social situations and incorporate the fundamental principles of the National Education Policy 2020. The guidelines set forth in the policy aim to enhance the overall learning experience and cater to the diverse needs of the learners. Earlier Textbooks were just guides with questions and answers. TOSS has designed the textbook with a studentcentric approach, considering the different learning styles and needs of learners. This approach encourages active engagement and participation in the learning process. The textbooks include supplementary teaching materials and resources to support educators in delivering effective and engaging lessons.

This textbook of Mass Communication (Journalism) is broadly divided into seven areas: introduction to Mass Communication and Journalism, Print Media, Electronic Media, New Media, Advertising and Public Relations, Traditional Media, and Photojournalism. The learner can choose one of the optional media: Traditional media or Photojournalism. The role of media, what is news, reporting and editing, radio broadcasting, radio stations, radio programme formats and production, television, television channels, television programme production, the advertising industry, public relations tools, the new media industry, employment opportunities, social media, types of traditional media, the camera, photography, and the role of a photojournalist are some of the topics of this textbook. Understanding all these lessons is essential for a comprehensive grasp of the subject.

We are indeed very grateful to the Government of Telangana and the Telangana State Board of Intermediate Education. Special thanks to the editor, co-coordinator, teachers, lecturers, and DTP operators who participated and contributed their services tirelessly to write this text book.

Date:
Place: Hyderabad

Director,
TOSS, Hyderabad.

Textbook Development Committee

Dr K. Rajaram

Associate Professor
Department of Mass Communication,
English and Foreign Languages University,
Hyderabad.

Dr P. Venugopal Reddy

Public Relations Officer
Dr B. R. Ambedkar Open University,
Hyderabad.

Sri Yadagiri Kambhampati

Assistant Professor (c)
Department of Journalism and
Mass Communication,
Dr B. R. Ambedkar Open University,
Hyderabad.

Dr Y. Nirmala

Assistant Professor (c)
Department of Journalism and
Mass Communication,
Osmania University, Hyderabad.

Sri K. V. Kurmanadh

Deputy Editor
Business Line, Hyderabad

Dr Parimala Srinivas

Academic Counsellor, Study Centre: 028,
Dr B. R. Ambedkar Open University,
Hyderabad.

Dr L. Vijaya Krishna Reddy (LVK)

Joint Director
Dr B. R. Ambedkar Open University,
Hyderabad.

Sri Sunil Kumar Pothana

Assistant Professor (c)
Department of Journalism and
Mass Communication,
Dr B. R. Ambedkar Open University,
Hyderabad.

Smt. Parveen Sultana

Assistant Professor
Government Degree College for Women,
Begumpet, Hyderabad.

Dr Nagaraju Mallepaka

Assistant Professor (c)
Department of Education,
Dr B. R. Ambedkar Open University,
Hyderabad.

Sri K. Satyapal Menon

Independent Journalist / Faculty
Rachana College of Journalism, Hyderabad.

Dr K. Ramaswamy

Part time Lecturer
Dept. of Journalism and Mass
Communication, Osmania University,
Hyderabad.

Co-ordinators

Sri B. Venkateswara Rao

State Co-ordinator
Telangana Open School Society,
Hyderabad.

Smt. B. Padmadevi

State Co-ordinator
Telangana Open School Society,
Hyderabad.

Sri Sunil Kumar Pothana, Assistant Professor (c),
Department of Journalism and Mass Communication,
Dr. B. R. Ambedkar Open University, Hyderabad.

Cover Design : **K. Sudhakara Chary**, S.G.T. UPPS Mylaram, Rayaparathi (M), Warangal.

DTP & Layout : **Y. Jaya Lalitha & Malyala Hari Soma Raju**

CONTENTS

Module	Name of the Lesson	Page No.
I. Introduction to Mass Communication (Journalism)		1
	1. Introduction to Communication	2
	2. Mass Communication	14
	3. Introduction to Journalism	23
	4. Role of Mass Media	30
II. Print Media		38
	5. Introduction to Print Media	39
	6. What is News?	49
	7. Reporting and Editing	58
	8. Language Press in India	68
III. Radio		76
	9. Radio as a Mass Medium	77
	10. Radio Station	85
	11. Formats of Radio Programmes	96
	12. Radio Programme Production	107
IV. Television		117
	13. Television in India	118
	14. Television as a Mass Medium	129
	15. Television Channels	139
	16. Television Programme Production	147
V. Advertising and Public Relations		157
	17. Advertising - an Introduction	158
	18. Advertising Industry	170
	19. Public Relations - an Introduction	179
	20. Public Relations - Tools	189
VI. New Media		200
	21. Characteristics of New Media	201
	22. New Media: The Industry	212
	23. Social Media	218
	24. New media: Employment Opportunities	228

OPTIONAL (VIIA or VIIB)

You have to select any one of the Optional Modules VIIA or VIIB. Both the modules carry equal marks and are of the same difficulty level.

VII (A) Traditional Media	235
25. Introduction to Traditional Media	236
26. Types of Traditional Media	243
27. Comparison of Traditional Media with Electronic Media	254
28. Communication through Traditional Media	262
VII (B) Photojournalism	269
25. Introduction to Photography	270
26. The Camera	276
27. Photojournalism	282
28. Role of a Photojournalist	288

MODULE – I

INTRODUCTION TO MASS COMMUNICATION (JOURNALISM)

Modern mass media are often associated with mass communication, but it is important to remember that these media are processes and should not be confused with the phenomenon of communication itself. Mass communication refers to the dissemination of messages to large audiences by mass media (newspapers, radio, and television). Although it is essential to the success of social movements and political engagement, mass communication serves seven fundamental purposes. The first is surveillance, also known as the “watch dog” position. When a mass media audience receives verifiable facts and information, correlation takes place.

1. INTRODUCTION TO COMMUNICATION

Speaking with a friend, writing a leave letter to the teacher, typing a message to a family member, listening to the radio, making a video call, using sign boards, symbols, facial expressions, etc. everything is a communication. Communication is very important in every phase of human life. Let it be the first cry of a newborn indicating the arrival of a child, or anyone using their body language to express their behaviour, comfort and mood. Thus, for all human beings communication is a process that involves the exchange of words, ideas, and opinions through speaking, writing, discussing and questioning, gestures etc. that connect and bond with each other and are understandable by everyone. But, What is communication? In this lesson will learn what it is communication, how and why we communicate and what are the different types of communication.

OBJECTIVES

After studying this lesson, the student will be able to do the following:

- explain the meaning of communication and why human beings communicate;
- discuss the nonverbal and verbal communication;
- list different types of communication;
- explain the intrapersonal communication definition;
- expound the communication and its importance;
- differentiate the group communication and public communication.

1.1 UNDERSTANDING HUMAN COMMUNICATION

Human beings are social animals. They indulge in exchanging ideas or sharing information with one another. This occurs either by talking or speaking which is a two-way processor that sometimes explains it without words. However, if we go back to the history of mankind, it is found that early man didn't know how to speak. The development of Words and languages, as used today, were developed much later. The early man shared their experiences and feelings without any usage of any words. Their mode of communication was their facial expressions, and usage of body parts such as the hands, conveying their feelings and opinions with others.

Gradually, the language was developed and people started using words to communicate or speak to each other and convey their feelings. They started using alphabets and started writing which in turn provided powerful tools to convey thoughts, ideas and feelings.

1.2 NEED FOR COMMUNICATION

As we know that human beings live in a society and we are socially and culturally bound strongly. However, a society consists of various people like rich and poor, belonging to different religions, castes and communities. Despite belonging to different religions, and languages, everyone shares the information and interacts with one another. Therefore for any society such interactions are essential. While exchanging our ideas and interacting with others, we seek answers to questions, discuss problems and finally end with some solutions and conclusions.

All these process that takes place is called as communication. On the other hand, can you imagine a situation where a family members live in the same house and stay away from speaking or interacting with each other? What would the situation lead to? Such situations lead to misunderstandings and create lots of problems. There could also be a situation where if we are angry on any issue we stop talking to our friends or family members at least for some time. Later we discuss the matter and start behaving normally and start a conversation. So what happens If we do not speak to each other? We cannot understand each other. Hence, communication helps us to understand each other and solve our problems. Let us understand the definition of communication.

1.3 WHAT IS COMMUNICATION?

We have discussed communication is important in our daily life. Now let's try and understand the definition of Communication. Though defining communication is not easy, as it varies from to person to person. Communication has various definitions depending on the situation and is accepted by all experts.

In the process of communication, we convey something by words, which we may term as 'message'. As a mobile phone user, you are aware of the word 'SMS' which means 'Short Message Service'. The SMS is just a word or short sentence or a phrase. For example "Call you back", or "Busy in a meeting". "Call me later" or "Thank you" or "Meet you at the office". These short messages when someone receives them they 'understand' them. For example, "I am in a meeting". "Please call me" at 5:00 p.m". The moment you receive this message there is no need for any explanation as the receiver understands it. Supposedly, someone has passed an exam. A message saying "congratulations". The person who gets it immediately follows it. So we all discuss these two words, 'message' and 'understand', to define communication.

"Communication conveys a message that is understood".

Communication does not take place unless a message is understood.

For example If we send a message to someone else's phone, "where come you".

The message does not make sense to the person who gets this message rather would wonder what it means and does not understand it. Hence, for communication to take happen, there are two factors. First, a clear message. Secondly, the message must be understood by the receiver, for whom it is meant. In society, we all interact with messages. Without interactions, a society cannot survive. Social interaction is always through messages. So we can also define communication in the following words.

"Communication is a process of social interaction with proper messages."

Think of telling someone, "It is very warm today" or "I am bored with the today's classes." In both these cases, we are communicating what 'we experience'. The weather being warm is what you feel or experience physically. Getting bored with a subject is a different feeling which needs some amount of education or experience in a classroom. In both cases, we are sharing our feeling or experience with someone else. So we may say that "communication is sharing of experience."

On the whole, we can conclude that we cannot imagine a situation where you cannot communicate with others. In society, we are bound to communicate with each other for various things and various

reasons. How will the doctor know what are your health problems? How would the seller know what product you are looking for or if you what to know the cost of the product? How impossible it is to imagine parents and children not communicating with each other or a classroom where the teacher cannot or does not communicate. Therefore communication is essential for our survival.

INTEXT QUESTIONS 1.1

1. Cite any five reasons why we communicate.
2. Define communication.
3. State whether the following statements are true or false.
 - i) Communication is a message misunderstood.
 - ii) Social interaction through messages is communication.
 - iii) Sharing of experience cannot be called communication.

1.4 HOW DO WE COMMUNICATE?

Have you heard the tale of six individuals (who couldn't see) who went to see an elephant? They determined the elephant's appearance by touching various parts of its body. The individual who touched the strong side of the elephant assumed it to be a wall. The sharp tusk of the elephant was felt like a spear, while the trunk felt like a snake to the person who touched it. As a result, every other person decided what an elephant looked like by touching other parts of it. Tail as a rope, ears like fans, and legs like trees! To understand things, visually impaired people rely on their sense of touch. Touch is, of course, one of the five senses that we all use to communicate.

FIVE SENSES OF COMMUNICATION

Those six men who went to see the elephant contacted and found out as they couldn't see. Yet, the vast majority of us who have eyes can see and figure out how an elephant truly seems to be. Contact and sight are channels of correspondence, and so are taste, hearing and smell.

We actually communicate through these senses or channels. Can you recall how your mother utilized a spoon and picked a little of curry and tasted it to actually look at whether it had an adequate number of salt or other required flavours?

The way he or she looked at the curry would have indicated whether or not it was just right if she was pleased with the outcome. For instance, take note of the flute's sweet sound. You're happy and nice. Your face would show euphoria and harmony when you pay attention to the music. Then again in the event that you stand by listening to an uproarious crashing sound you cover your ears with your hands and your face would show the distress. Go through an open garbage area or a stinking



1.1 : Tasting Food

public toilet. You will close your nose with your fingers and your face would show what you feel. Therefore, we communicate through our five senses of taste, touch, hearing, sight, and smell.

NON-VERBAL COMMUNICATION

In all of the examples above, we probably never spoke or used a word. We are used to the five



1.2 : Listening to music

senses naturally. On the other hand, speech is learned. In a similar way, we express our feelings of approval or disapproval by using our hands and eyes. This denotes a happy facial expression that we refer to as a "smiley."

Somebody asks you, "Will be you going to the market" ? You gesture your head and say 'OK' or 'no'. The other person would comprehend if you nodded.

What did you understand from the above mentioned examples? They are various facial expressions that convey joy, rage, sorrow, fear, and other emotions.

At the traffic point, take a look at a policeman. He uses his hands to indicate "stop" and "go," but he does not speak.

what you mean. We don't use words to express our emotions or experiences in any of the examples above.

Here, we are using the following methods to send messages:

(a) Expressions through our faces: These include smiling, nodding, looking into the other person's eyes to listen or show interest, as well as narrowing our eyes and raising our eyebrows.

(b) By body movements: Think about saying "bye" or pointing fingers when we leave, or what a cricket umpire does when he raises his finger to tell a batsman that he is out. Think of Gandhiji's three monkeys as examples of such nonverbal cues: "Speak no evil," "See no evil," and "Hear no evil." The act of shaking hands is universal. However, different meanings may be conveyed by handshakes.

For instance, you stretch out your hand to warmly greet somebody and that individual doesn't answer you or simply contacts your palm or fixes the grasp. This indicates that the individual wants to avoid you.

Just touching your palm would mean that the person does not consider you as an equal. A warm right hand shake would mean an expression of closeness or friendship.

In India and a few Asian countries like Nepal or Sri Lanka a 'NAMASTE' or folding both the hands together is a sign of welcome or respect. Almost all around the world folding of hands while praying is practised.

All the above examples show how we communicate without using any words or by using gestures or what may be called body language. Such communication is called 'Non-verbal communication'

because no words are used to communicate.

According to experts, almost 80% of all communication is nonverbal. Nonverbal communication is also practised by people who have physically challenged as far as their faculty of sight or speech is concerned. We have already seen the example of the six men who could not see 'seeing an elephant. Haven't you seen people who cannot speak using the sign language or gestures to communicate? Their ability to communicate nonverbally is worth mentioning.

On the other hand, people who can speak also use nonverbal communication when they speak to others. Think of someone who speaks to a large number of people, like a political leader, (like K Chandra Shekar Rao or Narendra Modi) spiritual or religious leader (like Shri Shri Ravi Shankar or Swami Ram Dev) or a social activist (like Kailash Satyarthi or Malala Yousafzai).

All of them use a lot of nonverbal communication. Look at speakers pointing fingers or raising hands or counting on fingers or moving their arms. Nonverbal communication is not universal or done in the same way by everyone in the world. Nodding of the head may have different meanings for people from different parts of the world. We Indians fold our hands to welcome somebody or to pray. People in Europe fold their hands only to pray and saying "NAMASTE" as we do is not known to them. They also do not welcome people the way we Indians do in India.

INTEXT QUESTIONS 1.2

1. Name the five senses used by human beings for communication.
2. What do you understand by nonverbal communication?

1.5 ORAL COMMUNICATION

We started talking to each other orally after humans started to speak. It's like when a child learns to speak first and then to say words. Speaking is a skill that can be learned or developed which can be called as oral communication. It uses words. This would refer to phrases and words. Words don't stand autonomously to convey. When you say "sky," "blue," or "high," it might not mean much. These are merely symbols. The listener would be able to visualize this from the moment you say the word "sky." 'Blue' would mean tone and 'high' would amount to anything over our head. When speaking, we group words into what we refer to as sentences, which can convey meaning. Take note of the following:

The words "the sky is high,"

"the sky is blue," and

"the sky is both high and blue" have been arranged in a way that makes sense in the preceding groups of words or sentences.

At the point when we say a full sentence where the right word is put at the perfect locations, using punctuation or the right grammar that governs language, it would bring about the right understanding. Otherwise, it will simply consist of meaningless words. When we talk about India's ancient wisdom, also known as the "Vedas," "Puranas," and "Shastras," it was first communicated verbally, then handed down from one generation to the next. In India, we have this extremely amazing oral custom.

The benefits of oral correspondence are:

- i. It comes naturally and out of nowhere.
- ii. As a result, it is simple for others to comprehend.
- iii. Word choice generally serves the listeners well.
- iv. It is upheld by nonverbal correspondence.
- v. The person who communicates or the communicator is always physically accessible.
- vi. It has the potential to cultivate close relationships between the speaker and the listener.

Disadvantages of oral communication:

- i. Words verbally expressed vanish immediately and inexplicably. The expressions are fleeting.
- ii. Words are not long-lasting not at all like say composed correspondence.
- iii. What is heard is frequently neglected.
- iv. People from other cultures may not comprehend nonverbal communication that supports oral communication.

Oral messages are used in modern communication methods like the telephone, which was invented by Graham Bell in 1876, and Marconi who invented Radio in 1901. These innovations have made it easier to instantly communicate with people far away which you will learn more about in a later module.

1.6 WRITTEN COMMUNICATION

Writing and language emerged much later in human history. China is thought to have the earliest script. Until paper was developed by the Chinese and later in Egypt, there was no written communication except on leather scrolls and palm leaves.

Today when we talk about written communication it is limited to people who can write and read. For this, one should know the alphabet, script and grammar of the language. For someone to write, say the language English, one should know various parts of speech besides a good knowledge of words or vocabulary.

Writing, papermaking, and printing were invented by Johan Gutenberg in the 15th century that made knowledge accessible to a larger number of people. The first thing that was available were books. Journals, magazines, and newspapers gradually gained popularity.

Such written matter like this made it easier for people to share their ideas with a wider audience. Newspapers made it easier for people to stay updated on what was going on in the country and around the world. Newspapers also provide information about government activities.

However writing, in contrary to speech, does not occur in isolation and involves thoughts, correction, editing, or rewriting. This indicates that, in contrast to speech, which is a shared activity, writing is an individual activity for a writer that requires a great deal of preparation and effort.

Advantages of written communication:

- i. Written communication gives words and thoughts permanence.
- ii. Knowledge and information became available to people who could read.
- iii. It led to the spread of ideas.

The biggest disadvantage of written communication, however, is that one has to be literate to use written communication.

Forms of Written Communication

Written communication has many forms. It varies from an intimate personal letter to books and newspapers. All the forms have their own special features.

Here is a list of some written forms of communication:

- LETTERS
- CIRCULARS
- ORDERS
- REPORTS
- FORMS AND QUESTIONNAIRES
- MANUALS
- NEWSLETTERS
- NEWSPAPERS
- MAGAZINES
- HANDBILLS
- POSTERS
- BOOKS
- BULLET IN BOARDS

Writing is a necessary tool that is inseparable for modern men. Most of the events in the past have been written down and preserved. Thus, historians or historians through writing record every human activity and development. Writing has taken on a new meaning and style with the development of the world wide web and the Internet.

However, unlike speech, written communication tends to be formal and difficult to follow. The person interested in written communication has to be literate to receive messages. Often writings are

not very user-friendly unless the writer is a good communicator. You may enjoy a story, a novel or a play but may feel bored when you read essays or books on intellectual issues

INTEXT QUESTIONS 1.3

State whether the following statements are true or false.

- a. Writing has given man history.
- b. Paper and printing were in existence before written communication was developed.
- c. Writing is a shared activity.
- d. The worldwide web and computers have given a new style and meaning to written communication.
- e. Radio is a medium of written communication.

1.7 TYPES OF COMMUNICATION

Communication is described depending upon the situation in which communication takes place. We communicate with ourselves, and with others face to face, using a public address system with a large number of people or using radio or television. In this section, you will learn about the different types of communication.

INTRAPERSONAL COMMUNICATION

Imagine a person driving a scooter on a lonely road. He has put on a helmet on his head to protect himself but he has not properly buckled and tightened. He is riding at high speed and is reaching a narrow junction. A cow remains standing in the middle of the road and in order to save himself he applies the brake and he falls down. The helmet flew off as it was not buckled properly. His spectacles also fall. The cow runs off for dear life. What does the scooterist do? Is he saying anything or is he communicating? Think for a while and read further. Well, he is.

Firstly he will thank God for saving him from major injuries. ‘Thank God’ he may sigh. ‘Who has left the cow to move around freely?’ He probably may question himself saying, ‘I should have put on the helmet properly’. He may say many things aloud or tell himself. He in fact is questioning himself or is communicating with himself.

Let’s take another example. Have you ever seen on television some of our great batsmen at the crease? Take, for example, M S Dhoni or Virat Kohli batting shown on television. If one of them has faced a ball from a bowler rather carelessly you should see them muttering something or talking to themselves. Strictly speaking, this is no communication at all as no one except the person himself is involved. This type of communication is called intrapersonal communication or communication with oneself.

Intrapersonal communication is communicating with oneself. We all do it. Think of a situation when you spoke to yourself. You went and met somebody and said something silly. Don’t you tell

yourself “I should not have said that...” or “I shouldn’t have behaved that way...” or “I made such a fool of myself...” all these are very common. We all do it as long as we live. In fact, this is looking inward or looking at ourselves. This can also be accepting our faults and mistakes, and correcting them. Intrapersonal communication or communicating with oneself is essential for our growth as responsible members of the society. Intrapersonal communication is the first type of communication.

INTERPERSONAL COMMUNICATION

When you come face to face with someone and communicate with that person is called interpersonal communication. This happens in our daily life. In the morning you get up and meet your parents, brothers or sisters. You wish them to speak to them. When you go outside you meet your friends and talk to them.

You go to a doctor and discuss your problems. If you want to book a railway ticket, you go to the booking counter and speak to the person sitting there. All these are examples of interpersonal communication.

Interpersonal communication is communication between persons or one-to-one communication. Most of us indulge in interpersonal communication every day. Interpersonal communication being face-to-face generally takes place in an informal, friendly atmosphere. However, there are occasions when it is formal. For example, a police officer questioning a suspect or a lawyer examining a witness in a court.

Let us list some formal and informal situations in which interpersonal communication takes place.

Formal:

- Taking part in meetings or conferences
- Sales counters
- Job interviews

Informal:

- Private discussions with friends or family members
- Corridor discussions
- Conversation in canteens or restaurants

Face-to-face communication would also mean a lot of nonverbal communication and immediate reply to questions. Interpersonal communication is essential in business, organizations and services. There is no substitute for people talking and reacting.

GROUP COMMUNICATION AND PUBLIC COMMUNICATION

Consider a gathering of individuals for a particular reason. It could be a group of students meeting a teacher or a student leader, or it could be residents of a street or mohalla. In the first scenario, the

group will be addressed by a chairman or leader, and then other individuals who are familiar with one another may also take part in a discussion. It is common for a group of people who are generally known to each other to meet and talk with one another. Such situations in which a group of people, generally known to each other meet and talk to each other may be called group communication.

Have you at any point attended a political meeting ? or heard a sermon from a spiritual or religious leader? Such gatherings and discussions are a part of our public life. In most cases, a speaker stands and speaks on a platform, stage, or vehicle roof. A loudspeaker and a microphone are necessary for communication here many people, maybe hundreds or even thousands can be seen waiting for the speaker to begin. When the leader speaks a large number of people will be listening. One person here is speaking to a large number of people. Such communication is called public communication. The speaker can see or identify only those who sit in the front rows. So messages are given not to just one or two persons but to many. Unlike interpersonal communication, here, the speaker cannot see the audience. So it generally lacks the personal touch. Of course, there are public speakers who can build immediate rapport or personal touch with the listeners. But unlike in group communication, here, people may not know each other.

Public communication may be defined as a situation where many people receive messages from one person. The skills of the person are very important here in this situation. We can think of a number of political and spiritual leaders as excellent communicators. Again, unlike group communication, to reach out to a large number of people, microphones and loudspeakers may be used.

INTEXT QUESTIONS 1.4

1. Fill in the blanks with the appropriate word/s:
 - a. A situation in which a batsman is talking to himself while at the crease is called _____ communication.
 - b. A conversation between two persons is called _____ communication.
 - c. Conversation in a canteen is _____ interpersonal communication.
 - d. In _____ communication generally, people are known to each other.
 - e. In public communication, generally _____ people receive messages from _____ person.

1.8 WHAT YOU HAVE LEARNT

Understanding human communication

- development of human communication
- reasons for communication

Definition of communication

How do we communicate

Five senses of communication

- non-verbal communication
- oral communication
- written communication

Types of communication

- intrapersonal communication
- interpersonal communication
- public communication
- group communication

1.9 TERMINAL EXERCISE

1. Explain the meaning of communication with examples.
2. Discuss the relevance of the five senses of communication in our day today life.
3. Describe the advantages and disadvantages of oral and written communication.
4. Differentiate between different types of communication with examples.

1.10 ANSWERS TO INTEXT QUESTIONS

1.1:

1. Refer to section 1.2
2. Refer to section 1.3
3. i) False
ii) True
iii) False

1.2:

1. i) touch
ii) sight
iii) taste
iv) hearing

v) smell

2. Refer to section 1.4

1.3:

- a) True
- b) False
- c) False
- d) True
- e) False

1.4:

- a) intrapersonal
- b) interpersonal
- c) informal
- d) group
- e) many, on

NOTES:

2. MASS COMMUNICATION

The pyramid of communication is topped by mass communication. In other terms, it is a method of communication used throughout society in which a person or business employs specific technology to communicate with a sizable or diverse audience. Mass communication includes, for instance, news reports, new games, and books that are published online.

We enjoy all of the entertainment, music, reality and serial shows, beauty and fashion shows, and beauty pageants. People have moved from magazines and newspapers to films, television, and the Internet. All of these are different kinds of mass media that are used to reach large, untapped audiences both nationally and internationally.

In this lesson, you will learn the meaning of mass communication and the different forms of mass media.

OBJECTIVES:

After studying this lesson, you will be able to do the following :

- explain mass communication;
- discuss the functions of mass communication;
- trace the origin of mass communication;
- differentiate between different forms of mass media;
- define the meaning of traditional media.

2.1 MEANING OF MASS COMMUNICATION

The simplest definition of mass communication is “public communication transmitted electronically or mechanically.” In this way, messages are transmitted or sent to large, perhaps millions or billions of people spread across the world.

How are these messages sent?

They are sent through different forms of mass media such as newspapers, magazines, films, radio, television and the Internet. Media is the plural for the word medium or ‘means of communication’.

Means of communication are also called channels of communication. Mass communication can therefore also be defined as ‘who’, ‘says what’, ‘in which channel’, ‘to whom’, and ‘with what effect’.

Who	says What?	In Which Channel	To Whom	With What Effect
Communicator	Message	Channel	Receiver	Effect

‘Who’: refers to the communicator.

Says ‘what’?: Here ‘what’ means the message. What the communicator has written, spoken or shown is the message.

‘In what channel’: This refers to the medium or channel like the newspaper, radio, or television.

‘To whom’: This refers to the person receiving the message or the receiver.

“With what effect”: This refers to the impact of a message on a channel or medium. Let us assume that you have been informed about an event in a newspaper, or on the radio of a social message. If this has changed your attitude towards a social evil like dowry or if a film song on television has entertained you, it may be called “the effect”.

Filmmakers, journalists, broadcasters, and advertisers are all examples of communicators who have a message for you. The channels are the means by which messages are conveyed, such as radio, television, or a newspaper. That brings us to the functions of mass communication.

2.2 FUNCTIONS OF MASS COMMUNICATION

You may have watched News and discussions that inform you; radio and television programmes that educate you; films and television serials and programmes may entertain you. Thus we understand that below are the functions of the media.

- Inform;
- Educate;
- Entertain.

Let us learn more about these functions of media.

Those who write, direct or produce programmes are people who give us messages. Take, for instance, a news story in a newspaper or a radio or television news bulletin. They inform us of some occurrence or event. They give information “A new president has been elected”, “A new missile has been developed”, India has defeated Australia in cricket”, or “250 people killed in a train accident”. So what are these? These are messages delivered by communicators that have been well-written or designed.

A doctor speaks on the radio or television or writes in a newspaper about how to prevent disease. Experts tell farmers on radio or television about a new crop, seed or agricultural practice. Thereby, the farmers are educated.

All the commercial cinema, television serials and music programmes are entertaining. The channels are the means through which messages are sent. These may be newspapers, films, radio, television or the internet.

Mass media have a tremendous impact on their readers, listeners and viewers. That is the effect. People watch an advertisement on television and buy the product. They are motivated to buy the product to satisfy their needs.

When India became independent agriculture in the country was not developed. We did not produce enough rice or wheat to feed our people. We were importing food and the population was also growing

fast. There were too many mouths to feed. So the government used the media, especially radio to change this situation. The farmers who were mostly illiterate were told to use the right seed, fertilizers and new techniques for farming. The effect was remarkable. We went through a revolution in agriculture and that was called the Green Revolution.

Similarly, the media stressed the need for small families. Many people followed the small family norm and decided to have only two or three children.

The polio campaign is another example. The mass media informed and educated the people about the polio vaccine to eradicate polio. Messages are created using creativity and film stars deliver these messages.

You might have seen Amitabh Bachchan saying “Doh boond Zindagi ki” on television meaning “two drops of life”

2.3 ORIGIN OF MASS COMMUNICATION

The term "mass communication" can be thought of as something that happened in the 20th century. A man was always looking for a way to communicate with a greater number of people and at a faster rate. Men on horseback once travelled great distances to convey news about, say, a war. Pigeons were used to deliver mail as postmen. You might have known about Kalidasa who was one of the best Sanskrit writers. In his poem 'Meghdoot', a Yaksha (celestial singer) sends messages to his beloved through the clouds. The first steps toward mass communication were the creation of printing and paper, followed by newspapers. But it was only through the telegraph, invented by Samuel F. B. Morse in 1835, that messages could be sent for long distances using a code. The next step was to send messages through the human voice. Alexander Graham Bell in 1876 succeeded in using wires to send the human voice across long distances. However, it was the invention of the radio by Marconi in 1901 which made sending human voices over long distances possible. In 1947 the invention of the transistor made radio the most popular medium for sending voice messages. Today television, which can send voice as well as pictures, is found almost everywhere. This was invented by Baird in 1920.

Mass media :

- Newspapers
- Magazines
- Advertising
- Films
- Radio
- Television
- Internet

You may be wondering what actually is the difference between mass communication and mass media. Television is probably the first thing that comes to mind when you hear the term "mass media," as it is currently the most widely used mass medium.

We talked about mass communication using the terms "channel" and "medium." You already know that the word "media" is plural. A medium is only a method used to send messages. Face-to-face communication occurs when we meet someone and communicate with them. However, we are not talking about face-to-face communication when we talk about a mass medium like television. It is being watched by a large or very large number of people.

The newspaper was the first medium used to communicate with a large number of people. The radio, which was created by Marconi, was the next truly mass medium. Newspapers were constrained by factors like time. Before people could read the news, it had to be gathered, edited, printed, and sent out. All of these took a long time. For instance, the newspaper you read in the morning is printed around midnight. This indicates that it does not include anything that occurred after midnight. Obviously, the individuals who use a paper must be educated. You will study unique types of mass media in the subsequent modules.

INTEXT QUESTIONS 2.1

1. List at least five forms of mass media.
2. Name any one function of media with an example.

2.4 PAPER

You have already learned, the development of paper that marked a pivotal moment in communication.

Before paper was invented, writing was done on rocks, leather, palm leaves, and other materials. You could have come across a few old compositions on rocks or, say, some stupas of Ashoka or some old Sanskrit or other Indian language reports composed on palm leaves. However the Chinese are credited with the use of some kind of paper in 105 A.D. the word 'paper' is derived from the plant of the name Papyrus, that found on the banks of the river Nile in Egypt.

Today, paper of various types and hues is neither extraordinary nor uncommon. Can you imagine a world without paper? Your entire education and studies happened on paper. Your textbooks, notebooks, copies, examination question papers, different forms you fill in to join an educational institution, and the answer sheets that you use to write the examination are all made of paper. Can you also think of a world without newspapers, magazines and even wall posters?

With paper universally available, ideas and thoughts of people could be shared by others. Paper plays an important role in every field of literary human activity, from education and knowledge to entertainment and business. Train, bus, air or cinema tickets are all made of paper.

2.5 PRINTING

It is believed that Johannes Gutenberg of Germany was the first to develop printing around 1439. With printing, there was a revolution in the way communication developed.

Information and knowledge, which were previously exclusive to select members of society's upper classes, gradually became accessible to the general public. The information, which was printed between two hard covers, quickly spread and was available to ordinary people. Libraries at schools, colleges,

Journalism was started in India during the British days by Englishmen and later by national leaders and social reformers like Raja Rammohan Roy, Bal Gangadhar Tilak and later Mahatma Gandhi. They used journalism to fight the British during our freedom movement. Gandhiji started the Indian Opinion in 1903 in South Africa to fight for the rights of the Indians there. Later in India, he started the 'Harijan' and wrote for 'Young India'. Today in India, a large number of newspapers in various languages reach millions of people every morning.

You will also learn more about newspapers in the module on 'print media'

WIRELESS COMMUNICATION

When we discussed the origin of mass communication two inventions were mentioned. The first was the efforts of Samuel Morse in sending messages using a code in 1835. Later on, in 1851 the international Morse Code was developed. Until recently we were able to send messages across continents using the Morse electric telegraph. Eventually, with the growing technology, messages could be sent without the use of cables or wires. The cell that we use today is a fine example of wireless communication.

PHOTOGRAPHY

You may be familiar with a camera and of course photographs. In photography, images are produced using light. Photography was developed in the 19th century by two people from France, Nicéphore Niepce and Louis-Jacques-Mandé Daguerre. Till a few years back we were taking black and white photographs. Later colour photographs could be taken using an emulsion.

Newspapers, magazines and advertisements used photography. By the end of the 20th century photographers began using digital technology, making photography easier and the cameras user-friendly. Even cellphones today have such digital cameras.

FILMS

In the previous section, we discussed photography. The pictures or photographs taken using a camera may be called 'still photographs' because they are permanent and do not move. The logical development from still photography was what we call 'motion pictures' or 'movies'.

In this technology, a series of still photographs on films were projected in rapid succession onto a screen. The camera used for this was called a movie camera. The motion picture machines used to project the films into moving images and later talking pictures were developed by Thomas Alva Edison in the USA and the Lumiere brothers in France. In fact, the Lumiere brothers came to India and showed moving pictures in Bombay. Just as in Hollywood in America, India also developed the art and technology of motion pictures. First, they were silent and then the talkies came in 1927. The first Indian motion picture was Raja Harischandra by Dada Saheb Phalke and the first talkie was Alam Ara.

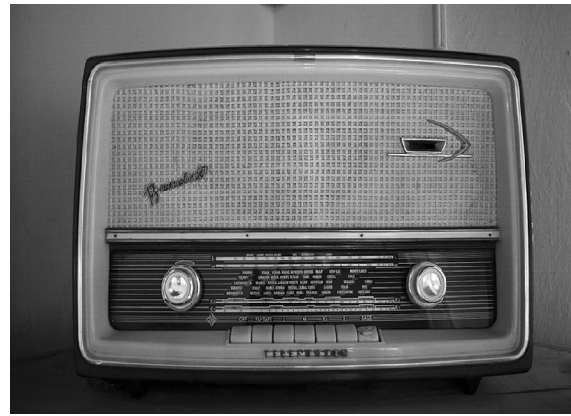
Today films are an integral part of our lives. Films brought in the cult of stars. Who are your favourite film stars? In India, the early films were based on mythology and later social issues were also taken up which continues even today.

Activity 2:

Write down the names of two Indian films which were based on social issues.

RADIO

From mere curiosity and technical experiments, radio became a truly powerful and popular medium of mass communication. After it was developed in the West we had radio by the 1920s and the first formal radio station was started in Bombay. You will learn about radio in detail in the module on 'Radio'.



2.2 Radio

TELEVISION

One of the technological marvels of the 20th century was television invented in 1920 by John Baird. In India, television started in 1959 on an experimental basis and the first television station was set up in Delhi. The beginnings were modest and slow but television was popular and became available in colour in 1982. Today Doordarshan has one of the largest television networks. From the early 1990s satellite television also came to India and was later Direct to Home (DTH) television. You will learn more about television in a later module.



2.3 Television

NEW MEDIA

Development and widespread use of computers and information technology have resulted in the emergence of what is called 'new media'. It includes computers, information technology, communication networks and digital media. This has led to another process in mass communication called convergence. Convergence means coming together many forms of media and other formats like printed text, photographs, films, recorded music or



2.4 New Media

radio, television etc. Though it is hard to separate old media from new media the world wide web or the Internet has changed the way in which we communicate. You will learn more about this later.

TRADITIONAL MEDIA

Traditional media are a part of our country's rich heritage. They have as abase our strong oral tradition. They belong to our own land and are strongly rooted in our culture. They are as varied and diverse as our culture itself.

Life in India is deeply influenced by agriculture and religion. So also are the seasons. From very ancient days we have been having fairs and festivals celebrated with spontaneous songs and dances. These songs and dances are traditional forms of media which inform, educate and entertain people.

The advent of technology and faster-reaching forms of media have affected traditional media. However, unlike radio and television, audiences and performers in traditional media are familiar with one another. The performances take place in a natural, familiar, and friendly setting. The messages are also simple; the content is known and the language and idioms are familiar. Unlike other modern media, people never get tired of them.

Let us consider the example of the Ram Leela celebrated and performed all over north India. The story of Ramayana is known to everyone and so are the performers. They repeat the same story every year, yet people come in large numbers to see them. But can you see an ordinary Hindi film a number of times?

There are several forms of traditional media in our country. They are known by different names in different regions. Some common examples of traditional media are storytelling, folk songs, street theatre and puppetry.

Some forms of traditional media like traditional songs and mythological stories are written down as proper text. However, the creation of various forms of folk media is generally spontaneous or is made on the spot.

INTEXT QUESTIONS 2.3

1. List any three forms of traditional media found in India

2. What is meant by the term 'convergence'?

2.7 WHAT YOU HAVE LEARNT

Definition of mass communication

Functions of mass communication

- Inform
- Educate
- Entertain

Origin of mass communication

- the invention of paper and printing
- the invention of the telegraph, the radio and television

Different forms of mass media:

- wireless communication
- photography
- newspapers
- radio
- television
- films
- new media
- traditional media

2.8 TERMINAL EXERCISE

1. Define the term ‘mass communication‘ with examples.
2. Describe the functions and origin of mass communication.
3. Explain briefly the different forms of mass media.

2.9 ANSWERS TO INTEXT QUESTIONS

2.1:

1.
 - i) newspapers
 - ii) films
 - iii) radio
 - iv) television
 - v) internet
2. Refer to Section 2.2

2.2:

1.
 - i) papyrus
 - ii) palm leaves
 - iii) printing
 - iv) newspapers
 - v) IndiaToday

2.3:

1. Refer to Section 2.6
2. Refer to Section 2.6

NOTES:

3. INTRODUCTION TO JOURNALISM

Journalism is now understood to be the profession of obtaining news and information, processing it, and then delivering it through a particular media. It is necessary that the news and information gathered should be pertinent to society. This is why Journalism, often known as the Press, exists. It has been described as a mass communication organisation that is primarily focused on public service. Thus, Journalism is the dissemination of information and opinions. It is the oldest of the popular arts and representation. The field of journalism has traditionally been regarded as a unique profession. It has been referred to as a pillar of democracy, the world's eyes, and the judge of popular opinion.

Both an art and a profession, Journalism aims to interpret and shape events and opinions for the benefit of the general public. The words 'Journal', Journalism, and Journalists are derived from the French word 'journal', which comes from the Latin term 'Diurnalis' or 'Daily'.

Perhaps the world's first newspaper was the 'ActaDiurna', a handwritten message posted each day in the Forum, during ancient Rome's main public plaza. Pamphlets, tracts, reviews, periodicals, gazettes, news books, news sheets, and letters all came to be referred to as "newspapers" at later points in history. They initially referred to those who wrote for them as "news writers" or "essayists" (or even "mercurists") and later as "Journalists".

OBJECTIVES

After studying this lesson, you will be able to do the following:

- define the concept of journalism;
- explain the functions of journalism;
- discuss the nature, role, and scope of journalism;
- describe journalism in the Indian context;
- analyse the press as the fourth estate.

3.1 DEFINITION OF JOURNALISM

Writing for newspapers or magazines is referred to as journalism. It is the dissemination of knowledge through the written word in magazines and newspapers. People have a natural curiosity toward new or novel things. Journalists who write about news and current events in newspapers and magazines satisfy this curiosity.

Reporting, writing, editing, photographing, broadcasting, and running news organisations as businesses are all part of the profession of journalism. The word "journalism" is derived from the word "journal," which denotes a book that records daily activities or transactions. Newspapers, whether they are published daily or weekly, are included in this. It also refers to a magazine to the audience segment it serves.

Journalism is the practice of communicating information about daily happenings in a limited number of words, sounds, or images by someone who writes for a newspaper, magazine, or journal. Man is known to be naturally curious and wants to know what is happening in the globe. By presenting him and

other members of the public with the necessary and relevant information, journalism serves this fundamental human need. A journalist covers current affairs and the most recent news whereas a historian documents historical occurrences.

Journalism is influenced by day to day events. It depicts the situation and the changes that take place from time to time. It is the routine process of obtaining and disseminating news. Everybody is impacted.



3.1 Journalism

Definitions:

Journalism means writing for newspapers or magazines. It is the communication of information through writing in periodicals and newspapers. People have an inborn desire to know what's novel or new.

Following are some important definitions of journalism:

1. "Journalism: The occupation of conducting a news medium, including publishing, editing, writing or broadcasting". - **New Webster's Dictionary**
2. "Journalism: The profession of conducting or writing for public journals". - **Chambers Dictionary**
3. "Journalism is communication. It is the events of the day distilled into a few words, sounds or pictures, processed by the mechanics of communication to satisfy the human curiosity of a world that is always eager to know what's a new" - **David Wainwright**
4. "The objective of Journalism is service" - **M. K. Gandhi**
5. "The press is one of the vital organs of modern life especially in democracy. The press has tremendous power and responsibilities. The press must be respected". - **Jawaharlal Nehru**
6. "Nothing less than the highest ideals, the most scrupulous anxiety to do right, the most accurate knowledge of the problems it has to meet, and a sincere sense of social responsibility will save journalism...." - **Joseph Pulitzer**

3.2 FUNCTIONS OF JOURNALISM

In the modern world, the press plays a crucial function as a tool for mass communication. The press makes an effort to provide its readers with unbiased information on what's happening in their neighbourhood, nation, and the world at large. Editorial comments on the news are also provided in order to focus on specific developments. Sometimes newspapers play a significant role in changing socially undesirable conditions. Newspapers also run campaigns for some highly desired civic projects, benefiting society in the process. The important functions of journalism is to inform, to interpret and educate, to guide, to entertain and for advertising.

Information

This function includes all reports, news and happenings concerning daily life. It does not include any information involving or concerning the pursuit of leisure. But it does cover news regarding government politics, foreign affairs, weather, accident, business, labour and education.

Interpretation of News

The need for interpreting and explaining the news in our day and age is readily manifold because their own fields of knowledge baffle even the specialists at times. The ordinary mortal caught in a maze of economics, science or invention needs to be led by the hand through its intricacies. There is no doubt that information and influence play an inevitable role in the success of the largest general interest.

Entertainment

Side by side with its more serious roles as a purveyor of information, interpreter and moulder of opinion, journalism lays increasing emphasis on its function as an entertainer. Under this function can be included all types of fiction like comic strips stories, amusing aspects of everyday life etc.

Advertising

This function of the press can very easily be recognized because it is commercially oriented. Sometimes, the advertisements also have some public service messages under the prestige advertisements regarding family planning, driving safety, childcare, health care etc.

Education

Journalists not only provide the information to the people but they also educate people by providing guidance on various issues through the editorials and columns. The need for interpreting and explaining the news in our day and age is readily manifold because their own field of knowledge baffled even the specialists at time.

News Functions

The most important and exacting function of journalism is the provision of a daily or periodical supply of news and all the news. The provision of news to the readers is a basic concept. The function includes all reports, news and happenings concerning daily life, it does include any information involving or regarding government, politics, foreign affairs, weather, accidents, business, education etc.

Guidance

From the earliest day journalism has sought to influence mankind. Journalism endeavours to sway the minds of people through the printed words, cartoons and pictures as they appear in the newspapers, magazines, pamphlets and books and through the spoken words over the air. Now-a-days journalism developed into a full-fledged social discipline.

INTEXT QUESTIONS 3.1

1. Define journalism.
2. What are the functions of journalism?

3.3 ROLE OF JOURNALISM

The media is the fourth pillar in the conception of the state, and thus an integral component of democracy. A functional and healthy democracy must encourage the development of journalism as an institution that can ask difficult questions to the establishment or as it is commonly known, “speak truth to power”.

Article 19 of the Constitution of India guarantees the right to freedom of speech and expression and is typically invoked against the state. However, despite the constitutional protection, journalists and media outlets in India have faced a range of challenges, including threats, attacks, and intimidation from government officials, politicians, and non-state actors.

Media is the engine that drives democracy forward, based on the quest for truth, justice, and equality. In today's digital age, the need for journalists to uphold standards of accuracy, impartiality, and responsibility in their reporting is paramount to successfully overcome the challenges posed by the rapidly changing media landscape.

News as part of communication keeps us up to date on the latest happenings, issues, and characters in the outside world. Even though news can be interesting or even entertaining, its primary purpose is to educate the informed. So, journalism's goal is to give people the information they need to make the best decisions possible about their lives, communities, societies, and governments.

3.4 NATURE OF JOURNALISM

Today, journalism is a crucial aspect of society and is necessary to uphold social, political, and economic order as well as to supply the public with the information they need. Media and journalism have attained the status of an industry and are now a significant source of employment on many different levels.

Journalism has changed into many different formats to keep up with changing public interests. It is also true that journalism has altered to fit the newer environment with every new discovery and invention in the field of media technologies. This makes it possible to assert that journalism as a practice will always be relevant. We know that people are naturally curious about what is going on in the world around them.

The press fulfils an essential need of a person by supplying him/her and other members with relevant and necessary information to the public. The historian recorded what happened earlier and the reporter gives current events and the latest news. The press gets inspiration from the present. It describes the situation in its formation. It is a daily activity gathering and delivering news. It affects everyone. It's about you; self and society at big. The press must always be there to be effective and report on time. The role of a journalist is not limited to reporting news and events. They are also responsible for interpreting and commenting on it. Therefore the main task of a journalist is to share "news and opinions". The views presented can be their own views or of a cross-section of experts.

3.5 SCOPE OF JOURNALISM

The scope of modern day journalism is absolutely huge. Journalism is everywhere, just as media

takes an integral part in all of our lives. Where there is media, there is journalism. Journalism is a field that is worth working. It is one of the most prestigious careers one can get today. As one might be aware, the tools of communication and technology are television, the printed media and radio. The internet is a more recent addition to this list. A lot of students are getting attracted to this field nowadays. This is mostly due to the fact that a career in journalism can be challenging as well as highly rewarding.

3.6 TYPES OF JOURNALISM

Journalism is about researching and reporting on events that have a variety of effects on people's lives and society. Different kinds of journalism cover a variety of topics that have an impact on society, appeal to a variety of audiences, and have different requirements for reporting facts in an objective manner. Each journalistic form and style uses different techniques and writes for different purposes and audiences.

Media specific types of journalism are print, broadcast, cyber, investigative, photo, global media, yellow journalism etc.

The journalists have the opportunity to develop a high level of expertise in their beats and develop valuable contacts in the field. Some subject specific types of journalism include: Development Journalism, Environmental Journalism, Civic Journalism, Lifestyle Journalism, Business Journalism, Sports Journalism, Health Journalism etc.

Print Journalism

Print journalism can be split into several categories: newspaper, news magazines, general interest magazines, trade magazines, hobby magazines, newsletters, private publications, online news pages and others. Each genre can have its own requirements for researching and writing reports. Oftentimes a print journalist will be paired with a photojournalist who will take pictures to complement the written story.

Broadcast Journalism

Broadcast journalism conveys information to the general public through broadcast media like radio and television. Branches of broadcast journalism include sports, weather, traffic, news and entertainment. There are also investigative, watchdog, and opinion forms of broadcast journalism. Broadcast journalism can involve narrating a report while a related video plays in the background, reading the report without the video, or conducting the report in the field while taking live video.

Cyber Journalism

Cyber journalism is a term coined after the merging of various traditional media brought about by the proliferation of media industries due to the current influx of new technology and globalisation.

Investigative Journalism

To expose evidence and present the findings of figures or organisations to a wider audience, investigative journalism involves conducting in-depth research on a subject. Analytical columnists lead top to bottom examination and utilise different strategies to gather data. Investigative journalists write in-depth reports to expose the subject and provide evidence to back up their conclusions after gathering

and analysing evidence.

This kind of journalism typically requires more time to plan, research, and prepare, and it typically takes a longer time to report all of the research's details, results, and conclusions. Print and broadcast media are both options for investigative journalism. Investigative journalism might look into businesses to see if they uphold fair business practices.



Photojournalism

Working as a photojournalist is even harder. Not only do you have to take the picture, but you also have to carry equipment, juggle a pencil and notepad, stay alert for the next picture, worry about the next assignment, and work against a deadline. That takes talent, skill, practice and persistence.

3.2 Photo Journalists at Sports Event

Development Journalism

Development reporting must describe the people actually at work in new projects and processes. It must describe the process of change and modernization, the new discoveries and the products. It must describe terms and concepts of development. An important aspect of development reporting is success stories of people who have adopted new technologies, tried new methods, and benefited themselves and helped society.

INTEXT QUESTIONS 3.2

1. Write any three types of journalism.
2. Write a note on development journalism.

3.7 WHAT YOU HAVE LEARNT

Definitions of journalism

Functions of journalism

- Information
- Interpret News
- Entertainment
- Advertising
- Education

Scope and nature of journalism

Types of journalism

- Print journalism

- Broadcast journalism
- Cyber journalism
- Development journalism
- Investigative journalism

3.8 TERMINAL EXERCISE

1. Define journalism. Explain the functions of journalism.
2. Explain the scope and nature of journalism.
3. List of the types of journalism in detail.

3.9 ANSWERS TO INTEXT QUESTIONS

3.1:

1. Refer section 3.1
2. Refer section 3.2

3.2:

1. Print journalism, Broadcast journalism, Cyber journalism etc.
2. Refer section 3.6.

NOTES:

4. ROLE OF MASS MEDIA

In this section, you will learn about the role of mass media in a democracy, its responsibilities, functions, media ethics, the impact of mass media, and about various Government media agencies.

Mass media, as the name indicates, can reach many people at once in different geographies. Television, radio, newspapers and magazines, and the Internet are called mass media. As they can reach out to a large number of people, it plays a key role in political, social, economic and cultural aspects of society. Since these media arms can play a significant role in informing and shaping opinion of people, they have a great role in a democracy.

Its role is still more important in a large country like India, the largest democracy in the world. Over 140 crore people live, speaking different languages and following different religions and cultures. As we know, we are governed by a Union Government at the national level and by State Governments in our respective States.

The three pillars of the Legislature, the Executive and the Judiciary ensure smooth functioning of a democracy, while the mass media, which is referred to as the Fourth Estate, disseminate information to people in different parts of the country.

While the Legislature (Parliament at the national level and Legislature in States) frame policies and laws, the Executive who takes care of the administration, while the Judiciary (the Supreme Court, High Courts and local courts) decides whether laws and the Constitutional provisions are followed by the elected governments.

The mass media acts as a watchdog in a democracy – disseminating information and checking whether the statutory bodies are working in accordance with the provisions enshrined in the Constitution. In simple words, it acts like a bridge between the government and the people.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- explain the role of mass media in a democracy;
- describe the role of mass media in society;
- identify what are media ethics;
- differentiate the positive and negative effects of media.

4.1 MASS MEDIA AND DEMOCRACY

A democratic country relies on the three key pillars of the Legislature, the Executive and the Judiciary. These three wings ensure smooth functioning of a democracy. Media has been given an equal status and is called the Fourth Estate as it acts as a medium, connecting people with the three key pillars.

The mass media is also called a watchdog in a democracy because it informs and educates the people. It also checks whether the statutory bodies are working in accordance with the provisions enshrined in the Constitution.

The information that they disseminate varies – from the proceedings of Parliament and State Legislatures to important laws that they make. It also informs people on important developments, issues related to economy, agriculture, food, industry, price increases, natural calamities, scientific developments and employment opportunities.

The media are the vehicle of information that flows in a democracy. While the Legislature (Parliament at the national level and Legislature in States) frames policies and laws, the Executive who takes care of the administration, while the Judiciary (the Supreme Court, High Courts and local courts) decides whether laws and the Constitutional provisions are followed by the elected governments.

In mass media there are two broad categories – private and public. The private mass media are run by individuals, corporate companies or by a few families.

The public mass media are handled by the Ministries of Information and Broadcasting at the State and Central levels. They spread awareness on various government policies, schemes and other announcements. They also provide information on meetings and conferences addressed by the President, Prime Minister, Governors, Chief Ministers and other top Ministers.

Like private media companies, they also have reporting and editing teams and photographers to record the events. Members from these wings will accompany the President and Prime Minister when they visit foreign countries.

Key Central Government Media Agencies

Central Bureau of Communication (CBC): Created in 2017 by merging Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity (DFP) and Song & Drama Division (S&DD). CBC takes care of communication needs of the Ministry/Departments and Government organizations.

Press Information Bureau (PIB): Tracks all events attended by key Government heads such as the President and Prime Minister. This wing keeps in touch with all newspapers and journalists and releases press statements. It also disseminates information on announcements made by the Government.

Electronic Media Monitoring Centre (EMMC): Monitors the content being aired by TV channels and checks for violations of Programme and Advertising Codes under the Cable Television Network (Regulation) Act, 1995.

Indian Institute of Mass Communication (IIMC): It is an educational and research institution to train people in journalism and mass communication.

Broadcasting Wings: All India Radio, Doordarshan and Sansad TV

Activity 1:

1. Search in the menu of your TV channels, find SANSAD channel and watch the channel

for 30 minutes. Write down what you have learned there.

INTEXT QUESTIONS 4.1

- i) Give two examples of mass media?
- ii) What does the media communicate with the public?
- iii) Why is the media called the Fourth Estate?
- iv) Which are the three pillars of a democracy?
- v) Name two Government media agencies and explain what they do.

4.2 FUNCTIONS AND RESPONSIBILITIES OF THE MEDIA

In the earlier section, we have studied the power of mass media in disseminating information and how it builds bridges between the government and the people. In this section, we will study the key functions and responsibilities of media. We will also look into media ethics, a set of rules that is expected to follow while gathering, processing and disseminating information. Media organizations should be truthful, objective and they should present facts always.



4.1 Media

Key Functions

- i) **Educating and Creating Awareness:** In a crisis like Covid-19 or a natural calamity like floods, the media quickly talks to officials and experts and starts disseminating information on the issue. It covers the issue from multiple angles, providing a solution. In this process, it puts an end to rumors and baseless claims.
- ii) **Platform for Debates:** The media provides a public platform for its readers and allows them to discuss a variety of issues like governance, films, culture, sports, and socio-economic challenges. In the print medium, it allows their readers to write opinion pages or special page articles. In the broadcast medium, people from different walks of life take part in live debates and express their opinions on various issues.
- iii) **Agent of Social Change:** The media acts as a catalyst and brings in social change by informing, educating, shaping opinions and helping people mobilize support for various social causes. The media raises public awareness by regularly writing on issues like corruption and healthcare.
- iv) **Watchdog:** The media is a watchdog, closely keeping an eye on the government and its agencies, legislature (and Parliament) and judiciary. Its role is to stand for democratic principles and protect the interests of the public.

v) **Acts as a Bridge:** As we noted in the previous section, the mass media acts as a bridge or a messenger, connecting the government with its citizens. It tells citizens about policies, schemes and announcements made by the government. It also brings to the notice of the Government about the real-life issues and challenges that the citizens are facing.

vi) **Promotes Business and Economy:** The media also plays a critical role in promoting business and the economy of a country. Its ability to quickly transmit information and identify important trends helps in educating people about new business opportunities.

People would also quickly understand about key changes in the economic situation and take a decision on investments or savings. For the manufacturers, it is a good platform to make an announcement on their new product launches. In a matter of a day or a few days, they will be able to reach out to crores of people and tell them about the advantages of their products.

vii) **Entertainment:** Entertaining people is one of the major functions of the media. Besides writing/telecasting content on films, the media gives space to local cultures by recording and telecasting cultural events in different parts of the country.

4.3 MEDIA ETHICS

In the section above, we have studied how important the media's role is in a democracy. It informs and educates the people. It acts as a watchdog, keeping a watch on the government and legislature. It exposes wrong doings and scams. Because of this role, the media is trusted by the people.

In order to retain the trust and confidence of the people, the media in general and journalists in particular should follow a set of ethics, which includes accountability, privacy and integrity. Any violation of these ethics would adversely impact the trust between the media and the public. Once the trust is broken, it will be very difficult to rebuild it.

The spurt in digital media in the last few years has posed a challenge as some digital media channels are not following these ethics, publishing rumors and half-truths as news.

Here is a set of ethics that media organizations are expected to follow.

Accuracy: The media should ensure that the content is accurate. They should attribute the numbers to authentic sources. They should not believe in claims made by officials and companies.

Accountability: Media organizations and journalists must be accountable to what they publish and write. They are accountable to the people, to the law and to Constitutional provisions.

Integrity: Media organizations should protect their integrity. They should not seek favors from the governments or others.

Be Fair, Avoid Biases: Media organizations should give voices to all sides. They should not take sides and support only one side. They should not hide facts nor misrepresent facts to give a distorted view.

Respect privacy : Media organizations should protect the privacy of individuals. Names and photos of children and women victims should not be published.

Key recommendations by the Press Council of India

- i) Don't publish inaccurate, baseless, misleading or distorted information
- ii) The job of a newspaper is to collect the news and place it in perspective but not to create (manipulate) news.
- iii) Don't misquote statements.
- iv) Don't publish advertisements on unlawful or illegal, or those in bad taste.
- v) Promote communal harmony.

4.4 IMPACT OF MEDIA

We have so far seen various functions and responsibilities of mass media and how it plays a crucial role in the healthy functioning of a democracy. It acts as a catalyst, bringing in social change, informing and educating citizens. It also provides entertainment and plays the role of a cultural ambassador, promoting different cultures. It, however, has to follow a set of ethics in order to gain the confidence of the readers.

If they don't follow these ethics, it can pose negative effects on society. If it doesn't act responsibly, it can lead to misunderstandings in society and trigger disturbances. By taking sides, it can harm the interests of some people.

In this section, we will discuss the positive and negative impacts of media.

Positive Effects

- i) **Inform and Educate:** The main objective of any media organization is to inform people about latest developments. It also educates people, explaining to them about issues related to healthcare, science, and economy.
- ii) **Strengthens Democracy:** The media is a key pillar of democracy. As a 'watchdog' of democracy, it ensures all important agencies work according to the Constitutional provisions.
- iii) **Social Change:** By educating people on superstitions and highlighting social problems and injustices, it can bring about change in society. It also helps activists to launch and promote campaigns to protect the environment and fight against corruption and gender biases.
- iv) **Entertainment:** It provides entertainment to people at affordable prices. It also helps communities protect their cultures and identities. It also offers live coverage of sport events like Indian Premier League (IPL), World Cup Cricket, Olympics, Wimbledon and FIFA (football) World Cup.
- v) **Helps in Emergencies:** In times of natural calamities and health crises (such as Covid-19), it provides vital information that can help save lives. By quickly transmitting official advisories, it helps victims and relatives to seek medical help.
- vi) **Boosts Economy:** By constantly keeping an eye on issues related to various sectors of economy, it informs and educates entrepreneurs. Also, it helps companies to publish and

telecast advertisements to promote their products and services. Because of its reach, a new product can be launched and popularized in a short span of time.

Negative Effects

- i) **Biases and Misinformation:** One of the major challenges that the media poses is bias. By taking sides, a media organization can publish or telecast positive information on the people or political parties that they like. It can publish or telecast content that can damage the reputation of others. They misrepresent facts and create misinformation to promote their agendas.
- ii) **Invasion of Privacy:** Some media organizations and journalists don't respect an individual's privacy while presenting news. For example, they should not publish names and photos of minors while writing crime news.
- iii) **Sensationalism:** The media is supposed to be neutral. It should not take sides. But some media organizations resort to sensationalizing news by publishing or telecasting sensitive information. They also conduct live debates to manipulate public opinion in their favor. This can widen the gap between communities and can create disturbances.
- iv) **Rumour-mongering:** Some media organizations spread rumors in order to get more readers or viewers. Publishing or telecasting news without verifying its authenticity can create a lot of problems in society.
- v) **Trivialisation:** Some media organizations trivialize (lessen the importance) news by not giving the importance that they deserve. As a result, people will be denied access to important news.
- vi) **Polarisation:** In order to protect their own agendas, some media organizations take sides. This can divide readers and viewers, resulting in polarization. This will harm a society, which is diverse in its views.

Activity 2:

1. *Read the front pages of two different newspapers. Check whether there are any differences in the coverage of major news.*
2. *Watch a news debate programme on an English TV channel. Notice if the anchor is allowing all participants to express their opinions.*

INTEXT QUESTIONS 4.2

- i) What are the key functions of mass media?
- ii) Why should the media have ethics?

4.5 WHAT YOU HAVE LEARNT

Importance of mass media in a democracy

- Why media is called the Fourth Estate and Watchdog
- Media Ethics

- Accuracy
- Accountability
- Integrity
- Be Fair, Avoid Biases
- Respect privacy

Key functions and responsibilities of mass media

- Educating and Creating Awareness
- Platform for Debates
- Agent of Social Change
- Watchdog
- Acts as a Bridge
- Promotes Business and Economy
- Entertainment

Why media should follow a set of ethics

Impacts of media

- **Positive Effects:** Inform, Educate, Strengthens Democracy, Social Change, Entertainment, Helps in Emergencies, Boosts Economy
- **Negative Effects:** Biases and Misinformation, Invasion of Privacy, Sensationalism, Rumour-mongering, Trivialisation, Polarisation

4.6 TERMINAL EXERCISE

- 1) Explain in detail the relationship between mass media and democracy.
- 2) What are media ethics? List out the ethical codes to be practiced by media persons.
- 3) Discuss the various positive and negative effects of the media on people.

4.7 ANSWERS TO INTEXT QUESTIONS

4.1:

- i) All India Radio, Doordarshan.
- ii) Information, entertainment, live events.
- iii) Media is as important as the three key pillars of a democracy the Legislature, the Executive and the Judiciary. This is the reason why the media is referred to as the Fourth Estate.
- iv) The Legislature, the Executive and the Judiciary
- v) The Press Information Bureau (PIB) and Doordarshan. The PIB is the main government media agency that disseminates information, press releases, photographs and videos on

government programmes. The Doordarshan is a TV channel that telecasts news, news-based programmes, live programmes on government programmes and entertainment programmes.

4.2:

- i) Mass media educates, informs and telecasts entertainment programmes. It acts as a bridge between the government and citizens.
- ii) People trust the media a lot as it is the main source of information for them. In order to retain their trust and gain their confidence, the media should follow a set of ethics, which includes accuracy, accountability, fairness and integrity.

NOTES:

MODULE – II

PRINT MEDIA

The democratization of knowledge brought about by the mass production of printed materials makes education available to the general public. It truly was a revolution since at the time, elites were seen to possess wisdom. Print media was the main form of communication for several centuries, reaching a large audience. Newspapers, magazines, and periodicals are the three main types of print media followed by books. Newspapers are a mass medium that greatly affect people's lives. Newspapers are a popular form of media because they can be utilized for future reference. Another quality of this media is its diversity of content. It can contain a wide range of content, including editorials, cartoons, features, stories, columns, and news.

5. INTRODUCTION TO PRINT MEDIA

In the previous module, you have learnt about different forms of mass media. Print media, as you know, is one of them. Print media is one of the oldest and basic forms of mass communication. It includes newspapers, weeklies, magazines, monthlies and other forms of printed journals.

A basic understanding of the print media is essential in the study of mass communication. The contribution of print media in providing information and transfer of knowledge is remarkable. Even after the advent of electronic media, the print media has not lost its charm or relevance. Print media has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis.

OBJECTIVES

After studying this lesson, you will be able to do the following :

- identify the different forms of print media;
- discuss the history of early printing;
- describe the evolution of newspapers in India;
- differentiate between print and electronic journalism.

5.1 NEWSPAPERS

Print media generally refers to newspapers. Newspapers collect, edit and print news reports and articles. There are newspapers published in the evening also. They are called eveningers.

Why do people read newspapers ? They read newspapers for a variety of reasons. Let us consider a few examples.

Yesterday while going to the city you might have seen an accident. Two buses had collided and by the mere sight you could make out that many passengers must have been killed or injured. You were busy with your daily engagements and forgot about the accident. Only today morning you recalled that incident. You were curious to know more about it. You wanted to know how many passengers were killed or injured.

Where will you look for these details?

In a newspaper, of course. So you would pick up a newspaper and read all about the accident

Ramu and Ravi were planning to go for a movie. Both got pocket money from their parents and permission to go for a film. Ramu asked Ravi whether he knows the names of films playing in different theatres in the City. Ravi was also not sure about it. So they picked up a newspaper. The paper gave all the details about films shown in different cinema halls in the city. You must have seen such columns in the



5.1 : Newspapers

newspaper. They appear under the title ‘entertainment’. So you look into the newspaper for entertainment also.

Raju is a resident of Warangal. He wanted to visit his uncle in Hyderabad. As he was busy during the weekdays, he was free only during weekends. Before booking the tickets, he wanted to know about the train timings. He used to see that the local newspaper carries a column on train timings. So he picked up that paper and decided on the train in which he should reserve a ticket. Train timings was an important column in the newspapers till recently. Now that the people are finding the time online and booking is being done online.

You must have seen such columns in newspapers. They give you such information. So you are reading the paper for information also.

Thus newspapers play a very important role in our daily life. We read the newspaper for :

- news
- entertainment
- information

5.2 HISTORY OF PAPER



5.2 Old Manuscript on Palm Leaves

Have you seen a palm leaf? There was a time when people used to write on palm leaves. This was before the discovery of paper. Some of the old manuscripts written on palm leaves are preserved in our National Manuscript Library in Delhi.

The Chinese were the first to invent the art of printing. They made wooden blocks to print letters. This was started during the period of the Tang Dynasty in 600 AD. The oldest known surviving printed work in a woodblock is a Buddhist scripture of 684 AD. It is now exhibited in a calligraphy museum in Tokyo, the capital of Japan.

The first printed book published in China was the Buddhist text, the “Diamond Sutra” by Wang Chik in 868 AD. Some copies of the Buddhist scriptures printed in 1377 are preserved in museums in China.

Can you imagine a world without paper ? Nowadays paper has become an integral part of our life. We read papers in the morning, write on note books made of paper, send letters on paper, use paper boxes to carry things and so on and so forth. You have learnt in an earlier lesson how this paper is made. Though the Egyptians made paper by 3500 BC, it came to Europe only by the 11th century. The first paper mill in Europe was set up in Spain in 1120.

Block printing came to Europe by 1300. It is believed that Johannes Gutenberg of Germany had developed printing technology around 1439. Gutenberg also invented an oil-based ink for printing. He printed the Bible in 1450. It was in the Latin language and had 1282 pages. He used movable printing blocks for the book.

Printing technology came to India in 1556. It was the Jesuit priests who brought this technology to our country. The first book printed in India was in Portuguese language in Old Goa. It was *Doctrina Christa* by St. Francis Xavier

The invention of printing has revolutionized mass communication. Books are printed in large numbers and circulated in many countries. No other invention has had such an influence in the history of mankind.

INTEXT QUESTIONS 5.1

1. Write the names of any three national dailies.
 - (i)
 - (ii)
 - (iii)
2. Who invented the art of printing ? What did they use for printing?
3. When and where was the first paper mill started?

5.3 FIRST NEWSPAPER

Which was the first newspaper published in the world? It is very difficult to point out a single newspaper as the first one. During the Maurya period, kings used to circulate news to the people as proclamations. In ancient Rome, *Acta Diurna*, or government announcements, were published regularly. They were inscribed in metal or stone. These can be considered as the earliest form of newspapers. In China also, the government produced such news sheets called *tipao*.

Many researchers consider “The Peking Gazette”, published from China, as the first newspaper. It was started in 618. In the initial stages, this newspaper was hand written and distributed to the readers. Later it was printed and circulated. The Peking Gazette continued its publication till the beginning of the twentieth century.

Newsletters circulated by rulers were the first form of newspapers. In India, the East India Company circulated such newsletters.

According to the World Association of Newspapers, the first newspaper in the modern sense was published by Johann Carlous in 1605. The name of the paper is a bit long! “Relation aller Furnemmen und gedenckwandigen Historien”. In 1609, another newspaper was started from Germany called “File”.

Yet another newspaper in the modern concept was published from Venice called “The Gazette”.

But many such earlier newspapers could not survive for long. The rulers were not happy with these publications as some of them started criticising their rule. So many papers were forced to close down. In USA, a newspaper “The Public Occurances” lasted only for a day. Similar was the fate of the “Daily Paper” started by James Asher in UK.

Newspapers underwent a lot of changes in their form and content after that. In England, “The Weekly News” was launched in 1622. The first newspaper in the modern concept was published in Oxford in 1655. It was the “Oxford Gazette”. The first newspaper to be published from London was the Daily Courant. It was edited by E. Mallet. In 1784, John Walter launched the “Daily Universal Register” from London which later adopted a new name “The Times”. It is known to be one of the greatest newspapers in the world.

In USA, the first newspaper was “Public Occurances”, which was launched in 1690. Postmaster John Campbell started another paper in 1704, “The Boston Newsletter”. In 1783, “Pennsylvania Evening Post” was started in USA that had all the features and content of a modern newspaper. Later in 1851 came “The New York Times”.

DO YOU KNOW?

Which is the largest circulated newspaper in the world? In which country is it published? The largest circulated newspaper is the “Yomi Yuri Shimbun” published from Japan.

Activity 1:

Find out the names of the world’s second and third largest circulated dailies. Also find out the number of copies they sell.

5.4 NEWSPAPER PRINTING IN INDIA

Do you know the old name of Kolkata city? It is Calcutta. Did you know that Calcutta was once the capital city of India? From 1774 to 1922 Calcutta was the Capital of India. Calcutta has also many other firsts in the history of India. The first Railway Company was started here. The first Metro Rail was also in this city. The first Post and Telegraph office and the first western style bank were also opened in Calcutta. Our Supreme Court also began functioning from that city.

You will find it interesting to note that Calcutta has one more first. It was from Calcutta that the first newspaper was published from India.

It was a Britisher who started the first newspaper in our country. On January 29, 1780 James Augustus Hickey launched the “Bengal Gazette”. It has another title “Calcutta Advertiser”. It was popularly known as “Hickey’s Gazette”. The first issue of the paper had two pages and later it was increased to four pages. It’s size was 35 cms x 24 cms.

The British East India Company did not consider freedom of the press as good for society. They tried to suppress publication of newspapers. Hickey was a very bold editor. He continued his criticism of British authorities. He published reports attacking the East India Company officials. The British authorities arrested Hickey many times. Finally, they confiscated his paper and press in 1782 and

stopped its publication. Hickey was asked to leave the country. He was sent back to England. Copies of the Bengal Gazette are still kept in the National Library in Kolkata and the British Museum in London.

We have thus seen that Kolkata has a unique place in the history of Indian newspaper publishing. But it is all the more interesting to note that the second, third and fourth newspapers in the country were also launched from this city.

Following in Hickey's footsteps in 1780, the second newspaper was launched from Calcutta "The Indian Gazette". The "Calcutta Gazette" which started publication in 1784 and the "Bengal Journal" which was launched in 1785 were the third and fourth newspapers to come out from Calcutta.

All these four earlier papers were published in the English language. Slowly newspapers started coming out from other parts of the country also. The "Madras Courier" (1785) and "Madras Gazette" (1795) were started from Madras. From Mumbai, the "Mumbai Herald" was launched in 1789. The press regulations and censorship imposed by the British stood in the way of starting more newspapers in India. In 1818, Lord Hastings removed the strict censorship measures for a milder set of policies. This led to the emergence of many new newspapers, including many in Indian languages. Raja Ram Mohan Roy who is known to have fought for the freedom of the press edited a Persian weekly called 'Mirat-ul-Akhbar'.

The first language newspaper in India was started in Kannada language, the "Kannada Samachar". But the publishers of this paper were not Indians, but foreign missionaries. The first Indian language newspaper published by an Indian was also launched from Calcutta, "The Bengali Gazette" by Gangadhar Bhattacharjee in 1816.

The Gujarati daily "Mumbai Samachar" published from Mumbai is the oldest existing newspaper not only in India but also in Asia. It was established in 1822.

Modern Technology

From the days of wooden block printing, newspapers have undergone a sea change. Technological revolution has modernised the print media. For a long time, these were produced by hand composing. Later, these were replaced by monotype and linotype. In this process, a machine operated by a key board was used to compose letters. This has also become obsolete now. Typesetting in computers, offset printing and laser printing have taken over.

Desktop publishing has become quite common now. Technologies such as Adobe Page Maker, Quark Xpress, and Microsoft Publisher are widely used by both large and small newspaper companies. Before the use of computers, reporters would type their story in a specific format which would allow the text to be physically placed on the page.

In earlier days, newspapers were printed only in black and white. Colour printing was not possible at that time. But now almost all the newspapers print colour pages. Some papers print colour only in supplements and special pages. Colour printing has made the pages look brighter and attractive.

Activity 2:

Collect the names of five early newspapers in your state with year of starting.

INTEXT QUESTIONS 5.2

1. Which were the early newspapers in USA and UK?
2. What is the importance of the city of Kolkata in Indian newspaper history?
3. When was the Bengal Gazette launched? What was it otherwise called?

5.5 ROLE OF PRESS: FREEDOM MOVEMENT

Towards the end of the 19th century, many social reformers began actively campaigning for radical changes in Indian society. The reformation of Hinduism, the move for abolition of sati and efforts to encourage widow re- marriage were some of the major reforms. Inspired by these great leaders, many newspapers were started in different parts of the country. All this led to a boom in the newspaper industry in India.

Some of the leading English newspapers were also launched during this time. “The Times of India” (1861) was started as a paper supporting the British. Many of you might have heard about “The Jungle Book”. The author of “The Jungle Book”, Rudyard Kipling, started “The Pioneer” in 1866 from Allahabad. “The Amrita Bazar Patrika”(1868), “The Statesman” (1875), “The Hindu” (1887) and “The Tribune”(1880) were also started during this period. “The Hindustan Times” was started later, in 1923. In the regional languages, some papers that were launched during that period continue even now as leading papers like “Malayala Manorama” (1888).

When Mahatma Gandhi returned to India, he gave a great impetus to the freedom movement. He was also a great editor. He took over “Young India”, the weekly started by the Home Rule Party in 1918. Gandhiji also launched another weekly, called the “Navjeevan”, in Gujarati. Later, Gandhiji started the “Harijan” under the editorship of Mahadev Desai. Gandhiji insisted that his papers will not carry any advertisements. But all his publications had wide circulation among readers.

Can you guess how many newspapers in India have crossed 100 years of publication and are still in circulation? There are 41 such newspapers in the country and are called centenarian newspapers. Among English dailies, four have crossed this mark: The Times of India, The Hindu, The Tribune and The Statesman. Among language newspapers, Mumbai Samachar, Amrita Bazar Patrika, Malayala Manorama and Deepika are among the centenarians.

The most common newspaper sizes are: Broadsheet, Berliner and Tabloid.



5.4 Young India

INTEXT QUESTIONS 5.3

1. Name three English newspapers launched at the end of 19th century in India.
2. Which is the oldest existing newspaper in India?
3. Name two publications started by Gandhiji.

5.6 ROLE OF MEDIA IN TELANGANA MOVEMENT

The journalist is usually a neutral person by profession. He plays the role of a mediatory between the people on one side and government on the other side. A journalist also plays the key role in taking the public's problems and concerns to the government. But this did not happen in the case of the movement for Telangana. Journalists focused on Telangana movement. They went on to start a special paper for the purpose of the movement of Telangana whose prime focus would be the movement. From the start of 1969 when the first movement for Telangana took place to the day of declaration of forming Telangana as an separate State on June 2 of 2014 journalists played a great and important role both behind the scenes and directly as well. Their presence and enthusiastic participation was extended directly to community call for all people's assembly and in millennium march apart from many other historic events of the Telangana movement. Their spirit of revolution forever stays alive in the hearts of people of Telangana and gave them a boost to fight for their cause.

After formation of Telangana State, many changes came in the print and electronic media. Two major newspapers launched in Telangana. They are Mana Telangana and Nava Telangana. Mana Telangana seed of Vishalandra Telugu newspaper, and, Nava Telangana seed of Prajashakti newspaper. English newspaper "Telangana Today" launched in 2016. There are many other small newspapers launched with the title of Telangana. All the leading Telugu newspapers giving separate editions to Telangana and Andhra Pradesh. Telangana Press Academy is established immediately after formation new state. Later, the government has changed the nomenclature of the state Press Academy to "Media Academy of Telangana State". DD Yadagiri's operations have been continued from its current Ramanthapur office, Hyderabad. The channel highlights the Telangana culture and dialect. Some of news channels like ETV giving two news channels to two Telugu states. TV9 started a Telangana channel, Jai Telangana.

5.7 E-PAPERS AND WEB EDITIONS

Have you seen an internet cafe? Nowadays internet cafes are as common as milk booths. If you have not visited an internet café, please go and see what is happening there. With the availability of data at cheaper rates and the affordable smart phones, people are accessing internet on their phones and many internet cafes are getting closed.

Internet is a computer based worldwide interlink network. It has no country barriers. So a person sitting in India can access an internet site in USA through the computer network. This has made revolutionary changes in communication the world over.

Recently almost all newspapers have internet editions. For example, the Hindustan Times or Indian Express or Times of India can be read on the internet through their net editions. Each paper has a

dotcom name for their site, like www.hindustantimes.com or www.timesofindia.com. While you have to pay for buying a newspaper, the internet edition of that newspaper is free of charge and is accessible if you have a computer and internet connection. Some newspapers have started subscription and are charging to access their internet or online editions.

Activity 3:

1. *Collect names of five internet editions of newspapers.*
2. *Some newspapers are published only on the internet. These are called web newspapers.*
3. *One advantage of internet papers is that they are available worldwide.*

INTEXT QUESTIONS 5.4

1. Name three broadsheet newspapers
2. Name three internet newspaper sites.

5.8 CIRCULATION OF NEWSPAPERS

Print circulation is a good proxy measure of print readership and is thus one of the principal factors used to set print advertising rates (prices). In many countries, circulations are audited by independent bodies such as the Audit Bureau of Circulations (ABC) to assure advertisers that a given newspaper does reach the number of people claimed by the publisher. The importance of people's access to information through media cannot be underestimated in a democratic country like India. Historically, the Print Media has served as an indispensable pillar of the democratic system in our country and has contributed immensely to the nation-building process. As per records, 1,46,045 print publications (Newspapers & Other periodicals) have been registered in India till 31st March, 2022.

You may be interested in knowing the latest circulation figures. For this, you may go through the following websites : Registrar of Newspapers of India (RNI) - <http://rni.nic.in>; Audit Bureau of Circulations (ABC) - <http://www.auditbureau.org/>

5.9 WHAT YOU HAVE LEARNT

Different forms of print media

- Newspapers
- Magazines

What is in newspapers?

- news
- entertainment
- information

Periodicity of Newspapers

- Daily
- weekly

- biweekly/fortnightly
- monthly
- annual

History of printing

Newspaper printing in India

Role of Press in Freedom Movement

Circulation of newspaper

5.10 TERMINAL EXERCISE

1. Give a detailed description of early newspapers in the World.
2. Describe the history of early printing of newspapers in India.
3. Give an account of the growth of the print media in India during and after freedom movement.
4. Give an account of internet papers and describe their advantages.
5. What are the trends in the print media?

5.11 ANSWERS TO INTEXT QUESTIONS

5.1:

1. (i) Times of India
(ii) Hindustan Times
(iii) Indian Express
(iv) any other newspaper that you can think of.
2. The Chinese were the first to invent the art of printing. They used wooden blocks to print letters.
3. The first paper mill was started in Europe in 1120.

5.2:

1. The Public Occurances in USA and The Weekly News in UK.
2. Refer to section 5.5
3. It was launched from Calcutta on 29 January 1780. It was popularly known as Hickeys Gazette.

5.3:

1. (i) The Times of India
(ii) The Pioneer
(iii) The Statesman

- (iv) any other newspaper that you can think of.
- 2. The Gujarati Daily Mumbai Samachar published from Mumbai .
- 3. Nava Jeevan and Harijan

5.4:

- 1. (i) The Times of India
 - (ii) The New Indian Express
 - (iii) The Hindu
 - (iv) The Pioneer
 - (v) any other newspaper
- 2. (i) <https://m.timesofindia.com/>
 - (ii) <https://www.newindianexpress.com/nation>
 - (iii) <https://www.thehindu.com/>

NOTES:

6. WHAT IS NEWS ?

People may not show interest in reading all the News that is there in the Newspaper, but the News that interests them and also affects their daily lives, gain more attention. Why do people read News? The answer is simple - to get information, without which one will remain ignorant about what is happening in the world around us.

What makes news? John Bogart has given this comment that became synonymous with news. When a dog bites a man, that is not news, because it happens so often. But if a man bites a dog, that is news. Though this may seem true, sometimes, when a dog bites a man that can also become news. Suppose a dog bites a famous filmstar, it definitely makes big news. The common belief, though there was no authenticity, is that the letters in the word “NEWS” is derived from the four directions as indicated below:

- North
- East
- West
- South

This shows that news can come from anywhere. News is the report of a current event, something that was not known, information of recent events and happenings.

OBJECTIVES

After studying this lesson, you will be able to do the following :

- define the term NEWS ;
- differentiate between news and information ;
- explain news and news values ;
- identify the different types of news ;
- discuss the importance of credibility of news ;
- list the sources of news.

6.1 DEFINITION OF NEWS

News is a report of a current event. It is information about something that has just happened or will happen soon. News is a report about recent happenings that is carried in a newspaper, television, radio or internet. News is something that is not known earlier. From all these, we can safely define news as a development that has happened in the past 24 hours which was not known outside and which is of wide interest to the people and that which generates curiosity among listeners. The social media is highlighting the news within a short span of time. Let us consider a few examples. You have heard a news broadcast on the radio .Twenty people died in a train accident. You don't consider it as news concerning you. Lots of accidents happen in various places every day. But after some time you hear that passengers in the compartment which met with the accident are from your village. Now you become more alert. The

news becomes important for you. You are anxious to know the condition of passengers. Are they safe? Is anyone hurt or hospitalised?

Ex-MP keen on Tiruvalluvar statue in Varanasi

**SPECIAL CORRESPONDENT
TIRUCHI**

As part of his efforts to spread the importance of *Thirukural* and its message among the people of north India, former Member of Parliament Tarun Vijay on Sunday said a statue of saint Tamil poet Thiruvallur would be installed at

Varanasi in Uttar Pradesh.

Speaking to *The Hindu* after receiving “Vazhum Valluvan” award, conferred by the Thiruvallur Community Youth Forum at Pettavaithalai, he said he had decided to get a Thiruvalluvar statue installed at Varanasi, the spiritual capital of India, so

that millions of visiting pilgrims and tourists could get a glimpse of the saint poet, who taught equality and discrimination-free society.

Mr. Tarun said he had already discussed the importance of installing Thiruvallur statue in Varanasi with the Chief

Minister of Uttar Pradesh, Yogi Adityanath, and that the latter had also agreed to allot a prominent location for its installation.

Mr. Tarun said the plan was to complete the mission at Varanasi represented by Prime Minister Narendra Modi within this year.

6.1 News Article

You are in no way connected with the presentation of the central budget in parliament. But when the Finance Minister, while presenting the budget, announces a hike in the prices of petroleum products, you suddenly become interested in the news. You want to know how much is the increase. Will it affect your pocket? How much is the increase for a cooking gas cylinder? The news becomes quite important for you.

Counting of votes is going on in your constituency. Election to the state assembly is going on. As the counting progresses, you become eager to know the lead positions. At the end of the counting, you want to know who has won the seat. So it is news which you wanted to know without delay.

INTEXT QUESTIONS 6.1

1. Name any four sources of news.
2. What does each letter of the word NEWS stand for.
3. Define news.

6.2 DIFFERENCE BETWEEN NEWS AND INFORMATION

In the railway station, you might have noticed the board displaying the train timings. That is not news. That is information. But information becomes news when news value is added to it. For example, if a new train time table is issued by the railways replacing the existing one with changes in train timings, that becomes news.

Similarly, the different slabs of income tax rates is not news. But when the government decides to increase or lower the rates, it becomes news. You might have seen weather reports in the newspapers. It gives the day's temperature or rainfall. It does not make news. It becomes news when there is a sudden change in weather, or when heavy rains lead to floods or when continuous absence of rain leads to drought. So information is different from news. News should give something new to the readers, viewers or listeners.

6.3 WHAT MAKES NEWS?

It is generally said that if a news report provides answers to six questions, then it is a perfect news item. These six questions include five Ws and one H. The five Ws are When? Where? What? Why? and Who?. The H is How? Suppose you hear a news like this. A boy is kidnapped while coming back from the school. Naturally the first question that arises in your mind will be when it had happened and where? Then you are keen to know what the full story of the incident was. Then you ask the question, why has it happened? Also you want to know about the kidnappers. Who were they? And finally the news becomes complete only when you get from the news how the kidnapping happened. Unless a news item satisfies all these six questions of the reader or listener, the news is incomplete

INTEXT QUESTIONS 6.2

1. Which are the six questions that makes a perfect news item.
2. Consumer Price Index is(news, information)

6.4 NEWS VALUES

Journalists are the best judges about what is news and what is not. They take this decision based on certain news values. The following are the salient points to judge the newsworthiness.

Timeliness : News is something new. So timeliness is a great factor in deciding news. An incident that happened one month back will not make news for today's newspaper. Also timeliness varies from publication to publication. For a newspaper, events that had happened on the previous day is news. But for a weekly, events of the previous one week can make news. For a 24-hour television news channel, every second is a deadline. They can break the news anytime. So their timeliness is different from that of a newspaper.

Impact : Impact of an event decides its newsworthiness. When the tsunami waves struck several parts of the world, thousands of people were affected. It became major news for the whole world. But if a cyclone kills 20 people in Bangladesh, it may not have any impact on other parts of the world. When dengue fever affects 100 people in Delhi, it makes news not only in Delhi but in other states also because the impact is more wide and people become more alert about the news.

Proximity : "Bird flu spreading and hundreds of chicken dying in England". Does it make news for you? You may read it but do not worry about it. But bird flu spreading in West Bengal will make you alert. This is because it is in your proximity. A plane crash in Peru will not be big news in India, but if an aircraft crashes in India, it will be headlines everywhere. So proximity decides the news.

Controversy : People like controversies. Anything that is connected with conflicts, arguments, charges and counter-charges, fights and tension becomes news. All of you might have heard of Kargil. It was a conflict between India and Pakistan. It became great news all over the world. Many of you may remember the controversy about the Indian and Australian cricket teams. It was news for all the media. When terrorists crashed their plane into the World Trade Centre in New York it was lead news everywhere.

Prominence : If a prominent person is involved in any event, it becomes news. If an ordinary person's car breaks down and he has to wait for ten minutes on the roadside till the vehicle is repaired

it makes no news. But if the Prime Minister's car breaks down and his motorcade has to stop for five minutes it becomes news. A person visiting Rajghat and paying homage to Gandhiji may not be a news item, but when the US President visits Rajghat it becomes news.

Currency : News is about current events. Suppose the Olympic Games are held in India. It becomes news because everybody is interested in it. Likewise when SAARC leaders meet in Delhi to formulate future action plans, it becomes the current news. Similarly, if extreme cold weather continues for a week and fog disrupts air, rail and road traffic, it becomes news.

Oddity : Unusual things makes news. Extraordinary and unexpected events generate public interest. You might have seen box items in newspapers about such happenings . A man pulls a car by his hair, a woman gives birth to triplets, a singer enters the Guinness Book by singing non-stop for 48 hours, the painting of a famous artist is auctioned for a very fancy price . All such odd stories evoke much public interest.

Emotion : Stories of human interest make good news items. For eg. the police rescue a school boy kidnapped by mischief makers after a search of two weeks. The parents meet the boy in an emotionally surcharged atmosphere. The story of this meeting with a photograph makes a good human interest report. Doctors advise a girl in Pakistan to undergo a heart surgery urgently. But her parents cannot afford the expenses. The Rotary Club of Delhi east offers help through their scheme of 'Gift of Life'. The girl comes to India and undergoes surgery successfully. While going back she and her overwhelmed parents narrate their experiences in India. This makes a good human interest story.

Usefulness : Sometimes news items help the public in various ways. You must have noticed that weather forecasters warn fishermen not to go to the sea for fishing on certain days because of rough weather. Newspapers gives the phone numbers of police stations, hospitals, ambulance services etc. to help people. You might have seen in newspapers, requests from relatives to donors of blood for a patient in a critical condition. Newspapers also raise funds from the public to help victims of disasters and natural calamities, like tsunami and earthquake.

Educational value : News has also an educational value. In almost all newspapers, you can find columns about educational and job opportunities. These guide you about different educational courses, career options available, opportunities for higher studies etc. These news items help you become more knowledgeable.

INTEXT QUESTIONS 6.3

1. What do you mean by currency in news?
2. List five points used by a journalist to judge newsworthiness.
3. Find out two odd news items.

6.5 TYPES OF NEWS

Given below are headlines that appeared in the day's newspaper.

- a) Campaign for U.S. presidential elections begins.
- b) The Prime Minister of India to address the nation tonight.

- c) The State Government declares a holiday tomorrow.
- d) House owner killed by servant.

All these four are news items. But are they of the same category? Could you make out any difference between them? We can categorise these into four different slots respectively.

- a) International news
- b) National news
- c) Regional news
- d) Local news

Activity 1:

Take any day’s paper and identify news items coming under these categories. You may find them interesting.

In addition to the above, in any day’s newspaper, you will find a variety of news items such as reports about politics, about sports, about economy, about entertainment, about crime etc. News can further be classified as hard news and soft news. “India and Pakistan to have bilateral talks on the Kashmir issue” is hard news. Similarly, the Prime Minister making a statement in parliament about the Indo-US nuclear deal is also hard news. But there are soft news items also. The wedding celebration of a film star is soft news. A popular cricketer visiting an orphanage and taking lunch along with the inmates is another heart-warming soft story.

6.6 OBJECTIVITY, FAIRNESS AND CREDIBILITY OF NEWS

Journalists not only collect information but verify them before printing. This is called cross-checking. Journalists do it because they want their reports to be fair, objective and credible.

By objectivity, we mean without any bias. A journalist while reporting news is working under heavy pressure. There is every likelihood of the journalist being influenced by some personal, political or corporate bias. So while reporting, the journalist should keep away from such prejudices and present the story in as objective a way as possible.

Fairness is another quality required for a journalist. It is said that every story has two sides. While presenting the story, the journalist should not take sides. If it is a story against an individual or an institution, before writing the story, the journalist should seek their version also. The story should have balance.

Credibility of news is the most important virtue for any publication or channel or radio service. A reader trusts a newspaper mainly because of its credibility. If a newspaper continues to publish non-credible, unfair and non-objective stories, readers will start rejecting that paper. A news item published by a paper will be read by hundreds of thousands of people. If that news is wrong, a correction can be given the next day. But many readers may not see that correction. The newspaper gets a bad reputation if it is not credible.

INTEXT QUESTIONS 6.4

1. Give two examples each of international news and national news.

2. Give two examples of regional and local news.
3. What do you mean by credibility in news?

6.7 SOURCES OF NEWS

Reporters get news stories from various sources. The following are the main sources:

Listening: A reporter can get good stories by listening to others. While traveling in a bus, the reporter overhears the conversation between two passengers. "Did you go to the town today? There was a terrible accident. A school bus overturned. Twenty children were taken to hospital." By listening to this, the reporter gets a tip-off to a story. He now has to find out more details of the accident. Which school bus was involved? How many children were injured? Were there any casualties? In which hospital were they been admitted? The reporter goes to the accident site to collect all this information. The reporter's job does not end there. He has to inform the photographer about the accident. The next day's newspaper should also carry some good photographs about the accident.

Reports and Statements: It is another major source of news items. Various commissions and committees, business firms submit their reports to the Government and to public which are a goldmine of information as far as news reporters are concerned. Statements or press releases by leaders and businessmen also make news.

Police Sources: The police are in charge of law and order in society. So the police always maintain a close vigil about various activities of citizens. Reporters get details about crime, accidents etc. from police sources, such reports are considered more accurate than any other source in relation to law and order news.

News Releases: Any official information from government always comes to the news office in a news release form. All news releases list a contact person, usually a public information officer or public relations contact. Contact that person first but don't stop with that source. Whenever possible speak to the people mentioned in the news releases.

Online sources: Many government records, such as data from state and local agencies, may be obtained from databases consisting of public records. Access to such records has spurred a type of reporting called "computer assisted journalism".

Other sources:

- Campaigns
- Protests
- Rallies
- Activists
- Government Sources
- Legislature Sources

- Judicial Sources

6.8 WHAT YOU HAVE LEARNT

Definition of news

Difference between news and information

What makes news?

- when ?
- where ?
- what ?
- why ?
- who ?
- how ?

News values

- timeliness
- impact
- proximity
- controversy
- prominence
- currency
- oddity
- emotion
- usefulness
- educational value

Types of news

- national
- international
- regional

- local
- hard
- soft

Objectivity, fairness and credibility of news

Sources of News

- Listening
- Reports and Statements
- Police Sources
- News Releases
- Online Sources

6.9 TERMINAL EXERCISE

1. Define news. Describe the main types of news.
2. Differentiate between news and information
3. Describe news values.
4. Elaborate the terms of credibility, fairness and objectivity in news.
5. Explain the sources of news.

6.10 ANSWERS TO INTEXT QUESTIONS

6.1:

1. (i) Newspapers
(ii) Radio
(iii) Television
(iv) Internet
(v) any other
2. North, East, West, South.
3. Refer to Section 6.1

6.2:

1. (i) When?
(ii) Where?
(iii) What ?
(iv) Why ?
(v) Who? and
(vi) How?

2. Information.

6.3:

1. Refer to Section 6.4
2. Refer to Section 6.4
3. The answer would vary from learner to learner.

6.4:

1. Select from current news items.
2. Select from current news items.
3. Refer to Section 6.6

NOTES:

7. REPORTING AND EDITING

Journalism has, as its main activity, the reporting of events - stating who, what, when, where, why and how, and explaining the significance and effect of events or trends. The main components of news reporting are the body and the lead. A news story is mostly written in inverted pyramid style in which the most important facts come first followed by other facts in order of significance.

Open any newspaper today and you may find news of different hues - politics, business, crime, science, international affairs and sports. It would be physically impossible for a single reporter to cover all these areas of activities. No wonder reporting has assumed several forms; each of which calls for different kinds of skills and talents. In this unit, we shall discuss the various forms of reporting in some detail and the pitfalls that need to be avoided so that the news organisation retains its reputation for credibility, accuracy and trustworthiness.

This unit will enable you to understand the different forms of reporting. Reporting and editing are two important and indispensable parts of the print media. Good reporting and good editing make for a good news story, whether it is in a newspaper, magazine, radio, television or online.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- explain how to gather news ;
- identify the sources of news ;
- list the qualities of a good reporter, editor and sub-editor ;
- describe copy editing ;
- discuss the functions of a newsroom.

7.1 WHAT IS REPORTING?



7.1 Reporting

By reporting, we mean collection or gathering of facts about current events or background material required for a news story or feature. Reporters do it through interviews, investigations and observation.

Reporters are given directions by editors to cover a particular event, known as assignments. They may be general assignments or special ones. Reporters write the news stories, which are called copies.

The elements of reporting remain the same everywhere though the organisational and operational part of reporting has some differences. In any case reporting assumes more importance in dailies than periodicals.

7.2 PRINCIPLES OF REPORTING

Following are some major principles of reporting:

Objectivity

- Non-partisan
- Balanced

Accuracy

- Relevant details
- Truthful facts

Substantial

- Research based, in-depth
- Informative, educative

Focused

- Issue based, to the point
- Crisp, not too long.

Socially responsible

- Reasonable, rational
- Safeguard of people's interests

7.3 TYPES OF NEWS

There are different kinds of news stories. According to their nature and character, they can be classified as follows.

- Hard News :** These are general in nature. Some can be breaking news. These are news items that require immediate publication. These cannot wait.
- Soft News :** These are light stories. They are not urgent news stories. But soft stories can make interesting reading. Readers like such stories. These can be about a person, an event or about a developing situation.
- Features:** These are detailed, in-depth stories. In newspapers, they are carried in the magazine section
- Profiles of Newsmakers:** These are generally about people in the news. Readers may not be aware of such persons. So through their profiles, they are introduced.
- Human Interest :** These are often stories about the plight of individuals or families. For eg. When tsunami waves struck the coastal areas, there were touching stories about people who lost their near and dear ones, houses etc.
- Backgrounders:** If a major event happens, readers are curious to know whether there is any precedent or background to that. In other words, they are eager to know the history of such incidents. Backgrounders provide such information.

7.4 BASIC FACTS ABOUT REPORTING

a) Finding the Lead

A good lead attracts readers' attention to the story. The same is the case with listeners and viewers. A good lead will catch their attention and compel them to go through the story. Like news stories, leads also can be hard or soft. A hard lead is suited for serious stories. A soft lead is ideal for human interest stories and feature type reports.

b) Finding the Angle

The angle of a news story is its most vital part. A news story is based on the angle it takes. Once a reporter gets all the facts about a story, the choice of selecting the right angle begins. The reporter has to decide it quickly because the story has to be reported at the earliest. So every reporter faces this question of deciding the angle. Let us see how an angle is selected from a set of facts given. The following salient points are from the union budget presented in parliament.

A National Programme to be launched for the elderly.

Government to establish 16 Central Universities.

Income tax exemption limit hiked, exemption limit for women tax payers increased.

Farmers to get Rs. 60,000 crore agricultural debt relief package.

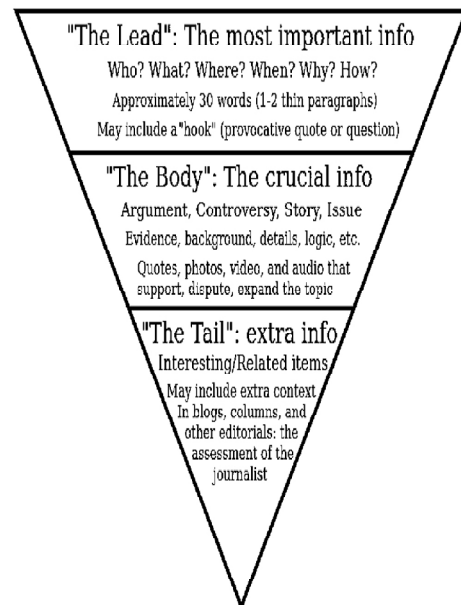
Small cars, two and three- wheelers to cost less.

The reporter has to select the most appropriate angle from this. Though all these facts are important for a reader, the reporter has to decide the most important one. Considering that India is an agricultural country and more than 60 percent of the people depend on farming for a living, it will be appropriate if we decide the debt relief for farmers as the angle of the story. While deciding the angle, the reporter has to weigh various factors. If the reporter is working for a newspaper, the angle should be selected accordingly. If the reporting is for an economic paper, then the angle changes accordingly. If it is for a foreign agency, then the angle changes for overseas readers.

c) Body of a Story

Once the lead is finalised and the angle decided, then comes the body of the story. It is the fleshy part. All the facts and figures comes in the body. While writing the body, a reporter has to be fluent in the language .A good story requires an easy flow. By this, we mean the reader should be able to sustain interest till the last sentence. For writing a story, the most commonly used method is of an inverted pyramid.

By inverted pyramid, we mean, while going to the bottom, the importance will narrow down. So when writing the story the reporter should put the crucial points in the opening paragraphs. The less important matters can come



in the following paragraphs. Towards the end, the reporter should give least important details of the story which even if not published does not affect the overall impact of the story.

INTEXT QUESTIONS 7.1

1. Define reporting.
2. What are the principles of reporting?
3. Mention two soft stories you have read recently.

7.5 QUALITIES OF GOOD NEWS STORY

Reporters have a busy schedule. Many a time, they do not get sufficient time to write the story after collecting all the facts. So they work in haste. They are left with very little time to write, type or key in their stories. But even in such a situation, reporters should keep in mind that the reader will enjoy a good story. A story written well in style will catch and retain the attention of the reader. Though it is generally said that news reports have a life span of only 24 hours, readers will remember such stories for a long time.

A good news report should have the following qualities:

a) Clarity : A report is read by many people in society. It should be in simple language and written with clarity .It should not be ambiguous. It should satisfy the reader’s inquisitiveness. Facts that are not clear to the readers should be avoided. It is said that when the reporter when is in doubt, he should leave it out.

b) Focus : A report should focus on the main theme of the subject. What the reader expects is information and substance.

c) Objectivity: The report must be objective. The writer should never take sides. Their personal bias should not be reflected in the story. If there are two sides to a story, both should be given adequate coverage. In other words, the report should be balanced.

d) Credibility: A report should be credible. Before writing, the reporter should crosscheck the facts and figures. Mistakes can creep in when work is done in haste. It is always better to revise the copy before sending to the editor. If the story can be improved, it should be rewritten.

Breaking News or Scoops

These are terms that are commonly used In the media world. By breaking news, we mean a report of any sudden news development which was not known so far and which is of utmost importance to a large section of society. Nowadays, breaking news is a familiar term for those watching television channels. Exclusives or scoops are news reports which are covered by only one reporter. Nobody else gets it. It is considered to be a great journalistic achievement, a ‘score’ of a reporter.

7.6 QUALITIES OFA GOOD REPORTER

There are 20 qualities required for the making of a good reporter. It does not mean that all reporters possess these qualities. It varies from person to person. But it is better if a journalist cultivates it because it pays him in the long run.

The following are the qualities: News sense, clarity, objectivity, accuracy, alertness, inquisitiveness, time consciousness, patience, imagination, farsightedness, self-control, integrity, sincerity, fearlessness, tactfulness, mobility, enthusiasm, readiness to face challenges, reading habit.

7.7 TYPES OF REPORTING

Let us now discuss various types of reporting.

Spot News/Live Reporting: This form of reporting generally takes place when the reporter is physically present at the spot where the event is taking place. The spot reporting is important for the television channels or radio as the journalist covering the event has to almost instantaneously 'update' the viewers or listeners who are following the news on their TV or Radio sets. This type of news can also be called breaking news. Such a form of reporting can be highly challenging since it entails a very cool head, language fluency, speaking skills and the flair to ask the right questions.

At times, the reporter may need to be fluent in a number of languages, since those being interviewed may be comfortable in a language different from the one in which the news item is being carried. At such times, the language interpretation skills of the newsman in question can come to the fore. The reporter also needs to ensure that he or she does not appear to be intrusive, indulging in self-praise or wasting time or newspaper space.

Depth reporting is one in which the reporter goes deep into the subject. It involves some investigation and necessary interpretation. This term has become popular after Neale Copple published his book *Depth Reporting*, in 1964. Some people also called it "in-depth reporting". All these terms mean that the reporter tries to cover all aspects of the story and investigates as deep as possible and interprets facts thus gathered so that the common reader understands them.

Investigative reporting sometimes becomes a sting operation. A sting operation is one in which a reporter adopts all available methods and tactics to collect the information. Sometimes they even trap people for that. One such sting operation that created controversy was done by Tehelka.

Interpretative reporting, as the phrase suggests, combines facts with interpretation. It delves into reasons and meanings of a development. It is the interpretation of its significance. In doing so, he/she uses his/her knowledge and experience to give the reader an idea of the background of an event and explain the consequences it could lead to. Besides his/her own knowledge and research in the subject, he/she often has to rely on the opinions of specialists to do a good job.

Activity 1:

Find out any one investigative story that was reported recently.

7.8 ETHICS IN REPORTING

Reporters are expected to be as accurate as possible given the time allotted to story preparation and the space available and to seek reliable sources. Properly using their sources and using accurate quoting and use of words from interview or conversation.

Events with a single eyewitness are reported with attribution. Events with two or more independent eyewitnesses may be reported as fact. Controversial facts are reported with attribution.

Independent fact-checking by another employee of the publisher is desirable. In 2018 "The Acton Plan" was created to help check information more effectively to hopefully get rid of false information.

Corrections are published when errors are discovered. These corrections are called corrigendum in newspapers, they feature after on the next issue published.

7.9 EDITORIAL STRUCTURE

You have learnt about reporters and reporting. Now let us learn about editors. Every newspaper will have a set of editors, like reporters. All editors are not of the same category. Their position and role differ according to the work they do. The editor is a person who edits. An editor supervises the reporters and improves his reports for publication. An editor also plans about what to report, how to cover and the relative importance to be given to each story. In a newspaper, the top post is that of a Chief Editor.

The Chief Editor or Editor heads all departments in a newspaper and is in charge of the overall supervision. Next to this post, there are managing editors. For assisting him, there are assistant managing editors or deputy managing editors. Then there are news editors. They are directly in charge of the news desks. The desk is the place where reports are edited and sent for printing. Under the news editors are chief sub editors or desk chiefs. Once the news editor selects the reports to be published, the desk chief gives that to sub editors under him to polish, correct, edit, put a headline, select the type phase and add pictures or graphs if required. This is the main process of editing. Modern newspapers have editors for every section. The sports editor looks after sports news. The feature editor looks after the features section.

Picture editors are in charge of photographers. Like that business editors look after business news. Then there are city editors who are in charge of the local area. In big cities they are called metro editors.

7.10 EDITING COPY

In a newspaper office, reporters are the ones who file stories. They may be given different assignments. These may be on politics, economics, parliament, the stock exchange, sports, courts or markets. The reporter's job is to write the story as quickly as possible with all the facts and figures. In their hurry, they may not be in a position to polish the language. So the first job of a sub editor is to see that the report is in good language and there are no mistakes. There can be spelling mistakes, mistakes in sentence construction, grammar and factual mistakes. If the sub editor finds a portion of the report ambiguous or incorrect or doubtful he has to cross check it with the reporter

You have learnt about reporters and reporting. Now let us learn about editors. Every newspaper will have a set of editors, like reporters. All editors are not of the same category. Their position and role differ according to the work they do. The editor is a person who edits. An editor supervises the reporters and improves his reports for publication. An editor also plans about what to report, how to cover and the relative importance to be given to each story. In a newspaper, the top post is that of a Chief Editor.

The Chief Editor or Editor heads all departments in a newspaper and is in charge of the overall supervision. Next to this post, there are managing editors. For assisting him, there are assistant managing editors or deputy managing editors. Then there are news editors. They are directly in charge of the news desks. The desk is the place where reports are edited and sent for printing. Under the news

editors are chief sub editors or desk chiefs. Once the news editor selects the reports to be published, the desk chief gives that to sub editors under him to polish, correct, edit, put a headline, select the type phase and add pictures or graphs if required. This is the main process of editing. Modern newspapers have editors for every section. The sports editor looks after sports news. The feature editor looks after the features section. Picture editors are in charge of photographers. Like that business editors look after business news. Then there are city editors who are in charge of the local area. In big cities they are called metro editors.

The next job of the sub editor is to value add the report. If some background material has to be added, he has to collect it from the library and improve the story. For example, if a report is filed on a train accident killing ten people, the sub editor can improve the story by collecting information about other major train accidents that happened recently. Similarly if a report is filed on the spread of dengue fever in the city, the sub editor should take a backgrounder about the earlier outbreaks of such contagious diseases and the measures taken to check these. The sub editor then has to find a good heading for the story. The heading should be sharp, attractive, crisp and convey the spirit of the story. The heading should compel the reader to stop and read the whole story. While writing the heading, a sub editor should know the space available for the story, whether it is one column, two columns or three etc. The heading should fit within that column. You must have noticed from this that the headings are not of uniform type. The type, or font, of the letters in each heading differs according to the length and width of the column.

A sub editor should also know about the font sizes available. Each paper has its fonts and types. While writing the heading, it should fit into the mood of the story. A sarcastic heading for a hard story will look odd. Similarly a hardline heading will spoil the spirit of a humorous piece. The heading should also be suggestive. It should never be a full sentence. The sub editor now has to see if there is a possibility for including photographs along with the news item. Pictures or graphs can improve the visual quality of a report. For example, if there is a report about the names of probable ministers in an impending cabinet reshuffle, readers would be expecting their pictures also along with the report. So the sub editor should get their pictures from the photo library. Similarly, if the report is about the change in income tax rates, the sub editor should think of a graph to go along with that.

Condensation is a task that the sub editor has to do. Reporters generally file lengthy stories. Only the sub editor will be able to know about the availability of space in the newspaper. If the full story written by a correspondent will not squeeze into the space available, it is the job of the sub editor to condense it by rewriting or editing. If one word can substitute for a number of words that definitely should be done.

Another important decision an editor has to take is about giving a byline or credit to the story. Stories come from news agencies like Press Trust of India, United News of India, PTI Bhasha, Univartha etc. Normally bylines are not given for such stories. But if a reporter files an exclusive story then it should appear with his byline or name so that he gets individual credit for the story. The decision of giving a byline to a reporter for a particular story is taken by the news editor. But a sub editor who edits the story can always suggest to the news editor about giving that story a byline.

7.11 QUALITIES OF A SUB EDITOR

The sub-editor should possess certain qualities to discharge his functions efficiently.

Decisive: Take quick and correct decisions without panicking under pressure. The editorial department has no place for an indecisive sub-editor.

Memory: Have a sharp memory for counter-checking facts, if necessary. **Know Your Reader:** Know the particular readership. This means you should engage one hand with subbing, and the other with the pulse of the reader.

Self-confidence: Have confidence enough to correct a bad copy written by anyone, even the senior most reporter or the paper's editor.

Knowledge: Be a jack of all trades, because a sub-editor handles a wide range of stories. He/she is required to have some knowledge about all events. A good sub-editor should store most of the information as it comes across, and search for more.

Skill, as Art: The basic building blocks of journalism are words. You should respect the words, and follow the way these are arranged and strung together. Any misplacement of words could twist the meaning. Hence, you should pay attention to punctuation marks, grammar and syntax. All these are important in the sentence construction.

Double Check: An important function of the sub-editor is to make sure that all names in the copy are double checked.

7.12 LAYOUT OF PAGE

How many newspapers are published in your place of living? Have you ever thought of how they are produced? Do all of them look the same? If they are different, how is that different look made possible? Newspaper layout makes it possible. Each newspaper has a different layout though all have eight columns in each page. Types or fonts used by newspapers also differ from paper to paper. Every sub editor has to learn the typefaces available in the paper and the layout pattern adopted. Preparing the page of the newspaper is called page making. Earlier sub editors used to do it on dummy pages. Now a days they are doing it on the computer screen. Page layout is an art. Each page is different in a paper. At the same time there is a continuity also.

Photography is an integral part of the media. Whether a newspaper or news weekly or news channel or a news portal, photography is essential to give it the visual impact, effect and authenticity. All newspapers have photographers working in different places. They regularly file pictures. But if you take a newspaper from your city, you will find that there are pictures from other countries also published. These are pictures filed by photo agencies. Like news agencies, there are photo agencies in all major cities. It is said that a good picture is worth a thousand words. It shows the importance of pictures in a newspaper.

When you see a photo in the newspaper you look for what is written under it. This writing under a photo is called the catchword or caption. When photographers file photos, it is the job of the sub editor to write the appropriate caption. A good caption can improve the impact of the picture.

Picture editing also involves placing the picture in the correct position in the page. It is part of the page layout. Usually in the front page, only very important news pictures will find a place. Like in the case of news reports, pictures can also be classified into various categories, like, news pictures, human interest pictures, sports pictures etc. Most papers have picture editors who select the pictures to be published. But it is the news editor who finally decides on the number of pictures to be carried in each page.

INTEXT QUESTIONS 7.2

1. Define editing.
2. Mention three rules of good editing.
3. What are the qualities required by a sub editor?

7.13 WHAT YOU HAVE LEARNT

Reporting

- gathering news from various sources
- basic facts about Reporting
- qualities of a good Reporter
- investigative and interpretative reporting
- ethics of reporting

Editing

- Types of editors
- Editing a copy
- Qualities of sub-editor
- Editing of pictures
- Layout of pages

Qualities of Subeditor

- Decisive
- Memory
- Self-confidence
- Knowledge
- Skill, as Art
- Double Check

7.14 TERMINAL EXERCISE

1. Explain the importance of reporting and editing in a news story.
2. Describe in detail the basic facts to be taken into account while reporting. What are the qualities of a good news story?

3. Give an account of qualities of a good reporter.
4. What is editing? Explain the role of editors in a newspaper office.
5. Prepare a front page of a newspaper with news and photographs.

7.15 ANSWERS TO INTEXT QUESTIONS

7.1:

1. By reporting, we mean collection or gathering of facts about current events or background material required for a news story or feature. Reporters do it through interviews, investigations and observation.
2. Objectivity, Accuracy, Substantial, Focused and Socially responsible
3. Select newspaper recent reports

7.2:

1. Editing is a process by which a report is read, corrected, modified, value-added, polished, improved and made better for publication.
2. Edit the copy and improve the language, correct mistakes and give a good and attractive heading.
3. Qualities of subeditor: Decisive, memory, self-confidence, knowledge, double check.

NOTES:

8. LANGUAGE PRESS IN INDIA

The language newspapers blossomed into first class papers with the formation of the linguistic states. In circulation, size, and content, there was a marked improvement. This phenomenal expansion of the language press was mainly due to two reasons: political and technological. An overwhelming majority of the language press had grown by actively supporting the Independence struggle.

Newspapers in India can broadly be classified into two groups - English newspapers and language newspapers. As the name indicates, English newspapers are published in English language. They are mainly published from big cities and towns. Whereas language newspapers are published in different Indian languages. Unlike the English papers, these are available even in the interior villages of the country. Thus they have a major role in formulating public opinion across our country.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- differentiate between English and language newspapers ;
- describe the history of language papers in India ;
- discuss the growth of language newspapers in India;
- explain the role played by language newspapers.

8.1 INTRODUCTION TO LANGUAGE PRESS

The beginning of 20th century in India was marked by fierce repression by the alien rulers and persecution of the Indian press, especially the language press, in the wake of the anti-partition agitation and the Swadeshi movement which spread to all parts of the country. Indian Journalism has contributed immensely for national independence, democratic evolution, national integration, and progress. It continues to play a major role in public opinion formation and dissemination of information related to politics, economics, technological developments, international affairs, sports, culture, and other related aspects.

By language newspapers, we mean newspapers published in different languages spoken in the country. They are also called regional newspapers. In India, language papers are published in more than 100 languages. But the main papers are published in 16 principal languages. Language papers vary from English papers in their style, presentation and approach.

The language press in the early years was concentrated in Calcutta and Bombay where it flourished and waged relentless battles on two fronts: social reform and political progress. The Hindi press began to switch over to political questions which culminated in the demand for self-government. The earliest Hindi newspaper was started in Calcutta in 1826. it was a weekly, Oodunt Martand. To Bengal goes the credit of pioneering language journalism in India and it has also the enviable record of facing the worst repression and persecution at the hands of the alien rulers.

8.2 DIFFERENCE BETWEEN ENGLISH NEWSPAPERS AND LANGUAGE NEWSPAPERS

- a) English papers are published in one language only i.e. English, whereas language papers are published in different languages.
- b) English papers are mostly concentrated in big cities and major towns. Language papers are circulated all over the country.
- c) English newspapers cater mainly to the well-educated, middle class, upper middle class and higher income groups. Language papers are read by even lower middle class and even those below that.
- d) English dailies have less penetration in the rural public whereas language dailies have more penetration in the rural areas.
- e) English papers follow the British tradition while the language papers have evolved their own style and methods.
- f) More money is generated from advertisements in English papers as they circulate amongst people with better purchasing power. Language papers do not get the same amount of revenue from advertisements.
- g) English papers are more colourful and flamboyant. Language papers adopt a simple style.

INTEXT QUESTIONS 8.1

Fill in the blanks with appropriate word/s:

- i) Three countries with highest circulation of newspapers are.....,and
- ii) The growth of newspapers is calculated in two ways : and
- iii) In India, readership is more for newspapers.

8.3 REASONS FOR THE LANGUAGE NEWSPAPER BOOM IN INDIA

India is one of the fastest growing media markets in the world. It is not only newspapers but other media forms which are also growing at a fast pace like radio, television channels and internet. Let us now look into some factors that have contributed to this boom of newspapers in India.

- a) **Rise in Literacy Rate:** There is a steady rise in the literacy rates in all the states of our country. More and more people are being initiated into the world of reading and writing. They gradually learn to read newspapers and periodicals. Robin Jeffrey who made elaborate studies about the newspaper revolution in India says that the fastest growth rates in newspaper circulation were in states which showed the strongest growth rates of literacy.
- b) **Expansion of the Middle Class:** As the Indian middle class expands, it leads to an increase in the circulation of newspapers. When a household makes economic and educational progress, they consider it as a status symbol to subscribe to a newspaper.
- c) **Education of Women:** It is often said that if you educate a woman you are educating the next generation. In India women are getting more and more educated and this in turn leads to education of children. Awareness also increases along with this. It contributes a lot to the

growth of readership. The number of women’s journals in India is not commensurate with the strength of their population in the country. Vanitha, a Malayalam fortnightly from Kottayam, has the highest circulation in this category. Femina, an English periodical, is also gaining importance.

- d) **Technological Advancement:** In earlier days, starting a newspaper publication or establishment of a new edition was a costly affair. As technology has improved, it became easier for newspapers to start new editions. This has led to an expansion of newspapers even into small cities and towns.
- e) **Better Purchasing Power:** Improvement in the purchasing power of the common man is another factor which helped in the growth of newspapers. Coupled with this, newspapers also started reducing their prices. So it became affordable for the common man.
- f) **Aggressive Marketing:** Newspapers and periodicals are adopting aggressive marketing strategies to attract more readers. They offer various schemes with gifts to attract subscribers. They also offer concessions for long term subscriptions. All these have resulted in an increase of newspaper sales.
- g) **Political Awareness:** As people become more and more aware about political developments, they show interest in reading newspapers. In India, sections of people who had earlier not shown much interest in political activities are now realizing their rights as citizens and are becoming more vigilant about their social responsibilities.



8.1 : Telugu Newspapers

8.4 GROWTH OF LANGUAGE NEWSPAPERS IN INDIA

Indian language newspapers, especially Hindi, Malayalam, Marathi, and Telugu are seeing some phenomenal growth. This is evident from the growth in both copies and readers. But more important is the ratio of readers per copy sold. In most of these languages, it has started falling, indicating that fewer people are sharing newspapers and many are now buying their own copy. That means rising purchasing power and price inelasticity. Remember that language papers are typically more expensive than English.

Multi-ethnicity, multi-culture, and multi-language are the hallmarks of India. In fact, the country is any linguist's delight. The Indian Constitution has recognised 22 major languages but there are around 1500 languages spoken as mother tongues by the people of India. While North India is considered Hindi heartland, labelled after the dominant language, South India has four important Dravidian languages, namely, Kannada, Telugu, Tamil, and Malayalam. East India has Oriya, Bengali, and Assamese while the Western States have Marathi, Gujarathi, Rajasthani, and Punjabi. By language newspapers, we mean newspapers published in different languages spoken in the country. They are also called regional newspapers. In India, language papers are published in more than 100 languages. But the main papers are published in 16 principal languages.

The Press in India is said to be of two different kinds, the English press, and the language press. The English press is identified with the elite and educated readers whose intellectual interest is supposed to cover a wide canvas. The language press is identified on a regional or local basis, having readers who are both literate and semi-literate. Obviously, it appeals to a particular language audience. The English press is mainly confined in urban areas and cities. In small towns, it might reach the growth centers along with major roadsides. The language press is accessible only to a small majority of the population based on the common linguistic and cultural background of a particular region. The language press in India is regional in character.

The English press had faster growth compared to language press during the pre-independence period. After Independence, the situation changed as the language press found a better environment for its growth in professionalism and leadership. The only drawback or shortcoming in the case of language press in India was that barring a few, most of the language newspapers lack the sound financial background and good marketing strategy.

Growth of newspapers is calculated in two ways, one is by circulation and the other is by readership. One copy of a newspaper may be read by several people. If a family subscribes to a newspaper it is likely to be read by four or six members. So if a newspaper has a circulation of one lakh, its readership may be four or five lakhs.

A close study of newspaper readership in India shows that there are more readers for language newspapers. This is mainly because English newspapers are confined to cities and towns whereas language newspapers are widely circulated in the rural areas.

Advertisements

The advertisement revenue has become the main revenue base of the Press. In the case of the metropolitan press, it accounts for about 70% to 80% of its total revenue. Consequently, space in the newspapers is disproportionately occupied by advertisements. The gap between news and advertisement ratio is fast widening. The general news items are constantly shrinking and advertisements occupying more and more space. The advertisements have also made inroads in the policy and outlook of the newspapers in more senses than one. With the rapid growth of advertisements by way of corporate communication and for luring potential consumers, the revenue earning of a newspaper from such advertisements is very often quite robust. As a result, even though the number of pages has increased, the price has decreased. The circulation has gone up considerably, the profits particularly of the metropolitan newspapers, have multiplied many folds.

Circulation

Audit Bureau of Circulations (ABC) is one of the several organisations of the same name operating in different parts of the world. ABC founded in 1948 is a not-for-profit, voluntary organisation consisting of publishers, advertisers, and advertising agencies as members. It does pioneering work in developing audit procedures to certify the circulation figures of publications which are members of ABC.

INTEXT QUESTIONS 8.2

- i) Give three reasons for the newspaper boom in India.
- ii) Give three reasons for the growth of language newspapers in India.

8.5 EARLY GROWTH PERIOD OF LANGUAGE NEWSPAPERS

Indian language newspaper's revolution began in the late 1970s. Though all-absorbing to the men and women who drove it, it was little noticed by India's English-speaking elite and virtually unknown outside India. In raw numbers, however, it was striking. In 1976 if you had divided among India's 755 million people the number of newspapers produced each copy. By 1996, though India's population had grown to 935 million, the number of people around each newspaper would have fallen to just over twenty. The medium of daily print was four times more available than it had been a generation earlier.

Newspapers were more accessible in other ways too: they were attractively designed and written in easily understood prose, and they sought out local people as subjects, advertisers, and readers. For example, in 1989, the Telugu newspaper Eenadu had devised a system that allowed it to insert a tabloid, devoted to each district and publishing color photographs, into every copy of its main broadsheet distributed in the relevant district each day. To feed this demand for local news, Eenadu developed a network of hundreds of country correspondents, who were paid small sums if their news was published. The revolution in Indian-language newspapers tended to promote, rather than undermine, the unity of an Indian state. The 20 or 30 owners of the largest newspapers in Indian language saw themselves as a member of an Indian elite. As capitalists in a difficult industry on which India's chafing economic controls had often impinged, they frequently banded together to defend their interests. More than that, however, they basked in the influence they increasingly wielded in New Delhi and the deference and respect have shown them by national bureaucrats and politicians. This happy surrender to the pleasures of a united India was matched by a nagging understanding that profitable newspapers needed big national and multinational advertisers. With such strong incentives, the owners of major Indian-language newspapers acted as hinges, linking their regions and the Indian state in a variety of conscious and unconscious ways. The rewards of their position were power and profit; the hazards were physical danger and financial ruin. Indian-language newspapers published Soviet-style texts seeking to brainwash people about the legitimacy of the Indian state.

INTEXT QUESTIONS 8.3

- i) Which is the largest circulated daily in your area?
- ii) In which language is the highest number of newspapers published in India?
- iii) Which state has the largest number of newspapers published in a single language?

8.6 PRESS AND COVID-19

Indian media are extremely diverse, with thousands of outlets operating in multiple languages. Much of the media is controlled by large, for-profit corporations, many of them privately held, and mainly funded by advertising. But these business models are being disrupted by a rapid shift to online consumption – and the impact of COVID-19. The 90-day-plus coronavirus-induced lockdown has completely changed the news consumption habit of people. In metros, a large majority of newspaper readers have shifted to online portals, mobile applications, and television channels for their daily dose of news and current affairs.

Regional newspapers and publication houses were fully shutdowns on that time because many registered newspaper editors have not efficient printing press and they published their newspapers by private printing press owners. Although readers were getting information those available on digital platforms through electronic and web editions.

8.7 UNHEALTHY PRACTICES IN THE NEWSPAPER INDUSTRY

Though growth of language newspapers is a welcome sign there are also some areas of concern. This is because intense and fierce competition often results in unhealthy practices. One such practice is predatory price wars. One Newspaper reduces the price resulting in an increase of its circulation. But this will soon be retaliated by further price cut by rival papers. One good outcome about this price war is that readers benefit by reduced prices, but small and medium newspapers suffer because they cannot afford to have price cuts to increase circulation. Excessive dependence on advertisement revenue is also not good for newspapers.

Government advertisements account for more than 50 per cent of all advertisements in Indian papers. This monetary incentive makes newspapers to limit criticism of the government policies. Cut-throat competition is also a threat to journalistic norms and values. There are instances of media excesses and media trials, fake sting operations, criminal trespassing of privacy, glamourization of criminals and mafia dons, promotion of hatred among communities and inflaming of raw emotions. Media houses also resort to mudslinging through advertisements to show that their publication is superior and the products of rivals are inferior. Media houses sometimes try to woo more subscribers by offering gifts and concession coupons.

8.8 FUTURE OF LANGUAGE PRESS IN INDIA

India is one of the fastest growing economies. One significant feature of this growth is the narrowing of the urban and rural divide. Globalisation also leads to this transition. The rise in literacy, more educational opportunities, growth of industry, emergence of a new middle class, modern communication systems and enhanced purchasing power, have all combined to help in the increased circulation of language papers.

INTEXT QUESTIONS 8.4

- a) Mention two unhealthy trends in the newspaper industry
- b) Give two examples of price wars.
- c) What is the future of language newspapers in India?

8.9 WHAT YOU HAVE LEARNT

Differences between English and language newspapers

Growth of language newspapers in India

Reasons for the newspaper boom in India

- Rise in literacy rate
- Expansion of the middle class
- Education of women
- Technological advancement
- Political awareness

Factors which helped the growth of language papers

The press and Covid-19

Some unhealthy trends in the newspaper industry

The future of language newspapers in India

8.10 TERMINAL EXERCISE

1. What are the differences between English papers and language papers?
2. Analyse the reasons for the newspaper boom in India.
3. What are the factors which helped the growth of language papers?
4. Give an account of the press and covid-19.
5. Discuss about some unhealthy trends in the industry.
6. How do you see the future of language newspapers in India? Explain.

8.11 ANSWERS TO INTEXT QUESTIONS

8.1:

- i) China, India and Japan
- ii) Circulation and readership
- iii) Language

8.2:

- i) refer to section 8.4
- ii) refer to section 8.3

8.3:

- i) The answer would vary from learner to learner.
- ii) Hindi
- iii) Uttar Pradesh

8.4:

- i) Refer to section 8.7
- ii) Refer to section 8.7
- iii) Refer to section 8.8

NOTES:

MODULE – III

RADIO

The method of sending sound waves without the use of cables was created by Italian Guglielmo Marconi. Marconi was successful in establishing a wireless communication link between Europe and North America by the year 1901. The vacuum tube, developed later in 1906 by Lee Forest and John Fleming, allowed for the clear transmission of voice. As a result, the USA's first radio broadcast was made in 1906. The world later saw the launch of radio stations. Amateur radio clubs in India were the first to transmit radio programs. The first broadcast in the history of the nation was made by The Radio Club of Bombay in June 1923. The Indian Broadcasting Company (IBC) was established in 1927.

9. RADIO AS MASS MEDIUM

When you listen to a programme as a listener you can imagine what is presented by the radio channel. For example, if you are tuned to the radio station while it presents the Republic Day Parade on 26th January. You would know exactly what is happening in Rajpath in Delhi. The commentator will describe the details of the parade and as you listen, your imagination takes you to the Republic Day Parade. So can visualize the narration of the complete programme. When you tune into the radio station you can listen to music, news and other programmes. Now you have commercial radio stations too along with All India Radio channels like AIR FM Rainbow, AIR FM Gold and Vividh Bharati. With the emergence of private FM channels, you can listen to the content round the clock chatting and music.

And if you tune into our All India Radio, almost every hour, you can even listen to the news along with other programmes.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- explain the concept of radio broadcast;
- describe the characteristics of radio broadcast;
- understand the functions of radio broadcast;
- list the limitations of radio broadcast.

9.1 HISTORY OF RADIO

The first ever broadcast in India was made in June 1923. Followed by Calcutta Radio Club and Madras Radio club went on air. The Indian Broadcasting Company (IBC) came into being on July 23, 1923, to operate radio stations. Later due to financial difficulties the IBC went into liquidation in less than three years. In April 1930, the British Government took over the broadcasting facilities and renamed it as Indian State Broadcasting Service (ISBS). It was set up under the Department of Industries and Labour (and later it was moved to the Ministry of Information and Broadcasting and remained with it till the Prasar Bharati Corporation came into existence in 1997). Later even the government ordered for closure of the radio service but later it withdraw the order. Lionel Fielden became the first Controller of Broadcasting in August 1935. On June 8, 1936, the Indian State Broadcasting Service was renamed as All India Radio.

In 1956 the name AKASHVANI was adopted by the air service AIR. Vividh Bharati was launched in October 1957. Later on AIR FM RAINBOW, and AIR FM GOLD was also launched to cater for the various needs of listeners.

As of 2023, All India Radio is one of the largest public broadcasting radio services in the world. It is a sister service of Doordarshan, the public broadcasting television station in India. AIR broadcasts 647 bulletins daily for a total duration of nearly 56 hours in about 90 languages/dialects in Home, Regional, External and DTH Services. 314 news bullets on an hourly basis are also being transmitted on FM mode from 41 AIR Stations. 44 Regional News Units originate 469 daily news bulletins in 75 languages. At present the AIR operates 18 FM Stereo channels.

Along with that, there are private FM channels (388 in 2022), and community radio stations (440 as of 2023) are also serving the needs of the listeners.

9.2 TERMS USED IN BROADCASTING

Now let us know some of the common terms used in radio broadcasts/channel are:

- a) **Audience:** The audience is the group of people whom radio or media reaches for a particular programme.
- b) **Listener/s:** A person or a group of people who are part of the target audience of radio programmes.
- c) **Broadcaster:** a person who presents or announces programmes over the radio for the public.
- d) **Broadcasting:** any communication or transmission of any message or signal to the public through electronic apparatus.
- e) **Tuning into radio:** You have to switch on your radio and tune into the station you want to listen to.
- f) **Live broadcast:** It means a programme being broadcast directly without any pre-recording or the sounds presented for the listeners along with recording them in live.
- g) **Pre-recorded programme:** The programme is recorded on magnetic tape/ or any other recording equipment, phonographic discs or compact discs for broadcasting later.
- h) **Script:** It is a written copy of the words to be spoken by the radio artists/anchors/performers during a radio programme.



9.1 : Anchor in Radio Station

9.3 OBJECTIVES OF RADIO

The functions of mass media like print media (newspapers, magazines), and electronic media (radio and television etc) have the same functions in our society. The primary function of these mass media is to inform, educate and entertain the public in society.

You might have heard about a radio commercial or an advertisement about a soap or a company, the radio is making you know about the product or a company. Which means it is creating an awareness of the soap or a company or its brands. Through the commercial, it informs us about the product available in the market and its advantages etc.

Another example is that when a radio message tells you that on Sunday there is a 'polio immunization day.' If you have a child below five years of age, you will decide that your child is administered the polio drops without fail. In this sense, the radio provides you with the information required in your day to life.

When you listen to rural programmes on agriculture on the radio. The agricultural scientist or an expert may provide you with the precautions to be taken for cultivating a crop during a particular season. This means the radio is educating you on the aspects related to agriculture or cultivating crops.

Let us take the example of programmes on the 'Gyanvani' channel. This is an exclusive channel launched to provide educational content to the listeners.

When you listen to the music presented on the radio, it provides you relaxation, amusement or diversion from your day-to-day routine work. This means the radio also provides entertainment to its listeners. So, people tune into the radio basically for these three things — for information, education and entertainment.

As radio is not an expensive medium, for a large number of people in our country, radio continues to be the only source of information, education and entertainment. Those who cannot read or write or cannot see listen to radio news for getting informed about what is happening around them.

However, the three objectives of radio are interrelated.

Activity 1:

Tune into one of your favourite radio stations and listen to the programmes transmitted through the station over a period of two or three days. Make a list of the programmes you have listened to and find out if they were a source of information, entertainment or education.

INTEXT QUESTIONS 9.1

Given below is a list of descriptions. Relate them to the respective term used in the medium of radio.

1. A person or a group of people who form the target audience of radio programmes.
2. A person who presents or announces programmes over radio for the public.
3. Any communication or transmission of any message or signal to the public through electronic apparatus.
4. The written copy of the words to be spoken during a radio programme.

9.4 CHARACTERISTICS OF RADIO

Radio makes pictures: When you listen to the running commentary on the radio of the Republic Day Parade in Delhi. As you hear the commentary, you would visualize or 'see' in your mind what was being described by the performer/narrator. You could actively 'see' pictures in your mind of the parade even as you listened to the sounds of bands playing patriotic tunes or the sounds of marching and commands, or even the speech of prominent personalities like the Prime Minister or President. You use your power of imagination as you follow the running commentary.

The speed of radio: Radio is the fastest medium. It is instant. As things happen in a studio or outside, messages can be sent or broadcast to the listeners. These messages can be picked up by anyone who has a radio set, mobile phone or receiver which is tuned into a radio station. If you have a television set and cable or satellite connection you may be using a remote to get your favourite channel. These days if you have a satellite connection, you can also receive radio signals from various AIR stations along with private FM channels. Otherwise, your normal radio set gives the meter or frequency on which

various radio stations operate or else you can change channels in your mobile phone to change the channel you want to listen to. To listen to your favourite programme or channel you can tune into that particular channel. The newspaper gives you the previous day's news but television with the help of satellite communication i.e. DSNB van and OB van are used to cover the same news/event live from the location of the event/ field.

Simplicity of radio: Compared to all other media, radio is simple to use. Radio needs very simple technology and equipment along with that tune into another channel is easy compare to other mediums.

Radio is inexpensive: As it is simple, it is also a cheaper medium. The cost of production is low and a small radio can be bought for as low a price as a television etc.

Radio does not need electric power supply: You can listen to radio using dry battery cells even if you do not have electric power supply or a generator.

A radio is portable: Radio is a portable medium. It can be moved from one place to the other. Even a radio can be carried by anyone who would like to listen to it while walking, going to the field etc. But television is a living room medium you cannot move it to another place like a radio. this is also one of the advantages of radio. After the satellite communication came to existence even a radio programme we can listen to while travelling in a car, bus etc. Even nowadays with the advent of ICT and New Media technology, we can also listen to some of the radio programmes online.

One does not have to be literate to listen to the radio: To read a newspaper a person has to be literate. But a listener need not be literate to listen to the programmes over the radio. but only deaf persons cannot hear the sounds so, they won't be able to listen to the radio.

Even today, for a many people in the rural areas, radio is the only source of news and entertainment. Radio news can be heard anywhere using an inexpensive receiver. Even the most economically backward sections can afford to use the medium of radio.

- Radio is the best medium of entertainment. It provides healthy entertainment to the listeners.
- There is plenty of music of different types available to people.
- The popular types of music are classical, light classical, light, devotional, folk and film music.

INTEXT QUESTIONS 9.2

1. Name the characteristics of radio.
2. State whether the following statements are true or false :
 - i) Radio makes pictures.
 - ii) Radio is a slow medium.
 - iii) Radio is an expensive medium.

- iv) One has to be literate to listen to radio.
- v) Radio is not a portable medium.

9.5 LIMITATIONS OF RADIO BROADCAST

So far, we have learnt about the advantages or strengths of radio as a medium of mass communication. Now let us also understand the limitations of radio.

Radio is a one chance medium: When you read a newspaper, you can retain or preserve the copy with you and you can read it again when needed. You have the printed word there and unless the paper is destroyed it will remain with you. Suppose when you read a news item, you do not understand the meaning of certain words. You can refer to a dictionary or ask someone who knows to find out the meaning.

Suppose if you are listening to a news bulletin in English and you hear words that you don't understand over the radio. Can you refer to a dictionary or ask someone else for the meaning? If you stop to do that, you will miss in news presented on the radio. You have to understand what is being said on the radio as you listen. You have only one chance to listen. What is said on the radio does not exist any longer; unless you record it. The words have momentary life. After it is spoken, it disappears unlike a newspaper or a printed book. So that is one of the greatest limitations or weaknesses of radio. It is momentary nature or to put it differently – radio is a one-chance medium. A listener has just one chance to receive the message from the radio and has to understand it.

Radio has no visual images: One of the disadvantages is Radio is a medium of sound. It cannot present audio-visual content. So, whatever radio presents is in the form of sound it can have music, sound effects, silence and human voice. So retaining of the radio content is not as good as remembering the news on the television. “seeing is believing”. We believe when you see something, it is more believable than what you hear. So having no visuals is another major limitation of radio.

Messages on the radio are easily forgotten: The problem of not having visuals leads to another limitation of radio where the retaining capacity of an individual is decreased. For example if you have seen a nice visual such as Dr. B.R Ambedkar Secretariat (Telangana State Secretariat). What have seen is often you can recollect or remember but if you have listened through the radio about the secretariat over the radio you may forget fast. Messages heard on the radio are easily forgotten. This is one more disadvantage or limitation of the radio.

Poor performance on the part of announcers : Poor performance of radio presenter/ performer or participants in a radio programme may be boring or uninteresting that it can result in listeners switching off their radio sets . Listeners' interest also depends upon how information is delivered/presented by the radio presented. When we compare to television even the poor performance of an anchor can be managed with the right kind of visual to create interest among the viewers.

Deaf people cannot hear the sound so as radio broadcasts: This is also one of the disadvantages of radio. While if it is presented through the TV even people can understand the content with the help of visuals.

INTEXT QUESTIONS 9.3

1. List any three limitations of radio.
2. State whether the following statements are true or false :
 - i) Radio gives visual images.
 - ii) If the commentator is dull, his broadcast will also be dull.
 - iii) Radio messages are easily forgotten.
 - iv) Radio is not a useful medium for people who cannot see.
 - v) A listener gets only one chance to listen and understand messages on radio.

9.6 WHAT YOU HAVE LEARNT

Characteristics of Radio

Concepts of radio broadcast

Common terms used in a radio broadcast

- listener
- broadcaster
- broadcasting
- pre-recorded programme
- script
- tuning into radio

Characteristics of radio

- Radio makes pictures
- Fast medium
- Simple medium
- Inexpensive medium
- Portable medium

Objectives of radio

- To inform

- To educate
- To entertain

Limitations of radio

- one chance medium
- lacks visual images
- messages on the radio are easily forgotten
- deaf persons cannot listen

9.7 INTERNAL EXERCISE

1. Make a list of the common terms that you have learnt on radio broadcasts and explain each one of them.
2. Describe the objectives of radio with examples.
3. Radio as a medium has certain characteristic features. Explain.
4. Explain in detail the limitations of radio.

9.8 ANSWERS TO INTEXT QUESTIONS

9.1:

1. Listener
2. Radio presenter/performer
3. Broadcasting
4. Radio Script

9.2:

1. Refer section 9.3.
2. (i) True
(ii) False
(iii) False
(iv) False
(v) False

9.3:

1. Refer Section 9.5
2.
 - (i) True
 - (ii) False
 - (iii) True
 - (iv) False
 - (v) True

NOTES:

10. RADIO STATION

Many of the first radio stations were co-operative community radio ventures not making a profit. Later, radio advertising to pay for programmes was pioneered in radio. According to an agreement of July 23, 1927, the private Indian Broadcasting Company Ltd (IBC) was authorized to operate two radio stations; the Bombay station began on 23 July 1927, and the Calcutta station followed on 26 August 1927.

Have you ever visited a radio station? If you haven't, let us find out how it is. You may be familiar with conducted tours if you have visited some place of tourist importance like the Thousand Pillars Temple in Warangal or Charminar in Hyderabad. There are guides who take you around and explain. So let's go on a conducted tour of a radio station. The building of a radio station as such may look like any other public building. The offices are also like any other office. In this lesson, you will learn all about a radio station and how it works.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- discuss the working of a radio station;
- explain the role played by different functionaries of a radio station;
- describe the functioning of All India Radio;
- classify the different types and trends in radio.

10.1 RADIO STATION

Radio stations have many people with different skills and responsibilities. There are those whose voices are heard on the air, like talk show hosts and reporters, and there are also people who work behind the scenes like sound engineers, producers, marketing managers, researchers, etc. Sometimes one person may take on several roles.

In a radio station, there are basically three different wings. They are (i) Programme Wing (ii) Engineering Wing and (iii) Administration Wing. While the first two wings are responsible for running a radio station's broadcasts, the administrative wing provides all the support that is required for the functioning of the station.

Let us learn about the working of a radio station.

Radio Studio

The moment one mentions the words 'radio studio' you may think of good sound. You may also think of the photo studio with which most of you are familiar or a film studio, which you imagine to be a special area for shooting. A photo studio is a room which is made exclusively for taking pictures. It has certain conditions suitable for taking photographs. The room generally is dark; has plenty of artificial lights, which are powerful. It is suitable for the purpose of taking photographs. There may be curtains and pictures or scenery as background. If you want to take a photograph for a passport or for any formal purpose, you go to a photo studio. In a studio, the visual scenery is appropriate.

But how does a radio studio look like? Let us see. There is a table and a microphone. The room has just one door, which is not very easy to open, as it is very heavy. Before one enters this room, there is a small enclosed place, which has another heavy door. This empty space is called a sound lock, which prevents unnecessary outside sounds from entering the studio. Note that we have used the term ‘unnecessary outside sounds’.

Suppose we record sound in an ordinary classroom, office room or in a drawing room. What would be the result? You would hear the traffic noise from outside or the sounds of the old fans on the ceiling. You would also hear birds chirping or dogs barking. Suppose you tune into your favourite radio programme and you listen to all that noise. That will be terrible. You would expect what you listen to on radio to be clear.



10.1 Akasavani Hyderabad

A studio is so designed without any interference to ensure that outside noises are not recorded and you hear the voice of the speakers clearly. For this, besides the sound lock and heavy doors, you will find the ceiling and walls with perforated woollen panels. Of course the studio is nice and cool with proper air-conditioning.

There will at least be two studios in a station. You have just learnt about one of them. Now you will learn about the second one. This may be smaller in size with the same type of doors, walls and ceilings. Here you will find the announcer or the anchor person sitting on a revolving chair with a microphone in front of the table.

There will be a computer, CD players, tape decks and a mixer. This is the actual broadcast studio from where presenters make announcements. This may be called an announcer’s booth or a transmission studio.

INTEXT QUESTIONS 10.1

1. Name the three different wings in a radio station.
2. What prevents outside unnecessary outside sounds from entering the studio?
3. What is the name of the studio from where announcements are made?

Control Room (CR)

Now let us move to the main technical area of the radio station which is often called a control room. Whatever is spoken in the studio or played from a CD player or computer is sent to this control room. All the programmes are sent from here to the transmitter.

- The control room occupies an important place in the radio broadcast. It is the place, connected with all the other segments of broadcast.
- Whatever the speaker/announcer speaks from the studio, it reaches the control room. From here they are sent to the transmitter for its onward transmission to the listeners. A lot of changes take place when one speaks through a microphone. You may have noticed that your voice sounds different when it is recorded.
- In the control room, technical people control the whole process and immediately send these waves to the transmitter.
- The transmitter sends these sound waves to the listeners' radio sets which convert them into sounds. There is no time gap in the whole process.

Studio → Control Room (CR) → Transmitter (XTR) → Listener

- Transmitters are generally located outside the city boundaries.
- The transmitters are of different capacities such as 1 KW to 100 KW, 200 KW or 250 KW or above.
- Their locations are decided according to their capacity.
- A 1 KW transmitter is normally installed in the vicinity of the studio/control room whereas the high power transmitters are installed outside the city.

Transmitter

You have learnt about the studio and the control room. It is essential to know about the transmitter also.

- A transmitter is the equipment through which we receive the radio broadcast on our sets.
- This is big equipment in comparison to other equipment installed in the studio or control room.

- The strength and type of the transmitter determines the coverage area of broadcast.
- There are two types of transmitters.
- Low Power Transmitter (LPT) and
- High Power Transmitter (HPT)

Likewise, there are:

- Medium Wave (MW) radio broadcast transmitters and
- Short Wave (SW) radio broadcast transmitters

INTEXT QUATIONS 10.2

1. State whether the following statements are true or false:
 - i) Programmes are sent from the transmitter to the control room.
 - ii) Engineers are responsible for the technical quality of radio broadcasts.
 - iii) Radio broadcasts are received on our radio sets through transmitters.
2. Name three important equipment found in the announcer's booth.
3. Expand the following terms-
 - i) LPT
 - ii) HPT
 - iii) FM
 - iv) MW
 - v) SW

10.2 FUNCTIONARIES OF RADIO STATION

Station Director

The Station Director is in charge of the radio station and also the head of the programme wing. In some stations they are called managers.

Station Engineer

The Station Engineer heads the engineering wing and is responsible for all the technical work at the radio station. In addition there is a group of technicians and engineers, working quietly behind the scene. They operate and maintain broadcast equipment and oversee the control room. They are responsible for the technical quality of the broadcasts.

Programme Personnel

These are persons who are engaged in planning, production, preparation and presentation of radio programmes. They are known as programme executives or producers. They are part of the programme broadcast process.

Transmission Staff

Persons who are responsible for a smooth and trouble free transmission process are known as transmission executives.

Radio Announcer

The radio announcer presents the programmes and is responsible for making them interesting. The announcer has to convey feelings through his voice only. If the announcer is dull, his description will also be dull.

Artists

In addition to the above staff, there are also music artists such as vocalists and instrumentalists who form part of the programme staff. They are all eminent performers in their own fields and graded according to their experience.

DID YOU KNOW ?

There was a time when listeners used to wait for the familiar voice presenting the 'Akashvani - Vaarthalu Chaduvuthunnadi' on radio. The voice was that of one of news readers Prayaga Ramakrishna.

10.3 RADIO BROADCASTING SYSTEM IN INDIA

All India Radio (AIR) has a leading role as a public service broadcaster and national service broadcaster. It is the most powerful medium for maximum reach and conveying information/messages through human development programmes to large masses in a most cost effective manner. Radio waves reach the people at maximum speed i.e. at the speed of light waves and hence, it is the fastest means of mass communication. It takes less time from coverage and production to transmission & reception. It is best suited for music, talks news and other audio programme including data and text transmission.

All India Radio commonly referred to as AIR, which is the main radio broadcaster of India, officially known as Akashvani, AIR is a division of Prasar Bharati or the Broadcasting Corporation of India, an autonomous corporation of the Ministry of Information and Broadcasting, Government of India.

The headquarters of AIR is at Akashvani Bhawan, New Delhi. AIR has different services each catering to different regions/ languages across India. One of the most famous services is Vividh Bharati (All India Variety Programme) which offers programmes such as news, film music, comedy shows etc. in several cities of India.

Now, let us find out how AIR operates.

AIR has a three-tier system of broadcasting, namely, national, regional and local. The National channel of All India Radio started functioning on May 18, 1988. It caters to the information, education and entertainment needs of the people, through its transmitters at Nagpur, Mogra and Delhi beaming from dusk to dawn.

It transmits centrally originated news bulletins in Hindi and English, plays, sports, music, newsreel, spoken word and other topical programmes, to nearly 96% of the country's population fully reflecting the broad spectrum of national life. The languages of broadcast are Hindi, English and Urdu apart from some music from other Indian languages.

The Regional Stations in different States form the middle tier of broadcasting. This also includes the North-eastern service at Shillong which disseminates the vibrant and radiant cultural heritage of the north-eastern region of the country.

Local Radio is comparatively a new concept of broadcasting in India. Each of these local radio stations serving a small area provides utility services and reaches right into the heart of the community. What distinguishes local radio from the regional network is its down to earth, intimate and uninhibited approach. The programmes of the local radio are area specific. They are flexible and spontaneous enough to enable the station to function as the mouth piece of the local community.

FM Channels of AIR

What do you understand by FM?

FM stands for Frequency Modulation which is a broadcasting technology or method in radio. FM radio was introduced in the 1960s much before the cable, satellite radios and the internet in India.

You may have all listened to one or more FM channels

The FM service of AIR has two channels.

FM Rainbow and FM Gold.

There are 25 FM Rainbow channels and 5 FM Gold Channels.

The programme content of these channels is mainly popular Indian and Western music, presented in a style which is highly popular with the urban youth. News bulletins and current affairs programmes are also broadcast from these channels.

There are also other AIR stations on the F.M. mode. There are several private FM channels which can be heard all over the country.

Let us learn about them.

Private Radio Stations (FM channels)

Radio Mirchi, Red FM, Big FM, Radio City, Fever FM, etc. The list is becoming longer. You must have heard about one or more of them. But have you wondered what they are ?

Times FM (now Radio Mirchi) began operations in 1993 in Ahmedabad. Until 1993, All India Radio or AIR, a government undertaking, was the only radio broadcaster in India. The government then took the initiative to privatize the radio broadcasting sector.

These are private or commercial radio stations which have been given a license to broadcast programmes on radio. Most of them cater to the younger generation by providing a mix of music and fun.

DO YOU KNOW

AIR is the one of the largest radio networks in the world.

Activity 1:

Which is your favourite FM channel? Make a list of the programmes that you listen to on this channel.

10.4 COMMUNITY RADIO, HAM RADIO, SATELLITE RADIO AND WEB RADIO

Community Radio is a type of radio service that caters to the interests of a limited area or a community which is homogenous. It broadcasts programmes that are popular and relevant to the local audience. A community radio license is required to operate a community radio station. These stations are expected to produce programmes as far as possible in the local language or dialect.

The country's first community radio, the Sangham Radio was launched on October 15, 2008 In Machnoor village of the Medak district in Telangana. An initiative of a non government organisation called the Deccan Development Society in Pastapur, this is a radio station owned and exclusively managed by women from marginalised communities. A 50 watt transmitter, here covers a radius of nearly 25kms dotted with 100 villages and about 50,000 people.

Activity 2:

Find out the other community radio stations in India and the cities in which they are located.

HAM Radio

Amateur Radio, also known as ham radio, is the use of the radio frequency spectrum for purposes of non-commercial exchange of messages, wireless experimentation, self-training, private recreation, radio sport, contesting, and emergency communications. The term "amateur" is used to specify "a duly authorized person interested in radio electric practice with a purely personal aim and without pecuniary

- | | |
|----------------------|-----------------------------|
| ii) Station Engineer | b) three-tier broadcasting |
| iii) Radio Announcer | c) FM Gold |
| iv) All India Radio | d) Head of Programme wing |
| v) FM Channel | e) Head of engineering wing |

2. Write three sentences about community radio.

10.5 WHAT YOU HAVE LEARNT

The Radio Station

Working of a radio station

- programme, engineering and administration wings
- radio studio
- control room
- transmitter

Functionaries of a radio station

- station director
- station engineer
- programme personnel
- transmission staff
- radio announcer
- artist

All India Radio – Three tier of broadcast system:

- National
- Regional
- Local

Types of Radio Stations

- All India Radio (AIR)
- private FM radio stations
- Community radio stations

- Ham radio stations
- Satellite radio stations
- Web radio stations

10.6 TERMINAL EXERCISE

1. Explain in detail the working of a radio station.
2. Describe the role played by different functionaries of a radio station.
3. Write short notes on the following :
 - i) Three tier broadcasting system of All India Radio
 - ii) Private radio stations
 - iii) Community radio
 - iv) Ham radio
 - v) Satellite radio
 - vi) Web radio / online radio

10.7 ANSWERS TO INTEXT QUESTIONS

10.1:

1. (i) Programme
(ii) Engineering
(iii) Administration
2. Sound lock
3. Announcer's booth or Transmission studio

10.2:

1. (i) False (ii) True (iii) True
2. Computer, CD players and a mixer
3. (i) Low Power Transmitter
(ii) High Power Transmitter
(iii) Frequency Modulation

(iv) Medium wave

(v) Short wave

10.3:

1.
 - i) (d)
 - ii) (e)
 - iii) (a)
 - iv) (b)
 - v) (c)
2. Please refer to section 10.4

NOTES:

11. RADIO PROGRAMME FORMATS

The general information provided on a radio station is referred to as a radio programming format. The radio format first appeared in the 1950s, mostly in the United States, when radio was forced to create novel and exclusive means of programming in order to compete with television. Since then, the formula has become a standard for commercial radio programs all across the world. According to a specific sort of programming, which could be topical or general, more educational or musical, among other options; a radio format seeks to attract a more or less specific audience. Radio formats frequently change since they are employed as a marketing tool so frequently.

When you tune into a radio station also you will listen to different types of programmes or programme formats. Just imagine what kind of programmes you have heard over the radio. You might have heard film songs, phone-in-programmes, talks, discussions, news, cricket commentaries etc. These different types of programmes are called radio formats.

Objectives:

After studying this lesson, you will be able to do the following:

- list the factors to be taken into account for making a radio programme;
- describe the different formats of radio programmes formats;
- explain the elements of a radio programme format;
- identify the technology-based formats.

11.1 FACTORS IN RADIO PROGRAMME PRODUCTION

Within the society where you live, you find people belonging to different communities, men and women, rich and poor. Radio plays an important role in the lives of the people of India. Though there are plenty of rich people and highly developed cities, a majority of our people are poor and a large number of them cannot read or write. So, the only medium that can really reach them to inform, educate and entertain is the radio. Radio stations especially those run by the government perform a public service duty than the private radio stations.

The requirements of listeners of radio stations are not the same and as well as their needs. To serve them, we need to know many facts about them. Let us make a list of what we should know about the audience:

- (a) Number of people — i.e. the total population of the area.
- (b) Number of men and women — Sex ratio
- (c) Literate people/Illiterate people
- (d) The languages spoken in the area.
- (e) Schools/Colleges
- (f) Children going to school
- (g) Health facilities — availability of doctors, primary health centre, clinics, hospitals.

- (h) Any major diseases
- (i) Religions in the area-population wise
- (j) Power supply
- (k) Nearest radio stations/Television stations
- (l) The climate of the place
- (m) The main occupation of the people
- (n) The income per head/people below the poverty line
- (o) Roads/transport facilities
- (p) Irrigation facilities
- (q) The number of people engaged in agriculture/other occupations.
- (r) Types of crops.

You can add many more issues to this list. We need to know these facts to decide on the nature of the content, the language, the type of broadcast, the timings of programmes etc. Radio formats, therefore, are decided on the basis of the needs of the target audience.

INTEXT QUESTIONS 11.1

1. List any five factors that you need to take into account about the listeners before making a radio programme.
2. Write the names of any five programmes you have heard on the radio.
3. Fill in the Blanks
 - i. The only medium to reach the illiterate people to inform, _____ and entertain them is the _____.
 - ii. A radio station broadcasts programmes like talks, discussions, _____, and _____.
 - iii. It is important to know the requirements of the listeners to decide _____ of broadcast and _____ and _____ of programmes.
 - iv. Radio programmes are decided on the basis of _____.

11.2 ELEMENTS OF A RADIO PROGRAMME FORMAT

Radio is an exclusive medium of sound. Everything has to be communicated in the form of sounds.

The elements of the radio programme format include

- Human voice/ spoken word
- Sound effects
- Background music
- Pause/ silence

Human voice/spoken word: It is a very powerful tool of communication among people sharing a common language. Speech is made up of words and, therefore, spoken word is the most common and most important element of the majority of radio programmes. Words are 'linguistic' sounds through, the use of which people sharing a particular language speak with one another. A radio programmer makes pictures in the minds of people when listening to these words by the radio performer/anchor. Words present the content of the programme and voice renders them meaningful for the listeners. For radio, the radio performer has to present all the emotions with her/his voice to show laughter, suspense, surprise, sorrow, happiness etc.

Sound effects: Sound effects accompany the words spoken by the radio performers. For example, sounds of wind, water flowing, storms, chirping birds, speeding motor cars, gunshots, bomb blasts, laughing, crying, etc., all fall under this category. These sounds can be recorded naturally or can be artificially created in the studio. When used in a radio programme, these are called 'sound effects.' Sound effects not only create an environment of the locale but also project the Image of the character. As the radio listener cannot see, these sound effects along with human voice, and background music helps them to imagine or visualise the news or story narrated over the radio.

Some sounds are indices of some happenings or events such as a knock on the door or a call bell which indicate that somebody has come to visit. The sound of a bird chirping indicates that it is dawn. In the same way, the sound of an owl or cockroach is indicative of nighttime. There are also special sounds, such as echoed voices of the supernatural, the distorted voice of a puppet or a ghost or the roar of a lion, the chirping of a bird or a robot speech in a metallic tone.

Background music: Background music helps the listener to feel the emotion and makes it pleasant for the ears. Music can be presented as background music along with human voice, and sound effects. Or else, music can't be played for the listeners as part of the programmes.

There are several forms of music you can hear on the radio such as film music, light music, folk music, classical music or Western music. Music can be used to produce programmes like features or operas.

Music is also used as a sound effect in many programmes to create the environment or mood. That is why in stocked tapes of music, a piece can be termed as happy music, sad music or party music. We may use special music in the scenes of storm, war, marchpast or death.

Pause/silence: Radio as it is a medium of sound, even silence or pause plays an important role in conveying meaning to the listener. Pauses are used imaginatively to convey meaning. Radio as it makes pictures in the mind of the listeners pauses also has to be used appropriately. You may ask, how a silence or pause can communicate? Yes, it can and that too very powerfully. Let us take an example. A mother on her deathbed speaks to her son and suddenly stops. Someone provokes "Speak up mother, speak up". But, there is silence. Here, pause or silence conveys the fear of death, helplessness and a lot of other feelings and emotions attached to it. In the same way, when a mother scolds his son/daughter or slaps along with sound effects or slap if we use silence and sad background music and the crying sound of a boy/girl, it will communicate a lot of meaning to the listener and they feel emotional.

11.3 TYPES OF RADIO PROGRAMME FORMATS

You might have heard many programmes on the radio. Try to recall a few of them. You might have heard the names of radio stations, from where the programmes are broadcast. Many of you would remember Vividh Bharati, AIR FM RAINBOW, AIR FM Gold or some private commercial station like Big FM, Red FM, etc. You may also remember the time being mentioned and what programme you are going to listen to. These are called announcements. Announcements have been traditionally made by people who are known as announcers. The commercial radio channels may call them Radio Jockeys (RJs) or anchor persons.

Before you learn about the different radio formats, you must know the ingredients of a radio format.

As you know most of what is spoken on the radio is written down. As you have already learnt that what is written for radio is heard and is referred to as the 'spoken word' as against the 'written word'. But the spoken words on the radio are written down or what is generally called 'scripted'.

A Radio format can be split into three parts: They are:

- (a) Spoken Word or Human Voice
- (b) Music
- (c) Sound Effects

All radio formats have the above. So let us first classify the spoken word format.

I. SPOKEN WORD

Announcements: These are specifically written clear messages to inform the listeners to tell them different things. For example, in station/programme identification, mention the station you are tuned into, the frequency, the time and the programme/song you are going to listen to. These announcements have become informal and look like ordinary conversations. There can be more than one presenter in some programmes like radio magazines.

Radio Talk: Radio talk probably is the oldest format on radio. In these kinds of programmes, the radio station invites experts or prominent personalities to speak for 10 or 15 minutes on a specific topic. These talks have to go through a process of being changed into radio's spoken word style. Depending on the person who participates as an expert in the programme or the



11.1 : Radio Talk

content being discussed the duration of the programme varies. Talks are common programme format in public broadcasting radio and also they would be part of the commercial radio stations too.

Radio Interviews: You might have read an interview in a newspaper or a magazine. In the same way, you might have heard about the interview on the radio or television station where journalists use this

technique of asking questions to get information from the guest. There can be different types of interviews in terms of their duration, content and purpose.

Firstly, there are full-fledged interview programmes. The duration of these may vary from 10 minutes to 30 minutes or even 60 minutes depending on the topic, and the person being interviewed. Most of such interviews are personality based. You might have heard of long interviews with well-known people in the field of public life, literature, science, sports, films etc.

Secondly, there are interviews which are used in various radio programmes like documentaries. Here the interviews are short, questions specific and not many. The purpose is to get a very brief, to-the-point answer.

Thirdly there are a lot of interviews or interview-based programmes in news and current affairs programmes.

With phone-in-programmes becoming popular, you might have heard live interviews with listeners. These interviews have been made interactive.

There is another type of interview-based programme. Here generally just one or two questions are put across to ordinary people or people with knowledge on some current topic to measure public opinion. For example, the State government budget is presented, and people representing radio go out and ask the general public about their opinion. Their names and identity may not be asked. Such programmes are called 'vox populi' which is a Latin phrase meaning 'voice of people.' If you want to be a reporter/interviewer you have to be very inquisitive and hard working with good general awareness on all issues and have good communication skills.

Radio Discussions: These are the same as panel discussions on television. In radio, the discussion technique is used to let people have different points of view on matters of public interest. Radio discussions are produced when there are social or economic issues which may be controversial or important to the public. So, when different experts meet and discuss such issues, people understand various points of view on the subject being discussed. Generally, these discussions on the radio are of longer duration—say 15 to 30 minutes. Two or three people who are known for their views and a well-informed senior person or journalist who acts as a moderator take part and discuss a particular topic for about 30 minutes. The moderator conducts the discussion, introduces the topic and the participants and ensures that everyone gets enough time to speak and all issues are discussed.

Radio Documentaries/Features: Documentary films are based on real people and issues. A lot of programmes you see on television are educational and public service documentaries. Radio also has this format. Unlike documentary films, radio documentaries have only sound – i.e. the human voice, music and sound effects. So, a radio documentary is a programme based on real sounds and real people and their views and experiences. Radio documentaries are based on facts presented in an attractive manner or dramatically. Radio documentaries are radio's own creative format. The producer of a documentary needs to be very creative to use human voice, script, music and sound effects very effectively. Radio documentaries are also called radio features. For example A documentary on earth,

global warming or biography of a person etc.

Radio Drama: A Radio drama or a radio play is like any other play staged in a theatre or a hall. The only difference is that while a stage play has actors, a stage, sets, curtains, properties movement and live action, a radio play has only 3 components. They are the human voice, music and sound effects. Radio of course uses its greatest strength for producing radio plays and that is the power of imagination and suggestivity. For example, if you want to have a drama those who play different character roles would give their voice and there would be conversation between the members who act as different characters. These voices of different characters would create pictures or listeners' imagination, of the story listening to it. The voice of the actors, music and sound effects can create any situation in a radio play which provides entertainment to the listeners.

Running Commentaries: It is like life on the television channel. If you can't go to see a football or cricket match in a stadium, you may watch it on television. But for that, you have to be at home or at some place where there is a television. But if you are travelling or outside, then you may listen to the radio for a running commentary of the match. A commentator would give you all the details of the match such as the number of players, the score, the position of the players on the field etc. So by listening to the running commentary, you get a feeling of being in the stadium and watching the match. The commentator needs good communication skills, a good voice and knowledge about what is going on. Running commentaries on the radio can be on various sports events or on ceremonial occasions like the Republic Day Parade or events like festivals, melas, rath yatras, swearing-in ceremonies of ministers, last journey (funeral procession) of national leaders etc. Today radio running commentaries especially of cricket and other sports can be heard on your mobile phones.

Magazine Programmes: You are familiar with magazines which are a form of print media. They are published weekly, bi-weekly, fortnightly or monthly. There are general magazines and magazines for specific readers. These magazines could be for children, women, youth or on health, sports, science or music. If you open any one of these magazines, you will find articles, reviews, features, photo features etc. Radio also has magazine programmes like those in the print media.

The same way a radio magazine is broadcast at a particular time on a particular day of a week or a month. That means it has periodicity. Similarly, it has plenty of variety in content. Some or many formats of radio are included in a radio magazine. These may be talks, discussions, interviews, reviews, music etc. Likewise, the duration of each programme or item in a magazine programme also varies. Another characteristic of a radio magazine is that it has a signature tune. A signature tune is an attractive piece of music which is specific to a programme. It can be like the masthead (title) of a magazine. A magazine programme also has a name and one or two presenters or anchor persons who link the whole programme. In the beginning, the titles of the day's programme will be given by the presenters after the signature tune. They also give continuity and link the whole magazine.

Magazine programmes are generally broadcast for a special or specific audience. As the name suggests, a specific audience refers to listeners with specific needs as mentioned in the beginning.

News: Among all the spoken word formats on radio, news is the most popular. News bulletins and news/news-based programmes are broadcast every hour by radio stations. In India, only All India Radio is allowed to broadcast news. The duration of news bulletins varies from 5 minutes to 30 minutes. The longer news bulletins have interviews, features, reviews and comments from experts.

II. MUSIC

Music is one of the most popular formats among radio formats. Many of you might tune into the radio only for music. There is no radio without music. Music is used in different ways on the radio. There are programmes of music and music is also used in different programmes. These include signature tunes, music used as effects in radio plays and features. India has a great heritage of music and radio in India reflects that. Let us understand the different types of music.

There are three types of classical music in India. They are:

1. Hindustani classical
2. Carnatic classical
3. Western classical

There are also vocal and instrumental music forms. There are also light classical music forms like Thumri and Dadra. Instrumental music forms include string (sitar, sarod etc.) wind (like flutes, shehnai) and percussion (drum) instruments. You might have heard such music on the radio.

You may know of a large variety of devotional and folk music in your area and across the country. Which are broadcast on the radio.

But which is the most popular form of music? You would most probably say ‘film music.’ While there are film songs in different languages, the one with national appeal and popularity is Hindi film songs. On most radio stations, be it public service or commercial, Hindi film songs are heard everywhere.

Light western and pop music are also popular among some groups of listeners and there is a large section of young people listening to western pop music.

III. SOUND EFFECTS

Let us see how sound can be used in radio formats.

- Sound can play a major role in evoking interest.
- Sound can be used for comic effects to evoke laughter.
- Sound can be used to create certain moods or enhance them.

INTEXT QUESTIONS 11.2

1. Fill in the blanks with appropriate word/s
 - i. Announcers are also known as, _____.

- ii. Whatever is written for radio is also known as.
 - iii. Announcements mention the you are tuned into, _____ and _____ of broadcast.
 - iv. There can be different types of radio interviews in terms of _____ and purpose.
 - v. A film based on real people and issues is called a _____.
2. List the elements of a radio format.
 3. Differentiate between a radio discussion and a radio drama.
 4. Match the following:

i. Announcements	a. republic day parade
ii. Commentary	b. oldest radio format
iii. Interviews	c. Inform listeners
iv. Discussion	d. asking questions
v. Radio talk	e. moderator

11.4 INFORMATION TECHNOLOGY-BASED FORMATS

With the advent of Information and Communication Technologies (ICT) and New Media radio stations started applying these technologies in their broadcasts.

Phone-In Programme: In this age of technological development, phone-in is the most important format. This is called interactive programming where the listener and the presenter talk to each other. Their talk goes on air instantly. The listener has the satisfaction that his voice is being listened to and replied immediately. Other listeners also listen to him. Such presentations need advanced publicity so that the listeners get ready to air their grievances/queries or requests. They dial up the announced telephone number at a stipulated time and get their problems discussed with experts in the studio. Initially, this format was introduced for playing the listeners' request-based film songs. Now it is being used for health-related programmes, rural broadcasts, complaints against the government/ administrative machinery, and also phone-in programmes with celebrities etc.

Radio Bridge : Radio bridge means connecting different stations throughout the length and breadth of the country. In this technique, for example, an expert sitting in Delhi can interact with the common man in the studio in Hyderabad. This format was first used by All India Radio during elections. This is also used in radio discussion programme formats.

Radio on the Internet : Radio on the Internet is a growing phenomenon with thousands of radio stations operating through computer modems. It is altogether a new format that removes the restrictions of frequency or license. It is relatively cheap to set up. It has certain advantages as well as disadvantages.

Now all the national and international radio stations like BBC, Voice of America, and All India Radio are available on the internet and anyone who would like to listen to these stations can listen to them over the internet. It is now possible to listen to the programmes from a radio station while working on the computer also. All India Radio started its services on the Internet on May 1, 1998. With the advantage of the internet now people across the globe can listen to the programmes of any station of their choice.

INTEXT QUESTIONS 11.3

1. Fill in the blanks with appropriate word/s:
 - i. A phone-in programme is also called _____ programming.
 - ii. AIR started its internet services on _____.
 - iii. Phone-in programmes need to advance _____.
 - iv. Radio Bridge means _____ different radio stations.
2. List any three IT-based radio programme formats.
3. Mention any three areas where phone-in programmes are used.
4. Name the radio format which is available through a computer.

11.5 WHAT YOU HAVE LEARNT

Factors in radio programme production

Elements of a radio programme format

- Human voice / spoken word
- Sound effects
- Background music
- Pause / Silence

Types of radio programme formats

- Announcements
- Radio talks
- Radio interviews
- Radio discussions
- Radio documentaries / features
- Radio drama

- Radio commentaries
- Magazine programme
- News
- Music
- Sound effects

Information Technology based formats

- Phone-in-programme
- Radio bridge
- Radio on internet

11.6 TERMINAL EXERCISE

1. Discuss in detail the factors to be taken into account before making a radio programme.
2. Explain with examples the different formats of radio programmes.
3. Describe information technology-based formats used in the medium of radio.

11.7 ANSWERS TO INTEXT QUESTIONS

11.1:

1. Please refer to section 11.1
2. Examples: news, music programmes
3.
 - i. educate, radio
 - ii. news, commentaries, magazines
 - iii. communities, rich, poor
 - iv. language, time, type

11.2:

1.
 - i. Radio jockeys/ anchor persons
 - ii. Spoken word
 - iii. Station, frequency, time
 - iv. Duration, content
 - v. Documentary

2. Spoken word, music, sound effects
3. Please refer to section 11.2
4. (i) c
(ii) a
(iii) d
(iv) e
(v) b

11.3:

1. (i) interactive
(ii) May 1, 1998
(iii) Publicity
(iv) Connecting
2. Please refer to section 11.4
3. Please refer to section 11.4
4. Radio on the internet.

NOTES:

12. RADIO PROGRAMME PRODUCTION

Do you remember the programmes you have listened to on radio? Try and recall some of them. You may have heard the names of radio stations, from where the programmes are broadcast. Many of us would remember Vividh Bharati, AIR FM Gold or some private commercial station. We may also remember the time being mentioned and what programme we are going to listen to. To make a programme interesting, it has to be produced well. Radio production is a very vast subject. Due to constant change in technology, the techniques of radio production keep changing. But the basics remain the same. You may have the best of ideas, the best of scripts and the best of voices; but if the programme is not produced properly it will not be interesting to listen to.

In this lesson, you will learn about the process of radio production and its different components.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- explain the programme production team;
- describe the qualities required for a radio producer;
- explain the main elements of radio production;
- distinguish between three different types of microphones;
- identify music and sound effects for radio production;
- classify the different stages of radio program production;
- state the importance of a script in a radio programme.

12.1 PROGRAMME PRODUCTION TEAM

Producer

This role is responsible for the output and direction of the program. A show is able to be prepared and go to air without the assistance of a producer that is separate from the presenters.

Radio Programming Manager

This role holds responsibility for all content broadcast by the station. In commercial stations, the duties of this role fall within the title of Content Coordinator or Program Director - making decisions on programming, music, and reviewing demos of new talent.

Radio Presenter

The role of radio presenter encapsulates many of all the roles listed below - particularly relevant to stand-alone programs with one or two people involved in the program. A good radio presenter is informative, well-prepared and original, with a clear idea of how to engage with the listener as an individual.

Panel Operator

This role where separate from the function occasionally performed by presenters/producers operates the control panel, which manages: Volume levels Broadcast output Any recording software used Phone

switchboard SMS log Playing of music from music player (CD player, iPod, etc.) or media management system.

Segment Contributors

Some programs fill segments with a regular weekly guest for a talk break. Segment contributors usually bring a specific topic or on-air activity which are suited to the short-form presentation of this topic - sometimes for no more than 5-10 minutes. As such, their topic is often required to be particularly original. This segment may also take the form of a pre-record.

Audio Producer

Also known as production director, this role creates audio content to be played on-air (show IDs, promos, etc.). Most, if not all pre-recorded material played on-air has been produced by the audio director. Within some commercial stations, the audio director is responsible for the station's online audio content i.e. podcasts, edited interviews, skits and segments from a show

Online Producer

The role is responsible for the online presence of the program. This includes maintaining the program's website, and potentially creating unique content for it - photos and video footage, for instance

12.2 QUALITIES OF RADIO PRODUCER

You may have observed that anybody can be a cook, but only the food prepared by some turnout to be very tasty. Similarly all people who produce radio programmes may not come out with good and interesting programmes.

You need certain qualities or skills to be a radio producer. The qualities you need include the following:

- (a) Ability to see and hear what is happening around you. This would mean a keen desire to know more about things. We may call this inquisitiveness. Unless a person is inquisitive, he or she cannot be a good radio producer. This is because you need ideas to produce interesting programmes. How do you get ideas? Let us think. Firstly, we need to observe things to get ideas. Remember the story of Isaac Newton who observed an apple falling? This observation led him to wonder why the apple fell down from the tree and why it did not go up. The result was Newton's gravitational theory.

Let's take another example. James Watson was boiling water in a kettle. When the steam gushed out with force, he realized that force or power could be used. The result of this paved the way for the invention of the steam engine.

So you can get ideas by:

- (i) observing things as discussed above.
- (ii) drawing from experiences : We have good and bad experiences in life. People who have written stories, novels, poems and plays draw their ideas mostly from their experiences. The great poet Kalidasa saw the dying bird and its pair which was sad and took to writing poems. The English poet Wordsworth observed flowers (daffodils) dancing in the air and wrote one

of the best pieces of poetry. So from our own experiences or going through the experiences of others, we get ideas.

- (iii) You have just read about the experiences of others. How do you come to know about them. Well, you need to talk to others to find out and understand their experiences.
- (b) Ability to conceptualise ideas: You may get any number of ideas, but you need to turn them into concepts and then in to radio scripts.
- (c) Creativity: What is creativity? Are you creative? This is a quality which is found in almost everyone. But you need to be creative in putting together an idea in a manner which can attract people .Creativity would mean, doing something new or different. The same idea can be made into a radio programme differently by different people. If everyone does it in the same way, they will all be the same and not interesting.
- (d) A good user of words. You need the ability to use the right word at the right time in the right manner. Radio programmes depend on a good script and that depends on your ability to write well. For this you need a very good knowledge or stock of words or a good vocabulary. You have to be using words in the appropriate manner. We shall deal with this aspect later.

INTEXT QUESTIONS 12.1

1. List out any three qualities or skills required to be a good producer of radio programmes.
2. How does a radio producer generate ideas?

12.3 ELEMENTS OF RADIO PRODUCTION

You have already studied about the ingredients of a radio format. Can you recall them? They are:

- (a) Human voice or spoken word.
- (b) Music
- (c) Sound effects

The various elements of radio production flow from the above ingredients of a radio format.

So let us look at the main elements of radio production.

- (i) **Studio:** In the previous lesson, you have learnt that the radio studio is a room where radio programmes are recorded. For producing a radio programme, you need a ‘sound proof’ studio where human voice can be recorded or broadcast in the best manner.



12.1 Microphone

- (ii) **Microphones:** For our voice to be recorded in a studio, we use a microphone. You might have used or at least seen microphones. They amplify or in other words, increase the volume of your voice. When you speak before a microphone, you don't have to shout. You speak normally and it will be made louder if you use a loudspeaker to listen to. When we think of radio, the microphone is the most important element using which you present your programme.

There are basically three types of microphones and they are known by their directivity. As you go through the following text, you will understand the term 'directivity'.

- (a) **Uni-directional Microphone:** As the name suggests, this microphone picks up sound from one direction. As you speak in front of it, your voice is picked up. If you speak from the other side of the microphone, your voice will not be picked up properly. In a radio studio, the announcers, presenters and newsreaders use this type of a microphone.

A microphone is very sensitive and you need to use it carefully. You should be at the right distance from it when you speak. Otherwise, your voice will not sound good. Even if you turn a paper or breathe heavily, the microphone will pick up that sound and your programme or your voice will be affected.

- (b) **Bi-directional Microphone:** Here again as the name (bi) suggests, the voice or sound is picked up from two directions. If you are recording an interview in a radio studio, you may use this type of a microphone.

- (c) **Omni-directional Microphone:** You may be familiar with the word omni. We say god is omnipresent, which means 'present everywhere'. In the case of an omni-directional microphone, it picks up sound from all directions. This type of microphone is used when a number of voices are used in a single programme like a radio discussion or a radio drama.

There are many other types of microphones which come in different sizes and lengths. If you watch television programmes, you may find a small microphone clipped on the collar. This is called a lapel microphone which is actually a uni-directional microphone. These microphones are not normally used in radio. Then there are long microphones called gun microphones used in sports production. These microphones are often omni directional ones. There are also cordless microphones. You might have seen them being used in stage shows. They do not have any cables or wires attached to them. They have a small transmitter in them which can send the sounds to an amplifier.

- (iii) **Sound Effects:** Sound effects in a radio programme give meaning and sense of location. It adds realism to a programme and helps a listener to use imagination.

Think of a crowded market or temple. If you are creating that scene in a radio programme, you do not have to go to a crowded market or temple to record. Well, you can record those sounds and use them. But in most cases, you use sound effects which are already recorded. Sound effects can be used in two ways:

- (a) spot effects or effects that are created as we speak and
(b) recorded sound effects.

If you are recording a radio programme in which someone knocks at the door, you can make a knocking sound either on a door or a wooden partition. Or you want to show that someone is pouring water from a bottle into a glass; here again you can use the actual sounds produced on the spot. But if you want a lion roaring or a dog barking, you probably cannot bring a lion or a dog to the studios! Here we use recorded sounds which are kept on tapes or discs. Almost all sounds are available on CDs

which you can try and use. There are also certain types of computer software available for this.

You can also create sound effects.

You can use two coconut shells to produce the sound effects of the sounds of horses' hooves.

Take a piece of cellophane paper or aluminum wrapper and crush them in front of a microphone. Record the sound and hear. It will sound as if fire is raging. You can think and create many such sound effects.

However, there is a word of caution. If you record an actual door opening, you may not get the real feeling of a door opening when you record it. What matters is what it sounds like and not what it is.

(iv) Music: Music is the soul of radio. It is used in different ways on radio as already discussed in the earlier lesson. Film songs and classical music programmes are independent programmes on radio. Music is also used as signature tunes or theme music of various radio programmes.

Let us see what music does to any programme.

- a. Music adds colour and life to any spoken word programme.
 - b. Music can break monotony.
 - c. Music is used to give the desired effect of happy or unhappy situations, fear or joy.
 - d. Music can suggest scenes and locations. For example, you have to create a bright early morning situation. This can be done by playing a pleasing note on the flute along with the sound of chirping birds.
- (v) Artificial Echo:** If you enter an empty building or fort and shout, your voice will come back to you. This is called an echo. An echo is used in radio programmes. This is a technical input.
- (vi) Filter or Distort:** If you listen to someone speaking to you on phone, the voice would not sound normal. This sort of effect called distort is produced using technology. Some times distort is used along with echo. Think of someone speaking from a mine 100 feet below the earth. To make it realistic, distort and echo are used.
- (vii) Human Voice:** The main stay in any radio programme is the human voice. Think of the voice of an announcer or newsreader on radio. You often find them very pleasant and nice to listen to. That is because of the quality of their voice and the proper use of it. There are two aspects of the use of human voice in radio production. Firstly, there has to be a well written script to be spoken and then someone has to speak or read it before a microphone in a studio.

INTEXT QUESTIONS 12.2

1. Name the different types of microphones used for recording sound.
2. Answer the following in one word:
 - i) What type of microphone is the lapel microphone?
 - ii) What is the other name for filter effect?
 - iii) What type of studio is required for producing a radio programme?

- iv) What type of sound effects are created as we speak?
- v) Give one example of a technical input used in radio programmes?

12.4 RADIO PROGRAMME PRODUCTION

Now let us learn about the different stages of radio programme production.

Whatever we do, there has to be a clear plan. In the case of radio production also, there is a well accepted process of production which is carried out in three stages.

Let us list them out.

- a) Pre-production
- b) Production and
- c) Post-production

(a) Pre-production

As the title suggests, this is the first stage before the actual production.

- i) **An idea is Born:** This phase includes how a programme is born as an idea and its conceptualization. The topic or subject matter is decided.
 - ii) **Plan of Action:** After the topic is decided, a plan of action is worked out. Here the format of the programme is determined i.e whether the programme is a talk, discussion, interview, drama, documentary etc. Once that is clear, the right person for writing the script and the performers are decided. The plan of action would also determine the equipment for outside recordings that are required. The time and venue of the recording are also worked out.
 - iii) The script is examined to make it suitable for broadcast. It is examined according to the principles of writing for radio or in other words 'for the ear'. We will discuss this in detail in the next section.
 - iv) **Paper Work:** If people who are not working in the radio station are involved for writing or providing voice for the programmes, they have to be invited with an agreement to accept the job or assignment. This type of agreement is referred to as a contract. Similarly, permission is often required to interview certain people if the programme is based on such interviews. Therefore, as you can see, there is a lot of paper work at the pre-production stage.
 - v) Rehearsing the voices of speakers is also part of this stage.
- (b) **Production:** This is the actual process of recording and editing a radio programme. Proper studios, microphones and computers are required to record and edit the programme.
- (c) **Post Production :** Writing to inform people involved in the production is a major activity during this phase. The programme has to be given publicity both on radio and in other media. This is done to ensure that people know about the programmes and also listen to them. The announcements for the presentation of the programme are also written and provided for the actual broadcast of the programme.

12.5 WRITING FOR RADIO

In the previous section you have learnt that the script is examined according to the principles of 'writing for radio'. Let us discuss about the importance of the script in a radio programme.

What happens when you listen to your favourite announcer speak on radio? You may say that you would like to continue to listen to the announcer.

But why?

Well, because you like what they say and the way they say that.

Don't you?

What they say is in most cases drawn from a script. The way in which they say it is about the whole idea of using their voice.

We shall now discuss about the language we use in radio.

When we refer to the language used in radio, we are not referring to any particular language like English or Hindi but the style of any language used in radio. Here in radio, you find that it is different from the language used in newspapers and magazines or what is referred to as print media.

In the print media, everything is written down or printed and they exist in the pages of the newspaper or magazine. You can keep them for as long as you want. You can take your own time to read them. If you do not understand them in one reading, you can read them again and understand. If you do not know the meaning of any word, you can refer to a dictionary to understand the meaning.

Now think of radio. You hear programmes as they are broadcast. You hear them only once. Ofcourse, you may say that you can record them and listen to them. record it and listen to it later. Well, that generally does not happen. In our day to day conversations, we speak, someone else listens, or someone speaks and we listen. It is a momentary experience. You may or may not remember what you said or heard.

Similarly, what you hear on radio is heard only once and then forgotten in a majority of cases. Do you remember all that you had spoken yesterday? Do you remember all that you heard from others yesterday? Ofcourse, the answer is a big 'no'.

In our day to day conversation, we do not use the words and expressions found in a newspaper editorial or a feature article. Have you wondered why this happens? It is because those words and expressions are neither friendly nor easy to understand. Now compare that with your daily conversation. You use simple words, sentences and familiar expressions. You also take into account the person to whom you are speaking. Your gestures and movements add to what you speak.

Now let us go back to your favourite announcer. You don't see the person. But yet you feel that the person is speaking to you. You may not say anything but you may feel that there is some familiarity with that person. Interestingly, in most cases, what you hear on radio is written down or scripted. It is spoken and is heard only once.

From what you have read so far, we can come to certain conclusions.

- First of all, when it comes to radio, you listen to a person who is not seen.

- The person speaks from a script written down earlier.
- You feel that the person is talking to you.
- The person sounds friendly and you have no problem in understanding what is being said.
- You can call the language or the words used in a radio script as the spoken word as against the written word or the printed word used in the print media.
- Unlike the printed word which is written for the eye, the spoken word is written for the ear.

Let us list out the main characteristics of the spoken word.

- Though it is written, it is spoken
- It is written for the ear not the eye.
- It is heard only once. The listener normally does not get a second chance to listen.
- It is conversational and should therefore sound like one and have the following qualities :
 - a) It should be simply worded without any difficult or unfamiliar words.
 - b) The sentences should be short and simple and not complex.
 - c) There should be only one idea in a sentence and not many ideas.
 - d) Though there are thousands of listeners, what is written should be meant for just one listener. At the listening end, there are generally only one or two persons and not a Crowd. So it should be speaking to one person.
 - e) The words chosen should denote the exact meaning and not be vague or abstract.
 - f) The words should make pictures in the minds of the listeners.
 - g) Abbreviations or short forms should be avoided. If an abbreviation is used, then its full form should be given.
 - h) If the script consists of big numbers it can be rounded off to the nearest whole number.
 - i) While referring to more than one person, avoid using 'he' or 'she'. It can confuse the listeners.

INTEXT QUESTIONS 12.3

1. Name the different stages of radio production. List one activity in each of the stages.
2. The spoken word in radio has certain characteristics. List at least three of them.

12.6 WHAT YOU HAVE LEARNT

Radio production

Qualities of a radio producer

- inquisitiveness
- drawing from experiences
- ability to conceptualise ideas
- creativity good user of words

Elements of radio production

- studio
- microphones – unidirectional, bidirectional, omnidirectional
- sound effects
- music
- artificial echo
- distort
- human voice

Stages of radio production

- pre-production
- production
- post production

Post production

Writing for radio

- importance of a script
- style of language
- characteristics of the spoken word

12.7 TERMINAL EXERCISE

1. Describe the qualities or skills required to be a radio producer.
2. Write short notes on the following:
 - (i) microphones
 - (ii) sound effects
 - (iii) music
3. Explain the different stages of radio production.
4. Illustrate the different characteristics of the spoken word.

12.8 ANSWERS TO INTEXT QUESTIONS

12.1:

1. Refer to section 12.2
2. Refer to section 12.2

12.2:

1. Refer to section 12.3
2. i) unidirectional
ii) distort

- iii) sound proof studio
- iv) spot effects
- v) echo

12.3:

1. Refer to section 12.4
2. Refer to section 12.5

NOTES:

MODULE – IV

TELEVISION

Literally, “television” refers to watching things from a distance. John Logie Baird of London had installed his television equipment at a London department store in April 1925. On September 15, 1959, the AIR launched an experimental television service in Delhi, marking the humble beginning of television in India. It was quickly transformed into a fully functional telecasting station. This marks the start of India’s telecasting era. The broadcast of the Ninth Asian Games in 1982, which changed television transmission in India from black and white to color, was a significant turning point in the history of Indian television.

13. TELEVISION IN INDIA

You might not be able to imagine your life without watching television in day-to-day life. Majority of you might be depending on television for various reasons. For example to watch movies, serials, news, (on news and current affairs channels), sports (on sports channels) or for infotainment (geography channels, animal planet etc) etc. Today television has become an integral part of our lives. Sometimes we also feel sad, happy, disturbed looking at the television portrayals as we involve ourselves as characters in them.

Television was started in India in 1959 and till 1990s Doordarshan was the only channel available to a vast majority of Indian population. This lesson will make you learn the history of television in our country.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- trace the evolution of television;
- identify the major milestones in the history of television in India.;
- analyse the impact of television;
- explain the new trends in television.

13.1 EVOLUTION OF TELEVISION

If you switch on the television you can watch a programme of your choice happening anywhere in the world with the advent of satellite television channels. A newsreader who is far away from the television news studio can be seen and heard by just switching on your television set. However, television is a recent invention.

Radio, print and cinema were already there before the arrival of television. The idea of television existed long before the actual invention of television. Several inventors were working on the creation of a technology which could transmit sound as well as visuals.

John Baird is regarded as the father of television. British Broadcasting Corporation (BBC) of Britain, the world's oldest television broadcaster, began the first television service in 1936. By 1939, television broadcasts began in the United States also. These two countries were clearly ahead in the race. Other countries began television broadcasting on a wide scale only by the 1950s. Though the Second World War slowed down the rapid growth of television, the post war years made up for it.



13.1 : Vintage Television

We have seen how television came into existence. However, early television viewing was not like what we see on a television set today. It was quite primitive. The limitations of the early camera forced

the actors and anchors to work with impossibly hot lights. But now the lighting technology has changed and almost all studios have cool lights where anchors and on-screen talent can work smoothly.

When television was introduced it used to broadcast programmes in black and white. Colour television was introduced by Columbia Broadcasting System (CBS) in the USA in 1953. In India colour transmission of television programmes were started only in 1982. Television became one of the important mediums of entertainment along with radio broadcasts in India. Television became popular for entertainment with the transmission of several popular shows, serials and movies along with music. The major expansion of television began during the 1970-80s and is often called the “golden age” of television in India.

DATES TO REMEMBER

1936	-	British Broadcasting Corporation (BBC) of Britain began the first television service of the world
1939	-	Television broadcasts began in US
1950	-	Other countries began television broadcasting on a wide scale
1953	-	The first successful programme in colour was transmitted by CBS in USA

In today’s world, television has become one of the most powerful means of mass communication. It can impart education, information and entertainment to its audience. Television has become an integral part of our lives.

INTEXT QUESTIONS 13.1

1. Who is generally credited as the father of television?
2. Name the world’s oldest television broadcaster.
3. When did the world’s first colour broadcast happen?
4. Tick mark the correct answer.
 - i) Which of the following was a later invention?
 - (a) cinema
 - (b) radio
 - (c) print
 - (d) television
 - ii) Which country began the first television service?
 - (a) UK
 - (b) US
 - (c) Spain
 - (d) India
 - iii) Name the event which slowed down the development of television
 - (a) Second World War

- (b) First World War
- (c) Crimean War
- (d) Gulf War

13.2 HISTORY OF TELEVISION IN INDIA

Television began in India on 15th September 1959 as an experiment. It was named as 'Doordarshan' and inaugurated by the then President Dr. Rajendra Prasad. The early programmes on these experimental broadcasts were generally educational programmes for school children and agricultural programmes for farmers. Several community television sets were installed in Delhi's rural areas and schools for the dissemination of these programmes. By the 1970s, television centres were opened in other parts of the country also.

Several community television sets were distributed as a part of one of the important landmarks in the history of Indian television, the Satellite Instructional Television Experiment (SITE). It was designed jointly by NASA and Indian Space Research Organisation (ISRO). It was conducted between August 1975 and July 1976. Under this programme, the Indian government used the American satellite ATS-6 to broadcast educational programmes to Indian villages. Six states were selected for this experiment which includes Andhra Pradesh, Rajasthan, Bihar, Madhya Pradesh, Karnataka, and Orissa. Community viewing television sets were distributed in these states. The project was supported by various international agencies such as the UNDP, UNESCO, UNICEF and ITU. The experiment was successful, as it played a major role in helping develop India's own satellite programme, INSAT.

The programmes were mainly produced by Doordarshan which was then a part of AIR. The telecasts happened twice a day, in the morning and evening. Other than agricultural information, health and family planning were the other important topics dealt with in these programmes. Entertainment was also included in these telecasts in the form of dance, music, drama, folk and rural art forms.

After the SITE, Kheda Communication Project or KCP was launched by the Government of India and used television for the development of rural communities. It was aimed at development and local communication in Kheda district of Gujarat. This project began in 1975 and continued till 1990. The site chosen for the experiment was Kheda district, in Ahmedabad. It was one of the major milestones in the history of Indian television. The Development and Education Communication Unit managed this project and produced the development and educational programmes that involved the local audience. It tested for the production of research based participatory development programmes and received worldwide recognition and acceptance. The Kheda project promoted rural development and social change at local level among those who paid attention to the programmes.

In 1976, Doordarshan was separated from All India Radio.

Another major milestone in the history of Indian television was the coverage of the Ninth Asian Games in 1982 which were held in Delhi. Doordarshan provided national coverage for the first time through the satellite INSAT 1A. Also, for the first time, the transmission was in colour. In addition to the domestic transmission, Doordarshan was also providing content for the broadcasters of many other

countries. After 1982, there was a huge increase in the live coverage of sports by Doordarshan. Even DD has its own channel now called DD Sports, a 24x7 channel exclusively presents sports content for the audience.

IMPORTANT DATES TO REMEMBER

- 1959 : TELEVISION BEGAN IN INDIA ON AN EXPERIMENTAL BASIS
- 1976 : DOORDARSHAN BECAME A SEPARATE DEPARTMENT INDEPENDENT OF ALL INDIA RADIO (AIR)
- 1975-1976 : SATELLITE INSTRUCTIONAL TELEVISION EXPERIMENT WAS LAUNCHED
- 1975 -1990 : KHEDA COMMUNICATION PROJECT
- 1982 : ASIAN GAMES
- 1983 : DD EXPANSION

By 1983, the government sanctioned a huge expansion of Doordarshan in India. Several new transmitters were set up throughout the country. Thus, towards the end of 80s around 75 percent of the population was covered by these transmitters. Many of the programmes of Doordarshan like Hum Log, Buniyaad and Nukkad (television serials) were immensely popular for its entertainment content.

Gyandarshan (GD) channel is one of the major milestones in the field of Education Television in India. It is a joint venture of the Ministry of Human Resource Development (MHRD), Ministry of Information & Broadcasting, Prasar Bharati and IGNOU (Indira Gandhi National Open University) launched in 2000. It is a 24 hour educational channel which offers the best educational programmes for the audience.

1997 ESTABLISHMENT OF PRASAR BHARATI

After the separation many committees (Vergheze Committee, Nitishsengupta committee, Ram Vilas Paswan Committee, Vardhan Committee etc) were appointed by the Government to have an independent body to look after both AIR and DD under one umbrella for the purpose of public broadcasting.

Finally the Prasar Bharati Bill was introduced in the Parliament and it was passed in 1990. But only in 1997, the Prasar Bharati, a statutory autonomous body was established to look after both AIR and DD. Doordarshan along with AIR was converted into government corporations under Prasar Bharati. The Prasar Bharati Corporation was established to serve as the public service broadcaster of the country which would achieve its objectives through AIR and DD. This was a step towards greater autonomy for Doordarshan and AIR.

As of June 2023 the DD is operating 34 satellite channels besides providing free-to-air DTH service having 104 in its bookings. Indeed, that single studio from its small department home in AIR now has grown into 66 studio centres all over the country, including 17 major studio centres at state capitals and 49 other studio centres located in various cities.

DD is one of India's largest broadcasting organisations in studio and transmitter infrastructure. It owns 21 television channels: two-all India channels (DD National and DD News), 17 regional satellite channels (DD Yadagiri, DD Saptagiri, etc.), 11 state networks, an international channel (DD India), a sports channel (DD Sports), DD Bharati, DD Retro, DD Urdu, and an agricultural channel, DD Kisan. It also owns Sansad TV, which broadcasts the programmes of the two Houses of Indian Parliament and other public affairs programming.



13.2 DD Yadagiri

DATES TO REMEMBER

- | | | |
|------|---|--|
| 1959 | - | Television started in India as an experiment. |
| 1975 | - | SITE programme starts |
| 1976 | - | Doordarshan, which was AIR's television arm, becomes a separate department |
| 1982 | - | Coverage of Ninth Asian Games. Doordarshan started national coverage and colour transmission for the first time. |
| 1983 | - | Government sanctions a huge expansion of Doordarshan |
| 1997 | - | Establishment of Prasar Bharati |

INTEXT QUESTIONS 13.2

1. What is the full form of SITE?
2. What is the importance of the year 1982 in the history of Indian television?
3. What is Prasar Bharati?
4. i) Television in India began as
 - (a) an experiment
 - (b) a source of entertainment
 - (c) a medium for education
 - (d) a tool for development
- ii) Gyan Darshan is
 - (a) an entertainment channel
 - (b) an educational channel
 - (c) a sports channel
 - (d) news channel
- iii) The satellite used by Doordarshan for national coverage in 1982 is
 - (a) ATS -6
 - (b) Aryabhata

- (c) IRS 1C
- (d) INSAT 1A
- iv) Doordarshan began as a part of
 - (a) AIR
 - (b) Prasar Bharati
 - (c) SITE
 - (d) Krishi Darshan

13.3 EMERGENCE OF PRIVATE TELEVISION CHANNELS

Today along with DD we have many private satellite channels. Satellites are used for communication or research purposes and they are man made satellites are objects which are launched to orbit the earth or any other celestial body. The communication satellites are instrumental in bringing the serial to your home. Have you ever owned a television set with an antenna which had to be positioned exactly to catch the signal? A heavy rain or rough weather can disrupt your television viewing in such a case. The introduction of communication satellites has improved the situation greatly.

We have many private satellite television channels such as Zee TV, Aaj Tak, Zee News, Star Plus, Sony Entertainment Television, Disney Star, SAB TV, Colours TV, ABP news, Star Sports, News 18 India, India TV, NDTV, Republic TV, Sun TV, SET Max, Star Vijay, Zee Cinema etc are a few of the many television channels available to us today. In the earlier days, Doordarshan had a monopoly as it was the only channel available to the Indian television audience. This changed in the 1990s with the arrival of private channels. The coverage of the Gulf War by the American news channel, Cable News Network (CNN) propelled the arrival of satellite television in India. Satellite dishes were used to catch the CNN signals and cable operators took to satellite broadcasting immediately.

Hong Kong based STAR (Satellite Television Asian Region) entered into an agreement with an Indian company and Zee TV was born. It became the first privately owned Hindi satellite channel of India. The Supreme Court ruling of 1995 which stated that the airwaves are not the monopoly of the Indian government boosted their growth. Several regional channels also came into being during this period. At present ETV, Star MAATV, ZEE, STAR TV, etc were among prominent Telugu entertainment channels.

INTEXT QUESTIONS 13.3

1. What was the Supreme Court ruling about the government monopoly of airwaves?
2. Name the event which led to the arrival of satellite television in India.
3. Fill in the blanks with appropriate word/s:
 - (i) _____ was the first privately owned Hindi satellite channel of India.
 - (ii) Asianet is the regional channel of _____.
 - (iii) The full form of STAR is _____.
 - (iv) Before the advent of private channels _____ was the only television channel available

to the vast majority of Indians.

- (v) _____ is an example of a private television channel.

13.4 IMPACT OF TELEVISION IN OUR DAILY LIVES

Television is an immensely popular medium of mass communication with its audio and visual content. It has become an integral part of our daily lives and has its impact on us. This influence can have both positive and negative results. On the positive front, television can be an excellent teacher providing instruction and education along with entertainment.

Television can also open-up new horizons for us. Sitting in your living room, you can access information about what is happening around the globe. Television can also be used to create awareness about various issues like environmental pollution and its protection, sustainable development, rights of people along with promoting public service advertisement etc. Television can also provide entertainment and can be used as a tool for relaxation.

Television also might have its negative impact for example on children. They might insist their parents buy chocolates, chips or any junk food which is not good for health. Even children may believe what is presented by the television as real looking at the portrayals. They also spend a lot of their time in front of television which affects the post-phoning of their important work to do. It also affects their eyes if they watch hours of television content, and may lead to their obesity. Catchy advertisements on television can tempt people to buy various products.

Television viewing has also been linked with the creation of stereotypes. Watch some of the women based serials and observe where maximum time is spent by the heroine. You are most likely to find her spending most of the time inside a house. Here the stereotype that women are supposed to spend most of the time at home is subtly re-enforced. You would have come across the portrayal of a “Madras” in Hindi comedy shows. This depiction may not have any real relation to a South Indian.

A lot of studies have been conducted on the connection between television violence and violent behaviour in children. The general assumption derived from these studies is that increased exposure to violence makes children think that it is an acceptable behaviour. Watching violent programmes have been linked with aggression in both adults and children. These programmes have been found to cause more adverse effects on children who have experienced violence, poverty or neglect in their lives.

Some television programmes can induce fear in children.

Thus, television in itself is neither good nor bad. It is just another medium of communication. The positive and negative effects depend upon how we use the medium.

INTEXT QUESTIONS 13.4

1. What is the impact of violent television content on children?
2. List two positive impacts of television.
3. Which of the following is not a negative aspect of television
 - (a) provides entertainment
 - (b) can contain excessive violent content

- (c) can lead to excessive consumerism
4. State whether the following statements are true or false.
- (i) any television programme can provide you with information
 - (ii) increased exposure to violent television can lead to violent behaviour in some children.
 - (iii) watching television leads to obesity
 - (iv) the only purpose of television is to provide entertainment
 - (v) television is bad for children

13.5 NEW TRENDS IN TELEVISION

Now let us have a look at the new developments in the field of television.. Do you depend on an antenna to watch television?

Terrestrial transmission: In earlier days we used to depend on terrestrial transmission to receive the programmes. Television content can be delivered in a variety of ways. It can be distributed through terrestrial transmission. In this system, an antenna connected to the television viewer is used to receive the signals telecast by the broadcaster's transmitter. This is the traditional method of television broadcast.

Distribution through Cable: After the terrestrial transmission the cable television system of distribution came to existence. Where the delivery includes distribution through cable networks and direct broadcast satellite. The cable distribution in India can be seen as a chain which begins with the signal sent by the broadcaster to the cable operator. The cable operators then relay these signals to our homes. There are free to air channels (like DD) for which we will not pay any amount to receive the signals and on the other hand for pay channels we have to pay to receive the signals. For the free to air channels, the broadcaster does not charge the cable operator. Pay channels like Sony, STAR Maa, Zee etc charge a certain amount of money per subscriber per month.

DTH (Direct to Home) Service: In this kind of transmission television and broadcasting industries (including radio) deliver their content directly to the consumer. In DTH transmission the receiver through the small dish antenna is connected with a set-top-box which is connected to the television to receive the signals directly from the satellite.

IPTV (Internet Protocol Television): IPTV allows you to watch television on computers and mobile phones. This allows the consumers to watch television, record programmes and share their experiences with their friends with the help of an internet connection and a set top box provided for the purpose.

Under this system, a cell phone can be used to schedule the recording of a programme. This will offer the consumers greater choice, control and convenience. Many of the major Indian channels provide video clips of their programmes through their websites. The Internet or new media has opened a whole



13.3 : DTH

new world of communication. This newer medium has created a challenge for television. New media allows greater audience participation. Television has invented its own ways to meet the challenges put forward by the internet. Audience backed shows where the audience decides the winner is an example.

Thus, in this age of internet and satellite communication all the happenings around the globe can be viewed by the public instantly from wherever they are either on the internet or television. One of the disadvantages of television as a medium is delayed feedback. On the other hand, the internet is all about interactivity. So, to cope up with this, television has begun to package its content as well as delivery in an interactive manner.

INTEXT QUESTIONS 13.5

1. What is IPTV?
2. What is a pay channel?
3. Which of the following is a traditional method of TV broadcasting?
 - (i) terrestrial transmission
 - (ii) IPTV
 - (iii) HDTV
 - (iv) Mobile TV broadcasting
4. Fill in the blanks with appropriate word/s:
 - (i) _____ is an example of a free to air channel.
 - (ii) Mobile TV broadcasting is a _____.
 - (iii) _____ is a drawback of television.
 - (iv) _____ is an interactive medium.

13.6 WHAT YOU HAVE LEARNT

Evolution of television

- father of television
- first television service BBC
- black and white service
- colour transmission

History of television in India

- television as a part of AIR
- establishment of Doordarshan
- first national coverage by DD
- establishment of Prasar Bharati

Emergence of private television channels

- satellite communication

- advent of Star TV

Impact of television in our daily lives

- information channels
- educational channels
- entertainment channels
- exposure to violence
- creation of stereotypes
- generation of fear

New trends in television

- cable network
- direct broadcast
- Internet Protocol Television

13.7 TERMINAL EXERCISE

1. Explain the history of television in India.
2. Describe the impact of television in our daily lives.
3. Discuss the new trends in television

13.8 ANSWERS TO IN TEXT QUESTIONS

13.1:

1. John Baird
2. British Broadcasting Corporation (BBC)
3. 1953
4. (i) (d)
(ii) (a)
(iii) (a)

13.2:

1. Satellite Instructional Television Experiment
2. Refer to section 13.2
3. Refer to section 13.2
4. (i) (a)
(ii) (b)
(iii) (d)
(iv) (a)

13.3:

1. Refer to section 13.3
2. The coverage of the Gulf War by the American news channel CNN
3. (i) Zee
(ii) Kerala
(iii) Satellite Television Asian Region
(iv) Doordarshan
(v) Times Now, any other

13.4:

1. Refer to section 13.4
2. Imparting information and education
3. (a) provides entertainment
4. (i) False
(ii) True
(iii) False
(iv) False
(v) False

13.5

1. Refer to section 13.5
2. Refer to section 13.5
3. i) terrestrial transmission
4. (i) Aaj Tak, any other
(ii) New television delivery platform
(iii) Delayed feedback
(iv) New media

NOTES:

14. TELEVISION AS MASS MEDIUM

Same as radio, the television is also provides information, education and entertainment to its viewers. Television has become part of our daily life. We do watch different kinds of programmes based on our needs and interests. In the previous lesson you have learnt about the history of television in our country. Here in this lesson we will try to learn about the characteristics, limitations and functions of television.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- identify the characteristics of television;
- describe how television differs from other mediums of mass communication like print, radio and new media;
- explain the strengths and limitations of television;
- explain the functions of television.

14.1 CHARACTERISTICS OF TELEVISION

We listen to a programme over the radio when we tune into a specific channel. We may also read different kinds of newspapers to read different kinds of news or feature articles. The same way we watch different kinds of programmes in television. As television is a audio visual medium it makes us believe the content presented along with that we can hear and watch the content. Example, if we watch a cricket match, we can see how different players playing the match, along with that the score and commentary we can hear. Which makes us watch everything and feel like as we are watching it sitting at the place of match.

Television is a Mass Medium

It reaches masses or mass audiences or large number of audiences throughout the globe. With the help the satellites, DTH, IPTV or Cable, anyone sitting at any part of the globe can watch a programme of any channel. Internet made the world as a global village. With advent of internet it is also possible for views to watch programmes of various television channels in online.

Television is Audio-Visual Medium

While radio has sound, television content includes both sound and visuals. This audio-visual character of television makes it a magic medium which allows us to watch the world from our home. Seeing is believing. When we watch a cricket pleyer hitting sixer we feel happy. This powerful visual nature helps television to create vivid impressions in our minds which in turn leads to emotional involvement. The audio-visual quality also makes television images more memorable.

Television is a Living Room and Domestic Medium

If we want to go to a movie we have to step out of the house. But as television is domestic medium there is not need to go out. We can watch our favourite programme on television sitting at home. Television is also a living room medium where we cannot move it from one place to other. We can

watch television sitting at home with our family members. It provides entertainment and information right inside our homes and has become an integral part of our everyday lives. Watching a television has become like a routine daily activity.

Television is an Intimate Medium

The domestic nature of television makes it an intimate medium. When we watch news or any other programme we build develop a sense of closeness and even in serial we emotionally connect with the characters in the portrayals. That is we call it as an intimate medium. Along with that even we are alone at home, when we watch a television show, it gives us a kind of company and we may not feel lonely.

Television is a Live Medium

With the advent of satellite technology the television started presenting news and other information in live. As if the incident happens or an even takes place it covers in live. We can switch on to the television to watch those kinds of events presented by the television channels. The live nature of television transmit visuals and information almost instantly from the place of event. So, another important characteristic of television is that it is capable of being a live medium. For example: Earthquakes, accidents, public speeches by popular personalities etc. It also includes the transmission of life sports events. On the other hand, if you want to read a sports news you need to wait till next day's newspaper. But television allows you to witness events which happen thousands of miles away or throughout the globe. .

Illiterates also can Watch

If it is a newspaper the illiterate public may not be able read the content. But television is a audio-visual medium even illiterates, semi-literates also can understand the content presented by the television. Anyone with a television receiver can access the information shown on television. This makes it an ideal medium to transmit messages to a large audience. In a country like ours, with a huge illiterate population, this characteristic of television makes it an ideal instrument for transmitting social messages. Television also has a very wide output, range and reach. It is truly a mass medium.

Television is an Expensive Medium

The production cost is more when you compare with the production cost of a radio. A radio programme can be recorded if you have a radio performer, acoustic studio, mic etc. But producing a television programme involves lot of monies. Onscreen talent are to be paid along with the technical and non-technical persons who work in producing the programme.

Disadvantages or Limitations

- Those who are deaf and blind cannot receive any content from the television.
- Television is a transitory medium. If you miss a programme when it transmitted, you will miss it. But due to the technological advancements almost all the programmes are being uploaded on their YouTube channels or they are available on Applications like Hotsar etc.
- It is also expensive medium. To buy a television set also a person has to spend lot of money. radio set is cheaper than the television set.

INTEXT QUESTIONS 14.1

1. What makes television images more memorable?
2. Mention three characteristics of television.
3. Name two characteristics of television which makes it an ideal medium for the telecast of sports events.
4. Tick mark (✓) the appropriate answer:
 - (i) Which character of television makes it an intimate medium?
 - (a) live nature
 - (b) domestic nature
 - (c) audio visual character
 - (d) transitory nature
 - (ii) Which of the following mediums transmits messages faster?
 - (a) newspaper
 - (b) manuscript magazine
 - (c) television
 - (d) cinema
 - (iii) Name a drawback of television
 - (a) expensive medium
 - (b) mass medium
 - (c) domestic medium
 - (d) live medium
 - (iv) Which characteristic of television makes it an ideal medium for delivering news?
 - (a) audio visual character
 - (b) live nature
 - (c) domestic character
 - (d) transitory nature
 - (v) Which of the following is a relatively permanent medium?
 - (a) television
 - (b) radio
 - (c) television newscast
 - (d) newspaper

14.2 ADVANTAGES AND LIMITATIONS OF TELEVISION

We have gone through the unique characteristics of television. Now let us learn how television is different from other mediums of mass communication like radio, print and new media. Each of these mediums has their own advantages and disadvantages.

A newspaper will be delivered at your doorstep or else you can buy it from a nearby shop where they are sold. In other words, print medium like newspaper or magazines needs physical distribution network to reach the readers. If there is too much demand, the newspaper stand can run out of newspapers. A television programme can be viewed if anyone has a television set which receives the signals or within the coverage area of a channel. They can tune into a particular channel, or particular programme of their choice to watch it on the television.

Television is a transitory medium. Newspaper copies or clippings can be preserved for future use. But as television is a transitory medium the content cannot be preserved. Those who have recording equipment can record it or else they will miss the programme if they won't pay attention during the time of transmission.

Television provides us with instant information or instant news or live coverage of news or any other events. We can watch a cricket match in television but if it is newspaper we have to wait to read the news related to the same match. Or else a person can tune into the radio to listen to the radio commentary on the cricket match. But because of the audio-visual nature of television it has its own advantage and people believe the content presented over the television.

Radio is a medium of voice/sound whereas print relies just on visual content. The tremendous success of television as a mass medium has its roots in its ability to incorporate both visual and audio content. It combines compelling visuals with the personal immediacy of radio. This audio-visual character gives it great power in conveying realism and this keeps the viewer emotionally connected/involved.

We can listen to music, drama, movie reviews, radio commercials, panel discussions etc over the radio. It is an excellent medium for transmitting music and speech for the listeners. Television, on the other hand is a better medium for conveying documentary information. Most of us may prefer to watch news on television than listening over the radio. The visual content of television news makes it more appealing than radio news. This is because radio cannot outsmart television in providing the experience of physical reality. Example, listening to a commentary of Republic Day celebration might not be much appealing than watching it live over the television.

You can listen to radio while doing your household work. You can listen and drive or shave while hearing the news. However, watching television demands more undivided attention. You can play your radio in the living room and hear it from the kitchen. However, if you try to do the same with television, you are sure to miss most of the action. Many people keep their radios switched on in the background while they go about with their daily activities. This trait of radio has helped it to survive the onslaught of television. Radio stations have realized this advantage and have included more musical content in their programming.

Conducting research to know the opinion of audience is a big task when it comes to television. In interest if you post something you may get instant feedback. But for television the feedback is delayed.

You have to conduct research to know the pulse of the public regarding what is transmitted on the television.

New media on the other hand is an interactive medium. It allows you to instantly register your comments about its contents. It allows you to even create your own content. The lesson on new media will give you more details about how to do this. While watching a television programme, you are more or less an inactive spectator. This is definitely not the case with new media.

We have already seen that a television news show can bring the world to our homes. It can tell us about world leaders meeting in at any part of the globe, any news which affects human life such as environment, it can be about award winning events etc. We have learnt that television is regarded as a domestic medium. New media, on the other hand, is the medium of the individual. It allows you to connect with people around the world with just the click of a mouse. Television allows you to witness events happening around the world. New media empowers you further by allowing you to participate in these events by posting your comments on websites.

Watching a popular television programme can give you a sense of community and you may share your experiences with your friends or family members. New media takes this one step further. It allows you to create communities which will help you to stay in touch with people of similar interests.

If you compare today's newspapers with those before the arrival of television, you will notice that the visual content of today's newspaper is much more. This is because the arrival of television has prompted the print industry to reinvent itself. People were impressed by the magic of the visual content offered by television. Not to be left behind, the print media started providing more photographs and other illustrations.

Every time a new medium emerges, the older media try to adapt to the new challenge. Before the advent of television, event print medium started present content such as features to provide entertainment to the readers. Later after the television came to existence it became one of the preferred source of information, education and entertainment for most the people. This prompted print to shift more towards nonfiction content. Pay attention to the way news is reported in both television and print. You will notice that while television delivers you the latest headlines in no time, the newspaper concentrates more on analysis and provides you with additional background information. Now even almost all the newspapers have started their own online newspapers or e-newspapers or have their own websites to reach out their readers. Even their webpages are constantly updates and the media houses are keep sharing latest information.

New media forms of communication are interactive in nature. But television to changed its content delivery styles to reach out their target audiences. Interactive, phone-in programmes, live panel discussions, live interviews were became part of the programming and transmitted for the viewers.

Similarly, news shows and other programmes have started airing viewer's 'sms'. Some news channels allow you to send reports which might have been shot on your camera or mobile phone. This is termed as 'citizen journalism'. This allows the viewer to participate in the content or programme production. Today, newspapers also try to be participatory in nature. Many major newspapers encourage viewers to send interesting photographs which are published.

When television first came into existence, it was predicted that it will wipe out newspapers. However, we have seen that it is not so. The newspaper reinvented itself to meet the new competitor. Similarly, many predict the death of television in the age of new media. But they have started changing their presentation styles and content delivery mechanisms to attract the viewers. As it is an audio-visual medium it will supplement or complement the new media platforms of communication.

INTEXT QUESTIONS 14.2

1. Fill in the blanks with appropriate word/s:
 - (i) Radio is an _____ medium.
 - (ii) Newspaper is a comparatively _____ medium in comparison to the transitory nature of television.
 - (iii) The arrival of television prompted print to _____ its visual content.
2. (i) Which of the following statements about television is not true?
 - (a) it is audio visual in nature
 - (b) it is a live medium
 - (c) it is less powerful than print
 - (d) delayed feedback is one of its traits
- (ii) Which of the following allows the viewer to participate in television content production?
 - (a) Citizen journalism
 - (b) Current affairs programmes
 - (c) News
 - (d) Serials
- (iii) Identify the false statement
 - (a) Newspapers need to be physically delivered to the readers
 - (b) Television has wiped out newspapers
 - (c) Television is a domestic medium
 - (d) New media is interactive in nature

14.3 FUNCTIONS OF TELEVISION

Information

Hope you watch the programmes aired on channels like Animal Planet, or National Geographic. They give you a whole lot of information about a variety of topics ranging from the life of turtles to the scientific facts about volcanoes. Similarly, a news channels gives you information about events ranging from the local news to, football match to, political affairs of state and central, government functioning, elections, crime, accidents, disasters, natural calamities, environment protection, climate change, global warming, sustainable development to war in any part of the globe ex. war in Iraq. Thus providing information is one of the main functions of television.

Education

You might have watched educational programmes on National Institute of Open Schooling (NIOS), or the programmes transmitted on Gyan Darshan. These programmes help you to understand your lessons better. Gyan Darshan, an exclusive channel launched by Ministry of Human Resource Development in collaboration with Indira Gandhi National Open University (IGNOU) is an excellent example of how television is used for educational purposes. Because of its visual nature, television can be an excellent source of instruction. A lesson about History and Culture of Telangana can be made all the more exciting through a television programme if presented through the television. With audio-visual content it makes the viewer understand the Telangana culture and history more effectively. The same educational content relates any of the subjects ranging from English, telugu, hindi languages to maths, science, social to, public administration, political science, to journalism subject. A variety of subjects are taught through the mediums of television to make the students learn the concepts for better and understand them effectively.

Television can be used:

- to demonstrate processes or physical skills
- to show movement
- for those lacking reading skills
- to make distance learning more personalized
- to make teaching and learning more attractive, and dynamic

However, television has its limitations as an educator. In a class room environment, you can always ask your teacher your doubts. Also, the teacher can repeat a difficult concept. Obviously, a television set cannot do this due to practical constraints. A few limitations of television in the educational field are due to the fact that:

- it is primarily a one-way communication medium
- both production and transmission of programmes are costly
- the production process is very lengthy

Entertainment

Television also provides lot of entertainment its audience. There are many channels national, regional and local television channels to provide entertainment to the audience. Television presents movies, music, serials, game-shows, reality shows to provide entertainment for the viewers. Along with that, news and current affairs channels make them learn what is happening throughout the globe. When we are bored with our day-to-day activities most of the time we switch on to the television channels of our favourite



14.1 : Children Watching TV

and watch them. Television provides different kinds of programmes for different sections population with different age groups. Even to entertain the children we have television channels like Cartoon Network, Pogo, Disney, Super Hungama, Sony Yay, National Geographic Channel, Animal Planet etc. Youngster might be interested to watch sports, we have DD Sports, Star sports, Sony six, Sony ESPN Sports channel etc. Even we have channels which exclusively present content for the female viewers keeping in view their needs and interests. Ex. Vanitha TV.

INTEXT QUESTIONS 14.3

1. Name two functions of television
2. Give an example where television is used for educational goals
3. Name the most popular function of television.
4. Fill in the blanks with appropriate word/s:
 - (i) _____ is an example of a channel which provides informative programmes.
 - (ii) Television can help to make distance learning. .
 - (iii) The one-way communication method of television _____ its role as an educator.

14.4 WHAT YOU HAVE LEARNT

Characteristics of television

- television is a mass medium
- television is audio-visual medium
- television is an intimate medium
- television is a live medium
- illiterates also can watch
- television is an expensive medium

Advantages of television

Limitations of television

Functions of television

- information
- education
- entertainment

14.5 TERMINAL EXERCISE

1. What are the major characteristics of television?
2. Identify the major differences between television, print and radio.
3. What are the main strengths and limitations of television?
4. Explain the functions of television.

14.6 ANSWERS TO INTEXT QUESTIONS

14.1:

1. The audio-visual character of television
2. Live medium, audio visual content, domestic medium, any other
3. Live medium, audio visual nature.
4. (i) (b)
(ii) (c)
(iii) (a)
(iv) (b)
(v) (d)

14.2:

1. (i) aural
(ii) permanent
(iii) increase
2. (i) (c)
(ii) (a)
(iii) (b)

14.3:

1. (i) educates
(ii) informs
(iii) any other

2. (i) Gyan Darshan
(ii) any other
3. providing entertainment
4. (i) National Geographic, any other
(ii) personalized
(iii) limits

NOTES:

15. TELEVISION CHANNELS

Television has played such an integral role in modern life that, for some, it is difficult to imagine being without it. Whenever you are hungry, you look up to your mother to provide you with something really delicious. But imagine what will happen if your mother serves you the same rice and curry every day. You will definitely get bored. That is why we feel like having food in restaurants or also trying to make different dishes at home itself. The variety helps us choose the food according to our taste and mood.

Now imagine, if we had only one channel in our television sets offering us only two or three programmes on a daily basis? That was how it used to be in the mid seventies when Doordarshan used to broadcast only black and white programmes for a few hours only. People who owned television sets would wait for the time to switch on the television. Today, we are fortunate enough to have a varied range of television channels offering us different programmes. Improved technology has changed the world of television.

In this lesson, you will learn about the various categories of television channels available in our country and the types of programmes telecast through them.

OBJECTIVES

After studying this lesson, you will be able to do the following :

- classify different categories of television channels;
- differentiate between various types of television programmes;
- enlist various programme formats available on television.

15.1 DIFFERENT CATEGORIES OF TELEVISION CHANNELS

You must have sometimes wondered if variety is the only reason that we have so many types of television channels? The fact is that television keeps all types of audiences in mind whether they are children, women, youth, elderly, farmers, industrial workers, students or even the illiterate and thus offers a number of channels for everyone.

Television telecasts many such programmes that are audience specific— these are known as special audience programmes like children’s programmes, women’s programmes, youth programmes and educational/school telecasts.

Keeping the target audience in mind, these special programmes are planned, fulfilling the desires of specific groups. In case of children’s programmes, stories, music, games and general knowledge are available. In women’s programmes, tips on cooking, sewing, legal problems etc. are given. In the case of farmers programmes, subjects on agriculture, dairy farming, poultry, cooperative activities etc. are adequately covered.



15.1 : TV Studio

The youth programme has a separate format which provides for discussion on the problems, desires and requirements of the youth, generally presented by young anchors and for the young audience. Now let us discuss the different categories of television channels available to us.

News Channels

What comes to your mind when you see the word news? If we were to answer this question 10-15 years back, we may have said that news bulletins are telecast at night. But today, the answer would be news channels showing news round the clock.

Initially news on television meant a bulletin of half an hour or one hour usually telecast at the prime time comprising the top stories of the day. But today the meaning and definition of news has changed considerably. There are various programmes, various formats and a number of ways in which the news is being broadcast.

News may be defined as something that is new or information about recent events or latest happenings, especially as reported by newspapers, periodicals, radio, or television. But news has today come to mean much more. Just a little over a decade ago, only one television channel used to give us news and current affairs - that is, the sober old Doordarshan.

At present, we have more than a hundred news channels in India. Some of them are ETV, TV9, NTV, TV5, V6, T News, etc. There are English news channels which include NDTV24x7, Republic TV, TimesNow and Headlines Today etc. In addition there are channels in all other major languages, including Tamil, Hindi, Malayalam, Kannada, Marathi, Gujarati, Bengali, Oriya and Urdu.

Sports Channels

Have you ever seen a live cricket match on television? Or for that matter a football tournament? Apart from news channels, another important category of television channels are sports channels.

Sports channels are television specialty channels that broadcast sporting events like T20 world cup, Pro Kabaddi- usually live, and when not broadcasting live events, they offer sports news and other related programmes. There are some channels that focus on only one sport, in particular or one specific region of a country, showing only their local team's games.

These channels have greatly improved the availability of sports broadcasts, generating opportunities, such as the option to see every single sport our team plays in any part of the world.

The concept of sports channels is also not that old. Earlier, you might even remember that in India many serials were not telecast at their routine timings because the cricket match was to be shown live. Today this is surely not the case. We now have exclusive sports channels which telecast live sports events thereby not hampering the schedule of other popular fiction and entertainment programmes available on other channels. What to watch is definitely the viewers' choice always.

Do you know?

The first sports channel was from the Sports Channel networks in the US. ESPN began broadcasting in 1979.

Cartoon Channels

Do you have any younger sister or brother at home? Ask them which their favourite channel is on television. Well, their answer would probably be Kushi TV, ETV Balabarat, Pogo, Nick or Cartoon Network. The most popular category of television channels among kids are the cartoon channels.

Cartoon Network India is the most popular cartoon-dedicated television channel in India. It airs English, Tamil, Telugu and Hindi-dubbed versions of a variety of cartoons, including traditional Cartoon Network programmes featuring Tom and Jerry, Scooby-Doo and Popeye the Sailor.

Programmes also include the superhero series including Superman: The Animated Series, Batman: The Animated Series and Justice League Unlimited, Chota Bheem, Beyblade, Xiaolin Showdown, Digimon, Duel Masters, Transformers: The Unicron Trilogy and the Teenage Mutant Ninja Turtles.

Cartoon Network has also aired a few Indian-made cartoons, featuring 'Akbar and Birbal', 'Tenali Raman', 'Sindbad', 'Ramayan', 'Mahabharata' and 'Vikram and Betal'.

Entertainment and Lifestyle Channels

Have you ever seen the coloured supplement that comes along with your newspaper? It has stories related to films, actors, home decors and other entertainment related items. In television also there are channels dedicated to subjects such as home, garden, kitchen and family.

These are called lifestyle channels and they offer a variety of programmes catering to various lifestyle conditions and patterns. Stylised anchors, well decorated and lit up sets, mesmerising locations and a cool attitude is how these channels can be best described. To know what your favourite celebrity likes or dislikes, you may watch the lifestyle channel. Zoom and Discovery's Travel and Living Channel are some of the most famous lifestyle channels.

Science and Discovery related channels

Just like sports channels offer a variety of programmes related to sports, science channels feature only science-related television shows. Each day has specialised blocks that cover certain topics such as weather, technology and space.

If you want to learn about dinosaurs, snakes, tigers, waterfalls, nature, scientific inventions and discoveries, science channels like National Geographic and Discovery are a must for you.

INTEXT QUESTIONS 15.1

1. Tick mark the appropriate answer from the choices given:
 - i) Channels dedicated to the subjects of home, garden and family:
 - a) science channels
 - b) news channels
 - c) sports channels
 - d) lifestyle channels
 - ii) The most popular category of television channels among children :
 - a) news channels

- b) sports channels
 - c) cartoon channels
 - d) lifestyle channels
- iii) Which of the following is a news channel?
- a) Discovery Channel
 - b) NDTV 24x7
 - c) ESPN
 - d) Zoom
2. List any two types of television channels. Give one example of each.
3. Give five examples of entertainment programmes on television.

15.2 TYPES OF TELEVISION PROGRAMMES

Now we all know that there are different categories of television channels. Depending upon our mood, interests and other requirements, we select and watch the channels. Various programmes that are offered on these channels serve different purposes. Some programmes are used to inform the people, some to entertain the masses and others to educate the community. Time and again it has been proved that television has provoked and persuaded the common people. Many of us have an emotional involvement with this medium.

Providing information, entertainment and education is the basic objective of television. Our priority changes from time to time and so does the channel that we select at a given moment. With time, new words like 'infotainment' and 'edutainment' have crept in, but in both the cases entertainment is common and that is what has become the main role of television.

Informative Programmes

Very often, we get to know a lot of things through television programmes. What is happening where? Which exhibition will be held and until when? Who has been declared the best sportsperson of the year?

Well, programmes whose main aim is to provide information to its viewers are termed as informative programmes. Different types of informative programmes are:

News and Current Affairs Programmes: For eg. News bulletins, news commentaries - direct coverage of proceedings of important events, news based interviews and panel discussions.

Sports Programmes: for eg. Cricket matches, sports diaries, sports commentary.

Cookery shows, food related programmes eg. Cook it up with Vantavaarpu, Aha, Abhiruchi.

Programmes imparting information related to contemporary environmental issues, scientific and technological inventions and discoveries and economic policies like Surabhi, Bharat ek Khoj.

Entertainment Programmes

Do you always watch television because you want to know something? Surely not. The most

important reason why most of us watch television is to be entertained.

Apart from programmes that provide us with information, there are a number of programmes on television that entertain us. These programmes are known as entertainment programmes.

Examples of entertainment programmes are:

Serials, soap operas, dramas and plays like: Brahma Mudi, Naga Panchami, Guppedantha Manassu, Janaki Kalaganaledhu, Trinayani, Padamati Sandhyagam, Rangula Raatnam, Guvva Gorinka etc.

- Comedy shows like Jabardast, comedy circus, etc.
- Musical programmes: Light music programmes, classical music programmes like Padutha Thiyaga, Saregama etc.
- Game shows like Dhee, Suma Adda
- Chat shows like Ali tho saradhagaa, etc.
- Cartoons like Little Krishna.
- Fairy tales/ fantasy based programmes like Sindhad Adbuthadeepam
- Horror shows like Fear Files
- Reality television shows like BigBoss, Meelo Evaru Kotiswarudu, etc.

Educational Programmes

Do you know that television can be an excellent teacher as well. It can act as an effective tool of distance education. You have learnt about Gyandarshan which is the educational channel of Doordarshan in your earlier lesson. Programmes telecast through this channel is a perfect example of educational programmes. Programmes that come under this category are:

Open university and distance learning programmes (UGC and IGNOU)

Social and development programmes: Health and science, fitness and hygiene, agriculture and rural development programmes, public service telecasts, literacy campaigns, family planning and welfare.

Culture and gender studies programmes: Programmes related to literature, arts, theatre, cultural heritage and gender sensitisation.

INTEXT QUESTIONS 15.2

1. Tick mark the appropriate answer from the choices given
 - i) Culture and gender studies programmes are a type of-
 - a) entertainment programmes
 - b) educational programmes
 - c) informative programmes
 - d) none of these
 - ii) Comedy shows are a type of :
 - a) educational programme

- b) informative programme
 - c) entertainment programme
 - d) none of the above
- iii) Cookery shows can be classified as :
- a) educational programme
 - b) entertainment programme
 - c) informative programme
 - d) none of the above
2. Give three examples of informative programmes which you like to see on television.

15.3 DIFFERENT FORMATS OF TELEVISION PROGRAMMES

Man needs variety in his life, whether in taking food, getting dressed, making friends or even selecting entertainment. Here, in television too we go by the saying ‘variety is the spice of life’.

Many times while watching television you must have thought that some programmes are a work of the director’s imagination while others appear to be real life experiences. This is very true because on one hand we have programmes which are based on imagination and on the other hand, we have programmes that are based on real incidents and events. Thus, we have two broad formats of television programmes which we shall discuss here.

- i) Fiction Programmes
- ii) Non - fiction Programmes

i) Fiction Programmes

Almost all the fiction programmes that depend on imagination and dramatisation are meant for entertaining the audiences. Drama/ soap operas like Netra, Nagabairavi, Malli Nidujabili, Mate matram are ongoing, episodic works of fiction.

Did you know?

The name soap opera stems from the original dramatic serials broadcast on radio that had soap manufacturers as the show’s sponsors.

How often do people in your house fight for the remote? Why does this happen? Your mother wants to see a serial but your sister prefers something else. Your father wants to see the news while you want to see the cricket match. And ultimately your mother managed to win the slot as everyone agreed to watch the daily serial. Serials in television are series, often in a weekly prime time slot, that rely on a continuing plot and unfolds in a serial fashion episode by episode.

Interestingly, many film-based programmes with a mixture of fiction and song/ segments of film clippings etc are also available these days on television which blend various formats into one.

ii) Non-fiction Programmes

Apart from different serials and other entertaining works of fiction, you must have watched

programmes on television that provide a lot of information regarding various events that take place in our surroundings and also impart education on contemporary issues. Let us now discuss the various non-fiction programmes available on television.

News Bulletins: News bulletins essentially present a summary of news stories in their order of importance and interest. National and international happenings get the pride of place, while regional and local news are read out if time permits. Human interest stories and sports news generally round off the major bulletins. News bulletins in English, Hindi and various regional languages are presented on Doordarshan.

But with the advent of 24-hour news channels, half an hour bulletins are no longer popular. Rather the news has taken the 24x7 format where it is presented almost instantly as and when events occur.

Game/Quiz Show: You may have seen Nagarjuna Akkineni presenting the most popular quiz programme, called 'Meelo Evaru Kotiswarudu' telecast every Saturday and Sunday evening. Beginning with the jingles, the programme gets off the ground quickly and moves at a hectic pace, taking the audience along with it. It's the sense of participation and involvement in the quiz questions that makes the quiz programme an enjoyable family fare.

Talks and Discussion Programmes: There are many issues which are of importance and concern to us happening in our society. Reporting them through news alone is not enough. Several factors and viewpoints of experts help us to gain an insight into these issues. Talks and discussion programmes about topical issues are thus a very important format of television programming. Most of these shows feature a regular host, who interviews guest speakers. Typically, it includes an element of audience participation, usually by broadcasting conversations with listeners who have placed telephone calls to speak with the programme's host or guest. Generally, the shows are organised into segments which are separated by a break for advertisements. Examples of such programmes include 'Alitho saradaga'.

15.4 WHAT YOU HAVE LEARNT

Different categories of television channels

- News channel
- Sports channel
- Cartoon channel
- Entertainment and lifestyle channel
- Science and discovery channel

Types of television programmes

- Informative
- Entertaining
- Educational

Different programme formats

- Fiction: serials, film based programmes

- Non-fiction: News bulletins, game/ quiz show, talks and discovery programmes

15.5 TERMINAL EXERCISE

1. Discuss the various categories of television channels in detail giving examples.
2. What are the various types of television programmes? Explain with examples.
3. Which is your favourite television programme and favourite television channel and why? To which category does it belong to ?
4. Describe the various types of television programme formats.

15.6 ANSWERS TO INTEXT QUESTIONS

15.1:

1. i) (d)
ii) (c)
iii) (b)
2. i) News channel – example –Zee News
ii) Sports channel – example- ESPN
iii) Any other
3. Refer to section 15.1

15.2:

1. i) (b)
ii) (c)
iii) (c)
2. Refer to section 15.2

NOTES:

16. TELEVISION PROGRAMME PRODUCTION

A television program's material is created using one of two production techniques: live taped programs (all considered linear productions), such as variety and newsmagazine shows shot on a television studio stage, or sporting events. A variety of film productions, from single films to entire series, are included in the other production model.

Have you ever thought about what goes behind a television programme production? Or, have you ever noticed the names of the people involved in production process that appear on television after the programme ends? If you did, you would notice a whole range of personnel and equipment's that are involved in making a television programme.

In this lesson, you will learn about the different stages of television programme production, various equipment's required for the production of television programmes and the work profiles of key professionals involved in the production process.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- classify the three stages of television programme production;
- explain the production process of a television programme;
- identify the equipment required for television production;
- describe the work profile of key professionals involved in programme production.

16.1 PROGRAMME PRODUCTION STAGES

Let us consider a situation in which you are expecting some guests for dinner. What arrangements would you make? First of all, you will need to decide on the menu. Then you will buy for all the groceries required for the preparation. Now after arranging for everything, you will start preparing the food. This again involves all the key ingredients to be mixed at the right time in the right quantity. Once the food is prepared, comes the presentation stage wherein you will place and garnish the dishes made which will then be ready to be served on the dining table.

So you have seen that there were three stages in the making of various food items. In stage one, you arranged for everything required for preparing the food items. In stage two, you actually prepared the food items and in the third stage, you presented them on the dining table.

Now imagine you have to produce a television programme. Similar to the dinner, you will first arrange everything required for the programme production. In the second stage you will actually carry on the production process, and thirdly you will polish the product for the final presentation on television. Thus, we can divide the entire production process into three major stages.

There are three stages of programme production

1. Pre production
2. Production
3. Post production

1. Pre-Production

This stage includes everything you do before entering the studio or reaching the shooting location. It involves idea generation, research, scripting, discussions with all the crew members and talents (actors), arranging equipment, video / audio tapes, properties, costumes, sets designing or location hunting and booking of editing shifts.

The first thing to know about every production is what you want the programme to look like, just like you need to know what you want to cook. This is the pre production stage. You need a clear idea of what you want to make. Only then will you be able to make a good programme, understandable by the audience. Once the idea is clear, the next stage is to transform the idea into practicality. To translate an idea on screen effectively you need a good and detailed script.

In all it involves planning everything in advance. This is very essential to get the desired results. If you have all the raw ingredients ready in your kitchen, you can easily cook the food. Similarly, if you have worked well in this stage of the programme production, the other two stages become easy and workable.

2. Production

This is the stage when you are on the studio floor or on location and are ready to shoot or are actually shooting. (You can compare this to the situation when you were in the kitchen carrying out the process of cooking food). It includes managing all the facilities, managing the talent and crew members, controlling the crowd, shooting without hurdles and solving any problem at the location spot.

3. Post-Production

This is the third stage of programme production. It is the stage when you get the final shape of the programme, just like garnishing every food item to be presented on the dining table. It includes cutting the recorded visuals into appropriate length, arranging the visuals in a proper sequence, use of desired effects for the visuals or text / captions, commentary recording, music/song recording, and final assembly of the entire programme.

INTEXT QUESTIONS 16.1

1. Tick mark (✓) the appropriate answer
 - (i) The production process can be divided into
 - a) Two stages
 - b) Four stages
 - c) Three stages
 - d) Five stages
 - (ii) Idea generation is a part of
 - a) Pre production
 - b) Production
 - c) Post production

- d) None of the above
- 2. Fill in blanks with appropriate word/s:
 - (i) Pre production stage involves everything in advance.
 - (ii) The most important element of the pre-production process is the
 - (iii) includes cutting the visuals into appropriate length.
- 3. Arrange the following steps in the right order, by putting 1,2 and 3 against each of them :
 - i) Post Production
 - ii) Pre Production
 - iii) Production

16.2 TELEVISION PRODUCTION PROCESS

We all know that in order to make a food item we need different materials like vegetables, utensils, knives, spoons, spices, water, oil etc. Similarly, in order to make a television programme we need various equipments and people to operate in tandem for the production of a specific kind of programme.

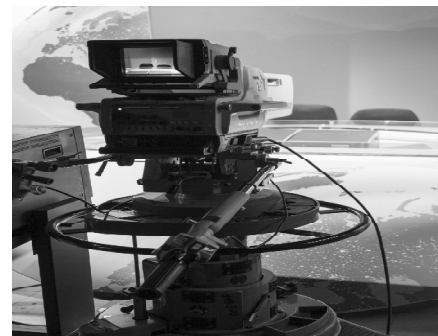
Let us now discuss the equipments required for the production process.

Machinery and Equipment required for Production

Imagine you had to paint something on a canvas. Essentially, you will need a brush, colours and a palette. Similarly, if you want to make a good programme on television, you need some essential equipment like camera, lights, sound recorder etc. We can categorise the basic production elements as follows:

Camera

The most basic equipment in any and every production is the camera. If you carefully look at any camera, you will see a lens in it. This lens selects a part of the visible environment and produces a small optical image. The camera is principally designed to convert the optical image, as projected by the lens, into an electrical signal, often called the video signal.



16.1 : TV Camera



16.2 : TV Studio Lights

Lights

Have you ever tried to see something in dim light? It's difficult to see. Isn't it? Now imagine seeing in the dark. You must be wondering how is it possible to see in the dark? Just like the human eye, the camera also cannot see without a certain amount of light. There comes the role of lights in television production. Lighting any object or individual has three main purposes:

1. To provide the television camera with adequate illumination for technically acceptable pictures.
2. To show the viewers what the objects shown on screen actually look like, say, for instance, if there was no light in the room, we would not have been able to see how the chair, table or anything else for that matter would look like. Lights also help us no when the event is taking place, in terms of the season and the time of the day.
3. To establish the general mood of the event.

Microphone

You may have seen a microphone being used by people to talk on various occasions. Have you ever wondered why we actually use microphones?

Just as you have learnt that the camera converts what it sees into electrical signals, similarly the microphone converts sound waves into electrical energy or the audio signals. But the sounds that we produce are very feeble in nature and, therefore, cannot be sent to larger distances. Therefore it is amplified and sent to the loudspeaker which reconverts them into audible sound.

There are different types of microphones available for different purposes. Picking up a news anchor's voice, capturing the sounds of a tennis match, and recording a rock concert - all these require different types of microphones or a set of microphones.

Sound Recorder

In one of your earlier lessons, you have learnt that radio is an oral medium whereas print relies on visuals. However television combines both the audio and visuals. This audio visual character gives it great power in conveying realism in a convincing way.

Television sound/audio not only communicates information, but also contributes greatly to the mood and atmosphere of the visuals that come along with the audio on screen. The sound recorder essentially records the sound picked up by the microphone.

With a sound recorder, you can:

1. select a specific microphone or other sound input
2. amplify a weak signal from a microphone or other audio source for further processing
3. Control the volume and ensure the quality of sound
4. mix or combine two or more incoming sound sources

Memory card

As we all know that television is an audio-visual medium, we need to record both audio and visual components. While the sound i.e. audio is recorded on sound recorders, visuals are recorded on video tape in a videotape recorder.

Most of the television programmes that we see are recorded on videotape or computer disk before they are actually telecast.

Post Production Editing Machine

As we have discussed earlier, before we present any food item on the dining table, we need to

garnish it. Likewise in television programmes also, before we actually telecast a programme on television, we need to do the post production.

In the post production stage, you select from the recorded material, visuals which seem to be most relevant are selected and copied onto another videotape in a specific order. This is called editing.

The post production editing equipment/machine helps to edit the programme after it is recorded. While many of the elaborate editing systems may help you to obtain the desired results, most of them cannot make the creative decisions for you. It is therefore important for you to know the desired result and shoot accordingly. Again, the better the pre production and production stages of the programme are, the more easier becomes the post production stage.

INTEXT QUESTIONS 16.2

1. Tick mark (✓) the appropriate answer from the choices given.
 - (i) What converts sound waves into electrical energy or the audio signals.
 - (a) Lights
 - (b) Camera
 - (c) Microphone
 - (d) Switcher
2. Fill in the blanks :
 - (i) Television camera converts image intosignals.
 - (ii) Most television programmes are recorded on or computer disk.
3. List any five equipments used for production.

16.3 PERSONNELS IN TELEVISION PRODUCTION

You know that your mother can cook tasty food single-handedly. But in a television programme production, this is not the case. Television production is a team effort. The team consists of creative talent as core members and there are other support staff also. The members may be required to perform more than one role and that depends on the type of organisation or a production house, and the type and scale of the production. Regardless of the specific job functions of the various members, they all have to interact as a team. Just like you know in every sport, say like cricket, each member of the team is very important; similarly in television production also, every member plays a crucial role.

Television production is a team effort.

Let us now discuss the key roles that the team members in a television production need to play.

Producer

In television programme production, the head of the production who is called a producer is in charge of the entire production. The producer manages the budget and coordinates with the advertising agencies, actors and writers. The producer is also responsible for all the people working on the production front and for coordinating technical and non technical production elements.

Director

Who is a Director? In a television production, the Director is in-charge of directing the actors and technical operations. The Director is ultimately responsible for transforming a script into effective audio and video messages. Where the camera will be placed, what type of visuals need to be taken, where the actors will stand, all these are controlled by the director.

Production Assistant

The Production Assistant facilitates all that is required for the smooth execution of the television production. Both the producer and director are assisted by the production assistant.

Script Writer

One of the basic requirements of television production is the script. The script gives all the details of the programme such as the dialogues, the list of actors, details of the costumes, the mood required to be created for each scene and their respective locations. A script writer is the person who writes the script for the programme. In smaller productions, this task is generally done by the director and script writers are hired, if required.

Actors

Actors are the personnel who perform different roles according to the requirement of the script.

Anchor

An anchor is a person who presents a programme formally on television. For example, news anchors present news on television while there are also anchors who present reality shows like Sa re Ga Ma Pa and Indian Idol.

Who is your favourite anchor? Which programme does he/ she host?

Cameraperson

Camerapersons operate the cameras. They often do the lighting also for smaller productions. They are also called videographers.

Sound Recordist

A Sound recordist records the complete sound track (dialogue and soundeffects) of the programme. The sound recordist is also responsible for back- ground music involved throughout the programme.

Art Director

The Art Director is the incharge of the creative design aspects, which includes set design, location and graphics of the show.

Property Manager

The property manager maintains and manages the use of various set and properties. It is found in large productions only, otherwise the props are managed by the floor manager only.

Floor Manager

A Floor Manager is in charge of all the activities on the studio floor. He coordinates talents, conveys the director's instructions and supervises floor personnel. He is also called floor director or stage manager.

Costume Designer

The costume designer designs and sometimes even constructs various costumes for dramas, dance numbers and children's shows.

Activity 1:

Prepare a list of all the names that come on screen at the beginning or end of any television programme that you watch.

16.4 STUDIO AND OUTDOOR PRODUCTION

You may have noticed that the programmes which you see on television are either shot inside the rooms i.e. closed areas, or are shot in open spaces, or as we call outdoor areas. Thus, the recording of all the programmes that we see on television can be done, in broadly two ways, either inside the studio or an outdoor location.

The recording done essentially within the four walls of the studio for the production of television programmes is known as studio recording. Whereas, any recording that involves shooting outside the studio is known as outdoor recording.

Live Television Programmes and Recorded Television Programmes

Have you ever seen a cricket match on television which was actually being played simultaneously in some other country? Or may be the Republic Day Parade which takes place in New Delhi? All these programmes are telecasted 'live' on television.

The success of a live programme entirely depends upon the performance of the talents and the crew members involved. Recorded programmes have a better chance for success as there is scope to go for retakes to get desired visuals with greater satisfaction. But on the other hand, live programmes can be made speedily. Live programmes generate a lot of excitement in the minds of viewers.

Recorded programmes have a better chance of marketing as such programmes can be polished and edited later, but they generally lack the excitement of live programmes. No matter what the programme format may be, live or recorded, the pre-production research and paper work is a must in television programme production.

INTEXT QUESTIONS 16.3

From the list given below, pick only the key professionals involved in television programme production.

- i) flower designer
- ii) costume designer
- iii) playback singer
- iv) producer
- v) orchestra players
- vi) stage decorator
- vii) director
- viii) dancemaster
- ix) production assistant
- x) cameraperson

16.5 WHAT YOU HAVE LEARNT

Television Programme Production

Programme Production Stages

- Pre-production
- Production
- Postproduction

Television Production Process Machinery/ equipment required

- camera
- lights
- microphone
- sound recorder
- video tape recorder
- editing machine

Key Professionals in Television Production

- producer
- director
- scriptwriter
- actors
- cameraperson
- sound recordist
- art director
- Studio and outdoor recording

Live television programmes and recorded television programmes

16.6 TERMINAL EXERCISE

1. What is television production?
2. Describe various stages of television programme production.
3. Explain the importance of the pre production stage for any television programme.
4. What is the function of camera, lights and recorder in any television programme?
5. Give a brief account of various equipments required for production.
6. Describe the work profile of key professionals in a programme production.

16.7 ANSWERS TO INTEXT QUESTIONS

16.1:

1. (i) c
(ii) a
2. (i) Planning
(ii) Script
(iii) Post Production/Editing
3. Post Production-3
Pre Production-1
Production-2

16.2:

1. (i) c
2. (i) Optical, Electrical
(ii) Videotape
3. Camera
Lights
Microphone
Videotape recorder
Sound recorder

16.3:

- (i) costume designer
- (ii) producer
- (iii) director
- (iv) production assistant
- (v) cameraperson

NOTES:

MODULE – V

ADVERTISING AND PUBLIC RELATIONS

Without advertising, the general people wouldn't be aware of the numerous goods and services—such as banks, insurance, hospitals, and television sets—that are offered on the market, let alone their costs. The consumer business makes use of mass media to educate the public about its goods and services through advertising. A two-way persuasive communication process called public relations is used to build trust, cooperation, and understanding between a company's public and its employees. The principles of communication, which have changed over time, serve as the foundation for all public relations effort.

17. ADVERTISING – AN INTRODUCTION

Today we see our senses bombarded with a number of advertisements. Be it the newspapers, magazines, television or even so many hoardings which line up any street or highway, there are many advertisements to be seen. Advertising is one of the most important marketing functions and is a dynamic and truly challenging communication tool. One of the oldest professions in the world, Advertising has today evolved as an important element of marketing.

Advertising is the process of creating a brand out of a product, idea, thought or even a service, through effective mediums of communication. From newspapers, magazines, posters, signboards, bills to the commercials on radio, television and now the internet, advertising has come a long way. This module is designed to familiarize students with the basic concepts and principles of advertising and will also introduce them to the practice and techniques of advertising.

Advertising is a public announcement to inform and persuade people to buy a product, a service or an idea. An advertisement would include any notice, circular, label, wrapper or any other document or any announcement made orally, or by means of producing or transmitting light, sound or smoke. Have you read about people using smoke signals to pass on messages?

Every day, we see and hear hundreds of advertisements. Let us consider a few of them.

- Posters informing us about the latest Tollywood film to be released.
- Big hoardings telling us which toothpaste would give us the cleanest and strongest teeth.
- The RJ, or radio jockey, asks us to buy things from the big shop in the centre of the city for the most fashionable clothes.
- The huge wall carrying the name and address of the local beauty parlour, will make even the most ordinary lady look as glamorous as a film star! Wouldn't you like to know more about this fascinating process?

OBJECTIVES

After studying this lesson, you will be able to do the following:

- trace the origin of advertising ;
- explain the history of the advertisement industry in India ;
- classify different kinds of advertisements based on the medium ;
- differentiate between various types of advertising.

17.1 CONCEPT OF ADVERTISING

The word advertising originates from the Latin word 'advertere', which means 'to turn to'. The dictionary meaning of the term is "to give public notice or to announce publicly". Advertising may be defined as the process of buying sponsor-identified media space or time in order to promote a product or an idea. It is perhaps the most visible of all the elements communication mix, and is therefore, the subject of much criticism from consumer groups. It is also subject to government regulation.

Definitions

According to American Marketing Association, “Advertising is any paid form of nonpersonal presentation and communication of ideas, goods and services by an identified sponsor.”

Thus, advertising is:

- i. **Paid Communication:** Advertisements appearing in the newspapers, television, cinema halls etc. are duly paid form. The firms have to pay huge amounts of money for the use of space in a newspaper or a time slot in television and radio.
- ii. **Non-personal Presentation of Message:** In advertisements, there is no face-to-face communication as it happens in the case of personal selling. These are presentations through mass media and as such are impersonal in nature.
- iii. **A Form:** is a presentation or a sign, a symbol, an illustration, an ad message in a magazine or newspaper, a commercial on the radio or on television, a circular dispatched through the mail or a pamphlet handed out at a street corner; a sketch or message on a billboard or a poster or a banner on the net.
- iv. **The Idea is to Promote Goods or Services:** Advertising is done with a specific objective of promoting a product or service and increasing their sale. An idea could also refer to political parties letting the people know about their party and why they should vote for the party. World oral health day and an eye donation campaign are a few examples of ideas.
- v. **Issued by an Identified Sponsor:** The advertisers who sponsor the advertisement are duly identifiable in the advertised messages, by the company name or the brand of the particular product. The sponsor has control over the form, content and scheduling of the advertisements.
 - Advertising is the business of creative thinking for commercial advantage.
 - Advertising is the principal reason why the businessman has come to inherit the earth.
 - Advertising is the ability to sense, interpret... to put the very heartthrob of a business into type, paper and ink.
 - Advertising is the life of trade.
 - Advertising - a judicious mixture of flattery and threats.

17.2 ORIGIN AND DEVELOPMENT

Can you imagine two people with drums walking down the streets of Mohenjodaro, the city of the Indus Valley Civilization you read about in your history lesson in previous classes, shouting their own and others’ messages? People would stop and listen, just as you do when you stop to read an advertisement on the road or watch an advertisement on television! Then there used to be signs on shops or drinking houses to indicate the name of the shop or the shop owner. The highly urbanised cities of Harappa and Mohenjodaro employed signs to sell the many types of art and craft items that our ancient civilizations were famous for. In the Indian subcontinent, during Emperor Ashoka’s reign, stones or pillars were used for making public announcements. There have always been advertisements of some sort or the other. The form of advertising for the transmission of information dates back to ancient Greece and

Rome, when town criers, drummers and signs were used to carry information for advertising goods and services. Excavations in the ancient Roman town of Pompeii have shown evidence of some form of advertising.

One advertisement found in the Latin language reads as follows :

‘A copper pot has been taken from this shop. Whoever brings it back will receive 65 sesterces. If anyone shall hand over the thief, he will receive an additional reward.’ The ancient Romans painted notices of theatre performances, games, entertainment and public events on the walls of the busy centres of the town. Roman dairies had a sign outside with a goat on it and their schools had a picture of a boy being whipped. These signs were often used because many people could not read. Which sign will you use for a school? It was much later that public notices were placed in the ‘Acta Diurna’, a wall newspaper that provided daily news of politics in ancient Rome in 131 BC. Lost-and-found advertising on papyrus was common in Ancient Greece and Ancient Rome.

Do you remember reading about handbills, posters and pamphlets in your first module on communication? Do you know that modern advertising was made possible due to the success of the printing industry? Handbills, posters, pamphlets and leaflets were printed in large numbers and distributed throughout the city and also put up on walls in public places. Advertising soon became a powerful tool to market the products produced in the factories - from safety pins to sewing machines. Newspapers began selling space for advertisements. Soon there was more advertisement than news!

The field of advertising was revolutionized with the advent of radio and television as popular media of communication in this century. While the press would cover only the literate population, the radio and television have widely covered both literates and non-literates. Television and radio remain the most popular media in urban as well as rural areas. During the 1990s, the arrival of satellite television and the internet resulted in significant changes in the field.

Do You Know

Egyptians made sales messages and wall posters on papyrus-paper. Paper made from the papyrus plant by cutting it into strips was used by ancient Greeks and Romans too.

Commercial messages and political campaign displays have been discovered in the ruins of ancient Arabia.

Wall or rock painting for commercial advertising is another example of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America.

The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BC

The first modern ‘advertising agency’ started operating around 1875 in the United States of America, when Mr N. W. Ayer and Sons of Philadelphia offered to produce advertisements and also to contract for space in newspapers

THINGS TO REMEMBER

Handbill: A small sheet of paper carrying an advertisement message distributed by hand. Handbills are very often white, pink and yellow. Students and newspaper dealers do the work of distributing

handbills.

Poster: A sign posted in a public place as an advertisement. A poster may carry only words, or it may have graphic images and photographs. A poster may be stuck on a wall with glue or fevicol.

Leaflet: A small book usually has a paper cover. It usually has very few thin pages.

Ad: An advertisement is also called an ad.

INTEXT QUESTIONS 17.1

1. Given below are a list of ancient civilizations. Relate them to the respective form of advertising that was used during that period.

- | | |
|----------------------------|--|
| i) Harappa and Mohenjodaro | a) stones or pillars for making public announcements |
| ii) Emperor Ashoka | b) drummers and criers made announcements |
| iii) Greece and Rome | c) used signs to sell arts and crafts |
| iv) Egypt | d) Acta Diurna -a wall newspaper |
| v) Rome | e) sales messages and wall posters on papyrus |

17.3 HISTORY OF ADVERTISING IN INDIA

The history of advertising in India parallels the history of the Indian Press. You would have learnt in the module on print media that the first issue of the first newspaper of the Indian subcontinent, was the ‘Bengal Gazette’ or the ‘Calcutta General Advertiser’, started by James Augustus Hicky on January 29, 1780. Did you know that it carried a few advertisements? During the early years, the newspapers announced births, deaths, appointments, the arrival and departure of ships and the sale of furniture. By the beginning of the 19th century, the pattern of advertising revealed a definite change. Even the daily newspapers announced themselves through advertisements in existing periodicals. The power of advertising increased rapidly with the growth in trade and commerce. Which newspaper does your family read? Does it have many advertisements?

By 1830, around three dozen newspapers and periodicals were being published on a regular basis from India. With the rise of new industries, advertising, even from British companies, increased. The growth of advertising in India is also linked to the Swadeshi movement (1920-1922), which gave impetus to Indian industries. Do you remember the names of some of the freedom fighters associated with the Swadeshi Movement? Mahatma Gandhi described Swadeshi as “a call to the consumer to be aware of the violence he is causing by supporting those industries that result in poverty, harm to workers and to humans and other creatures.” Swadeshi Movement was an attempt to take economic power from the British through the use of domestically made products. Spinning the Charkha and wearing Khadi became a very powerful tool to fight the British government.

Let us now find out how modern Indian advertising developed. Do you know when the Indian advertising agencies started operating? The first Indian ad agency, the Indian Advertising Agency, was launched in the very early years of the 20th century. On the other hand, B Dattaram & Co, located in Girgaum in Mumbai and launched in 1905, also claims to be the oldest existing Indian agency! This was

followed by the launch of the Calcutta Advertising Agency in 1909. By the 1920s a number of Indian agencies were working from the major Indian cities, the most important being the Modern Publicity Company in Madras, Central Publicity Service in Bombay and Calcutta and the Oriental Advertising Agency in Tiruchirapalli. In 1931, the first full-fledged Indian ad agency, the National Advertising Service, was established. During the post-independence era, the advertising business was well on its way to growth and expansion. The Indian Society of Advertisers was formed in 1951 and in May 1958, the Society of Advertising Practitioners was established and advertising clubs came up in Bombay and Calcutta to promote higher standards of work.

Market research and readership surveys led to further professionalisation of the advertising industry. Television Rating Points, popularly known as TRP measurements, provided ad agencies with statistical data on consumer/ viewer likes and dislikes and helped them create effective media plans and ad campaigns. Do you know which television news channel has the highest TRP?

The introduction of multi-colour printing, improved printing machines and the development of commercial art gave the ad business a further boost. The advertising agencies expanded their services and this was due to the phenomenal growth in media. Besides selling space in newspapers and magazines, they began to offer artworks, organization of fairs and exhibitions and market research.

SOME IMPORTANT YEARS IN ADVERTISING HISTORY

1780 :	Modern advertising history began with classified advertising. Ads appeared for the first time in print in Hickey's weekly newspaper, the Bengal Gazette. Newspaper studios trained the first generation of visualizers and illustrators to produce advertisements for the print media.
1905 :	B Dattaram & Co, one of the early companies making advertisements for newspapers was launched in Mumbai.
1920 - 1922:	Years of the Swadeshi movement.
1920 - 1929:	The first foreign-owned ad agencies were set up.
1931 :	The first ad agency, the National Advertising Service was established.
1951 :	The Indian Society of Advertisers was formed.

The Internet was a game-changer in the advertising industry. Brands could now create websites, email newsletters, and online ads to reach their audience. The internet also gave rise to e-commerce, where consumers could make purchases online directly from the brand's website. Social media has had a profound impact on the advertising industry. Brands could now create pages on social media platforms like WhatsApp, Facebook, Twitter, and Instagram, and use them to engage with their audience. Social media allowed for more personalized communication, as brands could now interact with their audience in real time.

INTEXT QUESTIONS 17.2

1. Choose the correct alternative/s:
 - i) Who began the first newspaper to be published in India?
 - a) Mahatma Gandhi

- b) Bennett and Coleman
 - c) James Augustus Hicky
 - d) James Cameron
- ii) What is the name of the first ad agency established in our country?
- a) Ogilvy and Mather
 - b) Indian Advertising Agency
 - c) Modern Publicity Company
 - d) India's Advertising Company
- iii) What contributed to the rise of advertising?
- a) Swadeshi movement
 - b) News agencies
 - c) New industries
 - d) Introduction of new printing technologies
- iv) Name the powerful tool used to fight the British?
- a) Khadi
 - b) Textile Industry
 - c) Advertisement industry
 - d) Newspapers
- v) What do you understand by 'TRP'.
- a) Television Reader Poll
 - b) Television Rating Poll
 - c) Television Rating Points
 - d) Television Rating Programme

17.4 CLASSIFICATION OF ADVERTISING

There are different ways to categorise advertising. The most popular will be a classification based on the media of advertising. Let us discuss the different forms of advertisements found in media.

Advertising in Print Media

This is one of the most popular forms of advertising. Print ads can have many forms - newspapers and magazine ads, bills, wall posters, banners, and calendars. As we have discussed before, the rise of print advertising is linked to the rise of the newspaper industry. The installation and success of the first linotype printing machine by the Statesman in Calcutta in 1907 proved to be a great impetus to the industry. In a few years, other newspapers too installed this machine. Printing became cheaper, quicker and better. The first ad agency was established around this time. Print ads can be categorized as Classified and Display ads. Classified ads provide valuable information in a very direct and often dry

manner. They contain only basic facts. You must have read information about property markets, shares, matrimonials, detective agencies, housing, births and deaths in the classified pages of most national dailies. Display ads are bigger and take more space. They are often very colourful and contain attractive images. Glossy magazines usually carry many display ads.

Advertising in Electronic Media

Electronic ads are usually more vibrant. They can be heard on the radio and seen on television. The rise of the television industry was a great impetus to the advertising industry - so much so that very often people find ads more interesting than television programmes. Did you know that a TV ad is also called a commercial? It is called a commercial because the company which advertises its product pays money to generate business through the advertisement.

Electronic ads can also be displayed as text and images on big monitors and light boards. In big cities and metros, there are many text boards on traffic signals. These ads target people while they are waiting for the light to turn green!

Activity 1 :

List out some popular television commercials.

Advertising in New Media

If you have used a cell phone, you will be familiar with different ads asking you to download popular film songs or vote for your favourite candidate in a television show! There is a new phase in advertising with the coming of the internet and the popularity of cell phones. Computers and cell phones are becoming cheaper and more accessible. These are the new platforms of advertising for the 21st century. Do you think the ads that keep popping up on websites are annoying?

Let us summarise what you have learnt about the classification of advertisements based on different media.

Look at the table given below:

DIFFERENT MEDIA OF ADVERTISING

Print	Electronic	Digital/ New Media
Newspaper Handbill Poster Banner (paper, cloth) Pamphlet Brochure Leaflet Books Magazines	Television Radio Cable Network DTH	Internet websites CDs and DVDs of films and music Cell Phones

INTEXT QUESTIONS 17.3

1. What is classified advertising?
2. Why is 1907 an important year for the print industry in India?
3. What are the new platforms for advertising?

SOME ADVERTISING TERMS TO REMEMBER

Tagline: A tagline is a creative, often witty, ad slogan that helps people remember a particular product. Can you think of any popular taglines?

Brand: Brand is the name of a product or service that is very easily recognizable. People buy the product because of the brand name. Some famous brands are Dettol, Pepsi cola, Parle G, Hawkins pressure cooker, Bajaj scooter, Yamaha motorbikes, Cadburys chocolate, Ponds soap, Sunsilk shampoo, BandAid, Dalda, Hamam soap, Lifebuoy soap.

Campaign: An advertisement campaign is a series of advertisement messages that share a single idea and theme which together make up an advertisement strategy for a product, service, or institution. Advertising campaigns appear in different media across a specific time frame.

An example of an advertising campaign is the ‘Jago Grahak Jago’ (wake up, consumer) campaign initiated by the government of India to create consumer awareness and protect the rights of consumers across the country.

Target Audience: The target audience or target group is the primary group of people that something, usually an advertising campaign, is aimed at. A target audience can be people of a certain age group, gender, marital status, etc. (for example teenagers, females, single people, etc.) A certain combination, like men from twenty to thirty, is often a target audience. Other groups, although not the main focus, may also be interested. Without knowing your target audience, advertising and selling a particular product can become difficult and expensive

17.5 TYPES OF ADVERTISING

Advertisements can be categorized according to theme or content. Broadly speaking, there are four types:

Product Advertising

Have you seen how small children want to drink the same soft drink as their favourite cricketer and film star? This is the impact of product advertising and is the most common type of advertising as it is most easily identified. A product is something produced in large numbers by human beings, machines or by a natural process. Products advertised therefore range from fruits and vegetables



17.1 : Product Advertising

to pickles and jams and scooters and cars. The main focus of the ad in this case is the product and not the company or manufacturer. These ads usually have a playful approach. They are low on information about the product but are high on style. Ads of soft drinks, shoes, cars, cell phones and food products belong to this category.

Service Advertising

Here the focus is not on a factory-manufactured item or product but on a company providing a service. This could be a bank, the railways a call centre or a travel agency. The ads usually show the company as a leading service provider in its particular field.

Let us consider the example of the Indian Railways. In order to keep the public interested in the Railways and familiarize them with their services, advertisements are issued from time to time. You may look for these advertisements in the newspapers and the websites of Indian Railways. Similarly, banks are found to advertise their saving schemes and loan facilities that they offer for buying homes and vehicles.

Can you think of other kinds of services, which are advertising?

Public Service Advertising

This is also called social service advertising or development advertising. Here the focus is on issues that impact society on a larger scale, such as family planning, national integration, polio eradication, and pollution control. The main purpose is to create public awareness through hard-hitting direct messages. These ads do not sell products and services but ideas. Let us take the example of the polio eradication campaign. Advertisements are issued through various mass media such as newspapers, radio and television to create awareness of polio eradication. This was to motivate parents to take their children for immunization and enable them to be given polio drops.

Institutional Advertising

These ads are directed at creating a good public image for a company. The ads focus on the organization's work in areas of research, development and quality control. Often the ads concentrate on the social work done by the company through its sponsorship of educational, cultural and sports events. The purpose of these ads is to sell a positive image of the company rather than a product manufactured by the company.

The TATA Steel ads in the 1980s with the tagline – 'Ispat bhi hum banate hain' or 'we also make steel', is a good example of institutional advertising

INTEXT QUESTIONS 17.4

1. Sort out the following examples in the categories of product advertising, service advertising and public service advertising.
 - i) cars
 - ii) life insurance
 - iii) postal services
 - iv) hospitals

- v) pollution control
- vi) shampoo
- vii) family planning
- viii) airlines
- ix) soft drinks

17.6 LOGOS AND SLOGANS IN ADVERTISING

Logos enable a firm to demonstrate its values in a visual manner. Advertising slogans are short phrases used in advertising campaigns to generate publicity and unify a company's marketing strategy.

SAIL [Steel Authority Of India Ltd]

There's A Bit of SAIL In Everybody

HYDERABAD CITY POLICE

For you, With you, Always

ENCHANTING TAMILNADU

Experience Yourself!

KERALA

God's own country

KARNATAKA

One State,. Many Worlds.

BSNL (Bharat Sanchar Nigam Limited)

Connecting India

HANDLOOM MARK

The Assurance of Real Handloom Creations.

India's Rich Heritage. Use handloom products with pride.

INDIAN OIL XTRA PREMIUM

The best your vehicle can get.

ONGC (OIL AND NATURAL GAS CORPORATION)

making tomorrow brighter

17.7 WHAT YOU HAVE LEARNT

Definitions of advertising

Forms of advertising in ancient civilizations

- people with drums shouting messages
- stones and pillars making public announcements

- wall painting z rock painting
- messages and wall posters on papyrus (paper)

History of advertising in India

- advertisements in the first newspaper 'Bengal Gazette'.
- swadeshi movement
- modern advertising agencies

Classification of ads according to various media

- print – newspaper, handbill, poster, banner, pamphlet, brochure, leaflet, books, magazines.
- electronic – television, radio
- new media – internet websites, cell phones, CDs and DVDs of films and music

Types of advertising

- product advertising
- service advertising
- institutional advertising
- public service advertising

Advertising terms Popular advertisement slogans

17.8 TERMINAL EXERCISE

- 1) Describe the various forms of advertising which existed in the ancient world. How are they different from modern methods of advertising?
- 2) Write short notes on the following:
 - a) Origin of advertising
 - b) Tagline
 - c) Brand
- 3) Compare the process of advertising in print, electronic and new media.
- 4) Differentiate between product, service, institutional and public service advertising.

17.9 ANSWERS TO INTEXT QUESTIONS

17.1:

1. (i) c
(ii) a
(iii) b
(iv) e
(v) d

17.2:

1. (i) c
- (ii) b
- (iii) a, c, d
- (iv) a
- (v) c

17.3:

1. Classified ads provide valuable information in a crisp, direct and precise manner.
2. The year 1907 is important because of the installation and success of the first linotype printing machine by the Statesman in Calcutta.
3. Internet and cell phones.

17.4:

1. i) product advertising ii) service advertising
- iii) service advertising iv) service advertising
- v) public service advertising vi) product advertising
- vii) public service advertising viii) service advertising
- ix) product advertising x) service advertising

NOTES:

18. ADVERTISING – AN INDUSTRY

The advertising sector in India has grown phenomenally from a small business to a mature sector. Our culture and economy now heavily rely on advertising and other forms of promotion. The advertising sector has advanced more as a result of the development of new technologies, the accessibility of new media, and media vehicles as well as the rise in middle-class income groups' goals. The competition is to draw in, produce, provide more value to, and keep customers.

The core activity of the advertising sector is the creation of marketing messages promoting the acquisition of new or enhanced goods or services across a range of media, including print, online, digital, television, radio, and outdoor. This aspect of advertising is beneficial since, as customers, we need and want to be informed.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- explain the principles of advertising;
- identify key concerns in advertising planning;
- list the guidelines governing the ad industry;
- describe the main components in the structure of an ad agency;
- differentiate between advertising and public relations.

18.1 PRINCIPLES OF ADVERTISING



18.1 Advertisements

Do you like going to the markets? People often like to buy new things but advertisers and ad agencies believe that customers have needs and desires, which are fulfilled through sale and purchase of goods. Do you like watching/reading ads? Do you know that a lot of thought goes into creating even a small advertisement?

There are some basic principles that all ad producers keep in mind when creating an advertisement.

People have some basic needs – physiological, safety, love, esteem and self– confidence. Advertising keeps these needs in mind and appeals to emotions of envy, fear and anxiety about one's status and appearance.

The key principle is to gain the attention of the consumer. This can be done by working with size, colour, visualization, slogan etc.

The ads stimulate desire. They try to make people want the special product that is being advertised. They make you feel special, exclusive or 'cool'.

Activity 1:

Make a list of 10 ads that make the reader/ viewer/ listener desire the product being advertised.

The ads also impart conviction. They put on a show of certainty and surety.

For example, the ad might say that, if you use Fairglow fairness crème, you will be successful!

SOME IMPORTANT ADVERTISING TERMS TO REMEMBER

Jingle

A jingle is a rhyming song used to advertise a product. These can be traced back to 1923 around the time commercial radio came to the public.

Spot

A spot is an advertisement on audio/visual mediums such a television, radio, cinema or cable television.

Consumer

A consumer is a person who uses any product or service.

INTEXT QUESTIONS 18.1

Match the following sentences:

- | | |
|-------------------|--|
| i) classified ads | a) person using a product or service |
| ii) display ads | b) advertisement on audiovisual mediums |
| iii) consumer | c) direct but dull. |
| iv) jingle | d) bright and catchy |
| v) spot | e) rhyming song used to advertise a product. |

Activity 2:

Do you remember the ad jingle for Bajaj bulbs?

Jab main chota bachcha tha,

bari shararat karta tha.

Meri chori pakri jati,

Jab roshan hota Bajaj.

Now make an ad jingle for a new brand of tube lights.

18.2 PLANNING AN ADVERTISEMENT

Which is your favourite ad medium? Is it print, audio or video? How do you think an ad is created? In this section, we will see how an advertisement is planned. Since the cost of making an ad is very high,

it is very important for ad agencies to plan the ad campaigns well.

Some key questions such as the following are to be kept in mind.

- Why does a company need to advertise? Does the company want more people to buy a product; does the company want a good public image or does the company want to introduce a new product?
- Who is the target group for the ad? Is it school going children, teenage boys and girls or office going women?
- What message is to be conveyed through the ad? Is it that the product is the best in the market? Is it that the product is the cheapest? Or is it that a film star uses the product and so it is stylish to use the product?
- Where is the target group located? Does one need to reach them through print or radio or television? Do they live in metros, big cities, towns, or villages?
- How will the ad agency reach this public, the target group? Will it be through a big ad campaign through FM radio? Will it be television, or will it be language newspapers?
- When and for how long will the ad campaign run? Will it be for 6 months, 3 months or a week?
- How long should an individual ad be? One minute, 30 seconds or 10 seconds?
- What should be the language of the ad? Will it be English, Hindi, regional languages or a mix of several languages?
- What kind of visuals (people/ objects) should be used in making the ad? Will it be very glamorous people; will it be middle class housing? Or will it have foreign locations?

INTEXT QUESTIONS 18.2

1. List five points to be kept in mind while planning an ad campaign.
 - i)
 - ii)
 - iii)
 - iv)
 - v)

18.3 GUIDELINES FOR ADVERTISING

Are there ads that make you uncomfortable? Do you think that sometimes ads are not completely true? There are some important guidelines laid down for ad makers and should be kept in mind when producing an advertisement.

- Ads on cigarette, bidis and other tobacco products, alcoholic drinks and other intoxicants cannot directly endorse the product.
- The ads on aerated water (soft drinks) should contain a declaration that it contains no fruit juice/ fruit pulp and is artificially flavoured.

- Medicinal products need to get the script approval of the Drugs Controller before broadcast.
- Ads cannot contain any exaggerated, exceptional or misleading claim.
- Ads need to conform to the Constitution of India and cannot offend the morality, decency and religious beliefs of people.
- Ads cannot be insulting of any race, caste, colour, creed or nationality.
- Ads cannot provoke people to violence, crime or cause disorder.
- Ads cannot present criminality as desirable or admirable.
- Ads cannot adversely affect friendly relations with a foreign state.
- Ads cannot be presented as news.
- Ads cannot portray women as passive, weak or submissive.

INTEXT QUESTIONS 18.3

1. State whether the following statements are true or false:
 - i. Ads about medicinal products need to get the script approval of the Films Division before broadcast.
 - ii. Ads should provoke people to violence and crime.
 - iii. Ads are news.
 - iv. Ads cannot contain any exaggerated, superlative or misleading claim.
 - v. Ads can portray two men as passive, weak or submissive.
 - vi. Companies can show bidi and tobacco ads on television.
 - vii. Ads cannot be insulting of any race, caste, colour, creed or nationality.
 - viii. Ads can promote lying and cheating.

Activity 3 :

Make an ad breaking the guidelines mentioned above. Keep the following in mind:

It should be selling a consumer product like tea, washing powder, toffee, oil, crème, soap etc.

Make a slogan or tagline. Make a jingle.

Enact the ad before your family or friends.

How do you feel after creating such an advertisement?

18.4 ADVERTISING AS A CAREER

Advertising field offers a range of interesting careers – from executive work to one with a more creative dimension such as copywriters and visualizers. A career in advertisement is quite glamorous and at the same time challenging with more and more agencies opening up every day. Whether it's products, companies, personalities or even voluntary organizations, all of them use some form of advertising in order to be able to communicate with the target audience.

Advertising offers different career paths:

- People can join a television company, a radio station, a newspaper or magazine and sell time or space to companies who want to advertise their products or services.
- They can join a manufacturing company and work as Brand Managers. Brand managers plan, develop, and direct the marketing efforts for a particular brand or product.
- People can work with an advertising agency.

Let us study the structure of an ad agency.

STRUCTURE OF AN AD AGENCY

An ad agency employs people with various skills.

Given below is the structure of a small ad agency.

- Owner/ President
- Creative Director Media Planner
- Market Research team
- Copywriter Visualizer
- Production in charge

DID YOU KNOW?

COPY: This is material (texts, songs, slogans etc. written by copywriters. The main purpose of this material is to encourage consumers to buy goods or services being talked about. A good copy becomes an important aspect of a successful ad campaign.

Some key jobs:

- **Creative Director**

This is a senior position in an ad agency. The creative director coordinates the copywriting and designing and has to supervise the production of the ad.

- **Copywriters**

Also called wordsmiths, copywriters produce the wording of an advertisement.

All the witty, sometimes emotional and touching taglines, slogans, jingles, and dialogues of famous ad campaigns are written by these hardworking and creative copywriters.

Do you recall the Dhara oil advertisements?

‘Dhara dhara – shuddh dhara...’ This ad became very famous for its text messages and images even among non Dhara users. Besides being bright and talented, copywriters have a flair for languages. They are good with producing emotion through words.

- **Visualizers**

They are artists who create images based on what the copywriter has created. Visualizers may work with graphics, images, photographs, moving image and sound. To put it simply, the visualizers design the ad. Which is your favourite ad these days? What is it about the visualization

that you like?

- **Freelancer**

A freelancer is a person who works independently for people and has no longterm contract with any organization. In an ad agency, they can work as copywriters, jingle writers, radio announcers, artists, visualizers, technical writers etc.

- **Production- in- charge**

This person heads the Production department, the section which employs people with diverse talents. Persons skilled in printing technology, desktop publishing (DTP) technology, photography, typography, videography, and video and sound editing work in this department.

- **Media Planner**

This person prepares and allocates the budget for the ad. She selects the media, decides the frequency, size and position of an advertisement. She is helped by the market research team from the ad agency or research undertaken by an independent outside agency.

- **Market Research**

Have you seen people who often visit other people's homes and want to know which television the family uses or which soft drink they prefer to consume. They are from the market research wing of a company, often an ad agency. Market research is the process of systematically gathering, recording and analyzing data and information about customers. The information about customer likes and dislikes helps in creating an ad campaign, launch a new product or service, improve existing products and services and expand into new markets. Market research can be used to determine which part of the population will purchase a product/ service, based on variables like age, gender and income level.

INTEXT QUESTIONS 18.4

1. Choose the correct alternative:

i) What does a copywriter do?

- a) makes photocopies of the ads.
- b) writes the main slogan, taglines and dialogue of the ad.
- c) uses the typewriter.

ii) Who heads the ad team?

- a) Creative director
- b) Market researcher
- c) Copywriter
- d) Film director

iii) Who is a freelancer?

- a) Someone who works independently and has no permanent employment with one

organization and gets paid according to the work done, rather than a monthly salary.

- b) Someone who works for free.
 - c) Someone who works independently in a permanent job with monthly salary and Provident Fund.
 - d) Someone who has a lot of free time in office.
- iv) Who is a media planner?
- a) one who selects the clients
 - b) one who selects the advertising media
 - c) one who selects the ad agency
 - d) one who selects the research team
- v) Who is a visualizer?
- a) one who designs the ad
 - b) one who writes the text for the ad
 - c) one who helps in the production of the ad
 - d) one who prepares the budget for the ad

18.5 WHAT YOU HAVE LEARNT

Principles of advertising

- basic needs of the consumer
- grab attention of the consumer
- advertising terms

Important concerns in planning an advertisement

- target group
- medium to be used
- length of the ad
- duration of the ad campaign
- language of the ad
- visuals to be used

Advertising industry

- structure and functions
- guidelines
- career options
- copywriters
- visualizers

- freelancers
- media planner
- brand managers
- market researchers

18.6 TERMINAL EXERCISE

- 1) Explain the important principles of advertising.
- 2) What are the key guidelines for good advertising?
- 3) Describe the structure and functions of an ad agency.

18.7 ANSWERS TO INTEXT QUESTIONS

18.1:

1.
 - i. (c)
 - ii. (d)
 - iii. (a)
 - iv. (e)
 - v. (b)

18.2:

1.
 - i) location of the target group
 - ii) medium to be used
 - iii) length of the ad
 - iv) language of the ad
 - v) visuals to be used
 - vi) any other

18.3:

1.
 - i) False
 - ii) False
 - iii) False
 - iv) True
 - v) False
 - vi) False
 - vii) True
 - viii) False

18.4:

1.

- i) (b)
- ii) (a)
- iii) (a)
- iv) (b)
- v) (a)

NOTES:

19. PUBLIC RELATIONS - AN INTRODUCTION

Maintaining a positive reputation and fostering positive relationships between an organization and the communities, organizations, and individuals it serves are known as public relations (PR). Public relations does not buy attention or publicity, in contrast to advertising, which aims to shape consumers' perceptions in favor of the brand through paid communications. Instead, PR aims to establish a positive reputation by highlighting the noteworthy and eye-catching actions of the company and its clients. This is why PR is frequently called "free advertising." PR is not actually a free form of advertising. People that manage and carry out PR strategy must be paid salaries. It also includes costs related to sponsorships, events, and other PR-related initiatives.

According to some historians, public relations, the management and delivery of communication between an organization or person and the public, dates back to 1800 BC. The main goal of public relations is to develop a purposeful, planned communication strategy intended to improve the perception of a client, whether it a product, person, destination, etc., and establish a positive public image while maintaining the public's interest at the forefront.

In this lesson, you will learn about the definition and evolution of public relations and about different types of public relations.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- state the meaning of public relations ;
- explain the purpose of public relations with examples;
- trace the evolution of public relations;
- discuss the government public relations structure and strategy;
- differentiate between different areas of public relations.

19.1 CONCEPT OF PUBLIC RELATIONS

Let us first try and understand the meaning of the term 'public relations'.

You have already learnt that communication is a two- way process where messages and information sent are just as important as those that are received. The same applies to public relations. It is all about communicating with others, either through the spoken word or written word, or by using a visual or some other means. Communication and public relations are linked to each other and play an important role in a wide variety of ways throughout our lives.

You have learnt in the first module that we can communicate by merely looking, by speaking, by our posture or by our actions. Communication, if used properly, can be used to inform, educate, reassure, evoke sympathy of situations as and when they occur.

Thus we can say that:

Public relations involves:

- a two way communication process between an organisation and its public
- communication with a view to changing the mindsets of the public in a certain direction

We can therefore define public relations as a form of communication used to persuade or influence people using ethical means.

It is important to understand that communication here, i.e. in public relations is a receiver phenomenon. It is controlled not by the sender but rather by the receiver or, in other words, the audience. For e.g. if the speaker is gifted and delivers a speech effectively in Hindi but the audience does not understand Hindi, no real communication takes place.

Therefore, the most important aspect of public relations is to focus on the 'key public' or in other words, the people who will receive the communication. Let us consider the following list of products/ services and public who use these products/services.

Product / Service	Public
Hospitals	Patients
Merchants	Customers
Schools	Students
Television	Viewers
Radio	Listeners
TOSS	textbook on Learners like you mass communication

In the above list, you will find that the target group or public that a hospital has to focus on are the patients. Likewise, merchants have to address customers, schools, their students, television its viewers, radio its listeners and TOSS its learners.

You will find that the desires, interests and needs of each of the above target public are different. 'Understanding' these differences and communicating in an 'effective' manner is a vital skill of public relations. The key words here are 'understanding' and 'effective'. The public relations situation is an effort to win the support of the public by addressing their wants, interests and needs rather than your own.

The sign boards that you find on the roads is a simple example of public relations.

Thus in public relations, we can say that the process of communication involves the following three progressive levels:-

Awareness: The message should reach the public.

Acceptance: The public should agree with the message.

Action: The public should act or interact accordingly.



19.1 : Sign Board

To understand this, let us take the example of a television advertisement on a new brand of washing powder. Some of the viewers are found to be convinced about the quality of the new product. So they take a decision to buy the product and try it out.

We can simplify this further to say that:

Public relations is the result of what you do, what you say and what others say about you.

For example, while you are shopping, your manner towards the sales persons and the way they respond to you can make the difference between an actual sale happening or not.

Similarly, while appearing for an interview, the first and most important impression that you give is made on entering the room, through how you look, your dress, your manner, your attitude and how you speak.

Activity 1:

While taking a walk in the evening, go to your nearest supermarket and find out if any public relations activity has been launched to sell a product. Write a few lines about your observations and experience.

INTEXT QUESTIONS 19.1

1. Fill in the blanks with the most appropriate word from those given in brackets:
 - i) _____ and public relations are linked to each other. (advertising, communication, television)
 - ii) Public relations is a _____ controlled phenomenon. (sender, receiver, message)
 - iii) The most important aspect of public relations is to focus on the _____ (product, public, service)
 - iv) Public relations is a _____ way communication process between an organisation and its public. (one, two, three)
 - v) The target group that a political meeting has to focus on are the _____. (consumers, patients, voters)
2. Define the term 'public relations'.

19.2 EVOLUTION OF PUBLIC RELATIONS IN INDIA

Now let us see how public relations evolved in India.

You must have read stories about kings who went around in disguise to see for themselves what the people felt about their administration. The Arabian tales relate how the celebrated Sultan Haroon-Al-Rashid used to wander about every night in disguise to see for himself as to what the people really felt about his administration.

Professional bards were invited to sing the glory of kings and queens.

There were people who reported to kings about popular feelings and views. In the Ramayana there is a character called Bhadro who used to report to Rama about popular feelings and perceptions.

All these are examples of public relations which existed in one form or another in ancient India.

All our religious teachers from Gautama Buddha to Sankaracharya to Nanak and Kabir communicated in a language which the common people found easy to understand. They were all master communicators.

Another outstanding example of a master communicator is that of Mahatma Gandhi who succeeded in bringing the entire country together to achieve independence.

All of them preached in a language which was understood by the masses with a view to changing their mindset in a particular direction.

Spiritual leaders like Baba Ramdev and Sri Sri Ravishankar have also been successful in developing a huge mass base consisting of their followers by their simple and direct approach.

DID YOU KNOW?

King Ashoka sent his own children to Sri Lanka to spread the message of Buddhism. From his angle, his daughter Sanghamitra was the first woman public relations executive in history.

However, a systematic practice of public relations in India began with the INDIAN RAILWAYS in the 1920s. They utilized public relation activities such as exhibitions, festivals and advertising in newspapers, both in India and England, to attract tourists to India.

19.3 GOVERNMENT PUBLIC RELATIONS STRUCTURE

In a democracy like India, you will agree that popular support is required for the government to exist. The government therefore has to inform, motivate, change the attitude and finally seek support from the public to achieve its objectives.

Let us find out why it is essential for the government to keep the public informed about its plans and programmes and how this is achieved.

During the first World War (1914-1918), the Government of India set up a Central Publicity Board. This was the first organised PR/Information set-up of the Government of India. It was renamed as Central Bureau of Information, and afterwards renamed as Bureau of Public Information, and functioned as a link between the Government and the Press. One of the items on its agenda was to find out where the action of the Government was criticised. In today's parlance, we call it "feedback".

After Independence, in 1947, the Government of India set up the Ministry of Information and Broadcasting, employing professionals to look after the function of public relations.

Now let us trace the broad sectors of this Ministry

The Ministry of Information and Broadcasting is functionally organized into three wings (i) Information Wing, (ii) Broadcasting Wing and (iii) Films Wing.

Information Wing

The Information Wing is in charge of the presentation and interpretation of the policies and activities of the Government of India through the medium of the print, electronic and digital media, framing of policy guidelines for rate fixation of government advertisements on print; electronic; and online platform, administering of the Press and Registration of Books Act, 1867, the Press Council Act, 1978 and allocation of newsprint to Newspapers. Besides, it is the administrative wing for the Media Units namely, Press Information Bureau; Central Bureau of Communication; Publications Division; Registrar of Newspapers for India; Indian Institute of Mass Communication, Cadre management of the Indian Information Service (Groups 'A' & 'B') etc.

Broadcasting Wing

The Broadcasting Wing by administering the Prasar Bharati (Broadcasting Corporation of India) Act, 1990 takes care of the affairs of All India Radio and Doordarshan including matters related to development of radio and television broadcasting throughout the Union, installation and maintenance of Radio Stations, Transmitters, operation of television Programme Production Centres etc.

Broadcasting Wing of the Ministry consists of the TV (I) Section, B&PL Section, Community Radio Station (CRS) Section, FM Radio Cell, Digital Addressable System (DAS) Section & Broadcasting Content Sections.

Films Wing

The Films Wing of the Ministry administers the Cinematograph Act, 1952 which looks into certification of films for public exhibition, import of films for theatrical and non-theatrical viewing, export of Indian films, import of unexposed cinematograph films and various types of equipment required by the film industry, all matters relating to film industry, including developmental and promotional activities thereto, promotion of good cinema by institution of State awards for films produced in India and assistance through the National Film Development Corporation Limited, production and distribution of documentaries and newsreels and other films and film strips for internal and external publicity, preservation of films and filmic materials, organization of International Film Festivals in India and participation of India in International Film Festivals abroad, organization of Film Festivals under Cultural Exchange Programmes etc.

The three Wings in the Ministry are assisted and supported in its activities by 11 Attached & Subordinate offices, 5 Autonomous Organizations, 2 Statutory Bodies and 2 Public Sector Undertakings.

Attached and Subordinate Organizations

- 1) Press Information Bureau.
- 2) Central Bureau of Communication
- 3) Publications Division.
- 4) Office of the Registrar of Newspapers for India
- 5) Central Board of Film Certification.
- 6) Electronic Media Monitoring Centre(EMMC)
- 7) New Media Wing

Autonomous Organizations

1. Prasar Bharati
 - a. All India Radio
 - b. Doordarshan
2. Film and Television Institute of India, Pune
3. Satyajit Ray Film and Television Institute, Kolkata
4. Indian Institute of Mass Communication

Statutory Bodies

1. Press Council of India

Public Sector Undertakings

1. National Film Development Corporation Limited (NFDC)
2. Broadcast Engineering Consultants (India) Limited (BECIL)

Activity 2:

Make a list of advertisements appearing in any newspaper and find out how many of these have been released by the government over a period of one week.

As we have seen in the case of the Central Government, every state government has a public relations department which disseminate information to their public through their media units. However, the structure is less complex and need based.

Each State has a Directorate of Information and Public Relations which carries out its functions with the help of Field Publicity Officers.

INTEXT QUESTIONS 19.2

1. Give two examples of public relations which existed in ancient India.
2. Name any five media units of the Ministry of Information and Broadcasting and indicate the type of mass medium used by them.

Media Unit	Mass Medium
1.	
2.	
3.	
4.	
5.	

19.4 TYPES OF PUBLIC RELATIONS

You have studied in the earlier section that public relations is a multi-faceted activity involving different organisations and different publics.

But what is the purpose of public relations in these activities? Let us list them.

- i) to educate certain audiences on the advantages of a product
- ii) to promote goodwill for the organisation
- iii) to create, maintain, protect and build the reputation of the organisation

Now let us study some of the specific areas of public relations.

PRODUCT PUBLIC RELATIONS

When you go to the market, you must have come across new products such as soaps, shampoos, detergents displayed in an attractive manner in shops. You may have also noticed a salesman or

saleswoman describing the advantages of new products in the market.

What do you understand from all this?

These are public relations exercises to launch or introduce new products and encourage people to buy them by:

- i) creating an awareness about their existence
- ii) by differentiating them from similar products in the market.

This is often done by giving samples of the product for use by consumers or by offering a discount on the product. Have you ever been offered samples of products by salespersons?

Similarly, consumers can be reminded about the existing products in the market, such as a particular brand of tea or coffee powder

In product public relations, the following methods are used to launch or promote products:

- i) organizing special events
- ii) exhibitions
- iii) window display
- iv) media events such as press conferences
- v) distributing printed material such as pamphlets and brochures

You will learn about some of these methods in the next lesson.

EMPLOYEE RELATIONS

You have learnt that employees are one of the most important publics of a company. It is therefore important for any company to earn the goodwill of the employees and uphold its image and reputation among its employees.

How is this achieved?

This is done with the help of communication devices used to improve employer–employee relations.

Let us list some of them.

- newsletters giving vital information on the activities of the company
- bulletin boards displaying and appreciating the performance of employees
- organizing special events like picnics for employees and their families
- providing incentives, like cash prizes or gifts, for employees
- opportunities to continue education for employees and their family members

GOVERNMENT AND POLITICAL RELATIONS

Elections are held to choose representatives of people to run the government. This is done by a process of voting in which the people participate.

Let us see how public relations is utilized for political purposes to attract votes.

In order to gain the confidence of the people and persuade them for their votes, campaigns and

meetings are organized. You have seen public meetings being held in your locality where leaders talk about the achievements of their political party and encourage people to vote for them.

Posters and hoardings are erected at public places to attract the attention of the public. Several schemes are announced for the benefit of the public such as the sale of essential commodities like rice and wheat at affordable prices through the public distribution system, educational concessions for children etc.

COMMUNITY RELATIONS

Banks, big business houses and media organisations organize programmes for establishing good community relations. This is a form of public relations used by these organisations to gain the goodwill of the community in which they operate.

Let us see what type of programmes are taken up by such organisations.

- maintaining well developed parks in residential areas
- cleaning and beautification drive involving the local community
- setting up charitable dispensaries
- sponsoring events such as cricket matches
- setting up public libraries
- raising funds in the case of natural calamities such as floods, earthquakes, etc.

INTEXT QUESTIONS 19.3

1. Name any two methods/ communication devices used in the following types of public relations:
 - i) product public relations
 - ii) employee relations
 - iii) community relations

19.5 DIFFERENCES BETWEEN ADVERTISING AND PUBLIC RELATIONS

As we have seen, advertising is not a ‘mass media’ as such. Neither is public relations. They are not like other media of mass communication like television, radio, cinema, press and folk media. They are not mediating technologies but are means to get a message across to potential consumers. You will be studying in detail about public relations in your next lesson. However, as an introduction, so as not to confuse advertising with public relations, let’s look at the differences between these two:

Advertisement	Public Relations
Advertisement is paid for	Public relations (PR) is not paid for directly.
Advertisement is direct and explicit.	PR is subtle and indirect.
People will know immediately what is being advertised and who is behind the advertisement.	People may not immediately know who is behind the PR exercise but in PR community service campaigns, the company’s name is publicized.

INTEXT QUESTIONS 19.4

1. State whether the following statements are true or false:
 - i. An advertisement is usually direct and explicit.
 - ii. Public relations stand for press report.
 - iii. Public relations involves direct advertising.
 - iv. A spot is a rhyming song used to advertise a product.
 - v. Public relations is not paid for directly.

19.6 WHAT YOU HAVE LEARNT

Concept of Public relations

- definition
- PR a two way communication process
- Products/ services and public

Evolution of public relations in India

- public relations in ancient India
- public relations in modern times

Government public relations structure

- Ministry of Information and Broadcasting
- Media units

Types of public relations

- product relations
- employee relations
- government and political relations
- community relations

19.7 TERMINAL EXERCISE

1. Describe the term 'public relations' with adequate examples.
2. Explain the following:
 - i) evolution of public relations in India
 - ii) structure of the government public relations structure
3. Write short notes on the following:
 - i) product relations
 - ii) employee elations
 - iii) community relations
 - iv) government and political relations

19.8 ANSWERS TO INTEXT QUESTIONS

19.1:

1. (i) communication
(ii) receiver
(iii) public
(iv) two
(v) voters
2. Refer to Section 19.1

19.2:

1. Refer to Section 19.2
2. Refer to Section 19.3

19.3:

1. Refer to Section 19.4

19.4:

1. (i) True
(ii) False
(iii) False
(iv) False
(v) True

NOTES:

20. PUBLIC RELATIONS - TOOLS

Companies use a range of resources for public relations, including annual reports, employee and public-facing pamphlets and publications, websites that highlight their achievements, speeches, blogs, and podcasts. Press releases, news conferences, and publicity are some of the most often utilized PR tools. Positive PR is also produced in large quantities by sponsorships, product placements, and social media.

These are examples of the different formats that are used in public relations. These include oral communication, printed word, broadcast messages, and exhibitions. In other words, these are the different tools used for communication in public relations. In this lesson, you will learn about these tools and how exactly they enable the process of public relations.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- explain the meaning of PR tools;
- identify the different PR tools;
- describe oral communication;
- classify different forms of printed communication;
- state the importance of print and broadcast media as PR tools;
- list the various forms of outdoor media;
- state the significance of other forms of media in PR.

20.1 PR TOOLS

You have already learnt that the basic goal of public relations is:

- to attract public attention
- win belief
- achieve understanding and
- earn goodwill.

But how is this achieved. Let us answer this question.

You already know that in the process of public relations, any message is used to target a particular audience. Let us take the example of a school principal who has to address her students before their exams. She will have to prepare her talk effectively so that the students feel encouraged and motivated.

Consider the example of another message appealing to the public to participate in a campaign to keep the city clean. This may be broadcast through radio or television.

A website can also be used to provide information. You may try looking up the website of a university which gives vital information on the courses offered, procedure for applying for the course and so on.

All these are examples of tools or techniques used in public relations.

Let us now broadly classify the PR tools used to communicate to the public.

- Oral communication
- Printed and graphic communication
- Print media
- Outdoor media (electronic displays, hoardings, posters)
- Broadcast media (radio, television, films)
- Other media (websites, endorsements, exhibitions)

20.2 ORAL COMMUNICATION

You may recall what you have learnt about interpersonal communication in the first module. It is a two way communication.

Let us consider the example of a conversation between a student and a teacher:

The student has not done well in her exams and the teacher wants to talk to her to find out the reason for her failure in the exam. The student is given an opportunity to express her problems and the teacher tries to console her and guide her so that she can do better in the next exam. This is an example of oral communication between a student and a teacher.

Oral communication is similar to interpersonal communication where there is a two way communication. This is also called face to face communication or person to person communication. This was the only form of communication when there were no means of modern communication. Oral communication is an effective PR tool which allows for questions and clarifications.

Speech and Interview

You must have heard or seen the Prime Minister or President addressing the public on special occasions like Independence Day through the radio or television. Have you found their talk impressive? What have you learnt from their messages?

This is an example of a speech which is a primary form of oral communication.

A good speech helps in effectively communicating to the public. If the speech is delivered before a live audience, it provides an environment for a two-way communication.

You must have heard of the term ‘interview’. You may even have heard or seen an interview with a film star or cricketer on radio or television.

Now let us understand what the term ‘interview’ means. Interview is another form of oral communication where you find one person asking questions and the other answering them. The former is called an interviewer and the latter the interviewee. In this method, the interviewee gets an opportunity to impress the audience, fulfilling one of the goals of public relations.

INTEXT QUESTIONS 20.1

1. Fill in the blanks with the most suitable word given in the bracket.
 - i) Oral communication is also called _____ communication. (face to face, interpersonal, intrapersonal)
 - ii) _____ is an example of oral communication. (speech, website, poster)
 - iii) The basic goal of public relations is to _____ the public. (distract, offend, attract)
 - iv) _____ is a form of oral communication involving questions and answers. (speech, interview, campaign)

20.3 PRINTED AND GRAPHIC COMMUNICATION

Fliers

Have you come across single printed sheets of paper that are distributed along with your daily newspaper? You find that these give information about summer classes for children during school vacation, eating places in the neighbourhood, facilities offered by schools etc. You can see that they provide a lot of useful information about various services in your locality.

These sheets of paper which provide information are commonly referred to as fliers or handbills.

Therefore we can say that:

- represent the simplest and easiest form of information tools used in public relations.
- were the first written material used for public relations
- are unfolded sheets posted on bulletin boards, delivered by mail or distributed by hand.
- present a single message rather than a series of separate message units.
- time specific and address a particular event
- serve awareness objectives through information.

Fliers can be made effective by enhancing their visual appeal.

DID YOU KNOW?

Thirty eight centuries ago, the Babylonians in Mesopotamia prepared fliers (carved on stone tablets) as part of a public education campaign to increase agricultural efficiency.

Activity 1:

Collect fliers/ handbills which are distributed along with your newspaper for a month and write down the purpose for which they were developed. Did you find any one of them useful?

Brochures

When the message to be conveyed must last longer in the minds of the audience, then one sheet of information, as in a flier, may not be sufficient. In such a case, a multi-page publication or in other words, more than one page of printed matter, is produced as a PR tool.

Depending on their size and purpose for which they are developed, they are called leaflets, folders or pamphlets. All these publications are called brochures. We can therefore define a brochure as follows:

'folded sheet of information which can be read like a book and provides information which is relevant over a longer period of time'.

Let us see some examples of brochures.

A brochure produced by a university provides information about its campus, courses offered, fee structure, hostel facilities and so on for students who are seeking admission to its colleges.

Similarly, a travel agent brings out brochures which give information on tour packages organized by them for tourists.

Newsletter

What exactly is a newsletter?

- It is a printed publication produced at regular intervals
- It is distributed to a particular audience seeking information.
- A newsletter should focus on information relevant to its public or audience
- The content of a newsletter is presented in a writing style that is less formal and letter-like.

For example, a newsletter published by a college consists of information about activities conducted during a particular period, special achievements by students or teachers, retiring employees, new entrants etc. Such newsletters target not only the teachers and students but also the college alumni.

Press Release

Let us now study about a press release which is different from the other forms of printed communication that you have so far studied.

A press release is the most important form of written communication used by public relations professional to announce something to the media. It is mailed, faxed or e-mailed to the media.

How is a press release developed?

The text of the press release is written in the form of a story with an attractive heading so that the media quickly grasps and circulates the message through newspapers/radio/television/internet.

Activity 2:

Prepare a brief press release on a cultural programme organized by your school.

20.4 PR TOOL: PRINT MEDIA

You have learnt in an earlier module that newspapers and magazines form a part of print media. Now let us see how print media is used as a PR tool. You must have seen several advertisements appearing in newspapers and magazines. What do they consist of? They consist of textual messages as well as some visuals or pictures. These advertisements are examples of PR tools used in the print media. They are worked out effectively to attract the reader's attention away from other competing advertisements.

But you find that advertisements appearing in newspapers and magazines are different in a number of ways. Let us list them.

<i>Newspaper advertising</i>	<i>Magazine advertising</i>
Found in various sizes	mostly full page
More than one advertisement may be normally only one advertisement placed on the same page	normally only one advertisement is placed on a page

Table 20.1

A **press kit** is necessary for significant news events or stories that demand for more details than are generally included in a press release. A firm merger, the introduction of a new product, a rebranding initiative, or a significant change in organizational leadership is a few examples. Press kits can be printed or downloaded. Digital press kits employ a website page or are given as a zip file via email, whereas hard-copy press kits use folders with the corporate logo.

A press kit contains the following materials:

Background Press announcement;

Truth sheet;

A list of picture chances or publicity images;

Media notices.

INTEXT QUESTIONS 20.2

- Given below are a list of descriptions. Relate them to the respective form of printed and graphic communication that you have learnt in the lesson.

Description

Type of printed and graphic Communication

- Written communication used to make an announcement to the media _____.
 - Printed publication produced at regular intervals _____.
 - Folded sheet of printed information which is relevant for a longer period _____.
 - Unfolded sheet of printed information presenting a single message _____.
- Give any two differences between newspaper and magazine advertising.

20.5 PR TOOL: OUTDOOR MEDIA

Have you seen huge boards displaying messages on a particular brand of mobile phone and dazzling in the night sky. This is what is called a hoarding and these days you find that many of the hoardings are electronically operated (electronic hoarding) to make them attractive and catch the attention of the viewers. This is an example of an outdoor medium which is a popular tool used in public relations.

Likewise, you must have read messages on milk and milk products written on bus panels and on huge boards at bus terminals, airports and railway stations where a lot of people come together. These

forms of communication are commonly referred to as poster media.

Here, you will notice that the emphasis is on the visual messages or what is visible to the audience. The poster message carries a strong illustration with a meaningful headline. This form of communication is used to remind the audience about a certain product or idea.

Another form of outdoor medium are huge balloons suspended in the air with a message written on them. These are hot air balloons which can easily capture the attention of the public and thus help in public relations.

However, you find that some forms of outdoor media such as hoardings erected on the roadside provide very little viewing time for the viewer and thus do not help in effective communication.

20.6 PR TOOL: BROADCAST MEDIA

You have studied about the broadcast media such as radio and television in your previous lessons.

Let us take the example of the radio. You hear messages and music through this medium. The characteristic feature here is the sound which creates an impact on the listeners. Radio advertisements which combine music and messages is a typical example used for public relations.

Similarly, take the case of television. Here, you can see pictures or images as well as hear a message or music. These images have certain characteristic



20.1 : Advertising on Bus

features. They are seen to move as well as make sounds, thus creating a huge impact on viewers. Reality music and dance shows, cricket matches which are sponsored by business organizations are examples of television being used to attract public attention to a particular product.

Now let us compare these with images and text found in the print (newspapers and magazines) and poster media. They are found to be static or in other words, they do not move.

Therefore, you can now see that the broadcast media offers possibilities for movement and sound, making it possible to present creative and attractive images.

Have you seen images on the internet? They offer scope for including movement and sound, making it a very appealing tool for communication. Promotional offers of cheap air tickets by airline companies provide examples of the internet being used a PR tool for communication.

INTEXT QUESTIONS 20.3

1. List any two forms of outdoor media with examples.
2. Fill in the most appropriate word/s in the blank space:
 - i) Hoarding is an example of _____ media.
 - ii) Radio advertisements combine _____ and messages.

- iii) Images and text in the print media are _____.
- iv) Image on the internet offer scope for _____ and _____.
- v) When messages are written on bus panels, this form of communication is called _____ media.

20.7 PR TOOL: OTHER FORMS OF MEDIA

WEBSITES

Where do you find a website? On the internet? Some of you would have also seen a website.

Let us understand what a website is? A website is a collection of web pages and images which is accessible to the public through the internet.

The internet web is the most commonly used form of media for public relations.

Consider a situation when you have to travel to a particular city by train. The easiest way to obtain information on trains going to that city has been made possible by the Indian Railways through its website. You can even book tickets through this website. Compare this with a situation in which you have to go all the way to the railway booking counter for the same purpose. This is an example of a PR exercise by the railways for the benefit of the public.

From the above example, you can see that the internet web has enabled quick access to information and services. The internet is thus rapidly changing the way in which organisations provide services to their public.

The information in a website is presented in an easy and understandable format.

Web pages are designed with catchy illustrations to make them attractive and thereby grab the attention of the public.

Can we now say that the internet web is an amazing tool for public relations communication.

Activity 3:

Visit the website of All India Radio and write down your opinion on whether the messages and visuals you see there are useful and appealing?

CELEBRITY ENDORSEMENTS

Have you heard or seen a celebrity or in other words, a well known person talking about a particular brand of soap or soft drink on radio or television? Here, you always find that a person who is likeable and familiar to the audience is chosen to describe a product and to persuade the public to use the product.

This is what is referred to as 'celebrity endorsement'.

Celebrity endorsement is a PR tool which persuades audiences to buy products such as soft drinks, soaps, eatables, clothes, toothpaste, beverages etc. by creating awareness/ interest in them through celebrities.or popular people.

Activity 4:

Have you come across products which were endorsed by celebrities? If so, have you been convinced about them and bought any of them? Write about your experience.

TS-AGRITECH
2023
Conference and Exhibition on
Latest Agriculture Technologies
9 - 11 June 2023 | RARS, Warangal, Telangana

Gold Sponsors: axis, WOMENOWA
Supported by: ASSOCHAM, G20 India 2023

For Pre Registration, please contact
Mr. Dinesh Macha
Assistant Director
M: 8008234556
E: Macha.dinesh@assochem.com

Mr. Vishwanand
Assistant Director
M: 9295959456
E: Kotthapada.vishwanand@assochem.com

The Associated Chambers of Commerce and Industry of India

20.2 : Exhibition

EXHIBITIONS

Have you ever visited an exhibition? Then you would have seen several products being displayed and sold in a large space in an open area or in huge halls. You may have even bought a few items. You would also have come to know about several new products available in the market.

From this, we can say that:

- exhibition is another PR tool to enhance public relations activity
- the exhibits or items displayed leave a lasting impression on the minds of the people
- it involves participation of people on a large scale
- products can be exhibited and demonstrated in a relaxed atmosphere
- exhibitions provide scope for generating business

However, you must understand that exhibition is an expensive tool and requires a lot of planning.

Digital Public Relations

Digital public relations are a public relations activity that uses online digital media to manage and at the same time increase the reputation and understanding of an organization. In the era of Public Relations 4.0, the online platforms used were quite varied, from websites, YouTube channels, social media (for example, Facebook, Twitter(X), Instagram) to podcasts. The content in online platforms is also considered more interactive and diverse, highlighting the audio, visual, or both. Many private and government institutions and profit and non-profit organizations have used this type of content and online platforms

as a medium for conducting public relations activities.

INTEXT QUESTIONS 20.4

1. What is a website? How is it useful as a PR tool?
2. Name two celebrities whom you have seen endorsing products on television.
3. List any two features of an exhibition.

20.8 WHAT YOU HAVE LEARNT

PR Tools

Oral communication

- speeches
- interviews

Printed and Graphic communication

- fliers
- brochures
- newsletters
- press release

Print media

- newspaper
- magazine advertising

Outdoor media

- electronic displays
- hoardings
- posters

Broadcast media

- Radio
- Television
- Internet

Other media

- websites
- endorsements
- exhibitions

20.9 TERMINAL EXERCISE

1. What do you understand by the term 'PR tools' in the lesson? List the different PR tools that you have learnt.
2. Explain the use of oral communication as a PR tool.
3. Differentiate between different types of printed and graphic communication with examples.
4. Describe the importance of broadcast media as a PR tool.
5. How is the print media used to communicate to the public? List the differences between newspaper and magazine advertising.
6. How are exhibitions and celebrity endorsements used to attract the attention of the public?

20.10 ANSWERS TO INTEXT QUESTIONS

20.1:

1. i) face to face
ii) speech
iii) attract
iv) interview

20.2:

1. i) press release
ii) newsletter
iii) brochure
iv) flier
2. Refer to section 20.4

20.3:

1. Refer to section 20.5
2. i) outdoor

ii) music

iii) static

iv) movement, sound

v) poster

20.4:

1. Refer to section 20.7
2.
 - i) name of a film star
 - ii) name of a cricketer
 - iii) any other
3. Refer to section 20.7

NOTES:

MODULE – VI

NEW MEDIA

In the 1990s, the World Wide Web became a potent mass medium. The technology that enables cross-border connection of information modules in arbitrary order is the Web. Examples of browsers include Internet Explorer, Mozilla Firefox, and Google Chrome. The World Wide Web was created by Tim Berners-Lee. On the Internet, we utilize search engines like Google to find information. A crucial feature of modern media forms is social networking. A social structure connecting links between people or organizations is referred to as social networking.

21. CHARACTERISTICS OF NEW MEDIA

New media is a holistic term to describe a host of interactive computer and web-based communication technologies. It also refers to the convergence of computing and media services through the acquisition, manipulation, storage and distribution of text, sound, still and moving images and graphics over a network of computers. The media that combines all the text, still, moving images and with the graphics is considered as the convergent media. This is essentially the new media.

The internet makes sure that we are not left behind in terms of information on any front. In the process of news gathering and writing, the advent of computers along with the phenomenon of the internet has introduced the concept of new media. Unlike the print media, the new media does not rely merely on the written word for communication. Rather, it combines words with a lot of visual elements, including animation, cartoons etc. Similarly, learning through new media is like saying good bye to all our age-old textbooks. In this new learning phenomenon, learning can be interesting, while being fun. We can play computer games and through games, puzzles and cartoons, also learn our history and math lessons. This amazing combination of words with visuals and cartoons is known as new media.

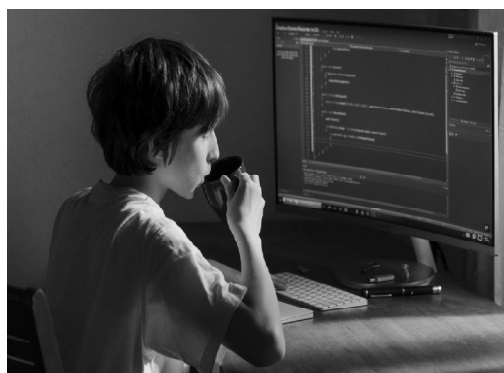
OBJECTIVES

After studying this lesson, you will be able to do the following:

- distinguish between new media and other mediums of communication;
- illustrate the characteristics of new media;
- discuss about the interactivity of new media;
- compare the strengths and weaknesses of new media with television, radio, and print media;
- analyse the limitations of new media.

21.1 CONCEPT OF NEW MEDIA

Mrs. Manasa looks extremely worried these days. She is hardly seen at social gatherings. And, when people see her on the roads, she avoids talking. Earlier she was so active. Now her neighbors don't know what has happened to her. Her neighbour's daughter, Anjali is in the class Intermediate 2nd Year. She often goes over to Mrs. Manasa's house to help her son Aditya with his math lessons.



21.1 : Working on computer

Anjali has just finished her pre-board exams. In the evening she goes over to meet Aditya. There she finds Mrs. Manasa looking as worried as ever.

Anjali asks her, "What's wrong with you? Why are you looking so worried?"

"I am worried Anjali," Mrs. Manasa replies. "Aditya doesn't study nowadays. His school is closed for winters. The entire day he spends in front of the computer. On top of that he lies. He says his teacher

has asked him to surf the internet and do his homework. I am sure he is either playing computer games or doing something else. I just don't know what to do."

Anjali smiles and holds Mrs. Manasa's hand. "Don't worry aunty. I will talk to Aditya. I am sure he knows what he's doing."

She goes inside the study and spends some time with Aditya. Later, during dinner, she explains everything to Mrs. Manasa. By that time Mr. Rajesh (Manasa's Husband) is also back from work.

"You see aunt, times are changing. Technology has come into our lives in a major way. Education is also changing. Gone are the days when children used to learn only from books," Anjali explains.

"I remember, we learnt all about history from our textbooks," she adds. "And, we found it so boring. But my brother hardly reads textbooks. Even his teachers tell him to watch the History channel and Discovery channel on television. Now he finds history so interesting that he might also take it up for higher studies."

"But then Anjali, does it mean that children nowadays will not read at all," asks Mrs. Manasa.

"It's not like that aunty.

Technology only helps us to learn. Computers cannot replace books. But today, all over the world people are realising that words alone cannot describe everything. That's why learning is better when words are combined with visuals, sound and even cartoons. Books give us only words and illustrations, television gives us moving images and radio gives us sound. But what the internet gives us is a combination of all these. We call it new media and we are using it extensively to learn new things," explains Anjali.

Mrs. Manasa now looks relaxed. She also tells Anjali that she is going to spend more time with Aditya trying to understand what all he's learning.

New media is used to describe content made available using different forms of electronic communication made possible through the use of computer technology. Generally, the phrase new media describes content available on-demand through the Internet.

Examples of New Media

The phrase new media is in relation to "old" media forms, such as print newspapers and magazines, that are static representations of text and graphics. New media includes:

- websites and blogs
- streaming audio and video
- chat rooms
- email
- online communities
- social media and sharing platforms
- mobile apps
- Web advertising
- DVD and CD-ROM media, pen drives,

- virtual reality environments
- integration of digital data with the telephone, such as Internet telephony
- digital cameras
- artificial intelligence

21.2 INTERNET

Do you know what the internet is? The internet is an interconnection of several lakhs of computers of different types belonging to various networks across the globe. Any computer user on the internet can contact any other computer on internet in any part of the world. The internet is an integral part of new media.

You have already learnt that in print media, the products are either a newspaper or a magazine. Similarly, in the electronic media, the products are either a news channel or an entertainment channel or a sports channel. For instance, Doordarshan has a news channel, Star Plus is an entertainment channel and Discovery and Animal Planet are non-fiction channels.



21.2 : Website

In new media, the product is called a website. Every website has an address. To see a website you need a computer. On every computer, there is an icon called internet explorer. You have to click on it and a new screen opens up. On this, you type the address of the website and it will open up for you. Then you can see and read whatever is posted on the website.

Now, in a country like India, where there are so many villages, how many people have

access to the computer? And, if they cannot use computers, then what's the use of new media?

To answer this question, let us recall the way television has expanded its base in India. When television first arrived in India, very few people could buy a television set. Whenever cricket matches were played, people used to stand outside a shop that had a television set and enjoy the match. In villages, people often sit together and watch television programs.

Similarly, there are cyber cafes all over the country. Several computers are kept in these cafes. People can go there and work on computers after paying for it.

We must all realise that people have to be educated about computers. So after you have learnt about computers, you must tell your friends about the benefits of using a computer. You may also tell your parents what they can do with a computer.

It has come a long way that almost every graduate in our country is using the computer. India has emerged as one of those top two to three countries having the largest number of internet users in the world.

We read in the beginning of the unit that Mrs. Manasa was worried. She's worried because she does not understand what Aditya is doing with a computer. She's also worried because she has heard a lot of things about the internet from other parents. Some of them have told her that children should never be allowed to see a computer because the internet contains a lot of information and pictures that are only meant for adults.

Since her knowledge of computers and the internet is very limited, Mrs. Manasa is really scared. It's only after Anjali explains to her that Aditya is doing his homework after collecting information from the internet that she feels a bit relieved.

It's not that Mrs. Manasa does not have reasons to be worried. Children are often seen wasting time playing computer games or chatting with their friends. Then it is the duty of parents and teachers to see to it that they don't overdo such things. Also, there are parents and teachers who often complain that children nowadays have almost stopped reading books. That they are more comfortable watching videos, cartoons etc, all of which they now get easily on their computers. That's probably what we need to look into more seriously. The Internet cannot replace books or a teacher. But it can definitely be a big help in terms of providing information. In fact, for anyone doing research in any stream, the internet always proves to be very useful.

INTEXT QUESTIONS 21.1

1. Why do students use the internet nowadays?
2. Are reading habits going down because of the advent of computers ?
3. What is a new media product called?
4. Why is Mrs. Manasa so worried? After talking to Anjali, does she feel better?

Activity 1 :

Explain to a friend everything that you know about the internet.

21.3 VARIOUS FORMS OF NEW MEDIA

In your earlier lessons, you have learnt what communication is and how people communicate. To quickly revise it and put things in a perspective, communication means 'sharing of information'.

Whenever we communicate, we share information, ideas and even feelings. At times we may not speak but the way we look at a person conveys a lot to that person.

Another important point is that any form of communication is not complete unless there is a feedback. It means whenever we talk to someone or someone reads what we have written, there must be a response from the other person.

All forms of media, whether print or electronic, have feedback systems in place. Many of you may have seen the page in a newspaper that contains the 'letters to the editor'. This is a feedback mechanism used by the print media. Even television channels have a feedback system. Often we see, after a program, the anchor advises the viewers to log on to their websites and post their opinions. You may be watching many reality shows on television, especially music and dance competitions. Audience feedback, in these shows, decides the fate of individual participants.

Interactivity

New media is known for its ability to involve the audience. This is known as interactivity. Hence, we can say that compared to other media forms, new media has the most evolved feedback system in place.

Besides feedback, there are two other things that make new media very special.

The first is the way things are written.

New media uses a narrative style of writing.

A narrative is a story.

All of us like to read stories or listen to stories. If serious issues are written in the form of stories, more people are likely to read them and learn from them.

Multimedia

The other special feature of new media is the use of multimedia. As mentioned earlier, whenever stories are supported by cartoons, moving pictures, sound and music, it is called multimedia.

The question is why do we do so many things? What is the ultimate benefit of using new media. For one, the internet is very fast. We don't have to wait for one full day to read the day's events in the newspaper. At 4 o'clock in the evening, if we want to check out the latest cricket scores, we have to simply log on to the internet and check a news website that will flash the information that we are interested in knowing.

Secondly we may not have time to read the entire newspaper, but will definitely have some time to grasp the day's happenings on a news website. That's why the internet is so popular.

Characteristics of New Media

The binding together term 'new media' really alludes to an extensive variety of changes in media creation, distribution and use. These are changes that are technological, textual, conventional and cultural. Following are the primary characteristics of New Media.

- i) Digital
- ii) Interactive
- iii) Hypertextual

- iv) Virtual
- v) Networked
- vi) Simulated

INTEXT QUESTIONS 21.2

Fill in the blanks with appropriate word/s:

1. We share _____ and _____ when we communicate.
2. _____ is essential in any form of communication.
3. New media uses a _____ style.
4. Audio-visuals, voiceovers, animation and graphics which are combined with text is called _____.
5. Internet is an _____ medium.

21.4 NEW MEDIA THE OTHER FORM OF MASS MEDIA

All of us see a newspaper in the morning every day. Have you ever thought why we get a particular newspaper every day. Aditya once asked this to Mrs. Manasa. And, guess what? Mrs. Manasa had no answer. Later, her husband, Mr. Rajesh explained to his son that they read a particular newspaper because they are used to reading it. It's been coming to their homes for years. "It's a habit, and I find it difficult to change. I tried reading another newspaper for some days when I had to clear an internal office exam. But I was never satisfied. Even if I read another paper, I have to read the same newspaper that I always read as well," explains Mr. Rajesh.

Most of us don't question our habits. But, have you ever wondered why people read newspapers when they already see most of the things on television? If we are thinking like that, even journalists may have thought accordingly. That's why newspapers have changed. They are full of colour nowadays. Even the news that is carried has changed. Newspapers are trying to collect a lot of interesting information for the readers. Most newspaper offices have hired good photographers who are trying to improve the quality of pictures that we see in newspapers. All this is happening because newspapers are competing with television.

Then what about the new media? Where does it find itself in such a scenario? People usually go to websites when they have to look for something specific. For instance, if you are interested in pursuing a programme in mass communication, you will only look up websites that provide you with that kind of information. Also, most of us use the new media while we are working in office. That means the new media steps in when we don't have a television near us. At home, we hardly read news stories on the internet because we can see everything on television.

Since, people read websites in-between work, they expect a language that they can easily understand. That's why new media uses a narrative style or a story format so that readers can easily

understand whatever is being communicated to them. The use of multimedia is also meant to facilitate the communication process. In fact, the success of the new media is fully dependent on whether or not it is able to attract users of the internet. For that it has to create some amount of interest or what is called 'interest factor'. The language and the multimedia packaging are both designed to act as 'interest factors'.

And it has excelled in using the emerging technologies and has become so popular and is giving a tough competition to the traditional media by denting into their ad revenue. The digital ad spend is increasing steadily.

21.5 INTERACTIVE NATURE OF NEW MEDIA

Besides the creation of the 'interest factors', the other most striking feature of new media is its 'interactivity'. This means readers can always write for websites and one of the ways to do so is through 'blogs'. Blogs are online diaries. People who can write about their experiences can develop blogs.

Does this mean that anybody can start writing for news websites today? Frankly, this isn't something new. Even earlier, we had the concept of 'Letters to the Editor'. Anybody could write on a particular issue and send it to a newspaper for publication. But out of so many letters that arrived in newspaper offices everyday, only a few got published.

New media has a lot of space. When people write blogs, the entire article can be carried without any editing. If you look at the website of any news channel, you will find several blogs written by eminent journalists. The best thing about these blogs is that they are written with a lot of feelings. Sometimes there is also an element of humour.

Another thing about blogs is that you can write whatever you feel about anything. A writer on disaster management, has written a series of blogs on the tsunami that hit the Indian coasts a few years back. His website has more than a hundred articles on the tsunami. It is very clear that these blogs say much more than newspaper reports on the tsunami. That's because the blogs have a lot of space. Also, the writer is not bound by deadlines. It's his passion that drives him towards writing these blogs.

He can post different videos and picture related to the tsunami or any other issue that he writes so as to make it more interesting through the appeal of convergent media.

Activity 2:

Start writing your own diary. Write down your experiences at least once a week. Include things like the book that you have read and some interesting person you have met.

21.6 ADVANTAGES OF NEW MEDIA

So what does the new media do? It has simply changed the way we communicate. It is also emerged as a very important mode of communication that we cannot ignore. Do you know that almost every organization today has a website. Anybody who wants to know about an organization will simply

log on to the internet and check their website. Let us say, somebody wants to know details about the courses offered by the Telangana Open School Society. The best thing to do would be to open the TOSS website that will most likely contain most of the information that anyone would want to know.

Newspapers also have their own websites. These websites are often copies of their print editions (e-paper). If we look at the history of online journalism, newspapers like 'The Hindu' and 'The Indian Express' were the first newspapers which started their web editions in India. But then the websites were not different from the print versions. The same stories that appeared in the morning newspaper were seen on the websites without any major changes. The websites did not even use animations or other forms of visual communication which is possible in the new media and not in print.

These web editions also have another purpose. Let us say, readers in the southern states of India are familiar with 'The Hindu'. But how would an Indian reader in Canada know about the same newspaper? That's where a web edition plays a crucial role. Anyone from any part of the world can easily access the web edition of 'The Hindu'.

Some media houses have spent a lot of money in setting up their own websites. Now if readers get registered on these websites, they are supplied with whatever news they want on their mobile phones. Some newspapers have also started subscription for their e-editions and are thus earning additional revenue. Let's say you are interested in cricket. There is a match happening between India and Australia at New Delhi. At that time you have gone to Lucknow to spend the summer vacations at your grandparents' place. But you have registered yourself on the website of a news channel and you are carrying a mobile phone with you. In that case, every half an hour you will get the latest scores flashed on your mobile screen. Is not this interesting?. The livestreaming of the matches is also available now.

Most television channels also have their own websites. Essentially, these websites are meant for information. A person can log on to the website of any television news channel and find out the different programmes that are going to be aired. A website is also an important feedback vehicle. Viewers can log on to the website and give their feedback and comments about any programme. Most of the television programmes can also be watched over through internet connectivity in mobile phones or laptops or any other computer device.

Which do you think is a better medium - print, television or new media? It's a difficult question to answer. All mediums have their own strengths and weaknesses. We often feel that like Aditya, most children nowadays are losing interest in reading. That's because the habit of reading a newspaper everyday in the morning is no longer there. Most of us get quick information from the internet. That's why we are losing our reading habits.

Mr. Rajesh also agrees to this. It's true that a lot of information is available on the internet, but the indepth information that he wants on certain social and political issues is readily available in the newspaper that he reads. That's why he will never stop reading it.

In fact, Mr. Rajesh surfs the internet only when he is in office. When he doesn't have much time, that's the only form of communication that suits him. But at night, he prefers to listen to at least one news

bulletin on television. Again in the morning, he manages some time to quickly read through the newspaper. He even marks some of the articles and reads them carefully when he comes back home in the evening. However, with the advent of the social media platforms, the people are spending more number of hours on their mobile phones rather than on the traditional media platforms.

It is clear that all these mediums of communication such as print media, television and new media will survive together. Do you think so?

21.7 DISADVANTAGES OF NEW MEDIA

But you think everything is good about the new media? Not really. Just as all other forms of media have their own limitations, new media also has certain disadvantages. The most important issue here is that if anybody can write a blog and it is put up without any editing on the internet, then someone who wants to play mischief can always put up something on the internet that may have adverse effects. This has happened earlier also and media houses are therefore trying to take necessary precautions to prevent this.

Also, like Mr. Rajesh feels, he doesn't enjoy reading something on the computer screen as it lacks the look and feel of a newspaper. This feeling is expressed by many people. But would Aditya also feel so? Perhaps not. Because he is in the habit of reading on a computer screen. Nevertheless, if he doesn't read his textbooks thoroughly, it's very unlikely that the internet will fetch him good marks! For that matter, Mrs Manasa's anxiety is justified

INTEXT QUESTIONS 21.3

1. State whether the following statements are true or false.
 - i) Blog writers are not bound by the rules of journalism.
 - ii) In Indian villages, people don't accept technology.
 - iii) Companies will willingly open up their websites for people to write.
 - iv) There is no credibility issue in new media.
 - v) The internet has become very popular among young people because it is fast and it uses multimedia.

21.8 WHAT YOU HAVE LEARNT

Concept of new media

New media and computers

- internet explorer
- website

- cybercafes

New media as a form of communication

- feedback system
- interactivity
- narrative style of writing
- use of multimedia

New media and other forms of mass media

- newspapers and websites
- television and new media
- new media - interest factors

Interactive nature of new media

- blogs
- online diaries

Advantages of new media

- web editions of newspapers
- websites of television channels
- convergence

Limitations of new media

- no editing of writings
- no ethical considerations

21.9 TERMINAL EXERCISE

1. Explain the importance of new media as a form of communication.
2. Assess the importance of computers in your daily lives. Give good examples to support your answer.
3. Discuss the advantages of new media with print and television. What are the limitations of new media?

21.10 ANSWERS TO INTEXT QUESTIONS

21.1:

1. Students use the internet for educational purposes. They collect information for doing their homework.
2. Reading habits have gone down because people don't have much time to spare. But people still need information. The internet provides a goldmine of information. So even if people are surfing, they are reading nevertheless.
3. Website
4. Mrs. Manasa is worried because she feels her son Aditya is spending a lot of time on the computer and isn't learning anything. After talking to Anjali, she felt better because Anjali explained almost everything about the internet to her.

21.2:

- 1) information, ideas, feelings
- 2) feedback
- 3) narrative
- 4) multimedia
- 5) interactive

21.3:

1. i) True
ii) False
iii) False
iv) False
v) True

NOTES:

22. NEW MEDIA: THE INDUSTRY

The new media can also be recognized by their effects on the communications market place. They make the market far more pluralistic, increasing the number of information outlets and causing further specialization among media. They open new markets and tend to weaken the barriers of entry to others.

Print media has given way to new media. But unlike print media, it has a different target audience. Young readers are drawn to new media in today's world. But why might a young reader be persuaded to visit, read, and perhaps write about a website or launch a blog? The capacity to draw readers becomes a crucial concern at that point. Additionally, one requires money to run websites. How are those handled?

Let us discuss these and other related questions.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- trace the transition from earlier forms of mass communication to new media in India;
- discuss the impact of new media in India;
- state the meaning of convergence;
- discuss examples of new media.

22.1 GROWTH OF NEW MEDIA IN INDIA

The new media are more information-based than entertainment-based. This is due to their text capability and their capacity for information storage. Because the new media can collect transmit tremendous amounts of data, for the first time as a medium is electronic and can be a medium of detail.

The first news websites were launched by media houses around 1986. But, as you have already studied, these web editions were simply replicas of the respective print editions. The function of these websites was nothing more than generating awareness about the existence of these media houses. At a later point of time, the newspapers are also maintaining their online editions to give the latest news of the day as they happen and update them 24X7. Readers are logging into these online editions to know about the latest happenings and are reading about them beforehand.

The actual transition in India happened after 1996 when several independent media houses tried to bring out a news website. But after 2000, most of the independent media organisations along with their websites closed down. That was the time when the phenomenon of convergence became popular. Convergence means the coming together of different forms of mass media.

The digital convergence of hitherto distinct technologies like print, broadcasting, cable, satellite television, film, and online media, along with the privatization of public broadcasting and the telecommunications infrastructure in India, has induced many Indian media companies to radically reshape their organizational structures since the early 2000s.

22.2 IMPACT OF NEW MEDIA

The important question is that how did these independent media houses survive in the first place? Where did they get the money from?

These independent media houses came up because they got funds from big businessmen who also lend money to others to start their own business. For this to happen, these well established business people must see growth potential in a new business. If they realise that they are going to get back several times the money that they are investing, they go ahead. These big businessmen are called venture capitalists.

In the case of new media, this is exactly what happened. The venture capitalists thought that new media could be a possible business option in India. It served them in two ways. One, through a media house, the venture capitalist had some access to the political groups in the country. Secondly, new media was showing signs of earning profits through business transactions via the internet.

But what they didn't realize at that stage was that Indian customers prefer to buy things only after seeing the product with their own eyes. In other words, in the Indian buying culture, the concept of 'look and feel' matters a lot. Although a few independent companies managed to stay afloat, most of them were forced to close down initially.

In the later stages, the e-commerce platforms have gained prominence in India. And some major e-commerce platforms are conducting sale strategies like the big billion day etc.,

This was also a learning phase for Indian media practitioners and managers. They realized that if they ventured into new media, they had to think of innovative revenue models. They also accepted that they had to sell content to make money. Otherwise, merely getting into business transactions wasn't helping them at all.

INTEXT QUESTIONS 22.1

1. Who are venture capitalists?
2. Why were venture capitalists interested in supporting new media ventures in India?
3. What was the function of early web editions ?

22.3 CONVERGENCE OF NEW MEDIA

Media Convergence simply refers to the merging of different types of mass media such as Traditional Media, Print Media, Broadcast Media, New media and the Internet as well as portable and highly interactive technologies through digital media platforms. This results in the combination of 3Cs, i.e. Communication, Computing and Content as all three are integrated through technology. The most relevant example of media convergence is a Smartphone that blends together various media, i.e. print media (e-books, news apps), broadcast media (streaming websites, radio, music apps) as well as new media (the internet) into a single device that performs various functions from calling and texting to photography, videography, gaming and so much more.

If you recall what you have studied about the history of the Indian media, you have learnt that the print media played a significant role in the Indian freedom struggle. At that time, there wasn't either television or new media. It was print media that had made such a huge impact on the minds of the people.

Later, when India became independent, print media continued to rule for more than two decades. When the nation stepped into the seventies, television appeared on the scene. But for years, the Indian people had to watch the limited programmes shown. Hence, print media still continued to rule.

It was when the concept of cable television hit the Indian market, that people started watching more and more television. It was because of television that the print media also started changing. To survive in the competitive scenario along with television, Indian newspapers changed their designs and forms of writing..

When new media arrived, it was another shift in the industry. At that time, a theory came up that print media may not survive. More importantly, with new media, technology was seen in a different light. Whereas, earlier, creativity was recognized as the primary skill, now technology became an important criterion for judging the suitability of an employee.

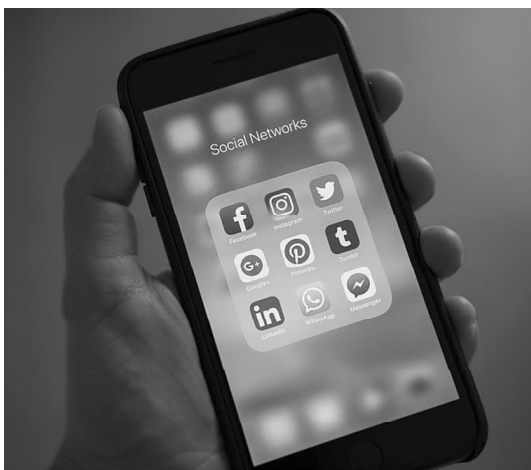
Let us consider these issues one by one.

The first issue is on technology. The debate is whether in the next five years, the entire media industry is going to turn digital or in a country like India where infrastructure is so poor, it's only a temporary wave. So will new media soon vanish and would we be back to print ?

The answer here is simple. Television also took time to settle down. Now radio is picking up. Similarly, new media will also take its time to stabilize. But just like television will not throw print media out of existence, similarly, new media will not throw out either print media or television. All these media forms will survive, but their styles may change.

The other issue is the debate on creativity versus technical skills. Media managers are asking the question, "Should we hire journalists who are good at writing and reporting or who are good with technology?" Even journalists are asking this question, "Is it our job to write, edit and report or to handle technology?"

There is a simple answer to this. All technological innovations in the media industry are happening



22.1 : Mobile Phone

because they are seen as complimentary to creativity. In other words, if technology does not support creativity, it's useless. Hence, all creative professionals must make the best use of technology. In case, they feel that a certain form of technology is a hindrance to creativity, they must dump it and go for a better version of the same technology or change it altogether.

Today, journalists as well as media managers have realized fully well that a more effective form of communication does not destroy the earlier form. Rather, the earlier form of communication changes for the better and makes a place for itself in the changed scenario.

Hence, media practitioners are talking of convergence.

Now, what is meant by the term 'convergence'?

It means that several media forms such as print, radio, television etc. will exist simultaneously. They may have different mandates, but they will co-exist nevertheless. Keeping this reality in mind, media organisations are also expanding and trying to bring in different elements of mass communication under a common roof. In a global media environment, we will now find more and more media organisations running print, television, radio and new media divisions together.

Streaming Media: The internet may very well have a larger impact on TV than TV will have on the internet. The main advantage of the internet has always been its flexibility, not its low cost. Its main effect may be on high resolution video. Internet allows for marketing to small groups. Studios already are making high resolution digital version of movies. Cloud computing is enabling streaming of media despite their size of the files.

Mobile Applications: Through computer programming mobile apps are developed to exchange information. Texts and small videos can be exchanged through mobile apps like WhatsApp, Instagram, Telegram, Share chat, Share it, Twitter, Facebook etc.

INTEXT QUESTIONS 21.2

1. Fill in the blanks with appropriate word/s:
 - i) _____ did not exist in India during the time of the British rule.
 - ii) Indian newspapers changed their _____ and _____ of writing to survive competition from television.
 - iii) Convergence means the coming together of, _____, _____.
 - iv) An _____ form of communication does not _____ the earlier form.

22.4 EXAMPLES OF NEW MEDIA

Let us consider a situation when you have gone to spend your summer vacation with your grandparents in a village. This village does not have many facilities. Most importantly, you don't have a television in every house. But you are interested in cricket and you feel bad if you don't get to know the latest scores. Incidentally, there is a match going on between India and Australia and you are anxious to know the score.

Suddenly, you remember that you are carrying your mobile phone with you.. You immediately send a message and within five minutes the score flashes on your mobile screen. This is because of new media and its advantages.

You had actually got yourself registered on a news website and had sent an information by e-mail that you are interested in cricket scores. Now, wherever you travel, you only have to send a message through your mobile phone to get the latest update. This is also called customization of news. It means whatever kind of news interests you will be sent to you.

Through special software developments and especially by using the algorithms, the websites are identifying the interests of the user and are send the tailor-made content for the individual users through flashing such content.

The most standard new media product is a website. Besides, news websites, there are innumerable

kinds of websites that we see on the internet.

Today, you will find that every organisation has a website of its own. Through corporate websites, prospective customers and employees receive the initial information that's required. Each website has a 'contact us' section. If you want to speak to somebody on the phone, you can do so after noting down the number from the website. To send an e-mail, a person will only have to note down the e-mail address given on the website and send an e-mail immediately.

Some companies even encourage visitors on their websites to write blogs on their products or services. While for the organisation this is a good way to collect feedback, for the customers it could be a way to create a network of people who have bought products from the same organization. This way they can develop a common forum.

Another product that has picked up is a social networking site. These are websites where anyone can open an account and become a member.

For those who want to be in touch with a lot of people, this is a very good way. You can become a member of some of these sites and interact with several people with whom you share ideas, thoughts and information. You can even trace an old friend or a classmate and begin talking to that person.

For those interested in research and academics, there are several libraries available on the internet called online libraries which they can refer to get material on their subjects. In the domain of education and training, learning through the internet has become very popular and is called online learning or e-learning (electronic learning). For others, the internet offers several sites from where they can buy and sell products. For children, besides information and stories, the internet has several online games that they can enjoy.

New media products are interesting because they have several elements in them. For instance, those interested in graphics, animations and cartoons may find several websites containing these elements. Those interested in reading will find several websites containing good content. All those who are interested in writing may start from blogs. Many amongst you will surely be interested in photography. You will find several websites on photography.

INTEXT QUESTIONS 22.3

1. What do you understand by 'customisation of news'?
2. What is meant by the term 'online learning'?

22.5 WHAT YOU HAVE LEARNT

Growth of new media in India

- news website
- convergence

Impact of new media

- creativity vs technology

Examples of new media

- news websites

- customisation of news
- online learning
- online libraries
- online games

22.6 TERMINAL EXERCISE

1. Write an essay on how convergence is changing the face of the Indian media industry?
2. Make three columns and write the essential features of print, television and new media. After completing the exercise, write a note on how new media is different from print media and television.
3. Discuss the impact of new media in India.

22.7 ANSWERS TO INTEXT QUESTIONS

22.1:

1. Venture capitalists are big businessmen who lend money to people who want to start their own business.
2. Venture capitalists were interested in supporting new media ventures in India because they thought they would get good returns.
3. Refer to section 22.1.

22.2:

1. i) television, new media
 ii) designs , forms
 iii) television, radio, new media
 iv) effective, destroy

22.3:

1. Customizing news is based on one's need. For instance, for someone who is interested in cricket, a new media set up can supply him with news only related to cricket. This is known as customization of news.
2. If learning happens through the world wide web, it is called online learning. In other words, online learning is education with the help of the Internet. Several subjects, especially professional subjects, can be taught by this method.

NOTES:

23. SOCIAL MEDIA

In this lesson, you will learn about social media, its uses, key elements in writing for social media and about the key concerns around social media usage. Social media has changed the way we interact with others, share information and communicate. From children to adults and old people, people are spending a lot of time finding new friends, writing posts, and uploading photos and videos. Besides helping users to post their views on a wide variety of topics, social media provides space for people to present their talent and creativity. Social media can be used to teach and promote new skills, languages, art and dance. It is also useful in disseminating news and creating awareness on health.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- define social media;
- evaluate the uses and impact of social media;
- find out the various social media networks;
- explain the key elements in writing for social media;
- differentiate the advantages and disadvantages.

23.1 CONCEPT

The Internet has allowed digital media companies to build online communities. These communities are called social media as people with varied interests join an online community to share their ideas, photos, videos and opinions with others; discuss political, cultural, economic, national and international issues. These platforms also allow users to follow celebrities, leaders, experts in various fields, and governments to get updates.

Social media platforms such as Facebook, Instagram, Twitter (X), Koo, WhatsApp and LinkedIn helped people from within a city, different cities and countries to become ‘friends’ and build networks. These platforms provide several tools and options to make it very convenient for users to interact with one another.

23.2 IMPACT OF SOCIAL MEDIA

The impact of social media is very significant. It is reshaping how people communicate with one another. It significantly increased the reach of people as they can make friends with people in different towns, cities, and countries. It removed the geographical boundaries. People are able to keep in touch with their friends, relatives and colleagues.

Social media has become a very important communicator. Apps like WhatsApp, Facebook, Twitter(X) and Telegram have become an integral part of our lives. Besides making it easy for people to communicate and collaborate, social media helps businesses increase their customer base. By allowing experts to share their knowledge, social media is helping people in learning new skills and languages.

23.3 NETWORKS

Social media networks are Internet platforms, which allow users to connect with one another, and

form private or public networks. Some examples include Facebook, Instagram, Twitter(X), LinkedIn, Pinterest and YouTube. They allow people to post their opinions, share news, post photos and videos, and personal or professional updates.

They also allow people to promote their political, religious, cultural, linguistic and professional content. They are called social media networks because they allow users to network with their friends, relatives and like-minded people.

After registering on a social media platform by providing some identity details, they give suggestions on whom to make friends. We can also search for our friends, relatives and celebrities. As you know, we will send them a friendship request. After they accept it, we become friends. Similarly, we can increase our networks by accepting ‘friendship requests’ from others.

However, we should remember that before accepting a friendship request, we must go to their ‘wall’ (where a



23.1 : Social Media Apps

user publishes his or her posts) and check whether they are in line with our views. We must also check whether the friendship request is from a real person. In the interest of our privacy and security, we need to keep ourselves away from fake profiles. We must ensure that their social media behaviour is healthy.

The social media networks give us tools that allow people to restrict the access to our posts. We can make a post public (which everyone can see) or restrict the access to only friends. You can even make it a private post. The networks also give people the option of ‘blocking’ users that are abusive or unreasonable.

Social media platforms allow people to create exclusive networks. They offer very easy-to-use tools to find people with similar interests, likes and dislikes. People with different likes, skills and abilities are able to create local, national and global networks. Students, relatives, doctors, lawyers, actors, politicians, musicians and several other segments of population can create exclusive networks to share knowledge and promote their activities.

These networks have extended the reach of political, cultural and professional groups. The members can decide whether to keep the networks private or open. Private groups will not allow non-members to see the activity in the networks. On the other hand, public networks allow anyone to read or participate in the discussions.

23.4 APPS

Apps or applications are digital forms of websites or online services. By clicking the app, we can open a particular website on mobile phones or tablets (a notebook-sized digital device that offers the

features of a smartphone and a laptop). All the social media platforms have built apps on both Google's Android app platform Play Store and Apple company's iOS platform. All the mobile phones that run on Android operating system (which is developed by Google) take the apps from Play Store. The phones manufactured by Apple offer apps on the iOS platform. Play Store and iOS are called app stores. A good number of the apps are free to use, while other apps charge a fee.

By clicking the Play Store or iOS app store, you will see thousands of apps that offer a variety of services, including social media services. Each of these apps are identified by an alphabet (like 'f' for Facebook) or an image (the blue bird for Twitter, or the yellow bird for Koo).

Some examples

Facebook: A social networking platform, which allows you to find and connect with friends and create or join groups that suits your interests. It also allows you to provide live events or discussions. It also allows individuals, small groups and companies to sell their products and services.

Twitter (X) : This social media platform allows people to post short and crispy opinions and news updates. It allows people to connect with film actors, sports personalities, bureaucracy and political leaders. This is called a micro-blogging platform because it encourages people to post short messages.

Koo: This platform is built by Indian entrepreneurs. It is also a micro-blogging platform but allows people to post the content in different Indian languages.

Instagram: This is a social media platform that allows people to post photos, visuals and videos, and host live events.

Telegram: A phone-number based messenger app that allows people to share news, files, start and operate groups.

Snapchat: This platform allows people to post messages, photos and videos that disappear after the posts are seen by the receiver.

WhatsApp: This is one of the popular social media platforms, which lets users to quickly send messages, make voice or video calls to friends. Since it is linked with a user's phone number, users are able to quickly find from their phone contact list and start a conversation.

YouTube: This is a popular video-sharing platform that allows users to create or share video content. This also allows media companies, individuals and business organisations to start their own channels. There is a sub-platform called 'Shorts', which promotes shorter videos.

LinkedIn: This is an exclusive social media platform for professionals, representing people from a wide variety of fields. Doctors, lawyers, engineers, journalists, accountants, teachers and a host of other professionals join this platform to get updated in their respective fields and write posts from their perspective. It also allows users of these professionals and professional associations to form separate networks within the platform.

Activity 1 :

1) If you have a social media account, take a small video of a historical monument or a flock of birds and post it on your wall with a small note. See what your friends will have to tell about it.

INTEXT QUESTIONS 23.1

- 1) Name a few popular social media apps.
- 2) What do you do on a social media platform?
- 3) What do you do when a 'follower' harass you?
- 4) Where do you find apps if you have an Android phone?

23.5 WRITING FOR SOCIAL MEDIA

Writing for social media is different from writing your diary. When you write down your experiences in your diary, it will remain with you. It is completely a different issue when it comes to writing on social media platforms. Once you write something there, it will remain there even if you delete it later. Also, you should have good manners. You should be decent in your expression and you should not violate the privacy of others. You should not be insulting, abusing, humiliating or threatening others. If you do that, law-enforcing agencies would file cases on you. Bad behaviour on social media would tarnish your image.

- i) **Clarity:** You should be very clear in what you write. Since people don't have time to read long posts and understand unclear posts, we need to write in a lucid style so that everyone will understand it easily. Shorter, clear and inspiring messages will help us attract more followers.
- ii) **Be Consistent:** In order to attract more followers and 'friends', we must regularly write posts. Setting up a content schedule (publishing posts at regular intervals) will help in maintaining consistency.
- iii) **Engage with Followers:** It is very important to engage in conversation with our friends and followers on social media platforms as it encourages them to take part in discussions on your w'wall'. This will make the people on their friends' lists to join the conversation.
- iv) **Be Factual:** Building trust is very important as you start your social media journey. Your posts must be based on facts. Wherever possible, the posts should be backed by authentic sources and references. You should also remember that you should not promote posts that contain lies and claims which are not substantiated with facts.
- v) **Be Respectful:** It is very important for people to be careful in their social media posts. They must not use abusive or foul language. We must show respect to others in our posts and comments.
- vi) **Do not Troll:** Trolling is constantly pestering some targetted users with satirical or abusive comments. We may not like some posts or comments, which go against our political and religious views. It doesn't mean that we can pester others.

vii) **Visual Elements:** Wherever and whenever possible, we should use images, videos and infographics in our posts. People would like to read the posts with visual appeal.

viii) **Use Hashtags:** Wherever possible, we must try to use hashtags (adding the # symbol before a keyword. Ex: #IPL, #India). Hashtags will get you more visibility as all the words with hashtag symbols are easy to find in searches.

23.6 ADVANTAGES

i) **Connecting with People:** Social media is helping people to connect quickly with their friends, like-minded people, relatives, and colleagues.

ii) **Knowledge Sharing:** Social media is providing new sources of information – from experts in different fields, scientists, academics and friends.

iii) **Power of Networking:** It is helping significantly during natural calamities and other emergency situations (blood donation, accidents, etc). It is saving valuable lives by helping people raise funds for health, education and social causes.

iv) **Business Opportunities:** Social media is providing a platform for small entrepreneurs and artists to find business opportunities. Teachers are able to take online classes.

v) **Outlet for Creativity:** A large number of people are using it to show their talent in singing, dancing, art work, acting and other skills.

vi) **Hosting Meetings and Events:** Using social media, people are able to host live meetings and events without spending any money.

Key Concerns

a) **Addiction:** Because of the engaging content on various social media platforms, people are spending several hours scrolling the content. Some users are getting addicted to these platforms. This results in a reduction in their productive time. For students, it is diverting their attention, impacting their academic performance.

b) **Fake News:** Social media has become a key breeding point for fake news. Since people believe in their friends and relatives, they tend to believe the posts and forward them to others.

c) **Similar Views:** Social media is leading to isolation and making people divide into only two groups – those who believe in your views and those who don't. This is having an adverse impact on diversity of views.

d) **Privacy:** On social media, you share a lot of personal information. There's always a risk that someone could use this information in a way you don't want them to.

e) **Security:** People must be careful on what they are sharing on social media. They should not disclose personal details. They should be very careful while interacting with strangers. They should

have strong passwords (which should contain alphabets, numbers and special characters (such as #, %, and &))

Activity 2:

1) If your parents or any other elder member in your family, check with them if they are using a strong password (Don't ask them what is their password for Facebook or Instagram). If their password is just their name or date of birth or 12345, ask them to make it strong by including alphabets, numbers and special characters.

INTEXT QUESTIONS 23.2

- 1) What are the important things to remember while writing for social media?
- 2) What are the key advantages of social media?
- 3) What are the key concerns?

23.7 FAKE NEWS

Definition: Fake news is false information or reports. Creators of fake news deliberately misrepresent facts to create a false image of people, leaders or political parties. Rumours, lies and stories are presented as real and factual news. The objective of fake news creators is to mislead the people on various issues.

There are broadly two kinds of fake news harmless fake news and harmful fake news. The first category of fake news glorifies certain people, things, cultural and religious beliefs by giving unreal examples. The second category – harmful fake news – is aimed at deliberately misleading people in order to cheat them financially or create differences among people.

Cybersecurity experts feel that fake news – whether it is harmless or harmful – is always dangerous and needs to be stopped.

Key Characteristics of Fake News:

- a) **Lack of Authenticity:** Fake news generally quotes no sources. Sometimes it comes with cooked up quotes.
- b) **Lack of Accuracy:** Fake news is filled with several inaccuracies. They mislead people by showing wrong numbers or results of studies to support their claims and persuade people to believe in what they say.
- c) **Half-truths:** Sometimes fake news creators use some facts or half-truths. Half-truths are statements that are true, but they are only partially true. They do this to gain the confidence of the readers. After gaining confidence, they use lies, rumours or fake news to mislead the readers.
- d) **Emotional Appeals:** Fake news creators try to make an emotional appeal to persuade people to believe it. In these types of messages, they try to make people feel angry, afraid or sad.

- e) **False Claims:** We can see this type of message more in healthcare. From Covid-19 to Cancer, and from common cold to back pain – these messages ask people to eat or drink with some ingredients. They quote doctors or scientific institutions to support their claims.
- f) **Targets Individuals and Communities:** Fake news creators target certain persons or communities and spread wrong stories about them. They create wrong images or use information out of the context to spread negativity on some people.
- g) **Dissemination of Fake News:** Creators of fake news use social media platforms and groups to spread fake news. They create special groups and communities on social media platforms to spread such news. Or, they will send the messages with fake content to their friends, family members and colleagues.

Innocent users read them and believe that those reports are real because their friends or relatives have shared them with them. Knowingly or unknowingly, they forward the same message to others. Those friends, in turn, will share with their friends.

Why they spread so fast: Fake news spreads very fast because of the nature of such news. Fake news creators also leave a message towards the end, requesting the reader to forward it to others. Since they are written in a way to attract the attention of the readers, people forward it to others, thinking they are doing something good. This chain goes bigger as more and more people forward these messages endlessly.

Impacts: Fake news can have severe harmful effects on society as a whole and individuals in particular. This can create wrong views on people and issues, leading to misunderstandings and misconceptions. It can lead to conflicts. It can influence public opinion in a short span of time. It can even have an impact on elections.

Why Fake News Should Be Checked: It's essential to check and stop the spread of fake news because it promotes misinformation and can result in serious consequences. It can distort the truth, spread fear or hatred, harm reputations, and undermine trust in real news sources. It is crucial for maintaining informed, truthful public discourse.

FACT-CHECKING

Definition: Fake news has become a challenge to societies. As more and more people use social media platforms to get in touch with their friends and relatives, this problem is getting bigger. It is creating conflicts, confusion and tensions. To counter fake news, some individuals, educational institutions, private organisations and governments have developed methods to check whether claims made in fake news are right or wrong. They developed technological tools to check facts. It is called fact checking.

How it Works: Fact-checkers use publicly available information on the Internet and other reference material to crosscheck the claims made in a social media post. They will check newspapers, books and official pages of governments and other organisations to crosscheck the information mentioned in fake news. They also use 'image and video searches' on the Internet.

Why Fact-checking is Important: Fact-checking is very important as it helps in exposing false claims. It will help us stop the spread of fake news further. Also, it helps in creating awareness among people on why they should question wrong claims. It will discourage people from creating and spreading fake news.

Fact-checking Sources: The Press Information Bureau (a Government of India agency) offers fact-checking of wrong claims made by some people with regard to various government schemes and policies. Similarly, State Governments like Telangana and Andhra Pradesh also provide such services.

There are some private organisations like Factly, AltNews, and Fact Checker that are proactively cross-checking fake news. The Poynter Institute, which is based in the United States, has set up an International Fact-Checking Network in 2015 and come out with a set of code of ethics for fact-checking organisations.

What we should do:

We should not blindly believe all the ‘forwarded’ messages that we get from our friends. Cyber security experts suggest that we should think twice before forwarding a social media post to others. We need to cross check the claims by searching them in Google or other search engines.

If the ‘forwarded message’ doesn’t contain any authentic source or reference, we must question the ‘sender’ about the source. If there is no source, don’t believe the content and don’t ‘forward’ it to others. If your search results found a message as fake, you should inform others about it. We need to break the chain and stop spreading fake news.

Activity 3:

1) Carefully read a post or a forwarded post from a friend or relative in your personal WhatsApp groups. Check if it has good references. If doesn't have any, ask the sender from where they have received it. Using the claims made in the post, check in Google and see if the claims are true or not.

INTEXT QUESTIONS 23.3

- 1) What is fake news?
- 2) What are the key characteristics of fake news?
- 3) How does the fact-checking process work?

23.8 WHAT YOU HAVE LEARNT

Social media concept

Social media Apps

- Facebook

- Twitter (X)
- Koo
- Instagram
- Telegram
- Snapchat
- WhatsApp
- YouTube
- LinkedIn

Writing for Social media

Impact of social media

Fake news and Fact checking

23.9 TERMINAL EXERCISE

- 1) What is social media and what are the advantages and disadvantages of social media?
- 2) What are the key issues to remember while writing for social media?
- 3) What is fake news and what are the key characteristics of fake news?
- 4) How do you check for facts to put a check on fake news?

23.10 ANSWERS TO INTEXT QUESTIONS

23.1:

- 1) Facebook, Twitter (X), Instagram, WhatsApp, Telegram.
- 2) We can post pictures, videos, write down our opinions and network with friends, relatives, colleagues and like-minded people.
- 3) We can 'unfriend' them or 'block' them from seeing your posts and interacting with you.
- 4) Play Store

23.2:

- 1) You must be clear and factual on what you are writing. You must be respectful. You must not harass and troll others. Use hashtags to help others easily discover your posts.
- 2) The key advantages are you can connect with friends, relatives, colleagues and those with similar opinions. You can share knowledge and find business opportunities. You can host meetings or events.
- 3) The key concerns include addiction to social media, fake news, privacy and security.

23.3:

- 1) Fake news is false information or reports. Creators of fake news deliberately misrepresent facts to create a false image of people, leaders or political parties.
- 2) Fake news lacks authenticity, lacks accuracy, spreads half-truths, makes false claims and targets individuals and communities
- 3) Verify publicly available sources; check for news related to the claim. Also check fact-checking websites.

NOTES:

24. NEW MEDIA: EMPLOYMENT OPPORTUNITIES

In this section, you will learn about various job opportunities created by new media. It created new job positions both for journalists and others. We will also discuss certain skills that you must possess to tap the opportunities and be successful in the new space created by the new media.

However, you must remember that in order to get a job in new media and thrive, you need to put in a lot of hard work. Media organisations look for people with good creativity and writing skills. It also looks for people with good technical skills. If you equip yourself with both the skills (writing and technical), you will still find better opportunities.

Getting a job is just the beginning. Since new media is expected to offer content round the clock, you must be willing to work at odd hours. You must be on your toes and should be ready to contribute any time of the day. Also, you must update yourself regularly and acquire new skills to succeed and make yourself relevant.

Team Work: You must also remember that you need to work with a team. Because the new media organisations should be active 24 hours a day, you need to be in touch with other team members working in different shifts and different geographies. This is important to generate, process and upload content regularly. To make the team work better, you must have a good attitude, pleasing behaviour and good communication skills.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- explain job opportunities in the new media;
- expound the skills that are required to get jobs in new media;
- explore the entrepreneurial opportunities in new media.

24.1 NEW MEDIA – OPPORTUNITIES FOR JOURNALISTS

The new media has created a lot of opportunities for journalists. industry. There are primarily two kinds of new media organisations. The first group of new media entities belong to the traditional media organisations. The second set of new media entities are standalone entities. The second group of new media offer more job opportunities for journalists as they have to start from scratch.

The traditional media organisations use their existing network of reporters and sub-editors to generate and process the content for their new media ventures. They, however, have started dedicated teams (web desk or Internet teams) for their new media ventures to process videos, create podcasts (podcasts are audio programmes), and coordinate with their print medium staff.

It is not the same case with new media entities that started afresh. They will have to recruit reporters, sub-editors, journalists with abilities to write, process the content, edit videos skills and do podcasts. So, you can find a lot of opportunities in new media.

Converged Media: Also, there is another area where you will find job opportunities is – converged media. A converged medium is a combination of traditional medium and the web medium. Those working for traditional media like newspapers, radio and television can enhance the scope by equipping themselves

with additional skills. For example, they can start taking small video interviews, or do podcasts whenever they meet political leaders, Chief Executive Officers of companies, top bureaucrats and celebrities. This additional content can go with their regular reports.

Since they have the reach and connections, they can give good competition to reporters in other media organisations. This will help them get additional readership or audiences for their online (new media) edition. Reporters with these additional skills will get better opportunities because they are experts in both the traditional and online media.

On the other hand, sub-editors working on the desk must acquire skills to make the report holistic by packaging it with audio and visual content.

Some Additional Job Opportunities for Journalists in New Media

Apart from the regular roles such as reporters, sub-editors and multimedia experts, the new media organisations also offer jobs in the following areas:

- a) **Social Media Editor/Manager:** This job position requires candidates to manage and optimise the content for various social platforms, which has emerged as a key source of traffic (traffic here means the number of visitors that go to a website.)
- b) **Internet/Digital Editor:** Who takes care of the whole editorial responsibilities, including interacting with the colleagues in the traditional medium.
- c) **Data Journalist:** Data journalism is about collecting and analysing data (like population, income, number of jobs etc) and analysing it to arrive at conclusions and presenting the results to readers in the form of tests, graphics and tables. This area of journalism is getting importance because numbers give credibility to stories.
- d) **Multimedia Journalist:** They are expected to develop videos, podcasts and to add visual appeal to stories. This has emerged as an important wing of websites because good visual appeal attracts more readers to the sites.
- e) **Content Curator:** Content curators are expected to ‘clean’ videos (we need to eliminate gaps, unnecessary noise and edit unnecessary footage) to make the content crisp.
- f) **Audience Engagement Specialist:** Like traditional media do marketing promotion to increase circulation, online media need to make special efforts to engage with their audiences and attract new audiences.
- g) **SEO Specialist:** Search Engine Optimisation is a crucial position in new media organisations. They monitor the key trends in what people are currently reading on the Internet and fine-tune the news content to suit the trends. When you get more readers, you will get more ‘hits’ (a website gets a hit when a reader clicks on a link.). And, when you get more hits, you get more revenue.

INTEXT QUESTIONS 24.1

1. Match the following:

- | | |
|--------------------------|---------------------------------------|
| i) internet desk | a) hallmark of new media ventures |
| ii) creativity | b) manages web editions of newspapers |
| iii) new media | c) require good production skills |
| iv) multi-media packages | d) should be technically sound |
| v) new media journalists | e) requires narrative writing style |

24.2 SKILLS REQUIRED

Though people having any degrees are eligible to get a job in new media, having a degree or diploma in journalism is an additional advantage. Since you come with some basic knowledge and training in journalism, it will be easy for new media organisations to further train you to suit their requirements.

You must remember that you must focus on your language. Knowing more than one language (your mother tongue and English) will improve job opportunities. Even if you are not fluent in English, you need not worry.

You can take up a job in your own language to start with. However, you must take help from others and read to learn English. It will not only improve your job opportunities, it will also help you to talk to experts, scientists and others who come from other places.

You must focus on your language if you want to take up a desk job. You must develop an interest in identifying and following news developments. If you are a reporter, you must be able to file a report quickly so that you stay ahead in competition. After filing a report, you need to update it with additional information.

If you are a desk person, you must follow local, regional, national and international developments. This practice helps in improving the reports. You will be able to add context or history to a report. This will make the report complete.

After getting a report for editing, you must carefully look for grammatical mistakes and facts. You must remember that the language should be simple and easily understood by ordinary readers. The language used in reports and articles should be respectful.

Technical Skills: New media demands certain skills from both reporters and desk journalists. You must be present in all the popular social platforms and you should know how to operate, follow people and post the links to your reports. You must also engage with your followers to expand the reach of your reports.

When you are attending an event, you should file a small report for the web edition. To make it look more attractive, you send a photo or video to the desk immediately.

You must learn basic skills such as taking photographs (publications expect good quality pictures), videos (using tripods) and making podcasts.

Those working in the desk should learn relevant software to edit audio files, photos and videos, and required skills to upload the stories onto the web edition.

INTEXT QUESTIONS 24.2

1. State whether the following statements are true or false.
 - i) The primary skill required for a new media professional is marketing skill.
 - ii) A new media reporter should continuously make efforts to update stories.
 - iii) The editor of a newspaper is called a content manager.
 - iv) New media stories do not have any archival value.
 - v) New media ventures also depend on freelancers.

Activity 1:

When you plan your summer vacation with your family or friends, try booking tickets on a road transport corporation website or on the Indian Railways website or an airline website. Carefully read the instructions with regards to e-ticketing and travel.

24.3 NEW MEDIA AND BUSINESS OPPORTUNITIES

The new media has also created a lot of business opportunities for people. From individuals to small businesses, and from women entrepreneurs to singers and artists, the new media has opened up completely new business opportunities.

The advantage of new media is its reach is quite huge. It can reach out to anyone with an Internet connection anywhere in the world. A person sitting in a remote village in Adilabad or Khammam district will be able to sell his product using e-commerce websites.

Similarly, women can sell sarees on WhatsApp or Facebook; and teachers can offer spoken English courses on YouTube. Artists can teach art and musicians can offer courses on YouTube.

E-commerce companies like Amazon and Flipkart allow small businesses to sell their products on their platforms. Some small entrepreneurs can start their own websites, displaying their products and services.

Anyone with a smartphone can easily start their own channel on YouTube or Instagram and launch a variety of services. They can do Facebook Reels (short videos) or YouTube Shorts, showcasing their talent. They increase their 'followers' in large numbers. After becoming popular, they promote different products of others and earn a fee to do so.

Search engines like Google and Bing are playing a key role in this. They allow people to connect with various service providers (repair works, tuition services, eateries and retail businesses). By making these services 'searchable', they help small businesses and professionals reach out to customers who are staying nearby and also people living in some distance.

Apart from these there are a few other business opportunities that are created by the new media:

- i) **Content Creation and Marketing:** Individuals and micro business entities can offer content creation courses, cooking classes and marketing services by creating engaging content for blogs, podcasts and videos.
- ii) **Social Media Advertising:** Social media allows businesses to reach specific groups of users, based on geography, age, gender and income levels.
- iii) **New Business Models:** New media encourages innovation, allowing businesses to test new sources of growth.
- iv) **E-magazines:** The Internet allows even an ordinary citizen to produce a newspaper or magazine, using publicly available sources (government websites, World Health Organisation website, stock exchanges and Reserve Bank of India).
- v) **E-commerce Websites:** Individuals and entrepreneurs can start their own e-commerce websites (such as Flipkart, Amazon, Swiggy, Zomato etc) and display their products (clothes, handicrafts, food, furniture etc)

Activity 2:

Open a newspaper supplement on careers and job opportunities and make a list of the opportunities in the area of new media. Also, draw a list of business opportunities that are linked to new media (like digital marketing). Have you found anything interesting that you can try?

INTEXT QUESTIONS 24.3

1. Complete the following sentences with appropriate answers:
 - i) New media provides a lot of scope for _____.
 - ii) The content of an electronic magazine for the youth should be such that _____
 - iii) Eating out is a common phenomenon in the cities. It would be useful to make a list of eating places in your city and work out a plan online to be able to make an advance booking in restaurants. What would you call this site?

24.4 WHAT HAVE YOU LEARNT

Opportunities for journalists

- Web reporter
- Web desk
- Internet/Digital editor
- Social media editor/manager
- Data journalist
- Multimedia journalist
- Content curator
- Audience engagement specialist
- SEO specialist

New media skills

- Reporting
- Editing
- Multimedia skills
- Skills in taking photos, videos
- Make podcasts
- Be on your toes always
- Ability to work in teams
- Knowledge to operate social media accounts

New media and business opportunities

- Starting own businesses
- Take online classes
- E-commerce sites
- Offering professional content
- E-magazines
- Online-based repair services
- Own web channels

24.5 TERMINAL EXERCISE

1. Discuss the opportunities offered by new media to journalists.
2. Explain the skills required for new media professionals.
3. Illustrate with examples any three business ventures in the area of new media.

24.6 ANSWERS TO INTEXT QUESTIONS

24.1:

- i) (b)
- ii) (a)
- iii) (e)
- iv) (c)
- v) (d)

24.2:

- i) False
- ii) True
- iii) False

iv) False

v) True

24.3:

i) small business ventures.

ii) it provides useful reading

iii) dinner corner or any other name

NOTES:

MODULE – VII (A)

TRADITIONAL MEDIA

Indian folk forms (traditional media), which typically serve as a vehicle for the dissemination of The variety of information comprises various fusions of theatre, dance, singing, mime, storytelling, and puppetry. Every nation has had communication since the beginning of time. Different channels of communication were used in ancient India. The utilization of cave paintings, rock pillars, and palmyra leaves as communication tools was in addition to speech and nonverbal communication. Traditional folk media of various kinds were also frequently employed for a variety of reasons.

25(A) INTRODUCTION TO TRADITIONAL MEDIA

Since India's independence, traditional or folk media has played a major role in the development of its rural areas. Every human community has created its customary means and means of communication that define its existence, structure, and growth. Every society depends on communication, which is the flow of information from an origin, also known as a source, to a destination, also known as a receiver, or an audience.

In your earlier lessons, you have learnt a lot about communication, various media forms used for communication as well as the use of communication in our day to day life. But it is also important to understand that communication is not only confined to print, television, radio, photography, internet, new media and social media etc. There are other ways of communication which exist in different forms in and around you.

Can you recall having seen a dance performance, a magic show or a festival mela? Do you realize that all these forms communicate some messages of entertainment, education or information through them? Have you ever thought of how people used to share or exchange their joy, sorrow or information with each other before the existence of electronic media? What were the mediums that helped them to communicate with each other? In this lesson, you will learn about some of these mediums of communication

OBJECTIVES

After studying this lesson, you will be able to do the following:

- define traditional media;
- identify different forms of traditional media;
- differentiate between traditional media and electronic media;
- discuss the use of traditional media in communication.

25.1 DEFINITION OF TRADITIONAL MEDIA

Even today you will find villages where there is no proper electricity. People in such places might not be able to view television or access the internet. Similarly illiterate people will not be able to read newspapers or magazines. However, this does not mean that they do not communicate. They have also developed different ways of communication depending upon the local language and culture.

You may have heard many stories from your parents or grandparents about the Ramayana, Mahabharata, about kings and queens who ruled the country several years ago. Similarly there are stories about festivals and rituals and how to become good human beings. Information in this way has been handed over from one generation to another and constitute different forms of traditional media.

So, let us now define traditional media

The non-electronic mediums which work as part of our culture and as vehicles of transmitting tradition from one generation to another generation are together called traditional media.

Activity 1:

Before we move on to the next section on various forms of traditional media, now can you

name a few forms of traditional media around you.

Traditional media comes in different forms and is known by different names in different regions of the country. For instance, in Andhra Pradesh, 'Janapadam' indicates a village and 'Janapadulu' means villagers. The folk art forms of villages, on the whole, are known as 'Janapada Kalalu'. Similarly Lok Natya or Lok Geet means 'people's dance' or 'people's song'. There are many other forms of folk arts in other states of India. These are used as 'Jan Madhyamas' i.e 'people's media'. These forms represent the concerned people by giving a glimpse of their style, speech, music, dance, dress, behavior, etc.

Traditional tools of communication are developed from the beliefs, customs, and rituals practiced by the people. These are very old and deep-rooted.

Traditional media thus represents a form of communication employing vocal, verbal, musical and visual folk art forms, transmitted to a society or group of societies from one generation to another. They are indigenous modes and have served the society as tools/medium of communication for ages.

Do these traditional forms of communication exist today? Yes, they do. The context, culture and form may be different but the purpose is served. Some common examples are Rangoli (the art of making designs using coloured powder), story telling, drama and puppetry.

INTEXT QUESTIONS 25.1

1. Define traditional media.
2. Name any three traditional forms that exist today.
 - i) _____
 - ii) _____
 - iii) _____

25.2 DIFFERENT FORMS OF TRADITIONAL MEDIA

A traditional media form can be anything which does the purpose of communication in your family, friends and as a whole in society. All the forms may not be popular but they help to communicate. You have already seen that these forms are different in different regions and communities.

But for your understanding, these can be divided into the following:

- traditional dance
- drama
- painting
- sculpture
- song
- music
- motifs and symbols

It will be interesting to note that in some forms of traditional media, all the above can be used. For example 'Ramleela' which is a folk play telling the story of Lord Rama in a traditional style is popular in north India and uses all the above traditional mediums.

One of the popular traditional forms of communication is the announcement made by beating a 'Nagada' or drum with a stick and used for communicating messages from one village to another through its beats.



25.1 (a) : Nagara

- Puppetry is a popular form of traditional media which exists in rural areas of India. Shadow puppetry and string puppetry are popular forms.

- Patachitra katha refers to stories that have been told through the medium of palm leaf paintings.
- Storytelling is another interesting format of traditional media which existed at a time when advanced forms of communication such as the written word did not exist. For example historical stories of various local heroes who fought battles and participated in the freedom struggle were performed through song and drama. These were not written or documented. Instead they were orally communicated from one house to another or one village to another. They kept the stories alive. Can you recall any such stories from your region?

Story-telling forms such as 'Harikatha' and 'Burrakatha' played a vital role in communicating historical and epic stories. Storytelling is also practiced in traditional youth clubs like the Ghotul of the tribal Murias of Bastar or the Dhumkuria of the Oraons of Bihar.

- Nautanki is a famous form of folk arts involving a mix of music and dance and popular in northern India. It was the most popular form of entertainment before the advent of cinema.
 - Fairs and festivals including social, ritual and ceremonial gatherings created a platform to meet and exchange views among people.
 - Folk dances vary from one place to another. For example, you will find a variety of tribal dances in the north eastern region, Orissa and Gujarat. Every tribe has a different dance form and dress, accessories, symbols and motifs.
 - Traditional paintings, wall paintings, inscriptions, statues and stupas played a vital role in communicating ideas and culture from one generation to another.
 - Forms of traditional media also include the house barn and fence types. Even the traditional conventional sounds used to summon animals or give them commands are considered as different modes of communication.

You must understand that these are only broad categorizations. There are many regional variations.

Other traditional media forms

- myths
- jokes
- chants
- oaths
- taints
- symbols
- jokes
- embroidery designs
- ballads
- tales
- superstitions
- gestures
- literary artistic expressions
- beliefs
- instrumental music
- legends
- proverbs
- blessings
- insults
- games
- prayers
- folk etymologies
- costumes
- charms
- places
- witchcraft
- festivals
- tales
- dance
- metaphors
- folktales
- riddles
- curses
- retorts
- gestures
- practical
- food-recipes
- crafts
- customs
- names,
- folk medicine
- rhymes
- fables
- medicine
- names

Activity 2 :

From the above paragraph, identify and make a list of traditional media forms in your everyday life.

INTEXT QUESTIONS 25.2

1. Choose the correct option :
 - i) Communication is a _____.
a) late process b) continuous process c) active process d) inactive process
 - ii) Which of the following is not a form of traditional media
a) traditional games b) ballads c) chat shows d) puppetry
 - iii) What does the term Jan Madhyam mean ?
a) traditional media b) people's media c) print media d) broadcast media
2. List any three old forms of traditional communication.
 - i) _____
 - ii) _____
 - iii) _____

25.3 DIFFERENCE BETWEEN TRADITIONAL MEDIA AND OTHER FORMS OF MEDIA

Have you found any difference between watching a television programme and watching Ramleela or listening to stories from your grandmother?

Let us list out some of the differences between traditional media and electronic media.

Traditional Media	Electronic media
non-technological in nature	Technological in nature
flexible in nature but rigid	flexible but enjoys cultural freedom culturall
less expensive medium	expensive medium which needs high monetary investment
messages are presented before live audience reach is limited	messages transmitted or broadcast reaches out to a large number of people

In traditional media forms like storytelling, theater, dance, singing etc, your body is your media. You can create messages and communicate without using any form of mass media. You can create your own media.

For example in street theater, social or political messages are presented before the public with a performance by a group of performers. You do not need any special piece of equipment unlike in television or radio.

Likewise, ballad singing is a popular form where a single person sings on issues related to the public. It will be very simple to understand. But at the same time, it contains several critical comments about



25.2 : Street Theatre

society. Here also, there is no need for instruments, chorus or a stage. A singer with a creative thought and awareness of issues and loud vocal strength can turn himself into a powerful people's (traditional) medium.

On the other hand, for the electronic media, you need a certain style, dress code, diction, literacy etc. They generally do not involve active audience participation. But traditional media is inclusive in nature. They are highly intimate and local specific and deeply connected to one's own lives.

25.4 USE OF TRADITIONAL MEDIA IN COMMUNICATION

Traditional media have been in existence in India for long and have been used as a medium of communication in rural areas. Over the years, rural masses have been using the folk media for expressing their social, ritual, moral and emotional needs. Traditional media has a crucial role to perform in the process of socio-economic development in India. It helps in convincing and influencing people in a very effective way.

For example during the freedom struggle, folk media played a great role in spreading the message of patriotism. Utpal Dutt who was a popular actor is said to have used Jatra, a traditional theater form in Bengal during the freedom struggle. Paala, a traditional form of ballad singing, is used for spreading awareness on various social issues by the government of Orissa .

The Song and Drama Division (Central Bureau of Communication) of the government of India uses various forms of traditional media to spread awareness on a number of social issues like AIDS, polio immunization etc. You all know that during festivals, we exchange sweets , greet each other and decorate our houses. This communicates our friendship and love for others. This is also an example of the traditional form of communication. Today we use modern ways of communication such as the mobile phone and internet to send messages of friendship and greetings. Communication through traditional media thus helps in building good relations.

INTEXT QUESTIONS 25.3

1. Choose the correct option:

- i) Traditional media is a _____ medium.
a) technological b) mechanical c) passive d) non technological
- ii) In traditional media your body is your _____ ‘
a) source b) power c) media d) mind
- iii) Which form of traditional media did Utpal Dutt use during the freedom struggle ?
a) ballad b) jatra c) painting d) puppetry
- iv) Ballad singing of Orissa is called _____
a) jatra b) patachitra katha c) katputhli d) paala

25.5 WHAT YOU HAVE LEARNT

Definition of traditional media

Different forms of traditional media

- traditional Dance
- drama
- painting
- sculpture
- song
- music
- motifs and symbols

Differences between traditional media and electronic media

Use of traditional media in communication

- played a great role during the freedom struggle

- used for spreading awareness on various social issues
- used for communicating friendship and love

25.6 TERMINAL EXERCISE

1. Explain with examples different forms of traditional media.
2. Discuss the differences between traditional media and television.
3. Describe the use of traditional media in communication.

25.7 ANSWERS TO INTEXT QUESTIONS

25.1:

1. The non-electronic media which work as part of our culture and as vehicles of transmitting tradition from one generation to another generation are together called traditional media.
2. i) story telling
ii) rangoli
iii) puppetry
iv) any other

25.2:

1. i) (b)
ii) (c)
iii) (b)
2. i) nagara used to make announcements
ii) patachitra katha
iii) nautanki
iv) any other

25.3:

1. i) (b)
ii) (c)
iii) (b)
iv) (d)

NOTES:

26 (A) TYPES OF TRADITIONAL MEDIA

Any predetermined evaluation methodologies are essentially useless when it comes to traditional or folk media due to their adaptability and participative nature. Additionally, community members need to have the freedom to choose their own indicators and decide how these indicators will be assessed and recorded if they are to genuinely appreciate any change in behavior.

You have learnt that traditional media is a very useful form of communication. Traditional media however, exists in various forms as seen and practiced in different parts of India. Some of the forms still exist in some places but may not be in its original form and content. They have been reinvented according to the modern environment. There are many such forms which play a vital role in our daily lives. In this lesson, you will learn about the different forms of traditional media in detail, their form and structure as well as their use in Indian society

OBJECTIVES

After studying this lesson, you will be able to do the following:

- list the various forms of traditional media;
- explain the form and structure of different forms of traditional media;
- describe the use of these media forms in society.

26.1 TYPES OF TRADITIONAL MEDIA

Can you recall the different forms of traditional media, that you learnt in your previous lesson ? Let us list them.

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

We shall discuss each one of them in detail.

26.2 DRAMA

Most of you may have heard of the term 'drama'. Have you ever seen a drama being performed in your neighborhood or in a theatre ?

Drama is one of the most popular forms of traditional media. Let us understand this form by using an example from the rural areas. After completing the work in the fields, you very often find that farmers

celebrate their joy of leisure. They use different types of art forms for this. They use natural colours for makeup. Performance themes are from their own sufferings, daily work, future dreams and mythology. Here the viewers can also participate as and when they feel like.

Let us study some of these forms of drama performed in different states.

- i) **Tamasha:** If you happen to watch a tamasha performance in Maharashtra, you will come to know more about their ancient rulers, Maratha heroism, their rugged Landscape, their music etc.

The philosophical and aesthetic scheme of tamasha incorporates three basic elements: the entertainment tradition, the more serious propagandist tradition & the devotional tradition. Have you ever watched a Tamasha performance?

- ii) **Nautanki:** The Nautanki form found in northern India entertains their audiences with often vulgar and disrespectful stories. Rooted in the peasant society of pre- modern India, this theatre vibrates with lively dancing ,pulsating drumbeats & full throated singing . Unlike other styles of Indian theatre, the nautanki does not depend on Indian religious epics such as Ramayana or Mahabharata for its subject.
- iii) **Khayal:** Khayal is mainly performed in Rajasthan. It is a combination of song, dance and drama. Music is an important aspect in this form of folk theater. It is performed not only for entertainment purposes but it is used mainly as an essential means of communication between actors. There is an immense variety in the use of singing—sometimes by the characters individually or in the chorus. Instrumental music is also used in the beginning of the performance to create a favorable atmosphere for the play.

26.3 STREET THEATRE

This is a performance medium drawing its techniques from traditional drama forms in India. They are performed in any nukkad (street corner), street, market place etc.

In such a situation, the audience and the performers are on the same level, emphasizing the fact that the performers are not different from the audience themselves. This also leads to the establishment of a rapport between the performers and the audience. Close eye-contact with the



26.1 (a) : Street Play

audience is an important element in street theatre which keeps them busy with the action of the play. Even an actor is under the eagle eye of the audience who surround him on all sides. So together they feel a sense of belonging and responsibility to each other. Sometimes the audience is invited to join the chorus for the singing.

The sole purpose of street theatre is to motivate the audience to take a quick and required action on a particular issue. In India, waysides, streets, village markets, open-air grounds, fair-sites, country yards and other public areas have remained the ideal spaces to perform street plays. A majority of street plays in India are based on socio-political issues. Some of these are based on current events; others are on subjects like communalism, terrorism, police atrocities, bride burning, dowry system, caste inequalities, elections, industrial and agricultural exploitation, alcoholism, illiteracy, drug addiction and female Foeticide. In India, where there is a high degree of illiteracy, poverty and diversity of language and dialects, a theatre form of this sort, versatile and adaptable, cheap and mobile, becomes more important and relevant. Do you know why street theatre is called a mobile theater medium?

The mobile form of street theatre helps it to reach people who normally do not go to the theatre. This suits the type of audience it tries to reach who are mostly the poorer section for whom theatre is a luxury. The total absence of a proper stage, lights, properties, costumes and make-up makes it even more flexible.

Some of the best street theatre artists from India include Safdar Hashmi, Utpal Dutt, Sheela Bhatia, Habib Tanvir, Shombu Mitra, Bijon Bhattacharya and many more.

Street theatre artists try to spread positive messages in society. For example in Punjab, Gursharan Singh through street theatre is spreading a message of understanding, patience and tolerance. He took to the streets to use plays as a means of awakening the people to their fundamental and political rights. In the early eighties, when Punjab was swept by terror waves, Singh went out into the streets with his classic street plays such as 'Baba Boldai Hai', 'Sadharan Log' and 'Main Ugarvadi Nahi Hu'.

For Safdar Hashmi, a world renowned street theatre performer the art form was basically a political theatre of protest. Its function is to motivate the people and to mobilize them behind organizations which fight for social changes. With his Jan theatre group called Natya Manch, he presented plays like 'Machine', 'Hatyaaray', 'DTC Ki Dandli', 'Aurat' and 'Gaon se shahar tak'.

How many street plays have you seen till now? Is it comparable to the number of television shows that you have seen? Television is certainly very popular and is accessible to many households. But at the same time, art forms like street theatre are also, seeing a revival at the community level in large gatherings.

In India, commitment to political causes is quite high among the members of street theatre groups. Most of the groups like Janam, Nishant, Chitra, Shatabi, Amritsar School Drama, Chandigarh, Jan Sanskrit-Manch, IPTA Patna, IPTA Punjab and Little Theatre Group come forward when an important issue of social and political concern emerges. They attempt to provide an alternative explanation and a different point of view from government controlled media. For example, in the days of the Bhopal gas tragedy, while the official media were content with providing statistics on the extent of damage, it was the street theatre groups who drew the attention of the people on the wider aspects of exploitation by multinationals and the continuing horrors of the tragedy. So street theatre can be a powerful social and cultural expression as it has the potential to actively involve a wide range of physical, emotional and imaginative capacities.

INTEXT QUESTIONS 26.1

1. Choose the correct answer:

- i) Tamasha is performed in:
 - a) Tamilnadu
 - b) Kerala
 - c) West Bengal
 - d) Maharashtra
- ii) Nautanki is popular in :
 - a) South India
 - b) Western India
 - c) Eastern India
 - d) Northern India
- iii) Khayal is a form of:
 - a) dance
 - b) Music
 - c) folk theatre
 - d) street theatre
- iv) Habib Tanvir is a popular name in:
 - a) tamasha
 - b) nautanki
 - c) khayal
 - d) street theatre
- v) Street theatre is also called :
 - a) an expensive medium
 - b) a rigid medium
 - c) irrelevant medium
 - d) mobile theatre medium

26.4 PUPPETRY

Have you seen puppets or even wondered what they are ?

The word puppet comes from the French 'Poupee' or the Latin 'Pupa', both meaning 'dolls'. In Sanskrit, puppets are termed 'Putraka', 'Putrika' or 'Puttalika', all of which are derived from the root Putta equivalent to Putra (son). It is derived from ancient Indian thoughts that puppets have life. Puppet theatre is a form of entertainment found practically in all parts of the world. In puppet theatre, various forms known as puppets, are used to illustrate the narratives. Let us find out more about them.



26.2 (a) : Puppet

There are four basic kinds of puppets

- glove puppets
- string puppets
- rod puppets
- shadow puppets

i) **Glove Puppets:**

Glove puppets are mostly found in Orissa, Kerala and Tamilnadu. Puppeteers wear them on the hand and manipulate their heads and arms with their fingers. The puppeteer narrates his story in verse or prose, while the puppets provide the visual thread. With a little effort and imagination, you can make your own glove puppet. Glove puppets are also known as sleeve puppets, hand puppets or palm puppets.

The glove puppet in Orissa is called Kundahei Nach. The glove puppets of Kerala are more ornate, colourful and resemble the actors on the Kathakali stage in their make-up and costume. Their performance is known as Pava Koothu or Pawa Kathakali. The stories of this theatre are mainly based on Radha and Krishna and the Ramayana.

ii) **String Puppets**

The string puppet (or marionetter) is a figure with multiple joints and suspended by a string which is controlled.

String puppets are found in Rajasthan, Orissa, Tamil Nadu and Karnataka. In this, the stress is more on the manipulative skills of the puppeteer. Have you ever seen a string puppet? Examples:

- Katputali shows of Rajasthan
- Sakhi Kundhei of Orissa
- Putla Nach of Assam

- Malasutri Bhaulya of Maharashtra,
- Bommalattam of Tamilnadu
- Gombeyatta of Karnataka

iii) Rod Puppets

Rod puppets are an extension of glove puppets but often much larger. They are fixed to heavy bamboo sticks which are tied to the puppeteer's waist. These are three-dimensional moving figures that are manipulated with the help of rods.

The traditional rod puppet form of West Bengal is known as Putual Nauch. Here are a few other examples:

- Yampuri of Bihar
- Kathi Kundhei of Orissa

iv) Shadow Puppets

In this form, shadows of puppets are used in black and white or in colour. The flat figures, usually made of leather, are lightly pressed on a transparent screen with a strong source of light behind. The screen thus forms the barrier between the audience and the puppet, creating the projection of image. The impact on the audience, surrounded by darkness all around, is quite dramatic. The screen in India is a simple sheet stretched on an adjustable frame. Shadow puppets are mostly found in Andhra Pradesh, Kerala, Karnataka, Tamil Nadu, Maharashtra and Orissa.

Examples include:

- Togulu gombeyatta from Karnataka
- Tholu bommalata from Andhra Pradesh

26.5 MUSIC AND DANCE

You may have all heard some form of music or the other and also seen a dance being performed on the stage or on television.

Music and dance in India are among the oldest forms of classical arts with a tradition that dates back to several centuries. These traditions are fundamentally similar but they have different names and are also performed in different styles.

Dance puts the rhythm and movement in the play and continuously captures audience attention.

Ours is possibly the only country in which music, more than any other art, is so intimately interwoven with the life of people. It would not be an overstatement to say that music in India has played a crucial part in everyday life from time immemorial. It has been an integral part of marriages, festivals and celebrations of every hue and character. No religious ceremony has been complete without music.

There are songs to celebrate the seasonal rhythms in nature, songs of the plowman and boatman, of the shepherd and camel driver. There are even songs of villages and of the forests. It is music which has always lent harmony to the pulse of human activity in India.

India's musical culture has its source in the tradition of the masses.

Traditional music of India is the most natural representation of the emotions of the masses. Songs are associated with every event of life. Be it festivals, advent of new seasons, marriages, births or even everyday affairs like attracting a loved one or admiring nature. Can you recall a few such songs that you may have heard?

Although folk music originated within small regions, it has reached out to touch the hearts of masses across India.

Let us study a few examples.

Examples:

- Marathi Bhajans which are generally based on traditional ragas.
- Mand is a Rajasthani folk tune.

The Ghazal is a form of Urdu poetry that is sung. Eloquent 'shayari' (poetry), gentle 'mausiqui' (music) and fragile 'jazbaat' (emotions) combine to create the ghazal. The music for the Ghazal is slow paced and lyrics are often repeated twice or thrice. The first couplet of a ghazal is area 'matla' and the finishing couplet is called 'makta'. The remaining couplets are called 'misra' and 'antara'.

Qawwali is a high-pitched and fast paced style of singing that was developed in the thirteenth century. During that period, Sufism was becoming popular in India and Qawwali emerged from the mystical sayings of sufi saints. The followers of Khawaja Moinuddin Chisti Garib Nawaz, the famous Sufi saint of Ajmer (Rajasthan) adopted and improvised Hindustani classical music into what is called qawwali. Despite originally having developed from mystical music, it later also began to include romantic themes.

INTEXT QUESTIONS 26.2

1. Match the following :

- | | |
|-------------------|---------------------------|
| i) Glove puppet | a) Urdu poetry |
| ii) Rod puppet | b) Figure made of leather |
| iii) Ghazal | c) Pava koothu |
| iv) String puppet | d) Putual Nach |
| v) Shadow puppet | e) Katputli |

26.6 TRADITIONAL MOTIFS AND SYMBOLS

Have you observed patterns of rangoli made out of coloured powder outside homes on festive occasions? These are nothing but symbols which are a part of everyday life. These beautiful patterns which are made on the threshold of the house are believed to uplift the spirit, ward off evil energies and give protection.

In India, people revere many symbols, ranging from those which are simple to the most complex ones. Indians believe in symbols which are entirely different from the rest of the world, though traces of similarities can be seen. The symbols in India are the outcomes of mythology, religious beliefs, traditions

and philosophy.

India is a country of motifs and symbols where traditional art forms, figures and ritual drawings have existed for many centuries. These art forms include symbols, floor motifs, folk murals, traditional textile designs, scroll paintings etc. It is interesting to note that several figures that we see today seem to be based on man's primary activities.

26.7 PAINTINGS

Primitive man was unaware of words, but he was able to draw a picture of an animal with a tail, a head and four legs or a human figure with a pin head and four lines for hands and feet.

Throughout different periods of history, we find a definite established tradition of painting on various objects, particularly on intimate objects of everyday use, floors and walls; and in almost every instance, the depiction being associated with some ritual.



26.3(a) Wall Painting

Traditional paintings of Madhya Pradesh, specially the wall paintings of Bundelkhand, Chhattisgarh, Gondwana, Nimar and Malwa are living expressions of people, closely linked with the socio-cultural environment of the area. They are not mere decorations but also expressions of religious devotion.

Let us try and understand some of the examples.

- In Bundelkhand, painting is usually done by a caste of professional painters called Chiteras.
- In the paintings of Chhattisgarh, mud plaster base is used, over which linear patterns are etched with fingers: the process is called 'Lipai'. The women of the Rajwar community are specialists in 'Lipai', whereas Pando and Satnami communities make linear designs similar to a woven fabric.

Chhattisgarh is also the home of the art of 'tattoo' which is done by women of Badi community. The tattoo patterns are complex and beautiful and have immense potential of being further modified and incorporated into designer prints.

- The Bhils and Bhilala tribes of Madhya Pradesh paint myths related to creation called pithora paintings. Horses, elephants, tigers, birds, gods, men and objects of daily life are painted in bright multicolored hues.
- In the Gondwana region, unmatched creative vision has been shown by the Gond and the Pardhan tribes who have impressed audiences at exhibitions in Japan, France, Australia and other countries.
- The Malwa, Nimar and Tanwarghar regions of Madhya Pradesh are known for their mandana wall and floor painting traditions. Red clay and cow dung mixture is used as base material to plaster the surface against which white drawings stand out in contrast. Peacocks, cats, lions, gojari, bawari, swastik and chowk are some motifs of this style.

26.8 STORY TELLING

“Tell me a fact and I’ll learn. Tell me the truth and I’ll believe. But tell me a story and it will live in my heart forever” says an Indian proverb. Don’t you also like to listen to stories?

But what is a story? A story connects us with our humanness and links the past, present, and future by teaching us to anticipate the possible consequences of our actions.

What is storytelling? “Telling” involves direct contact between the teller and the listener. It permits the direct presentation of the story by the teller.

There are stories like the Panchatantra and stories from mythology like Ramayana and Mahabharata where local heroes have always traveled from one generation to another by word of mouth. This is an effective way of motivating children.

INTEXT QUESTIONS 26.3

1. Fill in the blanks with appropriate word/s :
 - i) Symbols and motifs are examples of _____ art forms.
 - ii) Bundelkhand paintings are done by professional painters called _____
 - iii) Women of the _____ community in Chattisgarh are specialists in-----.
 - iv) Paintings of the Gondwana region are done by _____ and _____ tribes.
 - v) _____ is a popular Indian story which has travelled through several generations.

26.9 WHAT YOU HAVE LEARNT

Drama

- tamasha
- nautanki
- khayal

Street Theatre

Puppetry

- glove puppet
- string puppet
- rod puppet
- shadow puppet

Music and Dance

- bhajans
- folk songs
- ghazal
- qawwali

Traditional motifs

- rangoli
- folk murals
- textile designs
- floor motifs
- scroll paintings

Paintings

- lipai
- tattoo
- pithora paintings
- mandana wall and floor paintings

Types of Traditional Media

- story telling
- panchatantra
- Ramayana
- Mahabharata

26.10 TERMINAL EXERCISE

1. Discuss how different forms of traditional media serve the purpose of communication.
2. Explain the different forms of puppetry with suitable examples.
3. Write short notes on the following:
 - i) Traditional symbols and motifs
 - ii) Paintings
 - iii) Story telling

26.11 ANSWERS TO INTEXT QUESTIONS

26.1:

1. i) (d)
ii) (d)
iii) c)
iv) (d)
(v) (d)

26.2:

1. i) (c)
ii) (d)
iii) (a)
iv) (e)
v) (b)

26.3:

- i) Traditional
- ii) Chiteras
- iii) Rajwar, Lipai
- iv) Gond, Pardhan
- v) Panchatantra

NOTES:

27 (A) COMPARISON OF TRADITIONAL MEDIA WITH ELECTRONIC MEDIA

In the earlier lesson, you have learnt about different kinds of traditional media. Have you ever thought about the difference between traditional media and electronic media like television? It is important to understand the advantages and disadvantages of both the mediums. Only after this, one can use the appropriate medium for the required communication. This is because the same type of medium will not be suitable for every situation and context of communication.

Every medium, whether electronic or non electronic, has its own strengths and weaknesses. Before we use these mediums, it is necessary to know the various aspects of these mediums for more meaningful use. This will help us to design our messages in a more suitable manner. Sometimes the message may be good but while using a certain medium, it may not be effective or can lead to miscommunication.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- list the advantages and disadvantages of traditional media and electronic media;
- discuss the nature of traditional media and electronic media;
- explain the integrated role of traditional media and electronic media.

27.1 TRADITIONAL MEDIA AND ELECTRONIC MEDIA

It is important to note that every medium has its own merits and demerits. They are useful in various situations. It is not true that some forms of media will not work after some years. For example, when radio and television came to India, it was believed that newspapers and traditional media would lose their importance in communication. But the truth is that they still exist and they are doing the purpose of communication. Due to the familiar format, content and the usage of local language, traditional media has clarity in communication. The greatest advantage of the traditional media over the electronic media is its flexibility in accommodating new themes. For example, comments on current events useful to people are introduced into the traditional forms such as the 'tamasha' and 'jatra'. The advantages and disadvantages of both Traditional Media and Electronic Media are:

Advantages of Traditional Media

- Most useful in human communication.
- No need for special training or technology
- Mostly embedded in one's own culture and tradition.
- Very much a part of our lives.
- Feedback is immediate and known.
- Flexibility in changing the form and content for the existing context. For example, songs can be written for a social cause without changing the forms and style.
- Cost effective.

- Very easy to remember and can quickly attract the masses.
- Most intimate with the masses in all the regions of the country.
- Primary appeal is to the emotions rather than the intellect.
- Commands an immense variety of forms and themes to suit the communication requirements of the masses.
- Local and live, and able to establish direct rapport with the audience.
- Easily available to their audience.
- Flexible to accommodate new themes.
- Enjoyed and approved by all the people from different age groups, and they are low-cost media compared to the sophisticated electronic media.

Advantages of Electronic Media

- Outreach is more and audiences are heterogeneous.
- Messages can be communicated within no time.
- Messages can be communicated to a large number of people at a time.
- Variety of audio, video, text can be used in one single medium.
- Great possibility of recording and archiving the content for future use.
- In the near future it might be possible to make this medium interactive.
- With the advent of live programming, distance is no longer a hindrance in communication.

Disadvantages of Traditional Media

- Restricted to the place of performance.
- Reach is limited.
- Limited scope for archiving the performance.
- Can cater only to a limited audience.

Disadvantages of Electronic Media

- less intimate
- feedback mechanisms are slow
- expensive medium
- special training required to make programmes
- Limited access in rural areas.

INTEXT QUESTIONS 27.1

1. State whether the following statements are true or false:
 - i) Traditional media is mostly electronic in nature.
 - ii) Mass media provides the facility of recording and archiving the content for future use.

- iii) Traditional media requires basic infrastructure to receive it.
- iv) Mass media can communicate to a large number of people at a time.
- v) Traditional mediums are local and live helping to establish direct rapport with the audience.

27.2 TRADITIONAL MEDIA AND ELECTRONIC MEDIA: NATURE

Traditional media was discovered several years ago in India as a means of development and educational communication. It has remained a significant tool in the process of motivating people in the desired direction. It is the most appropriate medium for bringing about changes in attitude as it is informal and unscripted in nature. This in turn helps the rural masses to accept social changes. For example, use of traditional media can help to create awareness about the need for cleanliness in your neighbourhood.

Traditional media can be the most effective in rural areas, tribal areas and among illiterates as they may not understand the language of modern communication. In fact, traditional media is nothing but the tool of communication having special Characteristics to express socio-cultural, religious, moral and emotional needs of the people of society to which they belong.

Traditional media is also used for educational purposes and as a tool to reform society. It helps to convey educational messages through entertainment, colour, costume, music and dance. As these elements constitute an integral part of their culture, the audience will be able to identify easily with the experience provided by traditional media.

Let us consider an example of traditional media used in rural areas

Traditional media plays an important role in sustaining agriculture. It helps farmers to make efficient, productive and sustainable use of their land and other agricultural resources by providing information, training and education. Certain traditional media forms are identified to assist farmers to improve farming methods and techniques, to increase production, efficiency and income. This, will ultimately improve their standard of living and lift the social and educational standards of rural life. For this, the media should work in close cooperation with farmers. There are different forms of traditional media which can be used to train farmers. Different forms are suitable in different situations.

Now, let us learn about the different forms.

a) Demonstrations: Demonstrations are useful tools for the transfer of knowledge and encouraging farmers to try new ideas and technology which is suitable in their area. Traditional media forms such as storytelling and plays could be used to make these demonstrations in the weekly market place where farmers are likely to gather.

b) Fair: Fairs help to create awareness about improved technology amongst a large number of people within a short period of time. It provides farmers with an exposure to new technology, techniques used by other farmers as well as government and non government agencies. It provides relevant literature and enables discussion in a lively and informal atmosphere.

c) Interaction with experts: Visits to other farms and research organizations which have been successful in this area provides farmers with an opportunity to interact directly with experts in this area.

Their problems could be discussed and solved on the spot and the success of other farmers can be a motivating factor.

d) Puppetry: You have already learnt about the different forms of puppetry in your earlier lesson. Puppetry is a very popular form of traditional medium which is used to educate people. This form combines entertainment with education.

The above forms of traditional media could be employed as message carriers to the audience through face to face situations which makes rural communication meaningful and convincing.

Now let us discuss the nature of electronic media.

The electronic media such as radio and television provides for the effective use of the 'sight' and 'hearing' senses. While radio stimulates the imagination and is a portable and low cost medium, television has visual and sound capabilities. You have also studied that the audio visual character of television makes it a magic medium allowing us to watch the world from our homes. You have also learnt in your earlier lessons that immediacy and timeliness are important characteristics of the electronic media. Hence there is no delay in their reception. With an enormous dissemination capacity, the electronic media has a pivotal role to play in information transfer, education, culture, health, politics etc. Access to media, a basic understanding of the spoken language and very little training is enough to use many of the services in electronic media. With the advance in technology, it has become very easy and economical to cover vast geographical areas through the electronic media. However, electronic media like television has changed the living habits, styles and values of people. Many researches show that viewing television can affect the behaviour of viewers, especially children.

Myths and Dilemmas about Traditional Media

There are certain myths and dilemmas about traditional media that are prevalent in the minds of the people.

Some of them are:

- Traditional media has no relevance in the present context.
- They are not effective for communication.

Although they cater to small audiences at a time, the impact is at a much deeper level. Unlike the electronic media, the folk media involves audience participation. These art forms reserve and disseminate the tradition and culture of our forefathers. Traditional media perform an important role in changing society for the better. Some forms of mass media are not seen to have the required impact when it comes to developmental messages. In terms of motivating change and development, traditional media is very often seen to be more effective.

INTEXT QUESTIONS 27.2

1. List any five advantages of traditional media
2. Mention any five disadvantages of electronic media

27.3 INTEGRATION OF TRADITIONAL MEDIA WITH ELECTRONIC MEDIA

India has inherited several rich, effective, popular and powerful traditional media forms, which

were developed over the ages. The development of electronic media may have transformed the globe into a village but the traditional media forms of certain regions have retained their importance.

Traditional media continue to play an important role in our society. Ingredients of traditional media are given special projection in the mass media and such traditional media are being used in development communication. You may recall what you have studied about development communication in the first module.

Messages on issues like agricultural development, primary health care and nutrition, education, women and child rights are projected through the traditional media. A great majority in the rural areas enjoy performances of traditional artists as a relief from the burdens of everyday life. Many of them still do not have access to modern forms of entertainment.

Over the years they have been increasingly recognized as workable tools to impart development messages both through live performances and also in a form integrated with electronic mass media.

Electronic media like radio and television have extended the area of coverage of a traditional performance, while traditional media with their inspiring color and costume,

dance and music have enriched the content of the electronic media channels.

Many scholars have suggested the integration of traditional media with electronic media for quicker transmission of information as it can motivate the rural audience. Traditional media should be an integral part of any communication programme for rural development. Wherever possible, these should be integrated with electronic media as the local people are familiar with these forms which may have been used earlier only to provide entertainment.

The prerequisites for the use of traditional media are an understanding of the rural audience and the use of these media to provide rural people with entertainment in order to attract their attention and to ensure their participation in developmental activities.

The utilisation of traditional media in communication programmes should be viewed not only from the perspectives of political and socio-economic development but also from that of cultural development. Traditional media needs to retain its social authenticity. Not all traditional media can be used for development communication purposes. Care must be taken to choose the most suitable form to communicate the relevant messages. Traditional media productions should be in tune with the needs of the society and related to the customs and beliefs of the local communities. For example, Tamasha, which is a form of drama in Maharashtra, cannot be used effectively to spread social messages in rural Kerala.

Efforts should be made to preserve the originality of form; adaptation need not alter or destroy the form. Similarly, collaboration between the folk artists and the producers is absolutely essential for the successful use of folk media and electronic media together for development purposes.



27.1 (a) : Watching a puppet show

However, under the impact of the more 'glamorous' and more 'powerful' electronic media, the traditional media and folk art forms are being influenced and even transformed. At the same time it is heartening to see how skilfully the electronic media exploits the traditional or folk forms to convey contemporary messages on radio and television, particularly in programmes for farmers.

It is this integrated approach which will strengthen the efficiency of both technology based and folk media. A healthy combination of the modern and the traditional makes for a practical approach. But care must be taken to retain the originality of traditional media. It is however, unlikely that the electronic media will completely replace the traditional media just like television viewing has not affected newspaper reading.

27.4 WHAT YOU HAVE LEARNT

Advantages of traditional media

- Special training not required
- Feedback is immediate and known
- Cost effective
- Local and live medium
- Flexible to accommodate new themes

Advantages of electronic media

- mostly electronic in nature
- can be communicated within no time
- vast geographical coverage possible

Disadvantages of traditional media

- restricted to the place of performance
- can cater only to a limited audience
- limited scope for archiving

Disadvantages of electronic media

- less intimate
- feedback mechanisms are slow

Nature of traditional and electronic media Traditional media

- an effective tool in rural and tribal areas and amongst illiterates

- conveys educational messages through entertainment, colour, costume, dance and music
- audience can easily identify with this tool of communication
- electronic media
- immediate and timely medium
- radio is a low cost portable medium
- audiovisual character of television makes it a magic medium for viewers
- extensive coverage possible through radio and television
- television has both positive and negative effects on viewers

Integrated role of traditional media and electronic media

- coverage of traditional performances through mass media channels
- transformation of traditional media forms by the introduction of film songs and dances.

27.5 TERMINAL EXERCISE

1. Discuss the nature of traditional media and electronic media.
2. List the advantages and disadvantages of traditional media.
3. Observe television programmes for a period of one week. Make a list of traditional forms of media that you have seen on television during his period.

27.6 ANSWERS TO INTEXT QUESTIONS

27.1:

1. i) False
- ii) True
- iii) False
- iv) True
- v) True

27.2:

1. i) Most useful in human communication.
- ii) No need for special training or technicalities required.
- iii) Mostly embedded in one's own culture and tradition.

- iv) Very much a part of our lives.
 - v) Feedback is immediate and known.
 - vi) any other
- 2.
- i) Less intimate
 - ii) Feedback mechanisms are slow
 - iii) Expensive medium
 - iv) Special training required to make programmes
 - v) Limited access in rural areas
 - vi) Any other

NOTES:

28 (A) COMMUNICATING THROUGH TRADITIONAL MEDIA

Communication is a dynamic process. It happens all the time. Your posture, the way in which you walk, talk or carry out your work communicates something or the other. Even your dress, accessories and ornaments communicate. For example, by looking at a person, it may be possible to say that the person belongs to a certain place or that the dress worn is from a particular state. In this lesson, you will learn about the importance of traditional media as a tool of communication. You will also learn about the use of traditional media for creating awareness on social issues and the future of traditional media.

OBJECTIVES

After studying this lesson, you will be able to do the following :

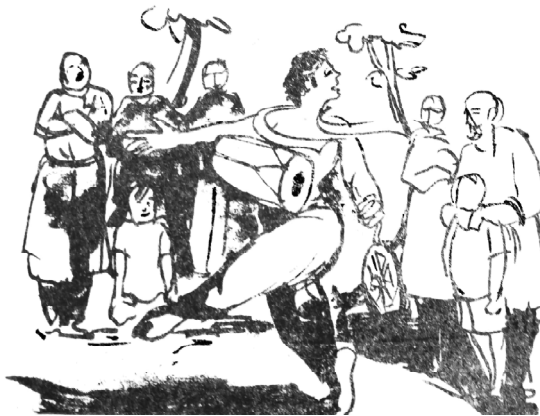
- explain the importance of traditional media as a tool of communication;
- describe traditional media as a part of socio-cultural and ritual communication;
- identify the use of traditional media for social issues;
- discuss the future of traditional media.

28.1 COMMUNICATING THROUGH TRADITIONAL MEDIA

Have you ever wondered how people without electricity, literacy and basic technological infrastructure access information? How do they communicate? What is the medium of communication they use?

Millions of people living in remote areas in developing countries do not have access to mass media like television. For example, to watch a television you need electricity, to read a newspaper literacy is required. For radio also, radio receivers and a tower are required to receive the signals. For people living without electricity and other facilities, this might create problems accessing information.

But this is not the case with traditional media. It requires only a certain amount of space to perform.



28.1 (a) : Traditional Media

For example, a street play can be performed in front of a tea stall or under the shadow of a tree. It is therefore a flexible, live and natural medium to communicate with the audience.

You have already learnt that communication is a basic human need. Everybody needs to communicate and be communicated. For communication to reach a common person, it must be simple and free from language barriers.

Traditional media fulfills these requirements. Traditional media are vehicles of communication which are rich in variety. They are readily available and economically viable. Men and women of different age groups enjoy them. They win the confidence of rural masses, as they are live, on the spot. In fact,

traditional media create a 'face to face situation' between the communicator and the receiver of the message.

Have you ever seen a puppet show or a street theater performance? These are the modern forms of traditional media which have adopted various techniques and forms, from traditional forms such as drama, story telling, song and music. Do they communicate any message to you? Any media that you watch will have one or more messages.

You have studied in your earlier lessons about the use of advertisements in the mass media. Traditional media are free from such advertisements. This is one of the unique characteristics of traditional media. Mass media, being funded by the advertisers might result in sometimes becoming biased or filling the media with the content which is not relevant to the common people. Traditional media being free from advertisements communicate what is always need-based and purposeful. They try to share messages about various facets of a problem or issue and convey information which will benefit the audience.

Entertainment is always a part of traditional media. Along with entertainment, educating the audience on various issues is an important characteristic of traditional media. Entertainment is one of the interesting ways to involve the audience. Messages are communicated with a blend of entertainment, education and communication. They do not create any false desires or expectations.

INTEXT QUESTIONS 28.1

1. From the list given below, pick out the characteristics of traditional media.
 - i) caters well to rural areas
 - ii) requires basic infrastructure
 - iii) requires electricity
 - iv) need based medium
 - v) involves entertainment
 - vi) creates expectations or false desires in the audience
 - vii) flexible medium
 - viii) natural medium
 - ix) consists of language barriers
 - x) consists of advertisements

28.2 TRADITIONAL MEDIA AS A PART OF SOCIO-CULTURAL RITUAL COMMUNICATION

Have you ever noticed that every festival in a village has either some performances or games related to it or some traditional motifs and paintings. You will also find that people in a village get together and participate actively in festivals. There are sometimes separate games and activities for the old and young, men, women and children. Participating in these games will not only yield relaxation but also entertainment and develop team spirit amongst the people. Have you participated in such games ?

These are one of the best forms of communication . You notice that communication always flows in these activities. They are intimate and personal and effective for easy adoption.

Traditional media forms are a part of the way of life of a community and provide acceptable means of bringing development issues into the community on its own terms. In India, they have proven to be successful mass motivators. You have already learnt that traditional media played a significant role in the freedom movement of India. India has a history of using traditional media for communicating development messages to the masses.

Let us see how this was done.

Traditional performances like ritualistic dances, religious songs and mythology based rural plays which are highly popular, have been used to convey messages on population, health and hygiene to the rural masses. Communicators, therefore, have to test different categories of traditional performances to identify the ones that are flexible enough to absorb development messages to meet the contemporary needs; flexibility is the most important factor. It determines the viability of a traditional medium for rural communication.

Cross cultural communication hurdles are not encountered here. Though these mediums are culture and region specific, they can communicate solidarity and friendship with each other through non verbal communication. Performances and fine arts need no language.

Have you observed communication practices in a market place, exhibition or a social gathering? When people get together at one place, communication flows among them and there is always a possibility of discussion on various issues.

What do you understand here? A social, ritual or cultural gathering will initiate a discussion and communication begins. A market, festival, ritual, village fair or a celebration are all situations where traditional communication takes place.

But for every situation you require a separate mode of communication. The uniqueness of traditional media helps to cater to the specific needs of these situations.

Activity 1:

Can you identify any other form of public communication places where social, cultural and ritual communication takes place

Traditional media like street plays, songs and dances have a special role in harnessing developmental messages in India. Various governmental bodies like Song and Drama Division, educational institutions and non-governmental organizations use traditional media for creating awareness amongst people. Their primary appeal is to emotion rather than intellect. They utilize an immense variety of forms and themes to suit the communication requirements of the masses.

INTEXT QUESTIONS 28.2

1. Recall at least three occasions/ situations in which the traditional form of communication takes place.
 - i)
 - ii)

- iii)
- 2. List three forms of traditional media used to communicate development messages to people.
 - i)
 - ii)
 - iii)

28.3 APPLICATIONS OF TRADITIONAL MEDIA

Communication through traditional media is always respected among various communities. Do you know why? Because these are rooted in one's own culture and tradition. These will create a space for respect, friendship and understanding. Do you know that traditional media can be used to create awareness and sensitize people on various social issues? For example, it may not be easy to create awareness on an issue such as HIV/ AIDS using face to face communication.

Such an issue can be explained through a puppet show which may be more convenient and effective. Traditional media is very useful to deal with sensitive issues of health, where face to face communication may not be suitable. During the freedom struggle also many of these performing arts have played a vital role in spreading the spirit of the freedom movement. In our country, the government has been successful in spreading messages of family planning, polio immunization etc. through traditional media.

Have you heard of the term 'ballad'? A ballad is a poem usually set to music and is often a story told in the form of a song. Ballads are also referred to as 'bullets' because they are very powerful and can communicate effectively. Issues relating to the environment, energy conservation, dowry etc. made simple and sung publicly using the ballad form. Such songs are often humorous also. The rhythmic play of words in a ballad makes the messages work effectively on listeners.

Street theater is a combination of traditional theater forms and uses its techniques. Due to their flexibility in staging the short play at any place at any time, they always have an audience for their messages. The mix of songs, drama and music make the messages on social issues like child labour, individual differences, environment, health issues, women etc motivate viewers and leave an unforgettable impact.

While using traditional media for spreading social messages, the original form of media should not be changed. There is always the risk of distorting these forms of traditional mediums while using them for conveying messages on social issues. One must use them carefully without hurting the style, form and presentation of these forms.

INTEXT QUESTIONS 28.3

1. What do you understand from the term 'ballads'?
2. List any two environmental issues for which you can use traditional media.

28.4 FUTURE OF THE TRADITIONAL MEDIA IN DIGITAL ERA

Sustainability

When you go to a movie hall to watch a film or to a cyber café to access the internet, you have to pay some money. That money will be used for sustaining those mediums of communication. It is in a

similar manner that traditional forms of media also manage to sustain themselves. After a performance, viewers generally contribute money to keep the artists and the art alive. It is the people, rather; our parents and grandparents who have contributed to these art forms. The money which comes from the audience helps them to survive, grow and contribute more innovative programmes from time to time.

But did you know that many of these mediums are rapidly disappearing? This amounts to losing our culture and tradition. Presently many of the performers, due to the advent of television and other modern mass media have changed their creative professions. It is a dangerous situation to lose one's own past and cultural history. These mediums are not taught in schools or universities. But they are learnt by interested young people to carry them from one generation to another generation. There are many oral traditions of which there is no written documentation. The stories and songs are orally learnt from each other and preserved in the minds of the people. If there are no takers of these mediums, then these mediums will gradually be lost.

After studying the four lessons on traditional media, you might have understood how important these mediums are for our well being. But how do we make these mediums survive? Who is going to take the responsibility? It is you, and your friends. Our society needs to contribute to save these mediums. We can encourage these mediums by viewing, writing, talking, and learning about them and as a whole knowing them.

The government of India is using these mediums for spreading awareness on health, environment and other social issues among masses. For revival and survival of traditional media, the government has established bodies like the Sangeet Natak Akadamy, Lalit Kala Academy, etc. at the national, state and district levels.

The advent of modern mass media technologies which have started recording these mediums are posing a threat to these mediums. Though mass media has its potentiality in mass communication, traditional mediums are always simple and useful for better human relations.

Change is inevitable. The changing face of communication and media is limiting the space for traditional media. The debate these days is how far one can retain these mediums in their own forms? With the changing audience, these forms are also affected by modern technologies and themes. Stories of 'raja' and 'rani' or mythological stories and themes are fast disappearing. Performers are leaving their creative arts because of lack of financial support and patronage from people.

As long as this media form is respected, they can be kept alive for future generations. These are all great treasures of our culture and tradition. But the challenge that lies ahead of us is to save the few traditional forms of media from fast eroding and reviving the older forms to present them for future generations.

Digital Era

In the digital era, the new media frequently trumps traditional media for three main reasons: It is more immediate, it is often free, and it can reach a wider number of people. New media has major advantages over traditional media. It is immediate, enabling consumers to find out the latest news, weather report, or stock prices at the touch of a button.

INTEXT QUESTIONS 28.4

1. Name any two government bodies which are promoting traditional media?
2. List two ways in which traditional forms of media can be preserved.

28.5 WHAT HAVE YOU LEARNT

Traditional media – a part of socio-cultural and ritual communication

Applications of traditional media

- creating awareness on social issues
- sensitizing people on various issues

Future of traditional media in digital era

- sustainability

28.6 TERMINAL EXERCISE

1. Describe the role of traditional media :
 - i) as a vehicle of communication.
 - ii) as a part of socio-cultural and ritualistic communication.
2. Explain how we can use traditional media for development issues.
3. Discuss the problems faced by traditional media forms for their survival.

28.7 ANSWERS TO INTEXT QUESTIONS

28.1:

1. i), iv), vii), viii)

28.2:

1.
 - i) communication in a social gathering
 - ii) communication during festivals
 - iii) communication at village fairs
 - iv) any other
2.
 - i) street plays
 - ii) religious songs
 - iii) ritualistic dances
 - iv) any other

28.3:

1. Refer to section 28.3.
2.
 - i) Save the Earth
 - ii) ban on use of plastics
 - iii) any other

28.4:

1.
 - i) Sangeet Natak Academy
 - ii) Lalit Kala Academy
 - iii) any other
2.
 - i) watching traditional performances
 - ii) writing about traditional media
 - iii) any other

NOTES:

MODULE – VII (B)

PHOTOJOURNALISM

Photography involves a great deal of technical skill as well as imagination. It is not simply about taking pictures in front of the camera. The requirement of the hour is to learn about those creative and technical aspects. Numerous journalism departments are now offering certificate programs and short-term photography courses in recognition of this fact. The primary goal of photojournalism is to effectively communicate a narrative in a way that is superior to text or written accounts. As a result, it ought to record pictures that are symbolic or pertinent to the narrative being delivered. Professional photojournalists play a more important role than ever because they go above and beyond to capture what the human eye either cannot or chooses not to see.

25 (B) INTRODUCTION TO PHOTOGRAPHY

Photography is the art of capturing light with a camera, usually via a digital sensor or film, to create an image. The essential purpose of photography is communication. A photographer is a professional that focuses on the art of taking photographs with a digital or film camera.

We all love seeing photographs especially if they are of our friends and family. Wouldn't you love your photograph to be taken? We have always desired to see a copy of ourselves on paper. Do you realise that this was not possible for a long time and it was left to the artists to draw our images and even then the pictures were never exactly the same. This was also a very tiring and time consuming process and not every one could afford it. Only kings and other important people got their pictures made by artists. Just imagine what excitement photography must have caused when it was discovered. People could now see an exact copy of a scene or of a person in front of them.

OBJECTIVES

After studying this lesson, you will be able to do the following :

- discuss the scope and significance of photography;
- explain the evolution and history of photography ;
- define the term photography;
- differentiate between film and digital photography.

25.1 SIGNIFICANCE OF PHOTOGRAPHY

Photography is an important tool for preserving memories and telling stories. Photography's major purposes are communication and the recording of ephemeral moments in time. Since the invention of photography, humans have had the ability to create works of art using light. Thanks to photography, we can now visualise the past, depict the present, and imagine the future. Photography allows you to capture memories, stories, and different perspectives. Learn the reasons why photography is important.

You always see photographs around you. Behind the bus, on the sign boards, on the walls, in newspapers and magazines. Photos in newspapers and magazines inform us about an event or an incident. Remember the tsunami? You must have seen its pictures on newspapers as well as on television. It was these pictures that gave us information about such a big disaster.

These days pictures are as important to news as the written or printed word. In fact in a country like ours where still many people cannot read or write, photos have a greater use and a greater impact. Photographs are seen along with the written news in magazines and newspapers and they add to the impact of the news and convince us about the truth of the event we are reading about.

Have you ever wondered how these photos are taken? You will learn about it in this lesson.

25.2 EVOLUTION AND HISTORY OF PHOTOGRAPHY

When photography was announced to the world in 1839, almost immediately three relationships to the body were established. The most pervasive of these was its use to produce portraits and snapshots that have served as surrogates, even fetishistic tokens, of the human body.

We all know that right from pre-historic times when man began communicating, he started drawing images. This idea of pictures grew from refined drawing and to paintings. In the first half of the nineteenth century, the technology of photography was invented. We could at last make pictures that were exact copies of a scene or a person. The camera along with the film made photography a reality. Human beings have known for a long time of a device which has shown an outside image on a wall or a screen but the moment the light was gone, the image has disappeared. Such a device is called a pin-hole camera or the camera obscura.

Have you tried projecting an image with the help of a pin hole camera? This is how you can do it. Take a long box and make a hole at one end of the box. On the other side paste a white tracing paper. Now if you point this box out towards a scene, its inverted image would fall on the tracing paper. This pin-hole camera was invented by the Greeks in ancient times and people through ages have used it. What really made photography possible was the discovery of chemicals that could record the effect of light and make the picture permanent, so that it may not fade away with time.

As you have already studied, modern photography was invented by two Frenchmen Joseph Niepce and Louis Daguerre. It was in 1827 that Niepce took what we know of as the first photograph. Do you know that the film had to be exposed to the scene for seven hours to make this one picture, whereas today we can do the same with the click of a button! Niepce's partner Louis Daguerre made further improvements to the technology of taking photos and since 1839 photography became available to everyone who wanted to try it.

It must be mentioned here that for the first fifty years photography was nowhere as easy as we think of it today. The cameras were huge and had to be kept on a stand to be operated. Your great grandparents would have had to go to a studio where they would have had to sit still in front of the camera to have a photograph made. It was much later in the 1900s that easy to use light cameras were made which could be carried anywhere with ease and used without the support of a stand.



25.1 (b) Old camera



25.2 (b) New camera

25.3 DEFINITION OF PHOTOGRAPHY

Photography literally means 'drawing with light.' As you can make out the word 'photography' is made of two words. Whereas 'photo' means 'light', 'graphy' stands for 'graphic' which means drawing. So once man learnt to copy an image with the help of a camera, the process started being called

photography.

INTEXT QUESTIONS 25.1

1. Define photography.
2. Fill in the blanks with the appropriate word in the blank space:
 - i) Photographs are as important to news as the _____ word.
 - ii) Photography was invented by two people from _____.
 - iii) _____ camera allows us to project the image of a scene on a surface.
 - iv) Early cameras were big so they had to be kept on a _____.
 - v) The word 'graphy' means _____.
3. Mention three photographs that you saw recently and liked them.

Activity 1:

Try to make a simple pin-hole camera with the help of suggestions give in section 25.2.

25.4 FILM PHOTOGRAPHY

As you have learnt earlier, photography has two important components; one is the camera and the other is the film. A film is sensitive to light, so when we expose it to a scene with the click of the button, the impression of light is left on the film. This film is then processed in the laboratory and we see the picture that we have taken.

Do you remember watching photographs of your grandparents that do not have any colour but are in black and white? Even in newspapers one comes across such photos. For a long time photography was just black and white, this was so as the film could not record colour. It was much later that the colour film was made.

You may be able to recall an occasion from your childhood like your birthday party or a trip to some interesting place where you or your parents took pictures. On your return you must have given the film roll to a photo lab and then collected the printed pictures after a day. Have you ever wondered what is happening inside the lab? Here the film is taken out of its container in complete darkness. As the film has a layer of light sensitive chemical on it, the chemical is given a wash with certain other chemicals. This helps in bringing out the picture on the film because the effects of all the chemicals are washed away and the image on the film is fixed and made visible to the eye. Now the image on the film is in the form of a negative, meaning the dark areas appear light and the light areas appear dark. Now light is thrown through the negative film on to a photographic paper that is sensitive to light in the same way as the film was sensitive to light. This paper is also given a chemical wash thus creating the final picture. So you see that from taking the picture to the final print there are many stages involved. Since the negative film acquires an image with the help of light, it is called an optical process.

25.5 DIGITAL PHOTOGRAPHY

Nowadays a new technology has arrived in photography and it is called digital photography. Some of you and your friends maybe possessing a digital camera.

The camera which you see inside some mobile phones is also a digital camera.

Soon it seems that the film camera which is mentioned above may stop being made as the digital camera is making photography cheap and easy to handle. There are two important factors that make digital photography very useful. One is that the picture taken can be seen on a screen behind the camera immediately and the second reason is that digital photography does not require any film. Therefore there is no need to go to the lab and wait to get the film processed.

The camera records the image taken on a memory chip that is inside it. Once the chip is filled with the photos, these photos can be copied onto a computer to reuse the camera by making fresh space for taking more photographs. The ability of the camera to link itself to the computer makes it easy to print the picture and to send pictures to any part of the world through the internet. Not only this, the computer allows the photograph that has been taken to be improved and cleaned with the help of a number of software programmes that are available. So you can see that the future of photography is going to be digital.

Let us list the differences between a film and digital camera.

Film camera	Digital camera
1. Records image on a chemically sensitive film to make a picture negative	1. Records the photo as a digital signal that is stored on a chip.
2. A film has to be processed into an optical negative	2. A digital image can be instantly seen on the camera.
3. A film camera is bigger and can work without batteries	3. No processing is required and so there are no negatives.
4. Pictures from a film camera have to be printed in a lab.	4. A digital camera is much smaller and always need batteries
5. Pictures from a film camera have to be physically sent and this can take time.	5. Photos from a digital camera can be copied on a computer and printed as well
	6. Photographs from a digital camera can easily

INTEXT QUESTIONS 25.2

1. Fill in the blanks with the appropriate word in the blank space:
 - i) A film camera uses film that is sensitive to _____.
 - ii) The camera you see inside mobile phones is a _____ camera.
 - iii) In a film negative, the dark areas of the picture taken appear _____.
 - iv) A digital camera is _____ than a film camera.
 - v) A digital camera stores signals on a _____.

Activity 2:

1. Try and find a film negative and see how it looks.
2. Visit a photo studio near your house and see how it functions.

25.6 WHAT YOU HAVE LEARNT

Significance of photography

- importance of pictures in news
- impact of pictures

Evolution and History

- from drawing to painting to photography
- projecting an image with a pin-hole camera
- invention of modern photography

Definition of photography

Film photography

- film camera
- black and white photography
- colour photography technology involved

Digital photography

- digital camera
- technology involved

25.7 TERMINAL EXERCISE

1. What do you understand by the term 'photography'. Explain the significance of photography in our day to day life.
2. Describe the history and evolution of photography.
3. Illustrate the differences between film and digital photography.

25.8 ANSWERS TO INTEXT QUESTIONS

25.1:

1. Photography literally means 'drawing with light'. The word 'photography' is made of two words. Whereas photo means light, graphy stands for 'graphic' which means drawing.
2. (i) written
(ii) France
(iii) pinhole camera
(iv) stand
(v) drawing
3. The answer would vary from learner to learner.

25.2:

1. (i) light
- (ii) colour
- (iii) light
- (iv) smaller
- (v) chip

NOTES:

26 (B) THE CAMERA

Have you ever been irritated because photos are blurred or subjects are distorted? What causes low quality photos? Do you think the reason is that you are not a professional photographer? If you know what your light source is, you can usually set the camera to it and this may give better results.

The camera itself is going through a change as digital photography is slowly replacing film photography. Even though technology is changing, what we need to understand is that both film and digital cameras work on the same principles. Have you ever wondered how this happens? You will learn about it in this lesson.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- illustrate the working of a camera;
- describe the parts of a camera ;
- enumerate the function of a lens in making a photograph;
- identify the different types of lenses;
- explain about other important equipment in photography

26.1 WORKING OF CAMERA

Let us peep inside a camera and try to understand how it works and what its essential components are. A camera is a box which is black inside and allows the right amount of light to fall on the surface that is to record the photograph. The digital camera is an image sensor that registers the light. If the amount of light is more than required then the picture will appear white and details will be missing due to over-exposure and if the light is less than required then the photo will appear dark, again taking away the details from the picture. So the main parts of a camera are supposed to control the entry of light.

This is done by two components:

- The shutter
- The aperture

Both these act as controllers of light.

The shutter is like a door that opens and closes for a given period of time. This time ranges from a small fraction of a second to a few seconds. This is the time when light enters the camera. If the light in the area where we are taking the photograph is weak then we shall open the shutter for a longer period of time. If the light is very bright then we shall open the shutter for a fraction of a second. Similarly the aperture is of great significance.

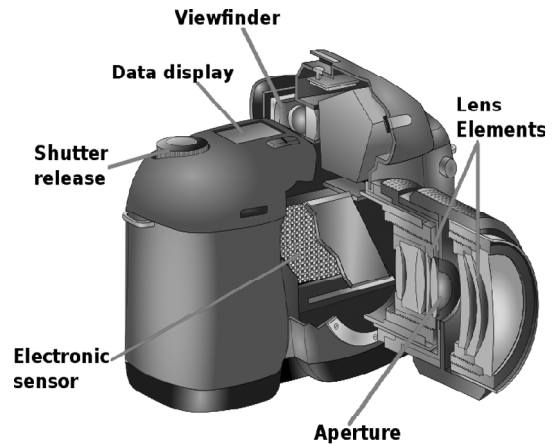
The aperture is another opening to control the amount of light coming into the camera. You can compare this to a tap. When you open the tap fully, a lot of water rushes out but if you open it a little then only a little amount of water comes out. Likewise you can open the aperture for more light and close the aperture to reduce the amount of light entering the camera. So while taking a photo you have to set the shutter speed and control the aperture on the camera. When you press the release button, the

shutter is opened and closed instantly. It is in the intervening period that the exposure takes place on the film/ sensor. This is indicated by a CLICK noise which can be heard.

26.2 PARTS OF CAMERA

Apart from the shutter and the aperture there are others parts of a camera which are important for its functioning. Let us list them.

- **View Finder:** This is the point from where we look and aim the camera in the direction of the scene that is to be photographed.
- **Shutter Release:** As mentioned earlier this is the button on the top of a camera which when pressed takes the photograph.
- **Lens:** The lens is the most important part of a camera, because it is the device through which we focus the subject or the picture onto the surface that is going to record the



26.1 (b) : Camera parts

photograph. A lens which is made of glass has a unique property to bend the light rays and focus them on a sharp point. So when we look at the image that is to be photographed through a lens it may appear soft or blurred, but then by focussing it we can make it sharp. Now it is ready to be photographed. Usually the aperture is also built inside the lens.

- **Focussing Ring:** This is the adjustment that we use to bring the subject into sharp focus. It is usually on the lens and has a scale that shows the distance of the subject from the lens. By moving the ring clockwise or anti-clockwise we adjust the focus. Most new cameras also have an automatic focusing mechanism and such cameras are also referred to as autofocus cameras.
- **Light Meter:** You have studied that the shutter and the aperture control light and send in just the right amount for the picture to be taken. But how do we decide about the right amount of light at the given moment when we are taking the photo? This is measured and indicated by a light meter. The light meter is either inside the viewfinder or on the screen that shows the picture. The easy to use cameras have an automatic setting that reads the light and accordingly sets the aperture and shutter speed.

INTEXT QUESTIONS 26.1

- 1) What are the parts in a camera that control light?
- 2) What will happen to the picture if more than the required amount of light enters the camera ?
- 3) What is the purpose of a lens in a camera?
- 4) What is the function of a light meter?
- 5) What happens when we hear a click sound on the camera?

26.3 PROPERTIES OF A LENS

As you have learnt earlier, the lens is of great importance while taking a photograph. It decides how the picture will look. Many cameras allow us to change the lens according to our needs. Such cameras are generally Single Lens Reflex (SLR) cameras. You may have noticed photographers carrying cameras which have long lenses. If you recall watching a cricket match on television you may remember photographers sitting with cameras that have very long lenses. These cameras with long lenses have a special purpose and they bring the far away subject closer to the camera. Such lenses are called telephoto lenses. These lenses are useful when you cannot move the camera close to the subject, like you cannot step onto a cricket field to get a close picture of the batsman in action or you cannot get close to a place where there is danger of getting hurt.

Similarly you may need to take the picture of a scene where it is crowded and you want to see everyone in the scene. For this you will need a wide-angle lens. Such a lens would make the objects small but it will accommodate a larger area on the picture frame. Such a lens will be called a wide-angle lens. You can use such a lens in photographing places which are crowded and don't give space to the photographer to move back. For example a birthday party with lots of guests in a room can be photographed well by a wide angle lens and everybody in the crowd would be in the picture. We can explain this by saying that different lenses have different angles of view.

The narrower the angle of view, the closer a distant object comes. The wider the angle of view, more of the scene is included in the frame thus also making the subjects look small.

We can also explain this property of a lens in terms of its focal length.

But what is this focal length?

Focal Length is the distance between the lens and the film or image sensor (in a digital camera) when the lens is focused at infinity (the farthest distance).

It means that when the light rays coming from the farthest distance converge at a point, the distance between the lens and that point is the focal length of the lens. The focal length is mentioned on a lens in millimetres.

The wide angle lens has a shorter focal length. When the focal length increases, the lens starts becoming telephoto and the lens itself is longer. You may have come across a camera that has one fixed lens but with the help of a switch you can change the scene from wide angle to telephoto i.e. you can get the subject that you are photographing closer to you or make it move further from you. Such lenses that can change the angle of view and become telephoto as well as wide angle are called zoom lenses.

A zoom lens is a lens with a variable focal length. So when the focal length of a lens varies from say 35mm to 100mm its angle of view becomes narrower and therefore the scene changes from wide angle to telephoto.

A lens with a fixed focal length or angle of view is called a **Prime Lens**.

26.4 OTHER IMPORTANT EQUIPMENTS IN CAMERA

Though the camera is an essential part of a photographer's equipment there are a few other pieces of equipment which are added to a camera to make its functioning better.

The flash is one such piece of equipment. This is a high intensity light which bursts out for that fraction of a second when the shutter is released. This is useful when you are in situations where light is not enough for the picture to be taken. A flash makes it possible to take a photograph in complete darkness. Again in some cameras you may have seen the flash to be a part of the camera, but in more advanced cameras the flash is put separately and a separate flash is more powerful than the one that is a part of the camera.

The other important part of a photographer's equipment is called a tripod which as the name implies is a three legged support or stand for the camera. Sometimes one needs to fix the camera onto a stand because the lens that is being used is heavy. When a slow shutter speed is used, the camera must be mounted on a stand to avoid a hazy or shaky picture which may happen if the camera is hand held.



26.2 (b) : Tripod

INTEXT QUESTIONS 26.2

- 1) Name the three types of lenses that are commonly used in cameras.
 - i)
 - ii)
 - iii)
- 2) Fill in the blanks with the appropriate word:
 - i) _____ lens is generally used to photograph a football match in the playground?
 - ii) Zoom lens has a _____ focal length.
 - iii) _____ camera allows us to change the lens according to our needs.
- 3) Give at least two situations in which it is useful to use a tripod while taking a picture.

26.5 WHAT YOU HAVE LEARNT

Working of camera

- shutter
- aperture

Parts of a camera

- view finder

- shutter release
- lens
- focussing ring
- light metre

Types of lenses

- telephoto lens
- wide angle lens
- zoom lens
- Prime lens

other important equipment in photography

- flash
- tripod

26.6 TERMINAL EXERCISE

1. Which are the most important components of a camera? Explain the use of each component.
2. Name three circumstances when you will use flash and give reason for its use.
3. Which are the important lenses used in photography? Explain their use.
4. What is the function of a lens in a camera?

26.7 ANSWERS TO INTEXT QUESTIONS

26.1:

1. Shutter and aperture.
2. The picture will appear white and details will be missing.
3. Lens is the device through which we focus the light or the picture onto the surface that is going to record the photograph
4. A light metre lets us know the right amount of light that is necessary to take the picture.
5. The shutter opens and the photograph is taken.

26.2:

1.
 - i) wide lens,
 - ii) telephoto lens
 - iii) zoom lens.
2.
 - i) wide lens
 - ii) variable
 - iii) SLR
3.
 - i) when the lens used is heavy.
 - ii) when the shutter speed of the camera is slow.

NOTES:

27 (B) PHOTOJOURNALISM

If you agree that photographs of events and happenings add value to what you read in newspapers and magazines, you will also agree that not all the photographs you are exposed to are good (clear and not blurred; relevant to the accompanied story; of visible size; placed at the appropriate positions or pages in the newspaper; having relevant captions; and themselves telling the story).

If you are serious about photojournalism, build a collection of images from your area. Many of these pictures will not be immediately newsworthy but may be newsworthy down the road. Take pictures of all the factories and buildings in the area. Someday a factory may close, and you may not be able to get to the scene. We also should have plenty of pictures of local businessmen and politicians.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- describe the meaning of photojournalism;
- discuss the nature and scope of photojournalism;
- state the importance of composition in photojournalism;
- explain the terms 'Photo Feature' and 'Photo Editor.'

27.1 MEANING OF PHOTOJOURNALISM

Once photography grew popular and became easy to do, it started getting specialized in its use. By this, you must understand that soon after the discovery of photography, people were very excited and busy getting their photos taken. Soon they started traveling with the camera, gathering pictures of faraway places and showing them to people who could not get there.

Wars were happening in the world; photographers went to such places and took pictures. Such photographers



27.2 (b) : Wildlife photojournalism

were the first war photojournalists. Still, it was not possible to print these pictures in the newspaper alongside the written news.

Around the 1880s, a technology called half-tone was developed by which photographs could be printed in newspapers. Photojournalism, as we know it today, is news photography. Photographs that support the story of a news event fall into this category, and photographers who specialize in this are called photojournalists.

Photojournalism has grown into a very specialized form of photography, and it has many more avenues. This is because news itself has many areas where a particular person is assigned to work.

So photographers, according to their likes and dislikes, have gone into specific areas. When a

photographer is gifted with the ability to write in support of his photograph in a few words, he becomes a photojournalist.

Let's find out about the different types of photojournalism.

Sports Photojournalism: As sports events are a big part of the news, there are photojournalists who specialize in photographing sports. This is also because sports photography requires a specialized skill as well as equipment. Nowadays, there are photojournalists who specialize in photographing individual sports. For example, in India, there are photojournalists who are dedicated to cricket photography, as it is the most popular sport and is now played throughout the year, irrespective of whether it is day or night.

War Photojournalism: This is the earliest form of photojournalism, where photojournalists have covered wars and sent photos from the center of action. In India, we see a lot of photographs in newspapers of conflicts within the country, such as terrorist activity or a riot, where the photographer is in a dangerous situation and yet he manages to send us pictures, risking his life.

Fashion Photojournalism: Film stars and other famous personalities have become a major part of news coverage as most people want to peep into the lives of the rich and famous. There are photojournalists who specialize in this kind of photography only and are also called paparazzi, which is an Italian word.

Spot news Photojournalism: This means covering events that make day-to-day news, like political events, crime, accidents, etc. This is, in fact, the most common type of photojournalism and the most demanding for a photojournalist.

Travel Photojournalism: This type of photojournalism involves the documentation of an area's landscape, people, cultures, customs, and history.

Travel photographs are taken by professionals or even amateurs. Photographs taken by amateurs are shared online with friends, relatives, etc. through photosharing websites.

Wildlife Photojournalism: This is regarded as one of the more challenging forms of photojournalism. Advanced photographic equipment as well as a good knowledge of the animal's behavior and the terrain are needed to take wildlife photographs.

Though these are only some of the many specialized categories of photojournalism, each newspaper has its own set of photojournalists who cover all affairs that may make news around the globe.

Photojournalists can be of two kinds: those who are employed by the newspaper and those who work as freelancers, i.e., those who work independently and sell the pictures that they take to newspapers and other news agencies.

Photojournalism is no longer limited to newspapers. With the emergence of the internet as a major

source of news, the scope of photojournalism has extended itself into what is known as web-based photo journalism. Some of you who use the internet would have seen websites that are like newspapers. These sites also employ journalists and photojournalists to gather news for their organizations.

Now that so many people carry cameras in their phones, it may be of interest to you to know that newspapers and websites use photos sent by people like us to them because we, as ordinary people, may be present with our mobile phone cameras at places where an incident of interest to the newspaper may take place!

INTEXT QUESTIONS 27.1

1. State whether the following statements are true or false:
 - i) Covering events that make day-to-day news is known as glamorous photo journalism.
 - ii) War photographers are not photojournalists.
 - iii) Photo journalism is limited to newspapers.
 - iv) Web-based journalism uses photojournalism as one of its components.
 - v) Spot news photojournalism is one of the most common types of photo journalism.

27.2 COMPOSITION

Any photograph must speak for itself. This means that upon seeing a photograph, the person watching it must immediately understand what it is trying to convey.

There is a saying that “a single picture is worth a thousand words”. This means that a picture can convey a message more convincingly than a thousand words. You may have seen many photographs that left a lasting impression on you. Have you wondered why it is so? This is because the subject that is photographed is placed in the picture frame in such an intelligent manner that it leaves an impact on the viewer. This placement of the subject or subjects within the picture frame is called composition.

Composition has a special meaning when it has to convey news to the public, as is the case in photojournalism. It is the placement of the subject being photographed that leaves an impact on the viewer. Let us consider a situation where you have to show a photograph of a poor man. You can take a simple photo of a beggar on the street and convey your message. But if the same photograph is taken in such a manner that the beggar is close to the camera but, at a distance, is also a rich man sitting in a big car, This picture will have a greater impact because its composition shows the contrast between the two people in the same picture and highlights the condition of the beggar as compared to the rich man. One can think of many such instances.

Composition also deals with making the picture look more appealing to the eye. Action photographs of war or sports show a kind of energy that should make the viewer feel that he is in the midst of those actions.

Composition also demands balance; that is to say, a photograph must be taken in such a manner that it does not seem to make our eye wander to a corner. The various subjects should be so organized that the picture has a pleasing effect.

There are some basic rules of framing, of which the rule of thirds is the most common. It states that elements in a frame must be placed so that they roughly fall on the intersection of the lines that divide the frame into three rows and three columns. This is not a hard-and-fast rule, yet it helps leave a positive impact on the viewer.

Camera angle is another factor that has an impact on composition. If the person in a picture is an important person, like a leader or a film personality, one composes the picture by keeping the camera below the person's eye level. When this is done, the person will appear much larger. Similarly, taking a picture from above a person's height, also called the top angle, makes the person appear small. All such methods of composition are employed to make the picture more effective in terms of what it is trying to say, so that the viewer can immediately understand its meaning.

INTEXT QUESTIONS 27.2

1. Name a basic rule of framing.
2. What is composition?
3. Identify a factor that affects composition.

27.3 PHOTO FEATURE AND PHOTOEDITING

A photo feature is also called a photo essay. As the name suggests, it is a story or an essay on a subject told using photographs. It can be done on anything that is photographed—a place, a person, etc. You may have come across photo features in magazines on certain interesting issues.

How does a photojournalist work on a photo feature?

A photo feature is generally conceived at the desk of the editor of the magazine or newspaper, who will brief the photo editor about it.

Now who is a photo editor? A photo editor is the overall person in charge of the photo section in a newspaper or magazine. He chooses the photographer and discusses the topic. He may also choose a reporter who will write the story around the photo essay. It is also the job of the photo editor to decide and select the best pictures that convey the whole story.

You have already learned that a single picture is worth a thousand words. Therefore, a good photo essay, which comprises a few very nice pictures, will have a greater impact on its viewer than the best-written essay.

Let us consider the example of a photo feature that will be based on a family and attempts to list five photographs that will introduce them to others. If there are parents, their daughter, and grand parents in the family, you may have the following photographs:

- A group photo of the whole family having a meal together
- Father leaving for work
- Mother preparing food in the kitchen
- Daughter coming home from school
- Grandparents watching television

These are the few photographs that will make up a brief photo essay on the above family. Of course, there may be many other interesting pictures that could be taken. Here, you will have to be your own photo editor or get the opinion of a senior person to pick up the best photos that make a complete photo essay on the family.

INTEXT QUESTIONS 27.3

1. What is a photo feature?
2. Who is a photo editor?
3. What is the other name for a photo essay?

27.4 WHAT YOU HAVE LEARNT

The meaning of photojournalism

Types of photojournalism

- Sports photojournalism
- War photojournalism
- Fashion photojournalism
- Spot news photojournalism
- Travel photojournalism
- Wildlife photojournalism

Composition of a photograph

- placement of the subject
- balance
- camera angle

Photo feature and photoediting

27.5 TERMINAL EXERCISE

1. Explain the nature and scope of photojournalism.
2. Discuss the importance of composition in photojournalism.
3. Define the terms photo feature and photo editor.

27.6 ANSWERS TO INTEXT QUESTIONS

27.1:

1. i) False
ii) False
iii) False
iv) True
v) True

27.2:

1. Rule of thirds
2. The placement of the subject or subjects within the picture frame elements is called Composition.
3. Camera angle

27.3:

1. A photo feature is a story or an essay on a subject told mainly by photographs.
2. A photojournalist is the person who is overall in charge of the photo section of a newspaper.
3. Photo Feature.

NOTES:

28 (B) ROLE OF A PHOTOJOURNALIST

You would have understood by now that the back bone of photojournalism is the photojournalist. A good photojournalist is both a skilled photographer who uses the camera and other equipment to his best advantage. He must also be a thinking creative person who mixes technique and judgement to capture images as they happen because news events do not wait for the photographer.

Some photojournalists attempt to make their photographs more interesting by manipulating the image (for example, by making people pose for the photograph). This is wrong as the main task of a photojournalist is to give the viewer an image that is truthful and speaks for itself. Manipulating an image is like making up a news story. It would no longer be journalism but story telling.

OBJECTIVES

After studying this lesson, you will be able to do the following :

- describe the preparedness required for a photojournalist;
- explain the work ethics in photojournalism;
- discuss the history of photojournalism in India;
- enlist some famous photojournalists of India.

28.1 QUALITIES OF A PHOTOJOURNALIST

Photo journalists are now using the whole frame to compose their shots, making sure that no part of the end result can be perceived as dull. What was previously considered bad weather is now seen as the perfect opportunity to take some jaw dropping shots. While this photography trend has been growing for some time now. Photo journalists are moving away from underexposed and unsaturated pictures towards higher contrast levels and more vivid colours.

Events wait for no one, especially for photojournalists. A photojournalist must be prepared to act fast and have his camera always at hand. The interesting pictures are most often a result of the alertness of the photojournalist who is at the right place at the right time. If a photojournalist is casual about his job, he is likely to miss many important chances. It is also not just being present at an important location but it is also about being positioned at the best place with the camera ready.

There are some events about which a photojournalist has advance information. So he can be there well before the action begins. For example, a public function like a sports event or a political meeting is usually announced well in advance. Newspapers are informed about the time and the venue. If the photo editor thinks that the event is important he will assign a photojournalist to attend the event. The photographer will take pictures of the participants, the audience, the venue etc..

However, there are events that no photojournalist can prepare for like a terrorist attack, a riot, a train accident, an earthquake or a bridge collapse. If a photojournalist is present when something like this occurs he has to act quickly while at the same time ensuring his own safety. It is rare for photojournalists to capture terrorist attacks, serious accidents or major natural disasters as they happen. It is usually the aftermath that the camera captures. The photojournalist then tries to take pictures that convey the sense of the event, its magnitude and its impact on people and the place where it has occurred. The best

pictures are a result of the judgement and sensitivity of the photographer.

Only a small selection of pictures appear in the newspapers each day. Why is this so? Just as not all the news stories gathered by reporters get published in a newspaper not all pictures taken by photojournalists get published. A photo editor will look at all the pictures that have been submitted by various photojournalists on any given day and make a choice about what will appear and what will not.

Let us see how this is done by the photo editor.

One consideration will be the major news events of the day. A photograph that enhances the lead story is almost certain to be published. For example, if the most important news of the day is that fuel prices are going to go up, a photograph of long lines of auto rickshaws or trucks at a petrol station is quite likely to get published.

Another consideration is the photograph itself. If a photograph is hard hitting, or tells a story then it has a better chance of being published. For example, a picture of a flood, with only the roofs of houses above water has a greater impact than many hundred words describing the same flood.

What will interest the reader is also a consideration while choosing pictures for the newspaper. So photographs of local events like an inter-school sports competition or the inauguration of a new school building often get published.

When a photojournalist is doing a photo feature, there is need for a different approach and different kind of preparedness. If the photos are of people then the photojournalist must have patience and win the trust of the people to be photographed. Most people are self-conscious when they have a camera pointed at them or feel shy when facing one and do not behave as they normally would. The photographer should work in a way that the people who are being photographed do not feel his presence. This is most easily done if the photojournalist spends time with the people being photographed, talks to them about what they are doing and explain the purpose of the photograph. So when the photographs are being taken they are no longer curious or worried about the photographer's interest in them and can ignore the camera and behave naturally when the camera is pointed at them.

INTEXT QUESTIONS 28.1

1. Name two events for which a photojournalist is prepared and two events for which he cannot be prepared.
2. What is the role of a photo editor ?
3. How does a photojournalist prepare for a photo-feature?

28.2 ETHICS AND THE PHOTOJOURNALIST

Ethics is an important word in journalism. Ethics are the moral principles that influence the conduct of people. Journalistic ethics are the moral principles that govern the practice of all forms of journalism.

They guide the photojournalist in deciding what is right and what is wrong.

Truthfulness is a core journalistic ethic. A photojournalist must always strive to take pictures that tell the truth.

This issue of ethics has become more important in the digital age when it is very easy to change the photograph on the computer. It is believed that the camera never lies. But now with a few clicks of a computer mouse, you can completely change a photograph. So much so that it is no longer a record of an event. For example, you can show a man to be smoking even if he has never held a cigarette in life or in the company of someone he has never met. You can show a crowd of people at a place when in fact there were only a few people present when the picture was taken. You can make people appear to be standing in front of well known monuments in foreign countries to which they have never been!

All manipulation of photographs is a violation of basic journalistic ethics. For the photojournalist must capture the truth. This means that the photojournalist must only photograph what has happened, when it happened and not invent a situation or recreate one by moving things around in the picture to make it seem more interesting than it really was.

It is also against journalistic ethics to stage or create a picture by having people pose for the camera. For example if a photojournalist wants a picture of a mid- day meal scheme in a school he must go to a school at meal time and take pictures of what is seen. These might be of food being prepared or served to the children or the children eating their food. It would be against journalistic ethics if he were to make a group of children in school uniform sit in rows with plates in front of them and pretend to be eating a meal at school.

A photojournalist who takes his professional responsibilities seriously would never manipulate an image or stage an event for the benefit of his camera

INTEXT QUESTIONS 28.2

State whether the following statements are true or false:

- i) Truthfulness is not a core journalistic ethic.
- ii) Manipulation of photographs is violation of basic journalistic ethics.
- iii) In the digital age, it is possible to change any photograph on the computer.
- iv) A photojournalist can invent or recreate a situation according to his convenience.

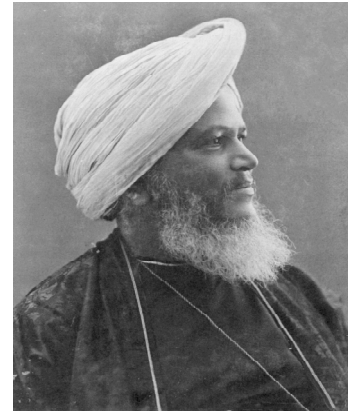
28.3 PHOTOJOURNALISTS IN INDIA

Photography arrived in India almost within two years of its discovery. As India was being ruled by the British, British photographers started taking pictures of the country, its scenery and monuments. When the first war of Independence happened in 1857, it was one of the first incidents of war photography in the world and you may have seen some photographs in magazines.

Later on when the camera became smaller, photojournalism gained greater popularity. Many political developments were also taking place in India especially around the freedom movement. All this gave a lot of chance to photojournalists to take pictures.

RAJADEEN DAYAL

Raja Deen Dayal was one of the first notable Indian photojournalists. He was a court photographer in India during the rule of the sixth Nizam of Hyderabad. As he was the only native photographer, he has left behind a very impressive record of British India.



28.1 (b) : Raja Deen Dayal

SUNIL JANAH

Among the famous photojournalists who worked then was Sunil Janah. A political activist and journalist, Sunil Janah began to



28.2 (b) : Sunil Janah

photograph while writing assignments for his newspaper. At the time of India's independence, Janah photographed the significant events in the country and made a record of the transition from British rule to independent India. His photographs of India's partition, its people; specially the tribals as well as pictures of industries and temple structures are very famous. Photographs of Nehru and Gandhi by Sunil Janah are now seen by us everywhere.

HOMAI VYARAWALLA

There is another name which needs a special mention here, also because in a profession dominated by men, she was the first woman photojournalist. She is Homai Vyarawalla. Her work was

first published in 1938 in the Bombay Chronicle, and later in other major publications of those times. She also worked for the Illustrated Weekly of India and during World War II covered every aspect of wartime activities in India. Her documentation of the events of the freedom movement are significant. She remained a freelance photographer until 1970 and was highly respected amongst all photojournalists.



28.3(b) : Homai Vyarawalla

HENRI CARTIER BRESSON

There are several international photojournalists who loved photographing in India. Amongst them, the name of Henri Cartier Bresson is famous. Henri Cartier Bresson was French and his name



28.4 (b) : Henri Cartier

is counted amongst the best photojournalists of the world. He travelled in India in the 1940s and then kept coming back here in later years. His most famous photograph is that of Pandit Jawaharlal Nehru announcing the death of Gandhiji. His book called 'Henri Cartier Bresson in India' is very well known.

RAGHU RAI

Amongst the photojournalists after Independence, the name of Raghu Rai is most famous. Rai's photographs are still seen as he continues to do photography. Raghu Rai started his career in photojournalism in the 1960s in Delhi and worked for important national newspapers like the Hindustan Times and Statesman. Later he became the Chief Photographer for 'India Today' where he worked for a long time. Now Mr Rai works as an independent photographer and his work is truly respected all over the world. His photographs of famous personalities such as Indira Gandhi and Mother Teresa are very well known. Apart from this Raghu Rai has covered all important events that have taken



28.5(b) : Raghu Rai

place in the second half of the last century such as the Bhopal gas tragedy and the Bangladesh war. He has brought out books on various subjects such as Delhi, Taj Mahal, Sikhs, Benaras etc. His early pictures are mostly in black and white but later he has photographed in colour. They all have a beautiful quality about them.

Prashant Panjari is another successful photojournalist of the present times. Born in Kolkata, he is a self-taught photographer who has worked for many magazines in Delhi. His most successful career was with the 'Outlook' magazine as its chief photographer and associate editor. He is a founding member of this magazine and through his photographs, he gave it a popular appeal among people and now Outlook has become a leading news magazine in India.

Mentioned above are just a few names of important photojournalists. Apart from them there have been so many who have made important contributions to the field of photojournalism by their work in the print media all over the world. With the improvement in printing technology, newspapers have started using more photos and in colour. This has given rise to a greater demand for trained people in the field of photojournalism.

28.4 WHAT YOU HAVE LEARNT

Role of photojournalists

Qualities of a photojournalist

- events for which a photojournalist is prepared
- events for which a photojournalist is prepared
- judgement and sensitivity of a photojournalist
- role of a photoeditor
- approach of a photojournalist while taking photographs

Work ethics in photojournalism

- truthfulness – core journalistic ethic

- manipulation of photographs – violation of basic journalistic ethics

Photojournalism in India

- arrival of photography in India

Famous photojournalists

- Sunil Jannah
- Homai Vyarawalla
- Henri Cartier Bresson
- Raghu Rai
- Prashant Panjiar

28.5 TERMINAL EXERCISE

1. Describe in detail the factors to be taken into account by a photojournalist while taking pictures for different purposes.
2. “The issue of ethics in photojournalism has become more important in the digital age when it is very easy to transform the photograph on the computer”. Discuss.
3. Explain with examples the role played by famous photojournalists in India before and after Independence.

28.6 ANSWERS TO INTEXT QUESTIONS

28.1:

1. i) political meeting, football match, any other
ii) accident, earthquake, any other
2. A photoeditor chooses the pictures that would appear in newspapers on any given day. This will depend upon
i) the major events of the day which should be supported by photographs
ii) hard hitting nature of photographs which can tell a story well and
iii) interests of readers.

3. A photographer should be patient and win the confidence of the people he wants to photograph. The photographer should work in such a way that people who are being photographed do not feel self-conscious and behave normally when the camera is pointed at them.

28.2:

1.
 - i) False
 - ii) True
 - iii) True
 - iv) False

NOTES: