INTRODUCTION TO
COMMUNICATION AND JOURNALISM

Complementary Course of BA English/Malayalam

Semester I

(CUCBCSS - 2014 Admission onwards)

UNIVERSITY OF CALICUT
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STUDY MATERIAL

Introduction to Communication and Journalism
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Module I

FUNDAMENTALS OF COMMUNICATION

The term communication stems from a Latin word *communis* which means ‘common’ and denotes the act of imparting, conveying or exchanging ideas through speech, writing or signs. It is one of the fundamental needs of human beings and it is as important as the physical requirement for food and shelter. Thus, communication can be considered as an individual as well as a social need.

We live in a mediated society. Many of our ideas about the world, knowledge of what is happening and the values mostly come from the media. Our ideas of the world are derived largely from the modern media which produce and package versions of events and issues in their output and which we consume as part of our daily lives and situations.

**WHAT IS COMMUNICATION?**

Simply defined, communication is the art of transmitting information, ideas and attitudes from one person to another. It is a process of transmitting a message from a source to an audience through a channel. For example, in a conversation, which is the most common type of communication, the person who speaks is the source and the person who listens is the audience. What is transmitted by the person who speaks is the message and the spoken voice carried through the air is the channel.

Ban and Hawkins define communication as the process of sending and receiving messages through channels which establish common meaning between a source and receiver. According to Joseph A. Devito communication refers to “the act by one or more persons, of sending and receiving messages, distorted by noise, within a context, with some effect and with some opportunity for feedback.”

Wilbur Schramm, a leading communication scholar, defines communication as a sharing process. He traces the word communication to the Latin word ‘communis’ which means common. According to him, when we communicate we are trying to establish a commonness with someone. That is, we are trying to share information, an idea or an attitude with someone.

**ELEMENTS OF COMMUNICATION**

Elements of communication refer to the basic components involved in an act of communication. These elements are also called the universals of communication because they are present in every communication act. These elements are briefly mentioned below:

1. **Source**: A person who sends a message or a signal is the source in communication. Communication by definition demands that someone send signals and someone receive them.

2. **Receiver**: A person who receives the message or signal is the receiver in a communication process.

3. **Context**: Communication always takes place within a context. It can either restrict or stimulate the communication process. Communication in a funeral home, a public park, a cricket stadium and in a church will be entirely different.

4. **Message**: Message is anything that is sent and received. Generally we think of communication messages as being verbal (oral or written). We can also communicate nonverbally.

5. **Channel**: It is the route or vehicle along which the message is transmitted from a sender to receiver. When you talk to a friend, the sound waves that carry your words constitute the
channel. When you write something, the piece of paper becomes the channel. Newspapers, magazines, radio, television and internet become the channels in mass communication.

6. **Noise**: Noise in communication refers to anything that distorts or interferes with the message. The screeching of a passing car, sunglasses a person wears, prejudices, bias, poor grammar etc. interfere with the effective and efficient transmission of messages from the sender to the receiver.

7. **Encoding**: Two important elements in communication are ‘encoding’ (at the sender end of the model) and ‘decoding’ (at the receiver end). Encoding means that the message is translated into a language or code suitable for transmission to the intended receivers.

8. **Decoding**: The act of understanding or comprehending a message is referred to as decoding. When we speak we are putting our ideas into sound waves (encoding). By translating sound waves into ideas we are taking them out of the code they are in and hence decoding. Similarly, when we read a text, we are decoding the written symbols of a language.

9. **Feedback**: The information that is fed back to the source is known as feedback. Feedback, in general, refers to any process by which the communicator obtains information as to whether and how his/her intended receiver has received the message.

10. **Effect**: The consequences of communication are referred to as effect. Communication has always some effect on one or more persons. The effect could be on the source or on the receiver or on both of them.

**TYPES OF COMMUNICATION**

Communication has been classified into several types depending upon the social groups in which it takes place and upon the technical devices used to facilitate it. The types range from the intrapersonal and interpersonal to the group and mass communication.

1. **Intrapersonal Communication**

   Communication that takes place within an individual is called intrapersonal communication. The individual functions here as the source and receiver. It includes our reflection, contemplation, meditation, our inner monologues, our reflection upon ourselves, and our relationships with others and with our environment. Conversing with the Divine may be termed trans-personal communication.

2. **Interpersonal Communication**

   Interpersonal communication is face to face communication between two persons or more in close physical proximity. In other words, interpersonal communication describes any mode of communication, verbal or nonverbal, between two or more people. It is considered the most effective type of communication because it is personal, direct, intimate and allows maximum interaction in word, gesture and expression. Communication between two persons is also known as **dyadic communication**.

3. **Group Communication**

   Communication by many persons in a face to face situation is described as group communication. Here, as the group grows in size communication tends to become more and more of a monologue reducing participation. The degree of directness, therefore, depends on the size of the group, the place where it meets and also the relationship of the members of the group to one another. In group communication feedback is more difficult to measure and respond to.
4. Public Communication

Public communication occurs when a group becomes too large for all members to contribute. One characteristic of public communication is an unequal amount of speaking. One or more address their remarks to the remaining members who act as an audience.

5. Mass Communication

Mass Communication is the process of delivering information, ideas and attitudes to a sizeable and diversified audience. This is done through the use of media developed for that purpose namely newspapers, magazines, radio, television, websites, social media networks. The act of mass communication is much more complex than that of face to face communication. It is addressed to masses, to an extremely large audience.

6. Verbal and Written Communication

Verbal communication refers to spoken messages that we transmit by producing sounds. In general, we spend a great deal of time participating in verbal communication either as speakers or listeners. Verbal communication is important to human relationship starting from interpersonal, group communication to other communication contexts.

Written communication refers to communication through written or printed words. Although, it is verbal in nature, written communication has a non-verbal dimension. Written communication is formal, literate and follows the rules of grammar.

7. Non Verbal Communication (NVC)

Human beings communicate verbally through words and nonverbally through facial expressions and body movements. Non verbal communication can be understood as the process of sending and receiving messages without the use of words. However, it should be noted that non verbal communication can take place either alone or with words.

CHARACTERISTICS OF MASS COMMUNICATION

Mass communication is addressed to an extremely large audience through the mediation of print, film, photography, television, radio and internet. The term mass communication is still evolving especially in the context of the speedy changes in media technology. The digital revolution can redefine the concept of mass communication and its characteristics.

A number of characteristics distinguish mass communication from other types of communication namely intrapersonal, interpersonal and group communication. These characteristics are given below:

1. Mass medium : An important characteristic of mass communication is the presence of mass media like newspaper, radio, television, magazines, books, websites and social media networks. The medium is capable of taking the same message around the world.

2. Anonymous : The participants (senders and receivers) in the mass communication process are usually unknown to each other. The messages are not usually directed to anyone in particular.

3. Delayed feedback : Feedback is the information that is sent back by the receiver to the source. In interpersonal communication feedback is instant. But in mass communication feedback is slow.

4. Gate keeping : Mass communication implies a gate keeping function on the part of the communicators such as reporters and editors. In their capacity as people who control the flow of news they may limit, expand or reorganise information.

5. Limited sensory channels: In a face to face communication process a person can see, hear, touch and even smell the other person. But in mass communication, we may only be
able to hear and see and even these maybe limited depending on the way the mass communicator decides.

6. **Universal access**: Mass communication experience is a public one. Everyone has access to it. It cannot be restricted to anyone on account of colour, race, sex and other differences.

7. **Rapid**: Messages are sent to the audience as soon as they are received by the communicators. News items and events can be broadcast to millions of people worldwide instantly.

8. **Mass audience**: The receivers of mass media are large. The number can vary from hundreds to thousands and even to millions.

9. **Transient**: Mass communication experience is transient. The message is meant to be consumed at once and then it disappears. Numerous messages and images come and go in fleeting seconds.

**FUNCTIONS OF MASS COMMUNICATION**

The popularity and persuasive influence of the mass media can only be maintained by its significant functions. Mass communication performs the following functions in society.

1. **Inform**: Mass media carry out this function by keeping us informed about the latest news in our region and around the world. In many societies mass media have become the principal means of information.

2. **Entertain**: Mass media design their programmes to entertain. They attempt to entertain, to capture the attention of large numbers of people. Mass media help us to pass time and to relax with family and friends.

3. **Educate**: Media is a great teacher and educator. Most of the information that we have obtained is not from classrooms but from mass media like newspapers, magazines, radio, television and internet.

4. **Reinforce**: Media function to reinforce or make stronger our beliefs, attitudes, values and opinions. For example, the communists will expose themselves to communist publications and programmes and they will emerge ideologically reinforced from such experiences. Similarly, the anti-communists will expose themselves to messages in line with their ideology and will emerge reinforced or stronger in their convictions.

5. **Socialise**: Socialising is a process in which an individual adopts the behavior, norms and values of a society. One of the main functions of any media system is to socialise its viewers, readers and listeners.

6. **Activate**: Mass media can activate audience or move people to action. They function to get the audience to channelise their opinions and pressurise the government and other civic bodies to act.

7. **Change or persuade**: Media do not function primarily to change our behavior. But media can be used to form public opinion, influence voting behaviour, change attitudes, moderate behaviour, expose claims and sell products.

8. **Confer status**: If you list the 100 most important people in the country, they would undoubtedly be the people who have been given a great deal of mass media exposure. Media confer status to people with great media exposure.

9. **Focus attention**: Mass media have the ability to focus public attention on certain problems, events and issues at a given time. The devastating earthquake and tsunami in Northern Japan in March 2011 and subsequent Nuclear radiation in Fukushima were the lead stories in most of our media.
10. **Ethicise**: By making public certain deviations from the norms, the media can arouse people to change the situation. It provides people with a collective ethics or ethical system.

**COMMUNICATION MODELS**

A model is a systematic representation of an object, event or a process in a graphic form. It provides a simplified view of something to be studied. They also clarify the structure of complex events and lead us to new discoveries.

Communication models are visualizations of communication process. Students of communication often use models to try to present a simplified version of communication, containing the essential components of a communication process. The basic communication models starting with Aristotle are briefed below.

1. **Aristotle’s Model of Communication**

One of the earliest recorded models is attributed to the ancient Greek philosopher Aristotle. He represented communication as rhetoric (speech) where an orator speaks to large audience. The model, proposed by Aristotle, is a linear one in which there are three elements in communication such as speaker, speech and audience. This model focuses principally on public speaking. Aristotle’s model can be graphically presented in the following manner.

![Aristotle's Model of Communication](image)

The audience includes those who are listening to a speech. However, not all members of the audiences are the same. A good speaker will carefully assess the nature of the audience to determine the best ways to impress upon the audience. Depending on the type of audience, the speaker will select and shape the topic. The speaker should also know the emotional, intellectual and psychological levels of the audience. Even today, these points are universally relevant in every public speaking context.

2. **Lasswell’s Model of Communication (1948)**

Harold Lasswell, a political scientist, studied very carefully the American presidential election (1948). He introduced an important communication model based on his studies on the process of political campaigning and propaganda. According to Lasswell, a convenient way to describe an act of communication is to answer the following questions:

- Who?
- Says What?
- In Which Channel?
- To Whom?
- With What Effect?

![Lasswell's Model of Communication](image)
This model does not include any provision for feedback, an important component of communication to determine the degree of understanding achieved in the process.

3. Shannon and Weaver’s Mathematical Model of Communication (1948)

C. E. Shannon and W. Weaver’s (1948) model of communication, also known as mathematical model, provided for the first time, a general model of communication process.

Shannon and Weaver’s model, as shown above, breaks the process of communication down into eight discrete components:

1. An information **source** is a person who creates a message.
2. The **message** is anything sent by the information source and received by the destination.
3. **Transmitter**, for Shannon’s immediate purpose, was a telephone instrument that captures an audio signal, converts it into an electronic signal, and amplifies it for transmission through the telephone network.
4. The **signal** is anything which flows through a channel.
5. A carrier or **channel**, represented by the small unlabeled box in the middle of the model, is the route or the vehicle through which message is carried from the source to the destination.
6. **Noise** is anything that interferes or confuses the signal carried.
7. A **receiver** in Shannon’s conception, is the receiving telephone instrument.
8. A **destination** is the person who consumes and processes the message.

This model suggests that communication within a medium is frequently direct and unidirectional. But in the real world, communication is hardly unidirectional.

4. Osgood and Schramm’s Circular Model, 1954

This model was first introduced by Charles Osgood and it was adapted by Wilbur Schramm (1954). Osgood and Schramm’s model is highly circular.

They conceived decoding and encoding as activities maintained simultaneously by sender and receiver. Besides, the encoder and decoder are described equals, performing
identical functions. There is also a provision for feedback in this model. A notion of “interpreter” as an abstract representation of the problem of meaning.

5. Dance’s Helical Model, 1967

Frank E. X. Dance in his book *Human Communication Theory* depicts communication as a dynamic process. The helix represents the way communication evolves in an individual from his birth to the existing moment. It directs one’s attention to the fact that the communication process moves forward and that what is communicated now will influence the structure and content of communication coming later on.

6. Berlo’s S-M-C-R Model - 1960

David K. Berlo’s SMCR (Source, Message, Channel, and Receiver) model focuses on the individual characteristics of communication. It stresses the relationship between the source and receiver, important variables in the communication process. The more highly developed the communication skills of the source and the receiver, the more effectively the message will be encoded and decoded.

7. Westley and MacLean model of communication

B H Westley and M S MacLean in their article *A conceptual model for communications research* in *Journalism Quarterly* (1957) put forward this model of communication. The model is based on Newcomb’s ABX model of communication and they extend it to a mass communication process.

Newcomb’s model represented mainly interpersonal communication process and it was triangular in shape with A, B and X interacting equilaterally. In applying the model to a mass communication process, Westley and MacLean brings A (communicator) and C (mass communication organization which performs the gatekeeping function) together. B is classified as audience. News stories (X1, X2……Xn) reach the audience through the communicator and the media organisation. The main thrust of the model appears to be emphasising the dependence of B upon A and C. The model is graphically presented below.
X1, X2, X3 and Xn…. news articles or information, Feedback (f), Communicator (A), Audience (B) and Gatekeeper/Media (C)
Feedback loop between audience (B) and media (C) – fBC
Feedback loop between media (C) and communicator (A) – fCA
Feedback loop between audience (B) and communicator (A) - fBA

8. Indian Communication Models

Do we have similar Indian communication models that can give a simplified graphical version of the complex communication process from an Indian perspective? The answer is not an easy one. Some Indian scholars have put forward certain communication models. We will analyse one such model of communication below.

Sadharanikaran model of communication

Sadharanikaran, is rooted in Natyashastra of Bharata. The term sadharanikaran is derived from the Sanskrit word sadharan; and has been translated into English as “generalized presentation”, “simplification” and “universalisation”. This concept is bound with another concept, sahridayata, that is, a state of common orientation, commonality or oneness. Sadharanikaran is the attainment of sahridayata by the communicating parties.

When senders and receivers accomplish the process of sadharanikaran, they attain saharidayata and become sahridayas. In other words, communicating parties, for e.g., actor and audience, become sahridayas when they are engaged in a communicative relation leading to the attainment saharidayata; and it is in this stage sadharanikaran is accomplished. Thus, the essence of sadharanikaran is to achieve commonness or oneness among the people. In this light, the Latin word ‘communis’ and its modern English version ‘communication’ come close to sadharanikaran.

The model comprises the following elements:
1. Sahridayas (Preshaka, i.e., sender, and Prapaka, i.e., receiver)
2. Bhava (Moods or emotions)
3. Abhivyayanjana (Expression or encoding)
4. Sandesha (Message or information)
5. Sarani (Channel)
6. Rasaswadana (Firstly receiving, decoding and interpreting the message and finally achieving the rasa)
7. Doshas (Noises)
8. Sandarbha (Context)
9. Pratikriya (Process of feedback)
Module II
PRINT MEDIA

The invention of movable type by Johannes Gutenberg, a German, around 1450s was a turning point in history. He designed, set the type and printed two hundred copies of his famous forty-two line Bible. Gutenberg’s innovation touched off a communication revolution in the Western world and gradually in the other parts of the world. The printing press spread and consequently more and more books appeared in the language of the ordinary people.

The emergence of radio, television and later online media have posed threats and challenges to the print media. However, the print media have effectively withstood these challenges. The broadcast and new media with all their pervading presence have not caused the death of print media as predicted by many scholars. The print, broadcast and new media have complemented each other. However, the onslaught of the digital media has lowered the circulation figures of newspapers in the world except in the Asiatic region.

Types of Print Media

1. Newspapers

Newspapers are the most popular forms of print media. Newspapers can vary from daily newspapers to weekly tabloids. Different types of newspaper cater to various audiences. There are general newspapers, daily business newspapers to sports newspapers. Similarly, there can be morning newspapers and afternoon/evening newspapers.

2. Magazines

Weekly, bi-weekly, fortnightly, monthly, quarterly, half yearly publication come under the category of magazines. Usually, magazine contains more detailed reports, analysis, photographs and illustrations on quality paper. Unlike newspaper which has a shelf life of 24 hours, a magazine can have a longer shelf life.

3. Newsletters

Newsletters also form an important part of print media. These target a specific group of audience and give information on a product, service or institution.

4. Brochures

Brochures give detailed information about the product. These are mainly distributed at events or even at the main outlet when a consumer needs to read in detail about the product.

5. Posters

Posters are forms of outdoor advertising. The message in a poster has to be brief and eye catching as it targets a person on the move.

Apart from these media, direct mail marketing, flyers, handbills/ leaflets, banner advertising, billboard advertising, press releases etc are all the various types of print media.

Advantages and limitations of newspapers

The newspaper is a powerful medium. It is powerful because it has the ability to influence the way people view the world, as well as their opinion of what they see.
• Newspaper can report stories in detail. It provides more detailed news than radio or television.
• It permits readers to absorb news at their own speed and on their schedule.
• Readers can skip items that do not interest them.
• Newspaper can print certain material that appeals to only a small percentage of the reading public such as death notices, stock market listings and classified advertisements.
• Newspaper is cheaply available for less than the price of a cup of tea or coffee.
• A large number of people can be reached in a given geographical area.
• Newspaper can be easily recycled after reading.
• Newspaper has great mobility that is, one can easily carry newspaper to wherever one travels.
• Newspapers give the most important details in the very first paragraph. This is an important factor considering that people have very short attention spans.

An important issue in newspaper is that it has a very short life duration. The normal life span of a daily newspaper is 24 hours. Breaking stories first appear on the electronic media and then on the daily newspapers. Large number of youngsters have begun to ask why should they read newspapers when they can get minute by minute updates of news on their smartphones. Generally newspapers are messy with commercials. Environmentalists point out that newspapers cause pollution. Large numbers of trees are cut worldwide to produce newspaper (newsprint) that has a life span of merely 24 hours.

PRINCIPLES OF JOURNALISM

Journalism is one of the most important professions in the world. It informs citizens about various events that take place in their community, state, country and world. The reports of journalists help people to form opinions and know the current affairs. Journalists inform the public through newspapers, magazines, radio, television and websites. These means of communication are often referred to as news media.

Everyday journalists throughout the world gather, write and edit material for thousands of news stories. Local reporters cover local events. Other journalists, including foreign correspondents, cover national and international news. Another team edits the news stories.

News organizations have an enormous responsibility to help people to understand today’s increasingly complex and fast changing world. The obligation of the media to keep the public informed through fair, accurate and complete reporting has never been greater.

The words journal, journalist and journalism have their origin in a French derivation from the Latin term diurnalis which means ‘daily’. A journalist is different from a creative or fiction writer. A journalist primarily reports and interprets news and events. On the other hand, a fiction writer primarily intends to entertain.

Role and responsibility of a journalist

Press is a public service and, therefore, it is accountable to the community as a whole. Press freedom means not only the freedom from unnecessary restraints but also freedom for advancing certain basic and desirable concepts enshrined in the value systems of the community. The press is an important vehicle of communication, a vital instrument in the creation of public opinion as well as an indispensable element for the survival of any
democratic set up. Hence it is necessary that journalists should regard their work as a noble profession.

The principles, aims and objectives of journalism will vary from country to country depending on the social, economic and cultural differences. Still, there can be certain principles which are central to the profession of journalism and accepted so by people. Some of these principles are given below:

1. **People’s right to true information:** People have the right to acquire an objective picture of reality by obtaining accurate and comprehensive information as well as to express themselves freely through various media.

2. **Dedication to objective reality:** The foremost task of the journalist is to serve the people’s right to true and authentic information through dedication to objective reality.

3. **Social responsibility:** A journalist shares responsibility for the information transmitted. He/she is accountable not only to the proprietors of the media but also to the public at large.

4. **Professional integrity:** The social role of the journalist demands that he/she should maintain high standards of integrity. The integrity of the profession does not permit the journalist to accept any form of bribe or the promotion of any private interest contrary to general welfare.

5. **Public access and participation:** The nature of the profession demands that the journalist promote access by the public to information and participation of the public in the media, including the right of correction or rectification and right to reply.

6. **Respect for privacy and human dignity:** An integral part of the professional standards of the journalist is respect for the right of the individual to privacy and human dignity.

7. **Respect for universal values and diversity of culture:** A true journalist stands for universal values of humanism such as peace, democracy, human rights, social progress and national liberation. Thus, a journalist participates actively in the social transformation towards democratic betterment of a society.

8. **Elimination of war and other great evils confronting humanity:** The commitment to the universal values of humanism calls for journalists to abstain from any justification for or incitement to wars of aggression and arms race. Journalists should also try to eliminate all forms of violence, hatred or discrimination especially racism, oppression, colonialism, as well as other great evils which afflict humanity such as poverty, malnutrition and deprivation.

9. **Promotion of a new world information and communication order:** The journalist should aim at de-colonisation and democratisation of the fields of information and communication both nationally and internationally on the basis of peaceful coexistence among people and with full respect for their cultural identities.

**TRENDS IN PRINT MEDIA**

Researchers are of the opinion that readers are fast switching over to the digital media especially the tablets and mobile phones with internet connectivity. Journalism is evolving rapidly in a “mixed media” of traditional newspapers and broadcast stations combined with a “new media” of on-line journalists. Some of the trends in print media are listed below.

1. **Proliferation of news media**

   First came newspapers. Then magazines. Film, radio and television came later. Soon online versions of newspapers enlarged the news media scene. Now millions of bloggers, countless web sites, web broadcasts, and “podcasts” have become news providers. All make up the “body” of today’s news media, and there is no visible end to this proliferation. It is the case everywhere including our country.
2. Changes in news media audience

The proliferation of news outlets means that audiences can read and watch their news on various channels and web sites. In other words, media audiences have fragmented. People get their news updated throughout the day, when they want it. They surf the internet to find the stories that interest them. In response, more and more news outlets cater to smaller and smaller demographics or “niches.”

3. Convergence of media

The fragmentation of the news audience has prompted some major news organizations to attempt to “re-assemble” a large news audience by providing news across many media platforms. Major Indian news organizations such as The Times of India, Malayala Manorama and Mathrubhumi provide news via a convergence of their newspapers, magazines, television stations, radio stations, websites and other publishing concerns.

4. Business Values

As newsrooms become small parts of large corporations, there is a danger that profit-seeking and economic imperatives may cause newsrooms to compromise their ethical standards. Business values, such as the need to meet the demand of investors and advertisers, may affect journalistic honesty.

5. Overdependence on advertising revenue

The first is the growing dependence on advertising revenue and the declining share of revenue from newspaper sales due to very low cover prices in many regions.

For many large newspapers, advertising revenue already accounts for 85% and more of the total revenue. To gain entry into new markets, they lower the cover prices further, increasing their dependence on advertising.

6. Paid news system

It is an unethical practice largely reported in the media during the Assembly election in Maharashtra in 2009. By this arrangement politicians pay money to media houses for favourable coverage of political candidates in the election campaign. Failure on the part of the candidates to pay money can result in a blackout of his/her political campaign in the media. Millions of rupees have been reportedly paid to media houses for paid news. The readers of media are cheated with the consent of greedy media houses.

7. Corporatisation of the media.

Business and corporate interests have come to dictate the media industry more and more. One of the latest examples was the takeover of the Network 18 by the Mukesh Ambani’s Reliance Industries Ltd in 2014. Network18 has several media entities such as TV18, HomeShop18, CNN-IBN, First Post, IBN 18, Web 18, Studio 18, Shop 18, Infomedia 18, and Viacom 18.
Module III

ELECTRONIC MEDIA AND FILM

1. RADIO

Radio is one of the most important means of communication. Millions of people depend on the radio for news and other programmes. The portability and the low price of mass produced radio sets have contributed to the popularity of this medium.

Radio, like many other inventions, developed from the theories and experiments of many people. It was in 1895 that Guglielmo Marconi, an Italian inventor, sent the first radio communication signals through the air. In 1901, Marconi’s radio equipment sent radio signals across the Atlantic Ocean from England to Newfoundland. Later, experimental radio broadcasts began in 1910 in the US. Regular radio services began in many countries in the 1920’s.

Development of radio in India

The first radio programme in India was broadcast by the Radio Club of Bombay in June 1923. Radio clubs were formed in Calcutta and Madras in 1923 and 1924 respectively. It was followed by the setting up of a broadcasting service that began broadcasting in India in June 1927 on an experimental basis in Bombay and Calcutta. In 1930, Indian Broadcasting Company handed over the Bombay station to the Government and it was renamed the Indian State Broadcasting Service (ISBS). Later it was renamed All India Radio on June 8, 1936.

Transistor was invented during World War II. This invention set the tone for the popularisation of radio around the world. Short wave transmission began in India in 1938. It was soon followed by the launching of the External Service Division of AIR in 1939.

Radio in the post-independence era

At the time of independence, the AIR network had only six stations located at Delhi, Bombay, Calcutta, Madras, Lucknow and Tiruchirapalli with a total of 18 transmitters. The target audience of these radio stations was urban listeners. As against a mere 2,75,000 receiving sets at the time of independence, today the number would be countless taking into account the radio sets and the mobile phones that provide radio service. The broadcast scenario has drastically changed with 197 stations with 305 transmitters which include 145 medium wave, 55 short wave and 105 FM transmitters providing radio coverage to 97.3% of the population.

Radio is a widely used mass communication medium. It has great potentiality in the dissemination of information and in providing education and entertainment to millions of people. With the advent of transistors, radio reached the common man in urban and rural areas of India. However, optimum use of this medium is made by the rural population as their access to other media is limited. It has advantages over the other mass media like television and newspapers in terms of being handy, portable, easily accessible and cheap. It is the most portable of the broadcast media, being accessible at home, in the office, in the car, on the street or beach, virtually anywhere at any time.

Radio as a mass medium has great relevance in a country like India even amidst the overwhelming presence of television and the new media. The vast majority of the rural population in India has no power supply and as such their access to television sets is limited. In these areas, All India Radio’s programmes continue to be the only source of information and entertainment.
Future of Radio

Television broadcasting has proliferated in our country with multiple channels and 24-hour broadcasting in the last decade. Thus television, as a mass medium disseminating information and entertainment, has made deep inroads into our society. But this has not been done at the cost replacing the medium of radio. Radio still continues to be a prime medium for millions of people in our country. It is a cheap medium and it has the largest reach especially in the remote areas. Besides, radio can provide local specific, culture specific and dialect specific broadcasts. All India Radio brings programmes in 24 languages and 146 dialects.

ORGANIZATIONAL STRUCTURE OF ALL INDIA RADIO

Prasar Bharati (Broadcasting Corporation of India) is the public service broadcaster in the country, with Akashvani (All India Radio) and Doordarshan as its two constituents. It came into existence on 23rd November 1997. Prasar Bharati Board, under the Ministry of Information and broadcasting, is headed by Chief Executive Officer (CEO) subject to the control and supervision of the Board.

The Director General (DG) heads the All India Radio in carrying out the day-to-day affairs of AIR. The DG is responsible for the overall administration of the entire Akashvani network consisting of 277 stations and 432 broadcast transmitters as on 2012, which provides coverage to 99% of the population spread over the country.

There are Additional Director General and Deputy Director Generals who help the Director General. There will also be a Director of Programmes. The Director is assisted by Chief News Editor, News Editor, Joint Director, etc. others employed in the news department of the radio station are the News Readers, Announcers, Translators and others.

In respect of technical matters the Director General is assisted by the Engineer-in-Chief and Additional Directors General (E) in the headquarters and the Zones. The Engineering Division of AIR is looked after by Engineer- in-Chief and is assisted by Chief Engineer and Regional Engineers. The Regional Stations of AIR is under the control of Station Director who is assisted by Assistant Station Directors and Programme Executives.

Additional Director General (Administration) and a Deputy Director General(Administration & Finance) assists the Director General on matters of administration and finance, while Additional Directors General (Programme) assists DG in administration of programme personnel. A Director looks after the Engineering Administration of All India Radio.

The security set up comprises of a Deputy Director General (Security), Assistant Director General (security) and a Deputy Director (security). They handle matters of the security and safety of AIR installations, transmitters, studios, offices etc.

TRENDS IN RADIO BROADCAST

a. Community radio

Community radio stations are operated, owned, and driven by the communities they serve. Community radio is not-for profit and provides a mechanism for facilitating individuals, groups, and communities to tell their own diverse stories, to share experiences, and in a media rich world to become active creators and contributors of media.

Anna FM is India’s first campus ‘community’ radio, launched on 1 February 2004, which is run by Education and Multimedia Research Centre (EM²RC). Radio Mattoli in Mananthavady is a regular and well managed community radio station in Kerala.
b. Specialisation

Internationally, radio stations have grown by attracting niche audiences (like a Hispanic channel in US or a Malayalam channel in gulf) and local advertisers. There will be emergence of stations that address only specialist audience groups - like a special radio station dedicated to south Indians residing in Mumbai or a station that caters exclusively to college going population.

c. Newer radio formats

Podcasting, Internet radio, and satellite radio services with DTH is already offered in other countries. It is likely to start operations in the days to come.

d. News broadcasting on private FM stations

The Information and Broadcasting Minister Prakash Javadekar in June 2014 has indicated that Narendra Modi government will allow private FM radio stations to broadcast news, a long standing demand from several communication experts. If the government implements this policy, then we will have soon 24x7 news radio stations around the country.

STRENGTHS OF RADIO

- Radio broadcast can be highly target selective by station format
- Intrusive and local
- Relatively low cost and production charges
- Excellent local market coverage
- Credibility is high among the target location
- Radio is considered portable medium
- Personal
- Community involvement is high
- Strong promotional vehicle

LIMITATIONS OF RADIO

- Lack of visual support
- Major investment to manage a radio station
- Fractionalized audience due to same formats
- Considered as a background medium
- Passive listeners
- Channel surfing leads to incomplete messages
- Difficult to build large reach

2. TELEVISION

The name television comes from a Greek word meaning ‘far’ and a Latin word meaning ‘to see’. Thus the word television means to see far away programmes and events. The British Broadcasting Corporation (BBC) started the world’s first public television service in 1936, broadcasting from London.

Production of a television programme is an extremely complicated process. A programme requires careful planning, much preparation and the combined efforts of many skilled professionals. The production, the maintenance of studio and the transmission of signals involve huge investment.
Television in India

Television started in India on an experimental basis on September 15, 1959 with a limited transmission on three days a week. The scope of programmes was restricted to educational broadcasts for a limited area around New Delhi. In 1961 television programmes for teachers were started. Regular broadcasting of television programmes began in 1965. A daily one hour service started during this period.

The period between 1972 and 1982 saw the rapid expansion of television in India. In 1972 television service was extended to Bombay. In 1975-76 the Satellite Instructional Television Experiment (SITE) brought television to 2,400 villages in backward areas of Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa and Rajasthan. This project has been described as one of the largest communication experiments in the world. In 1976 television broadcasting was delinked from All India Radio and was put under an independent organisation called Doordarshan. TV switched over to colour transmission in India on August 15, 1982. At present Doordarshan telecasts programmes on 19 channels. DD-1 is the primary channel, the flagship of Doordarshan.

Foreign satellite networks began transmission during the Gulf War in 1991. Foreign satellite network programme distribution takes place either by direct reception or through the cable operator. With the arrival of foreign channels, Doordarshan lost its monopoly in the country. A number of foreign as well as private domestic television channels have been established in the country. From the late 90s there has been a virtual mushrooming of private television channels in English, Hindi and other regional languages.

Strength of television

- Demonstration ability by combining sight, sound and motion
- Ability to reach large national audiences instantaneously
- Credible and prestige media
- Considered highly persuasive
- Low cost per minute (CPM) in reaching the target audience
- High impact medium

Limitations of television

- Very expensive media costs
- Very expensive production costs
- Difficult to generate adequate reach and frequency unless media budget is very large
- High costs of entry
- Availabilities greatly affected by season cycles and viewing patterns

TRENDS IN TELEVISION INDUSTRY

Predicting the future isn’t easy and it is a similar case when it comes to television. As we all know, TV industry is going through seismic changes and it should positively react to the trends, failing which the industry can become obsolete. Some of the major trends seen internationally and in particular in our country are listed below.

a. Lean-back and interaction go hand in hand

The old assessment that TV is a lean-back activity does not apply anymore. A good part of the audience is actively involved via social media in what is happening on TV. Interaction is now an important element in any TV strategy.

b. TV viewing behaviour

Traditional television business models are changing rapidly due to shifts in consumer preferences and viewing behaviours. In 2014, Morgan Stanley reported that there has been a 50 per cent decline in TV viewership in the last decade in the US.

c. Emerging consumer experience
Where do we spend most of our time? It is mostly on our mobile devices. There is a rapid growth of mobile traffic even in our country. Tablets and mobile devices continue to gain momentum and are forecasted to outpace personal computers by 2015 in US. The first screen is now clearly your smartphone or tablet.

**TRENDS IN INDIAN TELEVISION INDUSTRY**

The Indian television sector is the third largest in the world in terms of the number of TV households. Some of the major trends in Indian television are briefly explained below.

**a. Distribution**

Despite reaching 150 million households, the overall TV penetration in India remains low at 63% and is growing steadily in line with economic growth and disposable income. The share of Cable and Satellite based distribution continues to be most popular mode of distribution accounting for 80% share among TV households. About 30 million rural and remote households still use terrestrial mode to view state owned channels. The analog cable sector is on the verge of migration to digital.

**b. Television broadcasters**

India has seen proliferation in the number of channels over the last five years with over 825 active channels, but revenue is concentrated in a few and profitability in the hands of even fewer leading Hindi and local language channels.

**c. Convergence of digital technologies**

Convergence is also presenting a new revenue stream opportunity for broadcasters to repurpose and monetize content using new digital delivery platforms such as smart phones, thereby prolonging the shelf life of content.

**d. Social media can dictate the content of TV programmes**

Feedbacks from social media are increasingly used by TV news journalists to decide on what kind of content they should be chasing.

**e. TV ratings**

TV ratings decide the revenue fortunes of channels. In order to increase revenue the content becomes trivial, mediocre and commoditised to have mass appeal. Talk shows, personality driven news channels, outraged journalism and populist pressures tailoring news content.

**f. Channels backed by politicians and vested interest groups**

There are many channels backed by politicians or people with deep pockets who have money to waste. The main motive of running the channels is to gain political power and influence and not necessarily to manage a profitable business.

**3. FILM**

Film, one of the most captivating medium, was born towards the end of 19th century and grew up in the 20th century. Auguste and Louis, better known as Lumiere brothers, patented a camera on February 13, 1895 which could project films. They made the first film which lasted for one and a half minutes using the newly developed camera and the film was later screened on March 22, 1895 at a hall in Paris.

Cinema was first exhibited in India by the Lumiere brothers on July 7, 1896 at Watson’s Hotel in Mumbai, six months after its public exhibition in Paris. With the turn of the century film production and projection picked up speed in different parts of the world. Several films were made in France, US, Germany, UK and Russia. But the US was ahead of the others in developing and improving the techniques and technology of the new medium.

**Films in India**

Feature films found their place in India in 1912 when the first film *Pundalik* was made by R. G. Torney and N. G. Chitre. But it was half British in its make. This film was followed by *Raja Harischandra* in 1913 by Dhundiraj Govind Phalke, popularly known as...
Dadasaheb. He is credited with laying the foundation for the Indian film. The era of talkie films began in India in 1931 when the first film Alam Ara was produced by Ardeshir Irani. Sohrab Mody’s Jhansi Ki Rani (1953) was India’s first colour film. Apart from Hindi, films in large numbers are produced in Telugu, Tamil, Malayalam, Kannada and Bengali languages.

For people who make films, the medium provides an opportunity for expression, an opportunity to practise a complex craft as well as a livelihood. It may seek to educate (as in the case of documentaries), persuade and influence (as in the case of propaganda films) and entertain (as in the case of feature films). For the audience the film may be an escape and an engaging lesson in history, morality or human relationship. Films grew from the tradition of theatre and popular amusement and as such they have much to do with entertainment. Feature films almost always take their viewers from the mundane details of everyday life to the magical world of make-believe.

**TRENDS IN FILM INDUSTRY**

Change is a natural course of action. We witness many visible and invisible changes in very medium. Film industry is no exception especially in the contexts of revolutionary digital technology. Let us briefly discuss some of the important trends happening in the film industry.

a. **World wide release**

In order to maximize profit, distributors release films in as many theatres as possible. Maximum revenue can be generated in the shortest period. For example, Salman Khan’s Kick was claimed to have released in July 2014 in more than 5000 theatres across the world.

b. **Large scale organized piracy**

Even before the formal release or immediately after the release of the film, pirated copies of films are made available. The online media possibilities accelerate large scale piracy.

c. **Media hype**

Immense media hype is created so that people are pushed to the theatres soon after the film release. Thus, people would have watched the film before reviews and word of mouth verdicts are available. But we should remember that publicity alone no longer sells movie tickets.

d. **Multi format simultaneous releasing**

Cinema releases combined with DVD and internet releases on the same date is another trend. It has not been reported in India, but done in other countries. Simultaneous DVD, internet and theatrical release can greatly minimise piracy.

e. **Social Networking**

Social media is the way forward in terms of news, entertainment, advertising and blatant self promotion. Today, we can have the greatest articles and reviews of the film, but they’re all completely worthless if people do not share them in social media.

f. **Strong narrative**

Indian cinema has also developed a narrative which is strong and connected to its audience that it has survived Hollywood. There is no other cinema as big as Indian cinema that has succeeded in surviving Hollywood. The French, Italian and others have not succeeded in surviving Hollywood.
Module IV
NEW MEDIA

Until the 1990s media relied primarily upon print and broadcast models such as newspaper, magazines, television and radio. The last twenty five years have seen rapid transformation in media with the arrival of digital computers and internet. The digital technologies have transformed the media beyond words. New media has immense potentialities and it is likely to play a role hitherto unheard of.

New media, and particularly the internet, provides the potential for a democratic public sphere, in which citizens can participate in well informed, non-hierarchical debate pertaining to their social structures. But some writers fear that the new media has gone into a handful of powerful transnational telecommunication corporations who can dictate terms and control the news flow.

New media has been used extensively by social movements to educate, organize, share cultural products of movements, communicate and more. Several non governmental organisations (NGOs) use new media as a tool for social change. They have used the new media to organize action, communicate and educate participants, and have used as alternative media platform. New media has been a great tool in the democratization of information by using websites, blogs and online videos to demonstrate the effectiveness of the movement itself.

Interactivity has become a key term for number of new media use options. Interactivity can be considered as a central concept in understanding new media. Internet replaces the “one-to-many” model of traditional mass communication with the possibility of a “many-to-many” web of communication.

Any individual with the appropriate technology can now produce his or her online media content including images, text, and sound about whatever he or she chooses. So the new media with technology convergence shifts the model of mass communication, and radically shapes the way we interact and communicate with one another.

1. INTERNET

According the Concise Oxford English Dictionary, internet is a ‘global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocol’. In other words, internet is a worldwide network of computers which can communicate with one another, that is, exchange of information in digital form.

Internet was first developed in US in 1960s. The birth of the World Wide Web in the early 1990s introduced graphic user interface and a protocol for hyper linking information stored in different computers. This provided access to millions and took internet to the masses. Figures suggest that more than 500 million people worldwide had internet access at the end of 2002. This figure is estimated to grow phenomenally in the years to come.

Internet in India

India found a place in the internet map in 1987. Commercial net access was introduced in 1995. Presently, there are more than 200 internet service providers in India. The resulting competition lowered the cost and led to the rapid growth of internet connections.
The arrival of 3G and 4G technology and the greater reach of smart phones are going to take internet to more and more people.

2. BLOG

A blog (a contraction of the term “weblog”) is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video.

A typical blog combines text, images, and links to other blogs, web pages and other related sites. The possibility for readers to leave comments in an interactive format is an important feature of many blogs.

The term “weblog” was coined by Jorn Barger in 1997. The short form, “blog,” was coined by Peter Merholz, in April 1999. In 2003 blog entered the Oxford English Dictionary.

Blogs can come up with a competing, contradictory or an alternative report other than those published/broadcast in the conventional media. Internet has provided an inexpensive medium and an audience previously not available. Bloggers have taken the major media organizations to task for the apparent distortions. Reputed newspapers like The New York Times had to publish corrections in response to the commentary written by bloggers.

Types of blogs

There are many different types of blogs, differing not only in the type of content, but also in the way that content is delivered or written.

a. Personal blogs

The personal blog, an ongoing diary or commentary by an individual, is the traditional and the most common blog. Blogs often become more than a way to just communicate; they become a way to reflect on life and issues. Few personal blogs rise to fame and get to the mainstream and some personal blogs quickly generate an extensive following.

b. Corporate blogs

Blogs, either used internally to enhance the communication in a corporation or externally for marketing, branding or public relations purposes are called corporate blogs.

c. Media blogs

Blogs that focus on reporting and analysing events are called media blogs. Blogs also post news breaks occasionally and it was a blog ‘drudgereport site (www.drudgereport.com) that broke the Clinton Lewinsky scandal. In general, the strength of blogs mainly lies in opinions and analyses.

d. Political blogs

Blogging can sometimes have unforeseen consequences in politically sensitive areas. Blogs are much harder to control than broadcast or even print media. As a result, totalitarian and authoritarian regimes often seek to suppress blogs and to punish those who maintain them. The US led occupation of Iraq saw bloggers taking measured and passionate points of view that went beyond the traditional left-right divide of the political spectrum.

e. Other blogs

Some blogs focus on a particular subject, such as, travel blogs, house blogs, fashion blogs, project blogs, education blogs, classical music blogs, quizzing blogs and legal blogs or dreamlogs.

Blogging vs. journalism
Blogging is clearly journalism as practiced in the mainstream, if measured by the standard enumerated by Bill Kovach and Tom Rosenstiel in their work *The Elements of Journalism*:

1. Journalism’s first obligation is to the truth.
2. Its first loyalty is to citizens.
3. Its essence is a discipline of verification
4. Its practitioners must maintain independence from those they cover
5. It must serve an independent monitor of power
6. It must provide a forum for public criticism and compromise
7. It must keep the news comprehensive and proportional
8. Its practitioners must be allowed to exercise their personal conscience.

But, all blogs cannot be considered works of journalism. The majority of the blogs are musings on the blogger’s personal lives. There are different opinions about considering blogging as an activity of journalism.

Blogging has made the established media to be more accountable to their audience. It has been providing alternate news and views in today’s increasingly embedded media scenario.

3. NEWS PORTALS

*Portal* is a term, generally synonymous with *gateway* for a World Wide Website. It is a major starting site for users when they get connected to the Web. In other words, it is a website that provides a variety of services including web searching, news, white and yellow pages directories, free e-mail, discussion groups, online shopping and links to other sites.

There are general portals and specialised portals. Some major general portals include Yahoo, Rediff, Netscape, MSN and AOL. Examples of specialised portals include manoramaonline.com, mathrubhumi.com, tehelka.com, cobrapost.com (for news seekers), garden.com (for gardeners), moneycontrol.com (for investors), and naukari.com (for job seekers).

Portal is not just a Website that is usually characterized by static information. It is also not mere a search engine either. But it is a site that offers multiple services for the net surfers.

**NEWS PORTALS / WEB JOURNALISM**

Newspapers, magazines and television news channels are not the sole players in online news delivery. They are joined by news portals (tehelka.com, cobrapost.com etc.) and internet companies like MSN, Yahoo, and Google. These portals have dedicated teams of reporters and sub-editors. The importance of Hindi and other regional languages is also recognised by the portals. The agreement between Yahoo and *Dainik Jagran* (a leading Hindi daily newspaper) to initiate a portal was an important milestone in the history web journalism.

Recently, many of the investigative stories have been initiated and actualised by web journalists (tehelka.com, cobrapost.com, etc). Some of these websites are also forming strategic partnership with other established media organization for wider reach.
4. ONLINE NEWSPAPERS

Online journalism entered India in the mid 1990s. *The Hindu* is the first Indian newspaper that launched an internet edition in the country in 1995. According to a study in 1998, there were at least 48 newspapers in India that had their internet editions. This constituted less than one percent of the total dailies registered with the Registrar of Newspapers for India (RNI) as of December 1997. *Dipika* is the first Malayalam newspaper that launched an internet edition.

Most newspapers during the initial period of the internet editions basically used the same text and photographs that formed the contents of the print dailies. But this scenario has drastically changed. There are separate web departments with trained staff of editors and other professionals to update the edition. Leading newspapers like *The Hindu*, *The Times of India*, *Hindustan Times* and others including *Malayala Monorama*, *Mathrubhumi* have exclusive web department managed by trained reporters and editors.

An online reporter or an editor of a news based website should know that the web is neither about writing as in the print media, nor purely about visuals and sounds as in television. It is a combination of writing with various types of visual elements plus audio. Online reports should also provide a dimension of interactivity.

a) Some positive effects of change

- **Interactivity:** Increased ability of the public to actively search for their own information and to interact online with news websites.
- **Increased public access** to different forms and types of media; access to a greater diversity of content.
- **Reduced “gatekeeping”** powers of major news organizations; less power to set the news agenda or manipulate the public’s understanding of events.
- **New and powerful story-telling methods** through multi-media technology.
- **Convergence** in news may mean more resources to probe issues.

b) Some negative effects of change:

- **Rise in journalism of assertion:** unsubstantiated opinion and rumor which harm journalistic credibility; lack of restraint among online writers.
- **Pressure to lower ethical standards** and sensationalise stories.
- Public complaints about how a media **violate privacy**.
- Confusion about **who is a journalist**, when anyone can publish.
- **Ethical dilemma** regarding news values, newsworthiness, and credibility.

5. CITIZEN JOURNALISM

Citizen journalism, also known as public, participatory, democratic or street journalism, is an emerging concept where the members of the public play an active role in the process of collecting, reporting, analysing and disseminating news and views. When ordinary persons in their capacity take the initiative to report things or express views about events and issues around them is popularly described as citizen journalism. It is an offshoot of internet-enabled information and the ability to access such information globally from the comfort of one’s home. Citizen journalism is of the people, for the people and by the people.

Who are citizen journalists?
Citizen journalists are the people formerly known as the audience who were on the receiving end of a media system that ran one way.

“Doing citizen journalism means crafting a group of correspondents who are typically excluded from or misrepresented by local media (women, dalits, migrants, tribals and minorities) who have little access to the media and whom advertisers don’t want,” says Robert Huesca, an associate professor of communication at Trinity University in Texas.

During 9/11 many eyewitness accounts of the terrorist attacks on the World Trade Center came from citizen journalists. Images and stories from citizen journalists with close proximity to the World Trade Center offered content that played a major role in the story. In 2004, when tsunami took away the lives of thousands, news footage from many people who experienced the tsunami was widely broadcast. During the 2009 Iranian election protests the microblog service Twitter played an important role, after foreign journalists had effectively been “barred from reporting”.

What promoted citizen journalism?

In democracy the voice of the people must be heard, loud and clear. But the press is either in private hands or under government control. For example, in India 70 per cent of the national and regional media is dominated by six major business groups. Ordinary people get little space in media even if they have valid reasons to be heard.

With the internet stepping in, the scope of media has tremendously expanded. The rich who own the media enjoy monopoly on their empire. They have deprived people of their freedom by hiring or employing correspondents, contributors and columnists who report in a biased manner. They hardly ever accept write-ups from a commoner. These and other reasons have contributed to the origin and growth of citizen journalism.

Criticisms

Citizen journalists may be activists within the communities they write about. This has drawn some criticism from traditional media institutions which have accused proponents of public journalism of abandoning the traditional goal of ‘objectivity’.

Citizen journalism has provided a forum to challenge and even disprove reports of the conventional media and official press releases. This is a positive sign in the right direction. Citizen journalism is literally by the people and as such it is more democratic and transparent. It is likely to become a potential mass medium of the future.

6. SOCIAL MEDIA NETWORKS

Merriam-Webster dictionary defines social media as forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content. In other words, it is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks.

New trends in social media networks

Today, teens, parents and grandparents alike are on social media. 72 percent of all adult internet users in the US are active on at least one social network in 2013, a remarkable increase from just eight percent in 2005. The trend is more or less similar in our country as well. Digital media has come with a big bang and it has impacted every walk of life in the shortest time possible. At the same time the technology is evolving. We are familiar with the closing down of Orkut in 2014, a popular social media network that had millions of followers previously. Facebook is the star presently.
Social media ads will challenge old ways of advertising.

Advertising on major social networks like Facebook and Twitter—called social advertising, is seriously taking off. It’s an industry already.

Social ads work better on mobile devices than traditional ads because they take up less space and fit small screens better. By the end of 2014, there will be 1.4 billion smartphones on earth, one for every nine people. Collectively, that’s a huge potential that advertisers are just beginning to reach.

**Social media as a political tool**

The social media, an offshoot of the digital media, was a political time bomb that ripped across several autocratic nations especially in the Middle East. The social media driven movement across the Middle East is popularly known as *Jasmine Revolution*.

Social media activism is taking place all around. These media take up global to local issues. They may not be capable of causing a revolution on every occasion. But their interventions cannot be ignored by responsible governments, political parties or corporations. Placing your ideas effectively on the social media can also provide great political mileage.

The digital technologies have empowered people and proved beyond doubt the potency of the technology for mankind. But there is another side to the so called digital revolution sweeping across the world. How can a person be a part this revolution if he/she has no access to the technology?

A revolution should be capable of effecting changes among vast majority of a society. It is not enough that we have a total and sudden change in certain islands leaving behind the vast mainland even without some ripples. In India, as in several other developing countries, the vast majority of population is beyond the digital revolution umbrella. For the nearly 30 per cent of the Indian population who are below the poverty line (individuals earning daily less than Rs.32 in the cities and Rs. 26 in the villages) and for many others, the social media networks mean very little.
Module V

FREEDOM OF THE PRESS

Freedom of the press is the right to publish facts, ideas and opinions without interference from the government or from private groups. This right applies to the print media, including books and newspapers, and to the electronic media, including radio, television and online media.

Freedom of the press has been disputed since modern printing began in the 1450’s, because words have great power to influence people. Today, this power is greater than ever on account of the many modern methods of communication. A number of governments place limits on the press because they believe the power of words would be used to oppose them. Many governments have taken control of the press and use them to promote their interest. Most publishers, writers and journalists on the other hand, fight for as much freedom as possible.

Freedom of the press – provisions in the Indian Constitution

In our country, pride of place has been given to freedom of speech and expression which is the mother of all liberties. In order to realize this objective, ‘freedom of speech and expression’ has been guaranteed as a fundamental right in Article 19 (1) (a) of the Constitution.

This freedom is referred to in general terms and includes not only freedom of speech which manifests itself through oral utterances, but also freedom of expression. This freedom of expression had a wide implication and it includes the right of free propagation and free circulation of ideas without any restraints on publication. Article 19(1) of the Constitution reads as follows:

19(1). All citizens shall have the right:

a) To freedom of speech and expression

Although prime importance is accorded to the freedom of speech and expression, this freedom is not absolute. Article 19 (2) of the Indian Constitution imposes reasonable restrictions in the exercise of this right in the interest of:

(i) Sovereignty and integrity of India
(ii) Security of the State
(iii) Public order
(iv) Decency or morality
(v) Contempt of court
(vi) Defamation
(vii) Incitement to an offence.

A significant point is that the press in India does not enjoy any special rights or privileges which cannot be claimed or exercised by an ordinary citizen. The press stands on no higher footing than any citizen and cannot claim any privilege not exercisable by a citizen.
Laws of libel/defamation

A libel is broadly defined as a published defamation of character. It is a false, malicious and/or negligent publication that injures a person’s reputation by lowering the community’s regard for that person holding up him or her to hatred, contempt or ridicule.

Four elements must be present before a libel action can be brought against a media report.

1. Publication (communication to a third party)
2. Identification (mentioning the name of the individual or a group of individuals either directly or indirectly)
3. Harm to a person’s reputation (injuring a person’s reputation)
4. Proof of fault (the plaintiff must prove actual malice)

Defences against defamation

The principal defences against libel/defamation cases involving the press are provable truth, privilege of reporting fairly and truly official proceedings or statements, right of fair comment, constitutional defenses, consent and mitigatory defences. These are discussed below.

1. Truth

Provable truth of a news story is a complete defense in court cases. The best safeguard against a libel litigation is to make certain before publication that any potentially defamatory statement is true and that it can be proved to be true.

2. Privilege of reporting truly and fairly

Journalists are privileged to provide a full, fair and accurate report of court proceedings, Parliament, Legislative assemblies, official discharge of public officials’ duties etc. Both the press and the persons involved in these activities are protected from legal proceedings.

3. Fair comment

The right of fair comment by a newspaper extends to its reports on public performance by musicians, stage performers, coaches and players, artists, writers and others who present their work or performance to the public.

4. Constitutional defenses

Anything said or done by the members inside the Parliament or Legislative assemblies, the testimony of a witness during a trial in a court etc. are absolute defenses against libel cases.

6. Mitigatory defenses

Proving the absence of malice helps to mitigate or lessen the amount of damages awarded. A retraction, correction, apology etc. published are mitigatory defenses.

RIGHT TO INFORMATION ACT, 2005

Right to information is central to a democratic government. All that are legislated and executed by an elected government should be transparent. A citizen should not only have the freedom to speech and expression but also the right to information on all the activities of the government except those dealing with the security of the country. Information on the government documents, press releases, circulars, reports, samples, models, log books, file jottings etc either in print/electronic format should be available to citizens.
The Indian Parliament passed the Right to Information Act (RTI Act) on May 11, 2005. The Act came into force on October 12, 2005 in all states except Jammu and Kashmir. The rights in RTI Act can be roughly grouped into five.

- Right to pose questions and seek information from government.
- Right to get copies of government documents.
- Right to inspect any government documents.
- Right to inspect the works undertaken by the government.
- Right to collect samples of government works.

Citizens can seek information not only from government departments but also from anybody/company/corporation that run on government funds.

There is a Central Information Commission headed by an Information Commissioner. He/she is appointed by the President of India on the recommendation a committee comprising the Prime Minister, leader of the opposition and a cabinet minister nominated by the Prime Minister. There can be up to 10 members in the commission.

Similarly, there is a State Information Commission headed by an Information Commissioner. He/she is appointed by the Governor on the recommendation of a committee consisting of the Chief Minister, leader of the opposition, a cabinet minister nominated by the Chief Minister. Former Chief Secretary Palat Mohandas is the current State Information Commissioner.

Citizen can apply for information on a white paper with a court fee stamp of Rs. 10/-.

It should be addressed to the Information officer/Assistant information officer in the government offices concerned. The information seekers will have to pay Rs. 2/- for each A4 paper. Inspecting documents exceeding 30 minutes will be charged. Information in electronic format will be charged at Rs. 50/-

Application for information should be processed in the stipulated days (30-35 days). Emergency information that affects the life and freedom of a person should be handed over within 48 hours. If information is not handed over or rejected without proper reasons; provide incomplete or misleading information, RTI Act has provision to impose fine ranging Rs. 250-25000/- from the government servant/s. There is also provision to appeal to higher bodies for not getting the information sought.

Conclusion

There are not secrets in good governance. Citizens should have the right to information on the working of the government which runs on the taxes levied from the citizens. RTI Act is noble initiative in recognizing the right of citizens in the affairs of the government. Citizens will be unable to express their opinions if they have no information. RTI Act will empower citizens, make governments more accountable and strengthen democracy.

PRINCIPLES OF ETHICS

Ethics basically attempt to answer the question, what is good? They are closely linked to morals, values, and customs. There are four broad categories of ethics:

a) *virtue ethics* which locates the good in virtuous character and qualities;

b) *deontological ethics* which locates the good in adherence to duties or principles;

c) *teleological ethics* which locates the good in the consequences of actions and choices; and
d) dialogic ethics which locates the good in the relations between persons. We shall explain briefly the deontological and teleological ethics.

1. Deontological ethics

Deontological ethics (derived from the Greek word for duty) is most commonly associated with the 18th-century philosopher Immanuel Kant, who constructed a theory of moral reasoning that was based on duties and obligations. Ethics is based on a universal law that he calls the categorical imperative. Kant’s universal law is therefore categorical because there are absolutely no exceptions under any conditions, and it is imperative because it is a necessary duty to which everyone must obey. So, for example, the philosopher Kant thought that it would be wrong to tell a lie in order to save a friend from a murderer.

Deontologists live in a universe of moral rules such as:

- It is wrong to kill innocent people
- It is wrong to steal
- It is wrong to tell lies
- It is right to keep promises

Someone who follows duty-based ethics should do the right thing, even if that produces more harm (or less good) than doing the wrong thing: People have a duty to do the right thing, even if it produces a bad result.

2. Teleological Ethics

Teleological (from the Greek word for goal) ethical theories (also known as consequentialist) exercise moral judgments based on the outcomes and consequences of actions rather than on principles, duties, or virtues. Teleological ethics holds that the basic standard of morality is precisely the value of what an action brings into being.

Among the most common ethical theories are utilitarianism and ethical egoism. Utilitarianism, associated with the 18th-century British philosophies of John Stuart Mill and Jeremy Bentham, theorizes that we are ethically bound to do what is best for the most people. According to Mill, for example, actions are good when they promote the greatest happiness for the greatest number.

CODE OF CONDUCT FOR JOURNALISTS IN INDIA

Ethics are the moral principles of correct behaviour. Various professional groups of doctors, engineers, PR practitioners, teachers etc. have been trying, with varying degrees of success, to see that their members follow a code of ethics/conduct.

The All India Newspaper Editors’ Conference had formulated one such code years ago and so has the National Union of Journalists. Based on these, the Press Council of India had evolved a code of ethics earlier and later replaced it by a ‘Norms of Journalistic Conduct’. These mostly remained on paper. Few journalists are aware they exist. Fewer still know their content. There is, however, a general agreement in the profession, both in India and in countries like England and USA, that the code of ethics should be voluntary and should come from the profession itself.

The codes are necessary to ensure that the press continued to play its legitimate roles as a watchdog and guardian of people’s interests in democracies. Erosion of this function of the Press would pose a threat to democracy itself, as it thrives only on enlightened, well-informed, public opinion. The codes are also necessary, as the alternative to them would be governmental action fraught with dangers.

Any provision by law to regulate the moral standards of the press is likely to be misused by those in power to stifle dissent and exposure. It could be used more against the
legitimate Press than against scurrilous ‘yellow journalism’. It is because of this realization that journalists had marched on the streets to protest against attempts to make such laws. They could be misused to curb press freedom though ostensibly made with the intention of eliminating the evils that have crept into the profession.

**Code of ethics**

Attempts to draw up a code of ethics for journalists in India have until now been without success. It was presumed that the Press Council of India would draw up a code of ethics for journalists and newspapers in order to ensure the maintenance of high professional standards in journalism. This has, for some reason, not been done so far. Various professional bodies like All India Newspaper Editor’s Conference or the Indian Federation of Working Journalists have also not come up with a code of ethics acceptable to the entire profession.
SYLLABUS

Module I

Fundamentals of communication: definitions of communication - elements of communication - basic communication models: Indian communication models, models of Aristotle, Shannon and Weaver, Westley and MacLean, Lasswell, Schramm, and Berlo - types of communication - functions of mass communication and types of mass media.

Module II


Module III


Module IV


Module V

Freedom of the press: freedom of speech and expression in Indian Constitution - Article 19(1) (a) and reasonable restrictions – defamation - Right to Information Act - ethics of journalism: deontological and teleological ethics.

Books for Reference

5. Denis McQuail and Sven Windahl :Communication Models.

Books for Further Reading

5. D S Mehta:Mass Communication and Journalism in India.
6. Dr. J V Vilanilam:Mass Communication in India.