DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY

BAOU
Education for All

DJMC - 08

Diploma In Journalism & Mass Communication

MASS MEDIA

NEWS

Understanding Media

Message for the Students

Dr. Babasaheb Ambedkar Open University is the only state Open University, established by the Government of Gujarat by the Act No. 14 of 1994 passed by the Gujarat State Legislature; in the memory of the creator of Indian Constitution and Bharat Ratna Dr. Babasaheb Ambedkar. We stand at the seventh position in terms of establishment of the Open Universities in the country. The University provides as many as 81 courses including various Certificate, Diploma, UG, PG as well as Doctoral to strengthen Higher Education across the state.

On the occasion of the birth anniversary of Babasaheb Ambedkar, the Gujarat government secured a quiet place with the latest convenience for University, and created a building with all the modern amenities named 'Jyotirmay' Parisar. The Board of Management of the University has greatly contributed to the making of the University and will continue to this by all the means.

Education is the perceived capital investment. Education can contribute more to improving the quality of the people. Here I remember the educational philosophy laid down by Shri Swami Vivekananda:

"We want the education by which the character is formed, strength of mind is
Increased, the intellect is expands and by which one can stand on one's own feet."

In order to provide students with qualitative, skill and life oriented education at their threshold. Dr. Babasaheb Ambedkar Open University is dedicated to this very manifestation of education. The university is incessantly working to provide higher education to the wider mass across the state of Gujarat and prepare them to face day to day challenges and lead their lives with all the capacity for the upliftment of the society in general and the nation in particular.

The university following the core motto 'स्वाध्याय: परमम् तप:' does believe in offering enriched curriculum to the student. The university has come up with lucid material for the better understanding of the students in their concerned subject. With this, the university has widened scope for those students who are not able to continue with their education in regular/conventional mode. In every subject a dedicated term for Self Learning Material comprising of Programme advisory committee members, content writers and content and language reviewers has been formed to cater the needs of the students. Matching with the pace of the digital world, the university has its own digital platform Omkar-e to provide education through ICT.

The University is offering MA in Journalism and Mass Communication course under the School of Humanities of Social Sciences, it aims to emerge its learners as excellent communicators in the global arena by developing skills in thinking, reading, writing, and editing, audio-video production and more.

With all these efforts, Dr. Babasaheb Ambedkar Open University is in the process of being core centre of Knowledge and Education and we invite you to join hands to this pious *Yajna* and bring the dreams of Dr. Babasaheb Ambedkar of Harmonious Society come true.

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Dr. Babasaheb Ambedkar Open University

(Established by Government of Gujarat)

Diploma in Journalism and Mass Communication

DJMC-08

Understanding Media

Paper

8

UNIT : 1	ORIGINS OF COMMUNICATION

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STRUCTURE
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1.0 INTRODUCTION

• The ability to think, and to be able to communicate coherently is what sets the human race apart from the apes. Communication through language is at the heart of development of all cultures through the centuries.

• In this Unit, we will trace how communication started and evolved into how language was formed and how societies were founded. We further define the exact meaning of 'Mass', communicating with the masses and the similarities and differences between Mass Commu-nication and Journalism.

• Societies are formed with the inherent need for interpersonal communicate, the need to know and share. All of this interaction at

different levels, and hence the core requirement for a so- ciety to flourish is robust communication.

- In the digital age, communication is now central to survival. When the digital network con- nects people to each other, what it is essentially doing is facilitating and simplifying commu-nication.

1.1 LEARNING OBJECTIVES

- Understand the meaning of communication.
- Trace how language evolved from the caveman to modern societies.
- Explore the concepts of interpersonal communication and intra personal communication.
- Learn what is Mass Communication.
- Figure out the difference between Mass Communication and Journalism.
- Significance of communication in digital age.

On Completion Of This Unit

- You will realise the significance of communication.
- Understand the difference between mass communication and journalism.
- Comprehend how societies evolved.

1.2 SECTION: 1 : DISAMBIGUATION AND DEFINITIONS

Understanding the meaning of all the terms – Communication, Mass Com-munication, Journalism, Media etc.

Let us first of all understand the simple meaning of the word communication, basically how various dictionaries define the term communication:

Collins Dictionary:	Merriam Webster Dictionary:
Communication is the act of sharing or exchanging information with some- one, for example by speaking, writing, or send- ing radio signals.	The expressionto another of information or thoughts through speech, writing, or gestures.

In very simple terms it can be said that any man or animal on this planet is born with commu- nication skills. Take the case of an infant, who has just taken birth from a mother's womb, he/she also knows how to draw

the attention of mother, when feels hungry. , By crying the child draws the attention of the mother and conveys his/her feeling - this is the first communication by human beings. You can term crying as an expression or behaviour which it communicates to its mother. This is how communication starts in one's life

Have you have ever seen a new-born calf walking a few steps or standing on his/her own feet within few minutes? It happens so naturally, though they are neither taught nor trained nor com-municated on how to walk or stand. It happens because communication does not need words; one can learn by watching others, as watching and observing too is communication.

Since day one, you learn to speak; you are all communicating in the language you are good at or to be precise in the mother tongue. This communication is termed inter personal communi- cation, which is used by two persons to convey the message, or may be between individual and a group or vice versa.

Now let us try to understand the various methods and modes of inter-personal communication used during ancient times:

Way and Methods of Inter-personal Communication Systems:

Until the invention of the internet and phone, there were traditional methods to communicate. Even during the ancient times, when horses or bullock carts were the sole mode of transporta- tion, communication between two persons sitting at a distance was taking place. Do you know how?

The first mode of communication was pet pigeons. These pigeons were trained to be couriers, carrying written messages from the master to his friend or relative. It is believed that Laila's pet pigeon carried her love letter to Majnu. In those days pigeons also carried messages to enemy States warning them to prepare for war if the king did not agree to surrender to the master/own-er of the pigeon carrying the message.

During the ancient times, there were special messengers riding on horses to communicate the messages of kings or rulers. Most of you must have watched the Bollywood movie LAGAAN, where a messenger riding on a horse accompanied by a drum player visits each village to con-vey the message conveyed by the ruler of imposing triple tax.

With changing times, the messenger service was converted into professional postal service and inter personal communication was communicated through posts. Urgent messages of some- one's demise or engagement were communicated through the telegram, in which few words were used as the telegrams were charged per word. Like: Geeta getting engaged. Somabhai passed away. Then came the telephone, followed by cordless service and now the internet. The invention of

Satellite has made things easier and faster.

Now, some of you may claim that as you'll know a bit about communication so you'll know mass communication and if you'll know mass communication that means that you'll know journalism too! Oh, Really? Is it that easy?

Even if it is so, let us understand the difference between different types of communication, specifically the difference between inter personal communication and mass communication.

Now let us first of all understand the meaning of mass:-

Oxford Dictionary	A large number of people or objects crowded together

Merriam Webster Dictionary	A large body of persons in a group

Collins Dictionary	Large crowd

By now, you must have understood the meaning of communication and mass. The next step is trying to understand that if these two words come together, what it means…

Cambridge Dictionary: Mass Communication: A message communicated to the large number of people at the same time.

In short, mass communication means reaching out to large number of people using one or the other mode of the communication to convey specific information to them.

Does mass communication mean journalism? No, as mentioned above mass communication is about sharing information with the masses. It can be anything, more than current affairs and news. Then what does journalism mean? For that we have to first of all understand the definition of journalism.

Dictionary: The activity or profession of writing for newspapers, maga- zines, and websites or preparing news to be broadcast on radio or television.	American Press Institute: Journalism is the activity of gathering, assessing, creating, and presenting news and information.

While journalism occupies a much smaller space than the talk, entertainment, opinion, asser- tion, advertising and propaganda that dominate the media universe, it is nevertheless perceived as being more

valuable than most of the "stuff out there."

www.Britannica.com: The word journalism was originally applied to the reportage of current events in printed form, specifically newspapers, but with the advent of radio, television, and the Internet in the 20th century the use of the term broadened to include all printed and electronic communication dealing with current affairs.

From the broader perspective, journalism is a specific profession or a specialized profession of communicating current affairs, news, and analysis. But, it has to be crystal clear in conveying the information with objectivity and if possible in real time.

There is a difference between Journalism and Media:-

G. Stuart Adam, a Journalism Professor at Carleton University, Canada: "You have to distinguish between journalism as a cultural practice, on the one hand, and media, on the other. The term "media" blends (and blurs) concepts of culture and technology. When used as a synonym for journalism, the term "media" pushes technology into the foreground and conceals the fact that "journalism" is one thing and "media" is another. The latter refers mainly to technologies of various effects and uses.

With this distinction in mind I encourage you to think of journalism as a form of expres-sion or brain work that includes making news judgments, gathering evidence, construct- ing narratives and making sense of things. It is a method of capturing and representing the world of events and ideas as they occur."

In brief it can be said that journalism is content generation or news gathering and media is the mode used to circulate, make viral or visible the content. Media is mode of communication. With time the mode of communication keeps changing with the invention of technology.

So, when you say you are in media, you have to specify whether you deal in print or electronic or digital. But, when you say you are practicing journalism, you do not need to specify the mode of communication. One can easily understand that you are in the profession of gathering news and writing articles.

1.3 SECTION: 2: HOW COMMUNICATION STARTED AMONGST CAVE DWELLERS

40,000 years later, we are back to square one when it comes to usage of symbols and signs. The only difference about the signs and

symbols used during the stone-age or ice age is that they are still a mystery and even after thousands of years of exhaustive study and research by anthropologists and archaeologists, most of the symbols are yet to be decoded or translated to understand the meaning of its use. During those days these symbols were either painted or carved on the wall.

Let's take a small tour into the world of signs and symbols used during the stone or ice age. It has been established by researchers that symbols have been found in more than 300 historical sites including 52 of the French, Spanish, Italian and Portuguese caves. Unfortunately, there is neither any material unearthed nor any person available who can interpret the meaning of these signs and symbols and also clarify in which exact era these were used.

What signs and symbols were used in ancient times?

Researchers had found such signs and symbols on the walls of the caves; but during an archae- ology excavation in France, some 48 deer teeth were found from the burial ground and it seems that these teeth were part of a necklace and that's how they ended up in a grave. All these teeth carried geometric signs. These were nearly close but less similar to the geometric signs found during the ice age like - Aviform, Claviform, Cardiform, Crosshatch, dots, positive hand, neg-ative hand, zigzag, spiral, and oval and so on. Anthropologists and archaeologists claim that these were the oldest systems of graphic communication on the planet.

Anthropologists and archaeologists have also found that these signs don't appear in all the caves on the contrary what came to their notice is that in each era or time span, one or the other sign/symbol was popular and it disappeared later.

Pre-historian, Petzinger's study suggests that hand stencils were common in the earliest parts of the Upper Palaeolithic Era. The usage must have started some 40,000 years ago and then disap-peared around 20000 years ago. The zigzag sign was used in Java in South Africa some 50,000 years back. After a longer study of these symbols and signs, the pre-historian is of the view that human beings must have innovated the sign system at least 1,00,000 years ago.

1.4 SECTION :3 HOW LANGUAGES EVOLVED?

There are theories and only theories but no single scientific evidence available from the pag-es of history or any other sources that can precisely tell us when mankind started talking or when the constructed

language evolved in reality. Whatever theories have developed over centuries of research, are more or less a presumption or a very wild logical point of view - likebecause of X reason Y should be the outcome.

In the earlier chapter we learnt how the cave dwellers used signs and symbols to communi- cate. One fact that emerged from Petzinger's research is that signs and symbols were used to communicate right up-till 20,000 years ago. It is hinted that some 5000 years back language evolved. But research from the world of linguistics informs that some languages are as old as 10,000 years.

That is why theories and logic are being put forward claiming that language was first used during the time of Homo Habilis 2, 00,000 years ago to the time of Cro-Magnon Man around 30,000 years ago. These theories are argued in the researches of Branan, Nicole: "Did the Language Evolve as Learning Aid?" Croom, Christopher's "Did Language Evolve like the Vertebrate Eye, or Was It More like Bird Feathers?" in the work of Deacon, Terrance, "The Symbolic Species the Co-Evolution of Language and the Brain." in the work of Marcuc, Gary F, "Anthropology: On the Origins of Human Language." and in the works of Pinker Stephen and Bloom, Paul, "Natural Language and Natural Selection." Despite such claims they too are not sure when did people living on our planet start talking for the first time.

Here we are trying to search the answer to the question - How did language evolve? Though there isno clear indication but a theory by researchers Steven Pinker and Paul Bloom claims that language is born out of combination of sounds and movements to communicate. Their theory is that series of calls or gestures evolved over time into combinations, giving us a complex communication, or language.

Steven Pinker

Paul Bloom

Still researchers are trying to find out whether language was born in one go or did it take centuries to evolve and develop. There are researchers who believe that with the development of brain, language has evolved in one go; but, there are some who believe that the special properties of language evolved in phases and it took million years to develop as modern language or the constructed language that is being used nowadays.

But, on the basis of all the researches, it can be claimed that

language evolved 10,000 to 20,000 years ago; but it took quite a long time for getting constructed and developing to the present format. Whatever it may be, currently 6 billion people across the world are speaking and writing 7000 different languages. These can be segregated into group or family languages. So far as India is concerned our oldest language is Tamil and it was spoken 5000 years before the Birth of Christ and Vedic Sanskrit or Brahmi Sanskrit came after it.

1.5 SECTION :4 : HOW LANGUAGE LED TO FORMATION OF HUMAN SOCIETY

Defination of Society

Cambridge dictionary	Collins Dictionary	Merriam Webster Dictionary
A large group of people who live together in an organized way, making decisions about how to do things and sharing the work that needs to be done. All the people in a country, or in several similar coun- tries, can be referred to as a society	A large group of people who live together in an organized way, making decisions about how to do things and sharing the work that needs to be done. All the people in a country, or in several similar countries, can be referred to as a society	Companionship or association with one's fellows: friendly or intimate intercourse: company. 2: a voluntary association of individuals for common ends especially: an organized group working together or periodically meeting because of common interests beliefs, or profession

If we simply read the meaning of society, it says a large group of people living together. The question which then arises is, what is the basic difference between society and human society? We can find the answer to this question in our social science text book, which says, "Even animal lives in society for a certain purpose, but, the difference between animal and human society is based on degree and kind. Human society is more cultured and civilized society."

A good question to ask here is - from where did human beings get their culture and civil man- ners and also when; because, if we go by the Darwin Theory human beings originated from ape-like ancestors. It took us six million years to become human. In these six million years, how did language play a role in converting us into cultured and civilized society, we need to know.

While studying about civilization we come across the history of about 7 to 10 civilizations across the world. The oldest which that leads us to is some 3500 to 4000 years before the Birth of Christ and the nearest is some 350 A.D. and not beyond that. But, anthropologists and pre-historians are of the view that there is possibility of a civilized society existing before these civilizations. There is an argument that people

moving from hunting to farming/agriculture activity, to feed themselves, marked the beginning of the human society.

Aristotle said that man is a rational animal and that's what sets him apart. What raises him above animals is his aptitude to reason, which can't come without language. So, language has helped us in turning rational and logical persons, which has ultimately led to the formation of a cultured and civilized society. Perhaps the era of human society got evolved between 10,000 to 20,000 years before BC, when there was no written language but only the spoken word.

1.6 SECTION :5 : INTERPERSONAL TO INTRAPERSONAL, THE DAWN OF MASS COMMUNICATION

To understand this we first need to un-derstand the meaning of inter and intra. 'Inter' means between two or more persons, whereas 'intra' means communication taking place within a person. Intrapersonal communication is invisible whereas interpersonal skill is visible as it can be vocal or in writing.

In other words intra personal communication means speaking to one's own mind and this happens because of the innate nature of human beings. In such communication only a person's internal senses are involved. Yet, while indulging in intrapersonal communication one can do analysis and thinking. Whereas, in inter personal communication as it is mostly be-tween two or more than two persons, it can either in verbal or in writing.

Inter personal communication is a basic need of human nature as one can't talk with one self all the time. The second reason is that human beings are social animals they have feelings and they like to share their happiness and sorrow with other persons. This can happen only if there is interpersonal communication.

Intrapersonal communication helps a person to understand himself, if he/she analyzes him/herself with objectivity. So though you are talking with yourself there can be neutral judgment of your action or thoughts; this can help you correct yourself if required. Self-talk helps a person in making a decision. Intrapersonal communication helps in self-development. Swami Vivekananda regularly conducted intrapersonal communication.

Whereas, interpersonal communication helps in building one's confidence, as his/her thoughts, concepts and ideas are accepted, adopted, endorsed or disagreed or rejected. Such communication is carried out between friends, colleagues, brothers, relatives, within family, in the class

room or during office meetings.

But, these two systems of communication have their own limited reasons for communications; and none of them are for the society at large or the masses. But, when it comes to sharing information with the society, or largersection of the society or the mass, it is mass communication which is explored as a communication system.

☞ **Today, we will learn when and how was mass communication born:-**

Mass communication was born out of necessity. With the evolution of human society, language developed from natural to constructed; and then came in technology development. With- out these facets mass communication would have never shaped up and grown to this extent.

Some 5000 years before verbal language took shape on paper when an effort was made to write down the alphabets. The written language was developed with ideogramatics (picture based) and that has changed communication.

It is said first syllable alphabets representing sounds were developed by the Greeks and the Romans; it was these alphabets which helped indeveloping the written language.

But, simply developing written language was not going to help in communicating to masses; for that one needed paper and a printing machine. Paper was innovated by Chinawhich spread to Europe through the trade route. There is no proof to state exactly when the first printing press was invented, but material available at present in the world states that the oldest printed book is dated some 868 A. D. The book -The Diamond Sutraa – is a Buddhist book from Dunhuang,China. The block printing technique was used to print the book. During the same time span woodblock printing technique was used in Japan and Korea. Metal block printing was devel- oped at a later stage.

The Diamond Sutraa

Moveable printing blocks and individual letters, which can be re-used, were developed by Bi Sheng from Yingshan, Hubei in China, somewhere between 970 to 1051 A.D. reports history channel. With printing technology, you need papers to publish newspaper and the first paper mill was established in 794 A.D.in Baghdad, Iraq. While Europegotitsfirstpapermillin 1151 A.D.inSpain; the first paper mill in England came up only in 1309 A.D. German goldsmith Johannes Gutenberg is believed to have invented the first formal printing press circa 1436

Now, printing and technology slowly evolved with technology and the first modern printing press came up at the Oxford University, and it started printing in 1478 A.D. The first news paper of German language Relation aller Fürnemmen and gedenckwürdigen Historien was publishedin 1605 A.D. Whereas the first regularly published newspaper of England was The Oxford Ga-zette in 1665 A. D. India was not far behind, as in 1780 A. D. India had its first English news- paper published from Calcutta (now Kolkatta) named Bengal Gazette. It was founded by James Augustus Hicky and published for two years. Then in 1822, the first regional newspaper was published from India – it was in Gujarati and printed in Mumbai; this newspaper is considered to be Asia's oldest newspaper and is still being published from Mumbai.

This how the world got the first version of mass communication. With time innovative and new technologies were invented leading to discoveries like - radio, television, computer, internet and now the smart/android phones.

From 1665 A. D. till today, the world has gone through a major transition. In 413 years the world has moved on from the world of newspapers to the digital world. Now you have not one but many newspapers in your palm thanks to android technology and internet facility.

1

Mass Communication: is about relaying information to the general public in mass at one specific time.

Journalism: is activity of gathering, assessing, creating and presenting news and information.

Mass communication is central to all human activities because it plays a very important role in grooming an individual, creating awareness in the society and for the betterment of society and community as a whole. Here we need to understand the difference between mass communication and journalism, as many people have the wrong impression that mass commu-nication and journalism is one and the same thing.

Now, we will try to understand - how mass communication is influencing our daily life and activities; how does it control our decision making process; what is its role in building civilized society and; how it can also have a negative impact on the society and the community.

For that we first need to know the various platforms of mass communication; these are - radio, newspaper, magazine, television, advertising billboard and hoarding, portal, android phone and community radio.

Simultaneously radio is an economic mode of entertainment. In old days radio was the big- gest source of entertainment; programs ranging from Bollywood songs, classical music, plays, movies, detective shows were played on AIR, Vividh Bharati Station and Radio Ceylon. Radio programs were played even in public gardens so that people roaming in the garden could enjoy the music and relax.

After radio the second big source of news or information was the newspaper and magazine. Basically these two mass communication platforms were sources of news; but with time these platforms turned into information sources for employment opportunities. This was because newspapers being widely read, majority of government-related job recruitment advertisements were published in regional and national

language. Private sector advertisement and brand pro- motion were rare and late entrants in mass communication modes like newspaper or magazine, as very few of these modes had a national reach. But, the day these newspapers and magazines are brought out across the country, private companies started their product promotion in newspaper through advertisements.

These advertisements started influencing the purchasing decisions of people. In the seventies and eighties if people were purchasing local and private brands of soap bars; they later switched over to brands like Lifebuoy, Liril etc., thanks to the catchy advertisements of these companies. In fact one of the popular advertisements of those days was that of Liril soap with model Karen Lunel bathing under a waterfall using the captioned soap.

Mass communication not only influences your purchasing but creates awareness too. Till the late seventies "Measles" was an extremely common disease in infants and so was polio. But once the vaccination was invented for both the diseases and made available to countries like India; the State and Centers not only made the vaccination easily available in all the government-run hospitals but also ran a campaign on radio and newspapers to such an extent that today we have been able to radically control the spread of these two diseases. All this has been possible simply because the advertisement created awareness among parents.

Taking cues and learning lessons from the benefits of advertisement, companies started creating their brand equities by advertising their achievement and company progress; this not only built their brand image but also helped them to attract public investment in their companies.

All these initiatives convinced the corporate sector that readers reading newspapers and maga- zines; listeners listening to the radio; or viewers watching television are consumers; they can be lured by the medium of advertisement and one can increase one's market share through adver-tisement. The advertisements in newspaper/radio/television did increase footfalls or business in the initial era of hyper/super market and malls.

Television is an equally powerful influencer. There are multiple examples to demonstrate how the news and debates shown on television are influencing the political thinking of viewers. Women are no exception to this. Specifically that segment of women, who regularly watch television soaps – everything right from their clothing to hair styles to jewelry to cooking rec- ipes and even thought processes to a certain

extent are deeply influenced by the protagonists of the serial they follow.

The latest success which can be credited to mass communication is of the e-commerce busi- ness, especially the success of Amazon, Flipkart, E-bay, Snapdeal, Grofers and OLX. The mega campaigns and mega sales have attracted generation next consumers to move on to e-commerce specifically those not wishing to move out from the comfort of their home or office to buy commodities.

From the time you rise from your bed throughout the day and right until you go to bed again, mass communication influences each and every activity of yours!

1.8 SECTION :7: WHY FUTURE BELOGS TO COMMUNICATION SKILLS

In order to understand how, you first need to understand why communication skill is very important in one's personal and professional life. This skill not only helps in building bonds with family members', relatives and friends, but also helps in social engagement and enhancing one's professional career. In the absence of good commu- nication skills one is nothing more than an animal! Fortunately God has not gifted this skill to them, otherwise we would be sailing in the same boat and our communication skills would have been judged by them too!

We generally have the impression that the verbal and written mode of communication is the best mode to communicate. Definitely there is no doubt about it. But, are you sure that your letter or correspondence will be able to communicate, your exact views on the specific subject? Studies on communications have suggested it is not grasped or interpreted cent-per-cent either by listener, reader or viewer. Precisely, that's why communication skills are very important in order to ensure that one's message goes down well. As without qualitative communication there can't be growth in personal life or professional career.

The basic concept of communication is to ensure that one is successful in drawing the complete undivided attention of the listener, reader or viewer; along with reaping the required fruit.

☛ *So, let us understand how the future belongs to communication skills.*

Don't ever think that the first time one is judged on the parameter of communication skills is either at the time of joining school or during the interview for the first job. Completely wrong! In fact our communication skills are judged when we started speaking for the first time and ourparents introduced us to our friends or relatives. And then this skill continues to be judged untilour last breath.

With good communication skills one can make friends and win their hearts; if one is a public speaker, one's oratory skills can earn one millions of followers; good communication skills can make one an overnight star on social media platforms.

In such a backdrop, the best thing to focus on is on becoming a better communicator. The more sharper your skills the better communicator you are. Why is communication the master key forsuccess in future?

In the future, people will have lesser time. This means that one will need to communicate and convince the listener, viewer or reader in fewer words. The second major challenge will be technology; with communication facilities like e-mail, blogging, you tube, Skype and various chat platforms, one needs to be able to express or put across one's thoughts in minimum time and words.

In the near future one will not have the luxury to write a 200 to 500 word-opening remark. Pre- senters need to remember that it is not necessary that each and e   very word of theirs is absorbed by the audience. This is because each person sitting in the audience has a different grasping power. It has been found that majority members in the audience interpret or judge the presenter basis his non–verbal communication. This is something which all of us have experienced especially when we watch standup comedy, where even the pause in between the sentence makes one laugh perhaps more than the words also!

Whatever one wants to say need not necessarily be n the word or visual format. An excellent example to support this is from SHOLAY, the most popular film of the 70's. In this film there'sa scene where the dacoit Gabbar Singh kills the family members of the Police Inspector Thak- ur. In this scene, the director has not shown on screen the grandson of the Inspector being shotdead like he showed for the other members; only the dead body of the grandson was shown lying with the other corpses in the next shot. Without actually showing the action, the director effectively conveyed that the grandson too was shot dead. This is what communication skill is!

Social media is another platform which calls for sound and sharp communication skills. Where, according to several studies, if the communicator fails to attract the visitor's attention within afraction of a second, he/she loses the audience. Another example of successful

communication skills is the AIB program, which has got audience and followers across borders.

In job interviews done on a one-on-one basis, the interviewee gets sufficient time to express himself or focus his thoughts on the details. But in today's digital era many organizations or- ganize online job interviews, where the job seeker is expected to answer the question within a specific time limit. Similarly, the one-to-one interviews are either done through Skype or Goo- gle. Wherein the job seeker needs to be very precise in answering and ensuring that he/she is able to effectively narrate all that he/she wants to convey to the interviewers. In such situations it is only the best communication skills which can get you success.

Nowadays meetings are a common occurrence in organizations. In such meetings employees are expected to open up and speak out their experiences, thoughts and views. In such meet- ings one has to express him/herself in minimum time. Power Point Presentations are becoming norms of professional meetings. Here too one has to put his/her thoughts, ideas, and concepts in minimum words and grab the maximum attention for optimal results.

Though there are some 15,000 nuclear warheads with nine countries and out of that some 9,600 warheads are in the military service (source: www.armscontrol.org), yet the calamity of World War III has been averted for the last 73 years simply owing to the excellent communication skills of the diplomats of the world's powerful nations like USA, Russia, China, UK, France, Israel, India, Pakistan and North Korea. Good communication skills are mandatory for peace and harmony to prevail in the world.

1.9 KEYWORDS

Mass Communication	Reaching out to large number of people using one or the other mode of communication to convey specific information to them.
Journalism	Journalism is the activity of gathering, assessing, creating, and presenting news and information.
Interpersonal communication	made in public with the common objective of communi-cating to a community.
Intrapersonal Communication	Communication taking place within a person.

1.10 CHECK YOUR PROGRESS

Q1. How do you define mass communication?

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Q2. Name three mediums of Mass Communication ?

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Q3. What is the modern day symbol language called?

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Q4. How old is the oldest language?

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Q5. Who started the first printing press in Europe?

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Q6. When was the first English Newspaper published in India? What was it called?

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Q7. Differentiate between Journalism and Mass Communication in one
    line.

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Q8. Good communication skills are mandatory for peace and harmony to prevail in theworld. True or False?

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Answers:

1. A message communicated to the large number of people at the same time.
2. The three main mediums of mass communication are:
a. Radio
b. Television
c. Newspapers
3. Emojis
4. Till 20,000 years ago.
5. German goldsmith Johannes Gutenberg is believed to have invented

the first formal printingpress circa 1436. However, Asian countries like China and Korea are believed to have had similar technologies over a century ago.

6. In 1780 AD, first Indian English newspaper was published from Calcutta (Kolkatta), called Bengal Gazette. It was founded by James Augustus Hicky. It was functional for two years.

7. Mass Communication is about relaying information to the general public in mass at one specific time.Journalism is the act of gathering, assessing, creating and presenting news andinformation.

8. True.

| UNIT : 2 | ORIGINS OF COMMUNICATION-II |

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STRUCTURE
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2.0 Introduction

2.1 Learning Objectives

2.2 Section 1: Birth of Journalism-1: Reference from Epics like Mahabharata and Ramayana, From the Roman Empire to ancient India and Mughal Era.

2.3 Section 2 : Birth of Journalism-2: Reference from Seventeenth to Twentieth century

2.4 Section 3 : Modern Journalism – Twentieth Century

2.5 Keywords

2.6 Check your Progress

2.7 References

2.0 INTRODUCTION

Communication has evolved over the centuries and defined the way societies have developed. As we discussed in the previous Unit, it is the primary point of differentiation between humans and apes. Hence it is no surprise that Communication in general and Journalism, in particular, comes up very often in Indian scriptures as also other mythological and historical stories. In this Unit, we study the various references to journalism in historical stories to understand the context of journalism practiced before the modern-day printing press and its following modes of communication were established.

2.1 LEARNING OBJECTIVES

- Understand how journalism was practiced before the printing press.
- Introduction to the significance of culture for the practice of journalism.
- Get to know the historical characters that defined journalism in various parts of the world.

ON Completion Of This Unit
- You will know the journey of journalism through the centuries.
- The importance of culture of various eras in India and different civilisations globally.

2.2 SECTION: 1: BIRTH OF JOURNALISM-1

References from Epics like Mahabharata and Ramayana. From the Roman Empire to ancient India and Mughal era.

In the absence of newspapers, television and internet, word-of-mouth publicity was consid- ered to be the best source and medium to communicate news. History books claim that even when kings or emperors wanted to know what was happening in their or neighbouring/enemy states, they would ask their courtiers to share the information or intelligence which they had gathered from citizens.

The decision of the king or emperor was made public at the village square or in the main ba- zaar by the messenger. In earlier days, information and decisions were made public by pasting leaflets at the temple. Citizens used to regularly visit temples because of which information was widely read and the message conveyed to the society and community.

For the heavenly deities, Narad Muni was a crucial source of information. Mythology claims that Narad Muni had the special blessings of Lord Vishnu, and access to the divine courts of all Gods. So he was privy to all the developments taking place in each Lord's court and to a certain extent, even in his personal life. Narad used to share this information while traveling to another Lord's court! In other words, we can safely say that Narad Muni was perhaps the first reporter providing on-the-spot reporting! Yes, there may be many if and buts about his existence in all the eras and centuries, but as per Indian mythology he was present during 'Treta' (Ramayana Kal or Lord Rama's era) and 'Dvapar Yug' (Mahabharata Kal or Lord Krishna's era)

While mentioning the Dvapar Yug, we can't miss out on Sanjay's live reporting of the Kuruk- shetra war. Mahabharata claims that though King Dhritarashtra and his assistant Sanjay were placed in Hastinapur, which was located many kilometres away from Kurukshetra, yet Sanjay was able to provide real time information about the on-going war between the Pandavas and the Kauravas. The curious may raise questions regarding this uncanny ability or whether Sanjay was blessed with some special powers; there are no clear and logical answers to these questions, but undoubtedly it is mentioned in the Mahabharata that Sanjay was providing live reporting about the war to Dhritarashtra.

One may well argue that both the above examples can't be considered related to journalism, as they were reporting to individuals

and the information or message gathered by them was not reaching the masses. To some extent this argument is true; but there is another logical per- spective and interpretation. One can justify that Narad Muni and Sanjay's live reporting during those times is comparable to today's journalism specialization: wherein journalists carry out reporting on one specific subject throughout their career, and that too for a targeted audience.

❖ **Journalism during the Roman Empire**

As mentioned earlier, rulers used to engage messengers to spread information or decisions of the kings in the Dvapar or Treta Yug. The same practice was followed during the times of the Roman Empire. This inspired a need for written journals. The evidence collected by historians suggests that during the tenure of Julius Caesar in 59 BCE a journal named 'Acta Diurna' was circulated. It was like a daily gazette carrying the decisions of the Rome Emperor. The news or information was manually written on the 'Acta Diurna', and it was posted at public places in Rome. This ensured that people could read it and it could reach to masses. Along with this it also carried - military news, horoscopes and specific columns of interest and sports pages.

❖ **Mughal Era: - Journey from Persian to Urdu**

Moving forward to a few thousand years, let's understand journalism in the Mughal Era. When Mughals entered India in 1500 A.D., paper and printing machines had been invented and news- papers were already being printed in some corners of the European Continent. Though there is no specific history of journalism and newspapers being published in 1500 to late 1800 centuries and it is understood that during those days, word-of-mouth publicity was the chief source of personal and mass communication.

The early history of journalism is reported in late 1800. Historians claim that there were some Persian language newspapers and they were published from West Bengal (Earlier it was known as Bengal). Raja Rammohan Roy's **Mirat-Ul-Akhbar** was published from Calcutta in 1822 in the Persian language. Roy selected the Persian language for his newspaper because during those times, the elite class of the Mughal spoke the Persian language. From day one Roy wrote about social reforms on issues like child marriage and called for re-marriage of widows in his newspaper. During that period, Brahmins who used to work as executives to the Mughals also spoke the Persian language fluently. Gradually, Persian newspapers were replaced by Urdu newspapers.

The interesting part is that Urdu is not the language of the Muslims; in fact this language was created, carved or developed for Army personnel working with the Mughals. The language is influenced by Turkish, Persian, Arabic, Afghan and the local Indian Language. It took 900 years to develop Urdu Language. The word Urdu comes from the Turkish word 'Ordu' which means 'camp' or 'army'.

The first Urdu language newspaper was published by Harihar

Dutta in 1822 from Calcutta (present Kolkata); the name of the newspaper was **Jam-I-Jahan-Numa**. This paper was pub- lished till 1888. In 1855, Munsi Harsukh Rai started a weekly – **Kohinoor**; during those days it had an outstanding circulation of 350 copies. Then in the next few years many Urdu newspapers and magazines started being published in India and the number had touched 35 by 1853; which again dropped to 12 by 1858.

At the time of partition some 451 Urdu publications were being published; these include – newspapers; and weekly, fortnightly and monthly magazines. In the late 50's according to the Registrar of Newspapers there were 513 Urdu publications with total circulation of around 7.48 lakh in India. In 2007-08 the number of daily Urdu newspapers increased to 3168 and the total circulation figure of newspapers and magazines touched 1.7 crore.

2.3 SECTION:2 : BIRTH OF JOURNALISM-2

References From Seventeenth To Twentieth Centrury

In the seventeenth century real journalism had just begun. Yet, it did face the ire of the re-spective government. The government in those days not only imposed censorship, but levied taxes besides laying other restrictions too. In reality, press or journalism started enjoying free-dom of press only in the beginning of the eighteenth century. The demand of newspapers started increasing with the growing literacy. Publishers were able to meet the demand as new printing technology had come into the picture - first steam and later electrical printing machines. The organization structure that was developed then is being retained even in the present times. Al-though, with the passing of time and changes in technology a lot has been modified and updated since then.

The growth of newspapers was not limited to vertical expansion; it also expanded its reach horizontally. For instance in 1803, cheap newspapers attracted wide readership that pushed the circulation growth manifold. With these publications specific issues related to education and women were made available in the market. As the publishers realized that there is a thirst among readers to access more news not just regarding their surrounding area or community but rather about far flung areas; a need arose for a news agency. That's how the first news-agency was launched and this was followed with many more news- agencies becoming operational.

Twentieth century journalism witnessed a revolution not only in terms of technology but also from the perspective of journalism practices. Genuine professionalism began with many or- ganizations entering into the field of journalism; qualified journalists joined the profession; journalism taking social responsibility in its stride and running campaigns on social issues. Literature, history, technology were the buzz words in the world of mass communications.

An organization of journalists was founded as early as 1883, with the establishment of En- gland's Chartered Institute of Journalists. Like the American Newspaper Guild, set up in 1933, and the Federation Nationale de la Presse Française, the institute functioned as both a trade union and a professional organization. All these institutes and organizations gave a touch of professionalism to journalism.

The first Journalism University was established in 1879-84 namely - the University of Missouri(Columbia).

❖ **Journalism in India from the seventeenth century to the twentieth century**

Indian journalism during this time frame had observed many facets as in the early stage it was influenced or run by outsiders or Anglo people. As Indians too were working with them and readers were Indians and British, this era is termed the Anglo-Indian era. This was followed by the Indians launching English newspapers including newspapers like **Bengal Gazette, The Hindu, The Indian Express,** the **Hindustan Times** and **Amrit Bazar Patrika.**

In the early days almost all the major newspapers were launched by foreigners mostly Brit- ish, who had majorly settled in big cities like Calcutta, Mumbai and Madras and other plac- es. Like the first English newspaper to be launched in 1780 from Calcutta (presently known as Kolkata) was by James Augustus Hickey; and the name of the newspaper was **Bengal Gazette**. Journalists and educated people from Britain were the ones who observed and then tapped the newspaper market. Robert Knight, T. J. Bennett, and F. N. Coleman were the found-ing editors of the **Times of India** in the 1800 century. Later Coleman was also the editor of **The Statesman**. Initially, community gossip was primarily published in these newspapers in order to attract readers; along with other developments, scandals and letters to the editor by lo- cal and rural readers. During those days also editorials were written by the editor sharing their opinion on current topics.

The trend did not end here, even freedom fighters like Mahatma Gandhi, Motilal Nehru, Jawa-harlal Nehru and Bal Gangadhar Tilak had

launched their newspapers.

This trend was followed by the regional or Indian Languages newspapers; and the first Indian language newspaper was launched in Mumbai in the Gujarati language. Even missionaries did not lag behind and they launched 'Digdarshan' (Worldvision) in early 1800. The second Benga-li newspaper was **Samachar Darpan**.

During the early days, journalism was not welcomed by the British, especially the East India Company, in India. Then in 1799 'The Censorship Act' was introduced. It is alleged that the Act was introduced with the basic objective to ensure that the French don't report against the British which could damage the reputation or image of the latter. Gradually, newspapers, magazine, books and all printed publications were covered under the Act. Then the 'Vernacular Press Act' was introduced in 1878. Thereafter, no newspaper editor or owner dared to report against the Company or British Government like the **Hickey's Gazette**, in order to avert any legal action.

2.4 SECTION : 3 : MODERN JOURNALISM – TWENTIETH CENTURY

The Daily Courant published on 11 March 1702, was the first British daily newspaper. It was produced by Elizabeth Mallet.

As in the initial days and years gossip was the main content in the newspapers of the sixteenth and seventeenth centuries; real pro- fessional journalism which can be called the foundation of the mod- ern days of journalism took a while. After gossip; poems, fictions and humour were being printed and published in the newspapers of the seventeenth century. Although the printing press was invented way back in 1456; yet the creation of a proper rather professional newspa-per took almost two hundred years. According to British history the first regular newspaper was published in 1702 by the name of **Daily Courant** and it continued to be published for 30 years. Interestingly the first Editor of the newspaper was a woman – she was the first woman journalist. Then the British government came up with an act termed the 'Press Restriction Act'. According to this Act, no news- paper could be published without carrying the name of the printer and the place of publication. Though a number of newspapers were published in British American Colonies; yet none can be called the founding stone of modern journalism.

It was only in the beginning of the nineteenth century that professionalism in the real sense of the word was introduced in journalism practice. For the first time there were professional editors to head the newspapers, slowly newspaper offices got better organized. Reporters and photographers were hired and assigned specific tasks and beats.

But, yet it lacked on many grounds. As it was not first-hand or on-the-spot reporting; many times news was lifted from other sources and reused or recycled. Some newspapers were filling space with poetry, fiction and humour. It was industrialization which encouraged newspapers to adopt technology which later increased the printing speed. Due to this the production cost of newspapers came down enabling the owners and editors to enhance their circulation. With increase in circulation, the revenue growth was visible.

In the mid-1800, the world had the first newspaper which can be termed the foundation stone of modern journalism – this was the **New York Herald**. It was published in 1835 by James Gor- don Bennett - the first newspaper that had staff reporters on specific beats to report about city events. This newspaper used to send reporters to the spot and cover the incident or event. The newspaper also had business and stock market reporters who were regularly reporting about Wall Street Trading. It was the maiden newspaper to introduce the system of appointing foreign correspondents. It had appointed correspondents in Europe and other countries. This was per- haps for the first time that America got regular reports from the Congress as the newspaper had a dedicated reporter for the Congress covering its sessions. But, still there was a lot of ambigu-ity with regards to balanced reporting and media ethics.

This opacity was cleared in 1855 with the launch of **The New York Times** by George Jones and Henry Raymond. This newspaper came up with skill writing and ensured maintenance of quality of writing. This could be taken as the beginning of the Style Book – although not very profes-sional – still as good as it could be in those initial days or years of launching the newspaper.

As the newspapers were run professionally so a lot of allied things followed. Like as mentioned earlier, England's Chartered Institute of Journalists was founded in 1883. In 1933 American Newspaper's Guild was organized. This shaped the road of the modern day journalism. As the demand for professional journalists started picking up, the first journalism university was set up in Columbia by the name of University of Missouri from 1879-84. The graduation course on journalism was first introduced by the Columbia University in 1912 in the city of New York with financial support endowed by Joseph Pulitzer, who was the Editor and

Publisher of **The World**. Had none of these events taken place in the mid and late nineteenth century and the early twentieth century we would not be discussing modern journalism; as it would have taken a much longer time to shape up as profession that the young generation would want to pursue.

While journalism institutes and education programmes were shaping up on one hand; simulta-neously on the other hand war broke out. And for the first time newspapers from America send their reporters to the war zone for on-the-ground reporting. It was a time when reporting and transmitting news was a challenging task as reporters were dependent on telegraph services and trains. It is said that the transmission limitations of the telegraph sharpened the skill of tight reporting. It was precisely during this time that leading news dailies of America, especially **New York City** realized the need of a news agency and this gave birth to the first wire service which is - **Associated Press**. The concept and execution of the first wire service was led by David Hale, who was also publisher of the **Journal of Commerce**. In 1858, news from Europe was transmitted to America through Trans-Atlantic cable. Wire or news agency is a platform that hires reporters at various locations and gathers news from on-the-spot and then transmits the same to the subscriber newspapers and even government offices, private companies against pre-decided charges. Small newspapers or even leading newspapers who can't afford to send reporters to remote places or foreign countries gain access to news from other parts of the country or continent due to wire services or news agencies.

       New York Herald was not only the first newspaper to hire reporters and assign them to cover beats; but was also the first newspaper to take initiative and lay down the foundation of inves-tigative journalism some 200 years back. Post writing about slave women and how they were stabbed or shot dead, David Livingstone himself went missing. Instead of reporting about why David went missing Herald's editor and publisher James Bennett decided to send Henry Stan- ley to find David and interview him. Henry was successful in locating David in Uganda. This successful investigative reporting encouraged Bennett to employ more investigative reporters. This is how investigation journalism got room and space in modern day journalism. If investigative journalism thrilled newspaper readers; stories of human interest touched the hearts of the readers. The first human interest stories were reported and published by Charles Anderson Dana in the **New York Sun** in the early twentieth century. This legacy of human interest stories is being inherited by modern day's print, radio, electronic and digital media; because it attracts a wide range of readership, listeners and viewers.

       A logical question to raise here is what are stories of human interest? It is a format in which any individual's good or bad experiences are shared from a subjective perspective. It can be a success story or an innovation or even a tragic incident of one's life that changed his/her life

wherein he/she overcame all odds in their life and were successful in their effort.

Not only print media but the foundation of even radio and electronic media was laid during that era. Intercontinental radio signals were tested for the first time between America and Europe in 1901 by Guglielo Marconi and the first professional and commercial radio broadcast took place in November 1920. Then there was no looking behind...

There is a difference between print journalism and radio journalism. During those days print reporters were not expected to record audios of influential people or significant elements of news. But the opposite holds true for radio journalism as it was mandatory for the reporter to record audios of news maker or elements to be covered in the news story. This is being practiced even today.

Broadcast Journalism is a step ahead of these two; here the reporter is expected to not only record audio and visuals of news makers but even of the place and spot in support of the story.

The broadcast journalism evolution would have taken much more time, had not the World War-II taken place. It was the tough cut-throat competition between the two leading radio station networks - CBS and NBC -that gave birth to broadcast journalism; and that too at a time when there was a dire lack of apt technology for shooting. In the early days both the networks had launched 15 minute weekly world-round-up news following the segment on domestic news. They use to hire the services of the visual newsreel suppliers to produce TV news. CBS launched the first news bulletin in 1944, but these were by-weekly news bulletins aired on Thursday and Friday at 8:00 pm. A year later in 1945, NBC launched weekly newscast as top up of its ninety minutes programme. They were audio-visu- al clips (visual clips backed with a voice over). There was no byte or interview concept for the news bul- letins of capsules; as both came from a radio back-ground and were just taking their first step in broad- cast journalism. Although today BBC is considered to be the synonym of broadcast journalism; but surprisingly the first news bulletin aired on BBC was on July 05, 1954 at 7.30 p.m. The first news reader of the BBC news bulletin was Richard Baker, a 29-year-old home radio service announcer.

In 1946, there were only 20,000 households having television sets in the USA. This number grew in 1952, to touch 15.3 million. Yet, this was less than one per cent households from the total population of USA at that point of time. During those days the American government used to issue licenses for television stations in 1946 – initially there were six stations which reached to 500 television stations in 1955.

India was not far behind in broadcast journalism. The Government of India had launched its television station Doordarshan in 1959. But for almost two decades its reach was limited to New Delhi, it had a small transmitter and was using the technological infrastructure of All India Radio. It was in 1982, when broadcast journalism in the real sense of the term shaped up - Doordarshan was transformed into the national broadcaster and colour television was launched in India. India's first news reader was one time radio station announcer Pratima Puri (born Vidya Rawat); she read the first news bulletin for Doordarshan on 15 September 1959 from a makeshift studio.

☞ Digital

Internet or ARPANET was invented in 1969, but the actual digital revolution - specifically dig-ital news media - was born after almost 19 years. **Prodigy** was popping up news on the home computers the moment the subscriber switched on his/her desk top. But the real change came only when **World Wide Web** was invented and put in use in the mid 90's. CNN, **The Chicago Tribune** and the **News & Observer** were among the first to launch their own news portals. **Google** came in 1998, which brought the world and news closer with its search engine.

2.5 KEYWORDS

Spot reporter	Narad Muni was the first reporter to provide spot report.
Acta Diurna	The news or information was manually written on the 'Acta Diurna', and it was posted at public places in Rome.
Word-of-Mouth Publicity	This publicity was the chief source of personal and mass com-munication during Mughal Era.
Mirat-Ul-Akbar	Raja Rammohan Roy's Mirat-Ul-Akhbar was published from Calcutta in 1822 in the Persian language.
Jam-I-Jahan-Numa	e newspaper was published by HarihHar Duttain resent Kolkata)

2.6 CHECK YOUR PROGRESS

Q.. 1 Which place the decisions were made public by pasting leaflets?

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Q,2 Why citizens used to regularly visit the temples?

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Q.3 Who was a crucial source of Information in heavenly deities?
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Q.4 Which Yug the Sanjay doing live reporting of the Kurukshetra war?
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Q. 5 Where mentioned that Sanjay was providing live reporting about the war to Dhritarashtra?
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Q.6 When the Mughals entered in India?
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Q.7 Which language news-papers published from West Bengal?
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Q.8 Who was published 'Mirat-Ul-Akbar' in persian language?
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Answers:

1) Temple.
2) Citizens used to were regularly visiting temples and because of which it information waswidely read and the message was conveyed to the society and community.
3) Narad Muni.
4) Dvapar Yug.
5) In the Mahabharata.
6) 1500 A.D.
7) Persian language.
8) Raja Rammohan Roy.

UNIT : 3	NEWS AND ITS ORIGINS

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STRUCTURE
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3.0 Introduction

3.1 Learning Objectives

3.2 Section 1: What is News?

3.3 Section 2 : How News Began? Brief History of News

3.4 Section 3 : Qualities of News

3.5 Section 4 : Characteristics of News

3.6 Section 5 : Types of News

3.7 Keywords

3.8 Check your Progress

3.9 References

3.0 INTRODUCTION

News is an integral part of journalism. This unit discusses what makes a piece of information –'News'. One has already understood about the modes of communication in the previous units. Now, one will understand news and its various aspects. How news connects people and the world.

3.1 LEARNING OBJECTIVES

• Understand the definition of news.
• Make students aware about the short history of news.
• Develop understanding about essential qualities of news, which differentiate them from justbeing a piece of information.

- Inculcate skill for identification of events to extract news elements from it.

On Completion Of This Unit, You Will Be Able To

- Clearly differentiate between information and news.
- Find news elements from the events.
- Develop 'News Sense', or decide the newsworthiness of any information, by applying thedifferent parameters discussed in the unit.

3.2 SECTION- 1: WHAT IS NEWS?

1. North, East, West, South = NEWS – is not true

There are many definitions and examples for making one understand what exactly 'news' is? What does the word – 'News' mean? Prior to that let us first break some untrue but popular notions about the word – News. Many people define the word 'News' as information coming from four directions – North, East, Westand South – NEWS. This is not true. Similarly, there is another wrong acronym that is being ex-plained as a definition of 'News' – Notable Events, Weather and Sports. Both the explanationsfor the word – News - are not correct.

The origin of the word 'News' is found in the late fourteenth century. The word 'News' – con-veys plural of word – "New Things."
  (https://www.thesaurus.com/browse/news?s=t)

However, apart from the dictionary meanings of the term 'news', the real understanding of the word – News can be developed by considering the eternally curious nature of human beings.

2. So - What is News?

It is the very basic nature of human beings to know about what is happening around them It is a natural urge of human beings to know the world and to derive a meaning out of the things happening around them.

Charles Dana, Editor - New York Sun defined news as, "anything that will make people talk." News can be informative and many times both.

Any kind of information that you were not knowing before – be it some gossip about your friends or neighbours or an email from your cousin living in another country, can be news for you. Even a poster about an upcoming event that you did not know about is news for you.

It is not necessary that you get the news in any particular format. You can receive it via any source or medium of information. Therefore, the information that one does not know earlier can be news for one person; but not for the other person, who already knows about that information.

Therefore, it can be said that while some information might not be news for you; yet the same information can be news for another person. News keeps one updated about what is happening around one. It empowers one with information that one can use to stay ahead of others. One can prepare for the challenges, if one is aware of the news. For example, you are planning a holiday break to Diu for three days with your friends and family members, but you get the news about a possible cyclone hitting the coast of Gujarat. This piece of news would be extremely useful as it would enable you to change your holiday destination in a timely manner. In case you receive this news when you are already at the seashore, you can plan your safe return post receipt of the news.

News can enable you to make informed choices and live better.

3. News is everywhere

The most common example, which has been cited a thousand times across the world to explain the term 'news' in a basic and simple manner is – 'If dog bites man, it is not news' but 'If man bites a dog, it is news.' But if you look at the basic components, which constitute news - 5Ws and 1H (What, Who, When, Where, Why and How) even a dog biting a man can be news if the man in question is a powerful political leader.

News is informing people about an event, which is other than

monotonous and ordinary. Every-body knows that the sun shines every day. Therefore, it cannot be the news. Nevertheless, the day of solar eclipse, when the sun would not be visible for some time of the day, would be the news for that particular day.

Any information that is not known to a group of people becomes news for them. Such news can inform, entertain or educate the people about a specific subject or topic.

As we can see, we get news through various mediums including mobile and tablets, computers, television, newspapers, radio. We get it from everywhere, at homes, offices, restaurants, on the way; and in various formats like text, animation, audio, video.

4. News is not Journalism and Journalism is not only News

We just read that news is information that some or many people would not know. News is, what is, new to know. However, there should not be any confusion between news and journalism. Every piece of news cannot be considered to be journalism. Of course journalism gives news but it is not limited to news. Journalism is a faculty of mass communication that deals with informing people about news, views and opinions. It analyses the events and situations, it in- vestigates, puts news into context, makes people understand and educates them about various issues and subjects.

Journalism can develop a mass opinion in the society. It can bring new perspective to the things, which are happening around us. Whereas, news can provide us information in various forms through various mediums. It is up to the user or the consumer to decide what exactly is news for him and what is not.

3.3 SECTION :2 : HOW NEWS BEGAN? BRIEF HISTORY OF NEWS

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1. News is as old as Humankind is

We have discussed in the first chapter about the definition of news and why it matters to us. Let us now understand a little history of news. Rest assured that one is not expected to remember the timelines of the evolution of news, because news was there, even when there was no lan-guage. Let us understand this better.

Human curiosity was always there even before the languages were developed. Consider a sce- nario of primitive human beings, who were just like any other animal on the earth. Now, what made them distinct from other animals was their nature which was full of curiosity, inquiry and observation. There would have been some kind of mode of non-verbal

communication to com-mune with other human beings. That non-verbal communication would have led to provide, or share the understanding of events like rains, or the attack of other animals or fire, which could cause danger to the primitive human beings.

After studying the first chapter, one knows that information can be news for someone, who did not know about it earlier. That information adds to the understanding base of the person. With many such information communications the primitive human beings, would have become informed about the natural phenomenon and found ways to deal with it. So, the case in point is news – although not in the same formats we are consuming them now – was always there.

2. Human beings are driven by the urge to know about others

As social animals – we human beings have a natural urge to know about what is happening around us and we tend to share information and news with others about what we know. Since prehistoric ages, we, human beings, have progressed in the process of evolution but the instinct for knowing, what the other human being is doing or what is happening around me are the questions, which we are continuously asking and finding answers to it as per our understanding, need and time.

Consider the example of current times. What do people generally do on social media apps? They communicate on these social media platforms about almost all things under the sun. Think What do they share and why do they share - and you will get an idea about the human tendency to be social and get information about others; it is precisely this which makes a human being– a social animal.

Professor of Journalism and Mass Communication at New York University and author of 'A History of News' – Prof. Mitchell Stephens has written, "Rather than some relatively recent craze, stimulated by the arrival of satellites, television or even the newspaper, the good news is that the frenzied, obsessive exchange of news is one of the oldest human activities. Messengers were appointed to bring word, criers to proclaim it and busybodies to spread the word."

The need to know helped attract people to crossroads, campfires and market places; it helped motivate journeys; it helped explain the reception accorded to travellers. In most parts of the pre-literate world the first question asked of a traveller was, as it was in Outer Mongolia in 1921, "What's new?" These preliterate peoples were probably better informed about events in their immediate neighbourhood than are most modern, urban or suburban people.

A similar fascination with news was evident in the Greek agora and later in the Roman Forum, where to the hubbub of spoken news was added information from daily handwritten news sheets, first posted by

Julius Caesar.

The bad news is that two of the subjects human beings have most wanted to keep up with throughout the ages are – you guessed it – sex and violence.

The Nootka of Vancouver Island, for example, would exchange plenty of important news on fishing, on the chief's activities, on plans for war. But they also pricked up their ears at the word that someone was having an affair. And the tale of a suitor who tumbled into a barrel of rainwater while sneaking out of the window of his lover's house "spread," according to an an-thropologist, "like wild fire up and down the coast."

There is more bad news. The golden age of political coverage that journalism critics pine over the era when reporters concentrated on the "real" issues - turns out to have been as mythical as the golden age of politics! In those rare historical moments when politicians feigned to face major problems and condescended to allow journalists to comment on them, those comments tended to be wildly subjective, as when the founders of our free press called their pro-British compatriots "diabolical Tools of Tyrants" and "men totally abandoned to wickedness." Samuel Johnson, writing in an era when thinkers like Joseph Addison, Daniel Defoe and Jonathon Swift dominated British periodicals, concluded that the press "affords sufficient information to elate vanity, and stiffen obstinacy, but too little to enlarge the mind."

So much for that golden age. Yes, journalism has changed for the better – our ancestors com- plained that they had "no data by which (to) correctly reason" about events overseas; we often seem to have, if anything, too much data.

And for the worse – it is difficult to imagine brilliant, progressive eccentrics like Horace Gree-ley or Joseph Pulitzer working their way to the top of the huge corporations that have taken over almost all U.S. news organizations in the twentieth century.

And much doesn't change. It is foolish to pretend that sensationalism and superficiality could simply be expunged from the news if only Geraldo Rivera or Rupert Murdoch disappeared. Nevertheless, we can still protest when the news gets too irrelevant, too shallow. We can better educate audiences about its limitations and encourage viewers to change the channel. The de- sire to keep up with the news seems basic to our species, but that does not mean that in learning about the world we have to limit ourselves to just satisfying that desire.

3.4 SECTION :3: QUALITIES OF NEWS

This chapter deals with the body and real identity of news. Information must have certain qualities to qualify as 'News', otherwise it simply remains an information. These qualities are being – Accurate, Fair

and Balanced, Clear in Communication, Crisp in Writing.

1. Accuracy

Ask yourself these questions and think about the answers.

- Why do you read, listen or watch – News?
- How do you distinguish between 'good news,' 'bad news,' and 'not at all news'?

Earlier human curiosity for news has been discussed in detail; one would be getting news from various sources. But how does one decide the quality of news that it is good, bad or it is no news?

Let us take a closer look at this. If you are a regular newsreader, you can easily spot factual mistakes and inaccurate information provided in the news. These mistakes can be spotted in the names of people and places, designations or specific quotes of prominent people etc. Such mistakes create a very bad impression about the media organisation that is providing the news and raises an issue regarding its credibility.

News has to be accurate in every sense of the word. Reporters have to mention all the facts accurately. Names of people and places mentioned in your report need to be spelt correctly. Designations or identities associated with of authorities or even personnel from general public must be indicated right. For example:

If you are quoting an officer from the Indian Police Service (IPS), you have to write his name and designation correctly. If the officer is police commissioner of the city, you should be aware that the correct designation of the post is Commissioner of Police (CP) and not Police Commis- sioner. You should be mentioning the officer as Ragini Singh, Commissioner of Police, Rajkot. The fact should also be understood that only a city can have a commissioner of police and not a district. So, the main police officer responsible for maintaining law and order in Rajkot district would be Superintendent of Police (SP).

When you are narrating an incident in your news report, you must have exact information about how many people have been injured or died. It is must for a news report to be informative, providing only fact-based information and not views or opinions, otherwise it would be considered as editorialising of news. So you need to be careful and write only facts and info. While you are writing the statement of a person, it has to be placed verbatim between two inverted commas (" …"). You can't change even a single word when you are quoting him/her.

News reports comprising medical or scientific claims, verdicts of court, sports scores have to be mentioned accurately without any numerical or factual mistakes.

2. Fair (Balanced and Objective)

Being a news reporter is a great responsibility on your shoulders, as you have to deal with yourown limitations also. While reporting news, you have to keep your personal likes and dislikes aside and bring in total objectivity in your news report. While reporting facts, one has to be fair and without any bias. Your personal opinions, emotions must not affect your news report. Even if you do not like thesubject, person, or institution, you cannot avoid talking to them for putting their comments in the news. Objectivity in news means it must not be influenced by personal prejudices, feelings and inter-pretations. The news report has to be based only on facts and unbiased. If the news report is not objective, it is not fair and may be considered biased.

Balancing is another integral component of bringing fairness in the news report. People, who give you information, are essential for news gathering. News should consist of the right quotesfrom the right sources, who would be experts of topic. Bringing balance in the news means covering all the perspectives of the news issue using var- ious sources.

👉 *Source of information*

News should have proper information attributed to authentic sources with their accurate names and designation. In many news reports the information is attributed to anonymous sources. This happens when some people (government officials, senior political leaders, professionals etc.) do not want their names to be published in the news report for one or other reason.

Anonymous Sources: There are occasions when a news source, who happens to be a senior government official or an important leader, does not want his or her name to be used. In such cases, the reporter can attribute the story to well-informed sources or well-connected sources or official sources or sources who don't wish to be named. However, the reporter must know the source well, and should trust that the information provided is correct.

3.5 SECTION: 4: CHARACTERISTICS OF NEWS

Introduction

We discussed about certain qualities of news in the third chapter, which distinguish it frombeing just a piece of information. We will now discuss the characteristics of news. These characteristics can be considered as an intangible but inevitable part of news.

As a journalist if you understand the value or characteristics of these news, you can comfort- ably decide whether the development or event is newsworthy or not.

These characteristics are:

1. Timeliness	4. Proximity / Localizing	7. Currency
2. Impact	5. Conflict or Controversy	8. Human Interest
3. Prominence	6. Unusualness (novelty/oddity/rarity)	

Let us consider each of these characteristics:

☞ **Timeliness:**

News is what is new. As discussed about the word – news in Chapter – 1: Any kind of event (a planned programme or an accident, political, social, economic or scientific development), which happens today is news for today. The event would lose its relevance as news after a day or two, as there would be something newor further development in the same event, which would be considered as news.

For example, if remains of a 5000-year-old human civilization have been found at an old fac- tory site, it would be news on the day it was found not after a week or a month. Of course there can be features and researched articles about the event and its importance after a week but thesecannot be placed in the category of news.

Timeliness matters, when the information is current, and readers or the audiences are informed as soon as it happens. If the information has timeliness, it is news.

☞ Impact

Impact is another characteristic of news. If the news is not arousing any reaction, it would hardly be news! Just like Newton's Third Law of Motion which states that 'every action has an equal and opposite reaction', news also has some kind of impact on the audiences' mind, which creates reactions like a thought, or emotion or interest or involvement with regards to the newscontent among people.

☞ Prominence

Let us understand this with an example. Most people would have eaten panipuri at least once in their lives. Now people eating panipuri cannot be news as it is a very general and routine activity. Thousands of people eat panipuri every day. But if a celebrity couple from Bollywood like Ranveer and Deepika Padukone are having panipuri – this would definitely become news! Similarly, thousands of tourists visit the Taj Mahal but if the President of the United States visits the historical monument then it becomes news. As a general rule audiences always have a connect with prominent personalities and places.

☞ Proximity/Localizing

While technology has succeeded in making the world a global village, we still have more con- nect with local events and give more preference to knowing what is happening around us rather than in some other part of the world. If the event has taken place closer to your home, it be- comes more newsworthy for you. For example - The news about a terrorist attack in Ahmedabad, will prove to be more engaging for the audience in Gujarat than the news about a terrorist attack in New Zealand.

☞ Conflict or Controversy

If in a classroom everyone is agreeing with whatever is being narrated by the speaker, it is just a discourse. But if there are questions on the points the speaker is making, it would be a debate or discussion. This difference of opinions and perspectives is always interesting to observe. Such events can be newsworthy. If there is a struggle and conflict in the event and among people, it can bring in drama and that would attract the audience's curiosity to know further, hence it can be news.

☞ Unusualness (Oddity/Rarity/Novelty)

When everything is in place, it becomes routine or monotonous. If the suburban trains in Mum- bai are running as per schedule, there is no

news, as it is customary. But if trains are delayed due to some reason and thousands of people have got stuck at the railway stations, it would hit the news media. Any event that breaks monotony becomes news. If someone has come up with a new idea, product, or system, its novelty becomes news, because it is the-first-of-its-kind thing, which would make people curious to know about it.

An elephant in the zoo eating only Vadapav becomes news, as it is an extremely odd habit! Whichever event has a potential to break the mundane routine and distract the audiences due to its uniqueness, unexpectedness or unusualness becomes news.

☞ **Currency**

To understand the currency factor, recall the case of the 'Nirbhaya gang rape' one of the most shameful and heinous crimes against women which took place in Delhi in 2012. The nation was shocked upon coming to know the detailed brutality of the crime. Public agitations started right across the country. One noted that more number of rape cases was prominently reported in the media during that period. Currency factor connects events, which are already in news.

☞ **Human Interest**

Animals do not consume news - News is an extremely human activity, which satisfies the curi-osity element of human beings. We are always inquisitive or interested in knowing, what other persons are doing or what is happening with them. Events in other people's lives, which make us laugh, cry, feel empathetic, inspired or think for them are known as 'Human Interest' news or stories. Such news have a very strong emotional connect. News of someone's success stories, achievements, fight against-the-odds are considered as human interest stories.
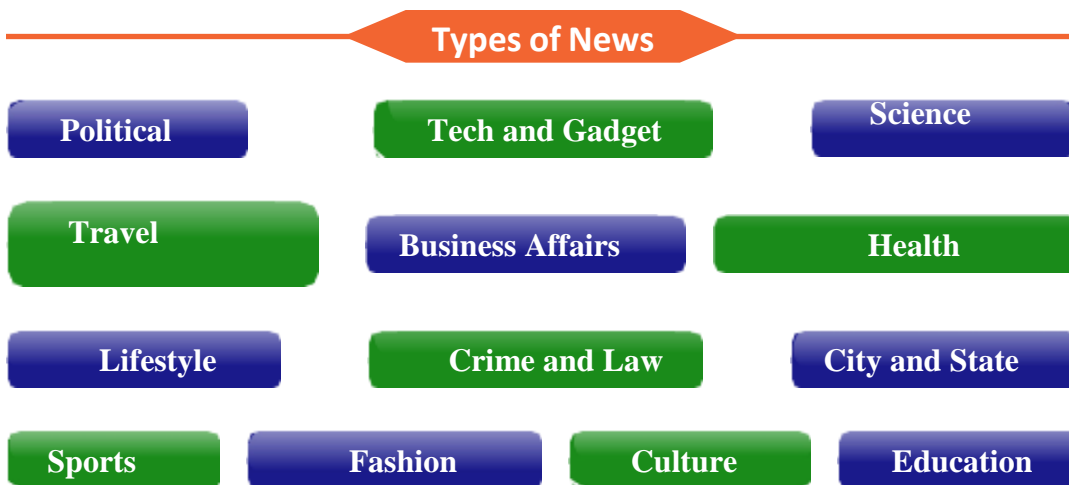
3.6 SECTION: 5: TYPES OF NEWS

Introduction

The previous chapters have focussed on different characteristics and qualities of news; in this chapter the thrust will be on different types of news. One comes across a variety of news, which directly or indirectly affects one's routine. Based on our interest and subject areas, we prioritize our reading of news.

For example

A sports enthusiast reader will always be interested in knowing how many medals India won in the on-going Asian Games. Whereas, someone who is excessively obsessed about Bollywood, may be more interested in knowing all the in-and-out details about the Deepika Padukone- Ran-veer Singh wedding.

It will not be wrong to say here that some of us, perhaps, may want to know every minute detailof both the events.

Types of News

Political	Tech and Gadget	Science
Travel	Business Affairs	Health
Lifestyle	Crime and Law	City and State
Sports	Fashion	Culture	Education

☞ *How Does it Work?*

Now you may well ask how does this work…or what is it like to be in such chaos of informa- tion? News reporters and respective editors work round-the-clock to serve you the most cred- ible information based on their 'sources' and 'research'. Generally, editors of the news media based on their strong tendency to judge human acumen allocate various 'beats' to reporters. The reporter is expected to keep eyes and ears open for all the developments in the beat assigned to him. Reporters are responsible to find news from their beats. There are various types of news, which are divided into sections according to their content and nature.

Close observation will reveal that even the pages in a newspaper are divided based on such subjects or types of news. Any news of utmost importance and needing to grab the eyeballs of the reader is placed on the front page of the newspaper.

a) <u>Political and Government News:</u>

Politics is the quintessential element, which governs both the current and the future state of thenation. Political news covers a wide spectrum of regional politics, national politics and interna-tional politics. Media is expected to provide an accurate picture of what the elected government is doing with the hard-earned money of its citizens. Generally, but not always, the reporter with the maximum experience in news reporting takes up the responsibility to report political developments.

Government decisions have impact on society. Various departments of state and central gov- ernments are major sources for different news about policies, schemes, benefits and processes, which will influence general public.

Political news cover the following aspects:

1) Of or relating to the state, government, the body politic, public administration, opposition party, policy-making, etc.
2) Of or relating to the civil aspects of government or relating to politics a political person/ particular party

However, a reader never restricts himself to news regarding national politics only; he is equally curious to know what is happening on the international politics front as well.

For example: An Indian sitting in Gujarat is interested in knowing the changes made by USA President Donald Trump in their immigration policies.

b) <u>Tech and Gadget News</u>

Irrespective of whether we purchase it or not, we technology geeks want to know, what is newin the latest iPhone? Whether it is worth investing our money in the new Samsung Galaxy phone? Technology and gadget reporters provide such news and technological updates. Tech-nology and gadget news covers the spectrum of recent advancements in modern technology andlaunching of new gadgets.

c) <u>Investigative News</u>

Investigative news not only grabs the lead space of the newspaper or the news website or the prime time slot of a television news channel,

but it also grabs the immediate attention of the audience.

As the name suggests, investigative news is the news, which is published after a thorough investigation and research by the reporter. RTIs (Right to Information) filings and major un- dercover operations are some of the few ways through which journalists do investigative report- ing. People in powerful positions like to keep things under-the- wraps, as disclosure of certain information may not be suitable for their vested interests and may damage them socially and financially. News organizations tend to unearth such secrets and present a transparent picture to the society.

One needs to keep in mind that investigative journalists across the world are vulnerable and keep facing life threats. Many investigative journalists have sacrificed their life in the-line-of- duty to provide fair and accurate news stories, which the authorities or powerful people do not want the world to know.

d) Lifestyle, Travel and Fashion News

Who wore what on the Red Carpet? What were the fashion hits and what were the major faux pas by the celebrities? Who is linked with whom? Best places to travel in a given budget, sooth- ing décor ideas for Diwali etc. are all the questions that stoke the fires of our interest most of the time. Such news, more or less falls under the umbrella of the 'Feature Section' of the news- paper. Most of the leading English and vernacular dailies in India come up with an exclusive supplement fully dedicated to such news.

News websites and news television channels also publish and telecast such news regularly.

❖ **Exercise**

Make a 500-word report taking one example each from English and vernacular newspapers, TV news channels and news websites and compare the lifestyle, travel, and fashion news published by them on a particular day of the month.

e) Business News

As Barack Obama has rightly said, "Money is not the only answer, but it makes a difference." Why do you closely follow the news of the country's budget? Obviously, to know how the country's budget would influence your household expenses. What would become cheaper and what would become costlier? How much tax you will need to pay? What

does the Sensex say today? What is the annual turnover of the retail giant 'Amazon?' Was Demonetization a suc- cess or a failure? Such questions affect people directly or indirectly. Business affair news gives information and analysis of recent developments in the country's economic policies, budgets, banking sectors, trade and industries, businesses, stock exchanges, international economics, etc. Business affair news requires ability to explain complex business terms in a manner which is easy-to-comprehend even for the layman readers – who basically might not even have heard those terms.

There are exclusive newspapers, magazines and channels solely dedicated to delivering busi- ness news across the world.

f) Health and Science News

Health news is not merely restricted to diet and other health plans. Along with these it covers what the authorities at powerful positions are doing to eradicate dreadful diseases. Whether the government authorities and hospitals are well-equipped for smooth operations and emergen- cies? Whether the private hospitals are carrying out any mal-practices? These are few questions that make for a front page headline in the health news category.

Apart from these, what are the myths and facts on what to eat and how to eat? It becomes vital for media organizations to educate its readers about the same.

News about scientific discoveries is always an area of interest for the masses. If scientists are taking the first ever picture of a Black Hole or if the Indian Space Research Organization (ISRO) is sending an unmanned mission to the Mars – Mangalyaan, or a new drug has been de- veloped to cure AIDS, everything becomes news for students, educators, the science fraternity and society in general.

g) International News

While the world has become a global village, no one can afford to ignore, what is happen-ing in neighbouring Pakistan, or how Britain's exit from the European Union (Brexit) is go- ing to impact Indians aspiring to study in the UK. How China's increasing presence in Africa is affecting India's interests? How the United States' H1B Visa Policy would impact Indian companies operating in the Information Technology sector? All these questions are answered through international news reports. Be it the photo gallery of the Paris Fashion Week published by English or vernacular newspapers or TV news channels or websites; or the reporting of the 10-day-long-rescue operation of an amateur football team comprising young boys of Thailand all of it falls under the segment

of international news. News media houses largely depend on international news agencies and international news organizations like - Associated Press (AP), Agence France-Presse (AFP), Reuters, British Broadcasting Corporation (BBC) etc.- for sourc-ing such international news.

h) City and State News

City and state news are as important as national and international news. If the city's adminis- trative authority like the municipality or the municipal corporation is facing some problem in supplying water and has already announced the same a couple of days back (regarding the time and date of unavailability of water) and if you would have missed it, you might have to pass the entire day without water or pay through-your-nose to buy water from outside. Any major event taking place in the city may invariably affect your daily routine; therefore city news keeps you updated about the developments that may directly affect you.

Similarly, news about the policies of the state government, state politics and happenings in other parts of the state would provide you with informed choices. News about new legislation passed in the assembly or changes in government policies, agriculture production in the state, availability of Kesar mango from Gir region of Gujarat will definitely attract the eyeballs of the readers.

i) Crime and Law News

Nobody wants anything bad to happen with them. Especially getting mugged, cheated, duped, hit, or killed by someone. That is the reason that news reports of crime happening around are read in detail. Crime news makes people alert with regards to their own safety by citing events of crime and its modus operandi. Crime news covers physical tortures, accidents, domestic violence, crimes against women and children, robberies, financial frauds, scams, scandals and developments from crime detection agencies like Police, CBI, ED etc.
Whereas law reporting provides news and updates about legal proceedings taking place in var-ious courts. A wide variety of news stories can be churned based on the characteristics of news like - human interest, controversy, unusualness, timeliness etc. - from a drab district level court or even the Supreme Court of India.

j) Sports News

Agreed that in India cricket is believed to be a religion; but nowadays other games like tennis, football, kabaddi, badminton etc. are also enjoying a big fan following. All the news media out-lets have a team of specialized sports journalists to explain the game and present the sport

in a very exciting format to enable the audiences to re-live those moments. Be it text or video, sports news engages audiences. No wonder that frequently news of football or cricket world cups or other tournaments garner more audience attention than other news developments.

k) Entertainment News

No news portal or TV channel or newspaper would be complete without news from the en- tertainment industries. News about Hollywood or Bollywood (even Dhollywood!), television shows, music industry, event updates, award ceremonies, trivia and gossip about the lives of celebrities can be relied upon to provide information packaged with an exciting element of en-tertainment. Such news has aspirational value and many times, help the reader to escape from the real issues of his daily life and add a dash of excitement to his humdrum existence.

l) Cultural News

There is a thin line of difference between entertainment news and cultural news. While a film or a play can provide entertainment, why audiences like them or dislike them depends on the culture of the society they belong to. News reports related to fine arts, folk arts, painting exhibitions, dance and music performances, and artistes, book launches and discussions, interactions and debates with authors and poets all these comprise culture and society news. If a painter's exhibition of nude paintings can bring him compliments in one city, the same exhibition and artiste can be criticized or attacked in another city, due to cultural differences. However, in both the scenarios this news will fall in the cultural category or as a crime event.

m) Education News

Education is one of the important segments of news. Parents of all children and youth studyingat - schools, colleges and universities - would be concerned with the state of education. News about new courses, engineering, medical, and other professional education institutions, career prospects, knowledge will always catch the audiences' attention.

3.7 KEYWORDS

New Things	The origin of the word 'News' is found in the late 14th fourteenth century. Theword 'News' – conveys plural of word – "New Things."
Eternally curious	The real understanding of the word – News can

	be developed by consid-ering the eternally curious nature of human beings.
Monotonous	News is informing people about an event that informs the people, which isother than monotonous and ordinary.
Mythical	When reporters concentrated on the "real" issues - turns out to have been as myth-ical as the golden age of.
Condescended	Condescended to allow journalists to comment on them, those commentstended to be wildly subjective.

3.8 CHECK YOUR PROGRESS

Q.1)   How News can be developed?

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Q.2)   How Charles Dana defined news?

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Q.3)   What is Journalism?

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Q.4)   What do people generally do on social media apps?

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Q.5)   Who is the author of 'A History of News'?
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Q.6)   Where was the First question asked of a Traveller?
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Q.7)   Who are the top of huge corporations that have taken over almost
       all U.S. news organizations in the Twentieth Century.
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Q.8)   What are the two bases of News report?
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Q.9)   How characteristics can be considered?
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Q.10) Which are the Characteristics?
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Books:

- What is Happening to News? - The Information Explosion and the Crisis in Journalism byJack Fuller
- Types of News Writing by Willard Grosvenor Bleyer

Videos:

- https://www.youtube.com/watch?v=ImOZ--FDzo4
- https://www.youtube.com/watch?v=miaFq0EHaqU

Online:

- https://www.thenewsmanual.net/Manuals%20Volume%201/volume1_01.htm
- https://www.freelancewriting.com/journalism/different-types-of-journalism/

Answers:

1) News can be developed by considering the eternally curious nature of human beings.
2) "anything that will make people talk."
3) Journalism is a faculty of mass communication that deals with informing people about news,views and opinions.
4) They keep communication communicate on these social media platforms about almost allthe things under the sun.
5) Mitchell Stephens.
6) Outer Mongolia.
7) Horace Greeley and Joseph Pulitzer.
8) Facts & Unbiase.
9) These characteristics can be considered as an intangible invisible but inevitable part ofnews.
10) Timeliness, Impact, Prominence, Proximity / Localizing, Conflict or Controversy, Unusual- ness (novelty/oddity/rarity), Currency, Human Interest.

| UNIT : 4 | INTRODUCTION TO MASS MEDIA |

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STRUCTURE
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4.0 Introduction

4.1 Learning Objectives

4.2 Section 1: What is Mass Media?

4.3 Section 2 : Medium and Message

4.4 Section 3 : Evolution of Non-Print Technologies and the

　　Birth of 'Media Communication'

4.5 Keywords

4.6 Check your Progress

4.7 References

4.0 INTRODUCTION

　　　It is very important to understand similar sounding terms like Mass Media and Mass Communi-cation. Although these terms seem similar yet they possess different characteristics and comple- ment each other. Mass communication cannot exist without mass media. This unit will deepen your understanding about mass media and its various aspects, with some interesting stories.

4.1 LEARNING OBJECTIVES

- Understand the difference between mass media and mass communication.
- Knowing life and ideas of mass media theorist Marshall McLuhan.
- Develop understanding about various mass media formats before printing technologies andnew media.

On Completion Of This Unit

- Differentiate between mass media and mass communication.
- Define mass media and its characteristics.
- Discuss Marshall McLuhan's theory for media and phrase – 'The

medium is the message'.
- Talk about different forms of mass media like newspaper, radio, television, internet, socialmedia.

4.2 SECTION: 1: WHAT IS MASS MEDIA?

How is it different from other forms of communication?

Introduction

Many people hold ambiguity regarding the difference between mass media and mass communication. This unit intends to provide clarity to understand and differentiate between these terms. It would be very interesting to know how mass media and mass communication has surrounded individuals since childhood and how it influences individuals and society. Mass media has not been limited to its various forms, but has also become communication itself. How ? Study this unit to understand this in-depth.

👉 *Defining Mass Media*

Dictionary Meaning
- The Cambridge Dictionary provides the meaning of the term – Mass Media as follows: The different methods of giving information to lots of people, for example, through news-papers, television, and radio.

- The Merriam Webster Dictionary terms Mass Medium as A medium of communication (such as newspapers, radio or television) that is designed to reach the mass of the people. (usually used in plural as 'Mass Media')

☛ Meaning in Detail

It is clear that mass media is about the medium that is delivering information/news/messages to the masses. Mass media has not been limited to newspapers, radio, or television but it has broadened its scope to the world of internet and websites, mobile phones and mobile apps. As the technology for communication progresses, mass media keeps embracing the new changes, which becomes its new form.

It was believed that mass media communicates messages to the masses or the large audiences. The sender of the mass media messages would not specifically know who is reading it. But nowadays internet-based mass media like websites, social media platforms, can provide digital footprints of the users. It would help the content producer to understand audience preferences and con- tent's appeal for better decision making.

Here we would not be discussing mass media with particular reference to news only; but all other forms of information, which ride on the media to create desired responses from the audiences. This includes advertisements, political campaigns, public announcements etc.

2. Importance of Mass Media

The importance of mass media can never be underestimated. Mass media has been used as a tool to inform, educate and entertain the society. It has also been used to create opinions of masses, influence people's decision-making and manipulate mass psyche to achieve targeted outcome.

A look around will reveal companies selling their products and services, political parties and institutions offering their ideas and ideologies, and people trying to influence or colour one's mind with their own thoughts.

All these happen through mass media around one; a newspaper, a mobile phone with internet and a television – any and all of these media are providing one with enormous information. Now do the following exercise to understand in a given day how much content comes across one's eyes through various mass media.

3. Characteristics of Mass Media

Mass Media – No Matter What Form It Has – Has Some Characteristics. Such As:

1. Mass media has a vast and large reach to the audience
2. Audiences of the mass media have variety of choices to choose their preferred content
3. Mass media communication transmits messages only one way; however its audiences can give feedback.
4. Mass media has great influence on audiences and it also gets

influenced by audiences British Communication Theorist, Denis McQuail, who was also an Emeritus Professor at the University of Amsterdam, has identified main features of mass media in his book 'Towards a Sociology of Mass Communications'. These features are as follows:

- They usually require complex formal organization
- They are directed toward large audiences
- They are public and their content is open to everyone
- Their audiences are heterogeneous
- The mass media establish simultaneous contact with a large number of people who live at adistance from each other
- The relationship between media personalities and audience members is mediated (non-di-rect)
- The audience is part of a mass culture

4. Difference between Mass Media and Mass Communication

Now, hopefully you would have gained a fair idea about what is mass media. It is a channel of mediums which transmits various forms of communications (news, information, enter- tainment content) to a large number of people by using different technologies.

Whereas mass communication is the message (or content) wrapped in a format (of news, information, music, audio, video, advertisement etc.) sent to large audiences using mass media.

Mass communication is transported to its large number of receivers through the carrier known as mass media. It helps in spreading the message rapidly and on a very wide scale by crossing geographical and demographic boundaries in a very short time.

American Mass Communication Scholars, Late Prof. Melvin Defleur and Prof. Everette Dennis has explained different stages of mass communication in their book 'Understanding Mass Communication'.

1. Specialized communication professionals craft different forms of messages (or contents) fortransmitting them to target audiences
2. Messages are spread rapidly and constantly through mass media technologies
3. Very large and diverse audiences receive the messages
4. Audiences understand these messages and make out its meaning
5. The messages influence the audiences, which brings subtle changes in them

5. Difference between Mass Communication & Other Forms of Communication

The difference between mass communication and other forms of

communication is the reach of mass communication over other modes of communication. Interpersonal communication on telephone or in personal has limited reach. Similarly, group talks amongst limited number of people do not necessarily communicate desired messages and neither do they yield target-ed response.

On the other hand mass communication riding on technology-driven mass media enables its messages to spread faster to large number of people and influence them to ensure desired responses.

Consider the example of an advertisement of an insurance company talking about future proof financial security for a family in case of the untimely demise of the main earning member of the family. Not all people may buy the insurance policy of the same company but they will surely search for a policy suitable to their needs to ensure financial security for their family. Mass communication can create need for an insurance policy. When the same policy is being solicited by the insurance agent of the same company, his or her reach to large number of people would be limited. He or she can reach out to few hundred prospective clients in a couple of months, whereas an advertisement on television or on social media can reach millions of people in practically no time.

4.3 SECTION- 2: MEDIUM AND MESSAGE

Their Changing Definitions. Relevance of Marshall McLuhan

Introduction

This chapter may confuse one with regards to a phrase – 'The medium is the message', which will keep being repeated albeit in a different manner. Nevertheless, this phrase has not only shaped the modern understanding of the mass media, but also helped one understand the effect of media on human society. This phrase has been a revolutionary thought, which has provided an extremely novel perspective of mass media.

1. Who was Marshall McLuhan?- Brief Biographical Introduction
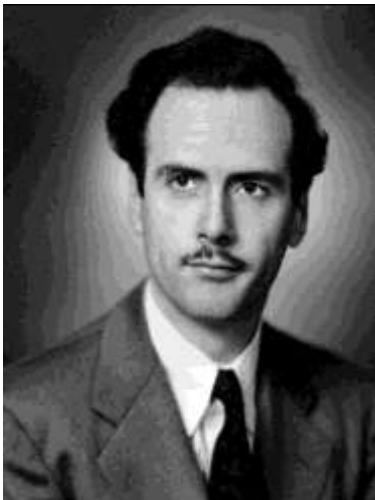
Marshall McLuhan

The phrase 'The medium is the message' was coined by Prof. Marshall McLuhan, who is known as a scholar, social critic, social reformer, a futurist, and an educator. He was one of the original thinkers of the twentieth century, who brought dis- rupting ideas of understanding media and its studies.

McLuhan was born to a real estate company partner father Herbert McLuhan and an educationist mother Elsie on July 21, 1911 at Edmonton – a city in Alberta province of Canada. Elsie McLuhan's tuitions to neighbouring children in elocu- tion also benefitted Marshall McLuhan and his brother Mau- rice McLuhan, who later became a minister. Author Phillip Marchand, in his book 'The Medium and The Messenger' – a biography of Marshall McLuhan, notes

"He (Marshall) memorized immense quantities of poetry and was familiar with the works of the greatest English poets before he entered university. As an eighteen-year-old McLuhan was uncertain of just how deeply he was able to comprehend these poets – in an entry in his diary he anguished over what he felt was his inability truly to appreciate poetry. So disturbed was he about this deficiency that he resolved to immerse himself in the very fount of poetic genius, Milton's **Paradise Lost**, and memorize the epic, if necessary, to sharpen his judgement."

This internal struggle might have led Marshall's natural inclination to study English and His- tory at the University of Manitoba in 1928. Nevertheless, McLuhan got his academic trainings in English, History and Philosophy at Uni- versity of Manitoba, where he completed his MA. He spent five more years to study BA and MA at the Cambridge University before completing his Ph.D. in 1942.

Author W. Terrence Gordon, who has written the biography 'Marshall McLuhan: Escape into Understanding' referring to McLuhan's diaries, has noted that Marshall McLuhan never wanted to become an academic. Marchand has also noted, "He (McLuhan) wanted to be a 'Great Man'; and he had a strong feeling that the road to greatness did not lie in being a professor."

However, destiny had written that he become a Professor of

English, and be recognized across the world for his unparalleled contribution to the field of culture, technology, media, psyche and media studies. This was his path to greatness.

Teaching at various universities of the United States and Canada, series of events in Marshall McLuhan's life continued to lead him towards creation of his seminal book – 'Understanding Media'. He has expressed his ideas of how media is just an extension of human senses and con- sciousness, which has consequences on individuals and society.

McLuhan has given multiple examples, observations and arguments to support his unique un- derstanding of media. His phrase – 'The medium is the message' sums up how the medium, apart from the content (message) it is transmitting, becomes a message, which affects the re- ceiver. As he was a professor of English literature he has drawn parallels and given exam- ples from Shakespeare's different works, medical theories, psychology, economics, Cubism art movement.

McLuhan has written about every possible form of medium and their different effects on so- ciety, right from - spoken word, written word, printed word, number, clothing, housing, press, money, clocks, photographs, motorcar, games, telegraph, typewriter, television, telephone, ra- dio, automation, movies, wheel, and comics etc. He has explored every possible technology available during the publication of 'Understanding Media'. This was in the year 1964.

Marshall McLuhan passed away in sleep on December 31, 1980 at the age of 69. However, his contribution to the world of media, mass communication, culture and technology studies will never be forgotten.

2. What McLuhan Meant with the phrase – 'The medium is the message'?

Media scholars and researchers across the world have delved into McLuhan's most famous phrase – 'The medium is the message'. To know what exactly it means, one should read the books 'Un- derstanding Media' and 'Medium is the Message' – both written by Marshal McLuhan.

McLuhan explores the phrase in the first chapter of his book 'Understanding Media'. Giving various examples from technology, to concept of cubism, and medical theories McLuhan shows how the medium also becomes a message, apart from the content it delivers. He has elaborated the phrase with an example of automation.

Discussing the meaning of the phrase – 'The medium is the message', Mark Federman, Former Chief Strategist, McLuhan Program in Culture and Technology, in an article says, "Many people presume the conventional meaning for "medium" that refers to the mass-media of communications - radio, television, the press, the

internet. And most apply our conventional understanding of "message" as content or information. Putting the two together allows people to jump to the mistaken conclusion that, somehow, the channel supersedes the content in im- portance, or that McLuhan was saying that the information content should be ignored as incon- sequential. Often people will triumphantly hail that the medium is "no longer the message," or flip it around to proclaim that the "message is the medium," or some other such nonsense. McLuhan meant what he said; unfortunately, his meaning is not at all obvious, and that is where we begin our journey to understanding."
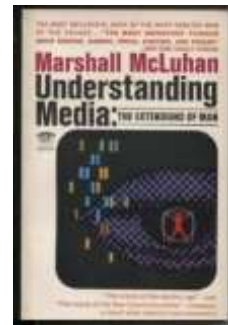
Talking about the importance of understanding the meaning of the phrase, Federman has written, "Why is this understanding of "the medium is the message" particularly useful? We tend to notice changes - even slight changes (that unfortunately we often tend to discount in significance.) "The medium is the message" tells us that noticing change in our societal or cultural ground conditions indicates the presence of a new message, that is, the effects of a new medium. With this early warning, we can set out to characterize and identify the new medium beforeit becomes obvious to everyone - a process that often takes years or even decades. And if we discover that the new medium brings along effects that might be detrimental to our society or culture, we have the opportunity to influence the development and evolution of the new innovation before the effects becomes pervasive."

4.4 SECTION:3: EVOLUTION OF NON-PRINT TECHNOLOGIES AND THE BIRTH OF'MEDIA COMMUNICATION'

1. Introduction - Communication before Print Technology

By now one would have gained a clear idea as to how media is involved in delivering themessage and that it also has its own message to the audience. Now, one will learn how dif- ferent forms of media have evolved before and after the development of printing technologies. Each form of media has its own characteristics, production and distribution systems for com-munication of messages. From various symbols of ancient cave paintings to modern age smilies which we put in our day-to -day communication, all have a certain meaning and message connected with it. For example – the word – 'Chair' carries a certain meaning like it is a piece of furniture, but it also has a connected message of its main utility that it is used for sitting. Of course one can use a chair to climb up or to extend the reach to certain height but the general perception of the utility of a chair would be as a gear for sitting. Spoken language and written language give different meanings to the same words, thus the same language can be considered as two different mediums for speaking and writing.

Similarly, with the development of human intellect and technologies, media has become a nerve for communication. Any kind of communication will need a medium to transmit and receive the messages. From the cave paintings to internet all have been used for media communication and now modern technologies like virtual/augmented realities, artificial intelligence et al can be used as a medium of communication.

It should be remembered that every product of media communication has its specific reach and limitation according to its medium, availability to the masses, and the profile of the audience.

Modes of communications have continuously evolved with changing times and advancement of technology. Even when printing technology was not developed there were various modes of communication and each used to serve a specific purpose. Various historical records have been found across the world showing different systems and mediums of communication practiced by various civilizations.

2. Modes of Communications before Print Technology

If you observe, modes of communication are broadly classified into two types – Audio and Visual. Both the segments involve human sensory faculties like ears and eyes. We will move ahead with one caveat that all the human sensory faculties (Smell, Touch, Hearing, Sight and Taste) are modes of communication for each individual. They connect the person with the world through their neural transmission of signals to the brain for interpretations. However, when one is discussing the modes of communication in terms of mass media, evolution of the modes of communication technologies are still in the developing stage for involving other human facul- ties like touch, taste and smell to provide the complete experience of medium and the message.

We will discuss evolution of modes of communication in audio and video context in this chap-ter. Ancient civilization like Sumerian, Egyptian, Mesopotamian, African, and Indus had var- ious means of communication. Fire, smoke, stone carvings, paintings etc. were used as visual media for communication; and sounds of drums and horns were used as audio media for trans-mitting the messages to the nearby human population. It can be considered as mass media of ancient times, as the messages transmitted through these mediums would reach to the masses.

👉 Language

Language is an essential tool for communication. It has developed over a period of time across the world according to the physical, social and cultural characteristics of people living in vari-ous geographical areas. When certain meanings started being associated

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with the sounds com- ing from the voice of human beings, language would have started developing. Common under-standing of such voices amongst human societies led to further development of languages and expression of thoughts through speaking and writing.

a) Speaking

Oral form of languages was another medium for communication with limited reach to small groups of people (restricted to the reach of the human voice and the number of people in the range).

b) Writing

Writing using different mediums like stone, wax, metal, wood, clay tablets, papyrus vegetable materials became a mode of communication after the development of languages.

3. Modes of Communication

Apart from visual media like fire, smoke, stone carvings, paintings, and audio media including drums and horns; humans (as runners for sending messages); animals like camels and horses; and birds like pigeons were used as modes of communication. Development of postal service system is also a medium for mass communication.

☛ Forms of Mass Media

Now one will learn a brief introduction of various mass media formats. The field of communi-cation can be classified into two eras – Before Printing Machine and After Printing Machine. Before the movable printing press was developed by Johannes Gutenberg around the year 1455, books and other written materials were painstakingly handwritten and therefore had limited reach to the masses. However, Gutenberg's printing press technology significantly contributed to the human history. Printed communication played a crucial role in the Renaissance and sci- entific revolution, which enabled masses to experience learning and spread knowledge.

☛ Print

Despite development of electronic modes of communications and technologies, no one can ignore the influence of the printed word on the minds of the readers. Print media has numerous varieties like leaflets, brochures, books, newspapers, handbills, billboards, hoardings, maga- zines etc. Each of the print media serves specific purposes of mass communication and has its own limitations and characteristics. Printed media like handbills, billboards, brochures, leaflets,in-house magazines are largely focused on target audiences and widely used by advertising industries. Mentioned below find a brief understanding about three print media - books, mag- azines and newspapers:

a) Books

The first book that was printed by Gutenberg was the Bible, which is known as 'Gutenberg Bible'. A book is a printed collection of human expressions, ideas, thoughts and opinions on a bunch of papers. It is found in hard bound or paperback formats. A book is a crucial form of mass media for communication, as it preserves creative expressions and thoughts for masses and for generations. It becomes a piece of written history and an important reference point for long times. Book – as a form – has a very large readership.

b) Magazines

The magazine format is used for publishing information related to specific subjects for specific audiences and current affairs. Unlike books, magazines do not have a long shelf life, as they provide content about the latest developments in the subject areas in which they are published. As they capture trends and nuances of specific times, magazines serve as a record or archive for such subjects. Magazines are published at certain frequency of time like weekly, fortnightly, monthly, bi-monthly, quarterly, half-yearly, and yearly. Therefore they are also called periodi-cals.

You can find magazines on various subjects, ranging from current affairs, to health, sports, entertainment, travel, finance, self-help, beauty, fashion, lifestyle, gadgets, science, arts, aca- demic, automobiles etc.

c) Newspapers

The newspaper is a highly perishable format of print media. It is delivered everyday morning to the readers to provide news, information, advertisements etc.; and by afternoon, the newspaper would be treated as waste paper.

Before the electronic media took over the world of news communication, newspapers were the most preferred and hence most powerful print media for daily news to the society. They had the power to inform and influence the society in areas ranging from politics to entertainment. Newspapers cater to people with news and information on a wide variety of topics like politics, business, current affairs, entertainment, society, fashion, finance, sports, etc. It also engages with readers of all ages with its content like crosswords, movie reviews, Sudoku, puzzles, car-toons et al.

Newspapers are published in various formats like broadsheets (large size), tabloid (smaller size) and Berliner (smaller than broadsheets, bigger than tabloid in size).

Today, even in this age of electronic media, newspapers have maintained their relevance in many parts of the world, where the electronic media has not been able to penetrate effectively. However,

the exponential growth of electronic media through internet has posed a great threat to the very existence of newspapers' formats in developed and developing countries.

👉 Photograph

Photography is a distinct format of communication. It is said that a photograph is worth a thousand words. It is a unique form of visual communication media. It can be printed on paper or published through electronic media. Captured through different cameras still photographs display the exact time when they were clicked. They become a piece of human history showing emotions, time, events, aftermath of events etc. Photography is a form of mass media that can have more impact compared to text, as it reduces dependency of audience on interpretation of text.

👉 Broadcast / Telecast

After the development of print technologies another big revolution in the fields of mass media and mass communication came with the innovation of audio-visual technologies. The term 'broadcast' refers to the distribution of sound or audio to very large scale audiences. 'Telecast' refers to the distribution of video (embedded with audio and text) content to audiences in mass. Let's discuss the three major forms of broadcasting and telecasting mass media.

a) Radio

If a still photograph reduces dependency on text, the sound on mediums like radio signals and waves also engage listeners, who are challenged with reading. Because, reading involves education and interpretation abilities; whereas the audio or sound broadcast on radio simply requires people's natural listening and interpretation skills in order to create an effective com- munication. Radio offers dissemination of information and entertainment to people who are busy with some other work. One can listen to the radio while driving a car, cooking and even working on computers.

One would have listened to radio entertainment music programs, quiz and traffic updates on various FM radio channels in one's cities. Apart from FM (Frequency Modulation) there are different categories like Short Wave, Medium Wave radio frequencies to broadcast number of audio contents like drama, discussions, news, musical programs, sports, awareness programs, comments and opinions etc. The radio provides a platform for mass communication for dedi- cated audiences like farmers, women, children, youth et al by programming of relevant content. All India Radio – a radio broadcasting division of the state owned public broadcaster entity – Prasar Bharti, is one of the largest

public radio services in India. Radio networks started in India in the 1920s. With the change of technology radio is also available in digital formats. One can experience internet radio stations across the world by just typing radio.garden in one's mobile phone browser.

b) Television

If newspaper communicates with you through text and photographs, television engages you with moving images (video), sounds, (audio) and text. Television has changed the way society thinks. It has been a very powerful mass media form, which has influenced human cultures. Television's offering of audio-visual content and its reach across the continents has made it an unavoidable powerful form of mass media. It attracts the attention of the audiences by engaging their auditory and visual senses. Contents like talk shows, news, entertainment shows, daily se-rials, game shows, live sports and other event reporting etc. has broken geographical boundaries for audiences and lent them the feeling of being on-the-spot to enjoy an actual audio-visual experience of the event.

c) Films

Films are again a form of mass media as they appeal to a large part of the society just like tele-vision, radio or newspapers do. You can watch a film on television or on the mobile phone or in a cinema hall but as a medium its potential to influence the mass is powerful. Technological developments for films, offer forms like three dimension (3D), four dimension (4D) enabling the audiences to experience being a part of the film.

☛ Internet

Internet technology, which was initially meant for transmitting messages to small groups in less time, has revolutionized the means of communication and use of technology for the same. It has changed the equation of all the mass media formats. Now a website or a resource is available on the internet, for almost every piece of information about most of the subjects, which would interest an ordinary human being. All the formats of mass media discussed above are available in digital format on internet. One does not need to print text, photographs like newspapers do and; one does not need huge broadcasting and transmission stations like radio and television require, in order to transmit any such form of information - news, audio, video. Internet offers formats like website, blogs, video platforms, podcast platforms to disseminate information on any subject. If one has an internet connection, one can read a newspaper, listen to a podcast and watch television programs and films on one's mobile phone. All the mass media formats are now riding on the internet wave through their digital avatars.

☞ Social Media

One would be considered digitally challenged, if one does not know what social media is. On a brief note, one can say that all the communication human beings were doing as a society in the real world (discussing, entertaining, fighting, criticizing, learning, teaching, sharing infor- mation, appreciating, protesting etc.) is now done in digital form through varied social media platforms like - Facebook, Instagram, You-tube, Twitch, Twitter and many more…!

4.5 KEYWORDS

Mass Media	A medium of communication (such as newspapers, radio, or television) that is designed to reach the mass of the people — usually used in plural as 'Mass Media.'
Mass Communication	When organization employs a technology as a medium to commu- nicate with a large audience, mass communication is said to have occurred.
Audiences	A group of people receiving, using and consuming news, information and other content in audio, video, photographs, and text formats. The audience for media can be cate- gorised as Readers, Listeners, Viewers, and now with rapidly growing digital media – Usersof Social Media.
Medium	An agency or means of doing something or a means by which something is communicated or expressed Or the intervening substance through which sensory impressions are conveyed or physi- cal forces are transmitted
Message	A verbal, written, or recorded communication sent to or left for a recipient who cannot be contacted directly or an electronic communication generated automatically by a computer program and displayed on a screen.
Communication Theory	Organized set of concepts, explanations, and principles of com- munication.
Communication	The imparting or exchanging of information by speaking, writing, or us-ing some other medium.
Printing	Process of producing printed content on various materials involving machines and

	technologies.
Newspaper	News on various subjects and issues printed on various sizes of papers and delivered daily to the readers.
Radio	The transmission and reception of electromagnetic waves of radio frequency, espe- cially those carrying sound messages.
Television	A system for converting visual images (with sound) into electrical signals, trans- mitting them by radio or other means, and displaying them electronically on a screen.
Internet	A global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication proto- cols.
Social Media	Websites and applications that enable users to create and share content or to participate in social networking.

4.6 CHECK YOUR PROGRESS

1. What is the difference between mass media and mass communication?

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2. Define mass media.

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3. What are the different stages of mass communication according to Prof. Melvin Defleur andProf. Everette Dennis?

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4. What are the features of mass media according to Denis McQuail?

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5.   What are the characteristics of mass media?
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6.   Write a short note about the life of Marshal McLuhan.
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7.   What does Eric McLuhan's essay talk about 'Marshall McLuhan's
       Theory of Communica-tion'?
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8.   Explain the phrase 'Medium is the Message' and Write your own
       understanding about thephrase 'Medium is the Message' in 200
       words.
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9.   Write a short note on 'Print as a Mass Media Form.
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10. Explain the modes of communication before the entry of printing
       technology.
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11.　Elaborate and discuss broadcast and telecast formats of mass media. Write a short note on 'Internet as a Medium of Communication'.

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UNIT : 5	PURPOSE AND PURSUITS OF JOURNALISM

STRUCTRU

5.0 INTRODUCTION

- The heart of any profession is in understanding its purpose and pursuit. The art can then develop to complement it and the craft will aid that art to serve the larger purpose.
- In the case of journalism, the purpose is primarily empowering people with the power of truth. The pursuit of truth is not a lightweight exercise. It requires deep understanding and commitment to the very core cause of journalism.
- This Unit explains these purposes in detail, delves into history to explain its genesis, its phi-losophy and evolution over the centuries.

70

It elaborates on the concept of Liberty, Equality and Fraternity and explains the media's role of being the mirror of society.

5.1 LEARNING OBJECTIVES

- To understand what journalism stands for.
- This Unit will answer the question 'why journalists do what they do'.
- Understand the key journalistic role of being the society's 'watchdog'.
- Understand the complex nuances of the 'pursuit of truth'.

On Completion Of This Unit, You Will Be Able To

- Students will know why journalism is called the fourth pillar of society.
- It will clarify the aspect of journalism being a of a Watchdog of the society.
- Students will have a historical perspective of society's expectations from journalism andhow the industry evolved over the centuries.

5.2 SECTION: 1:THE FOURTH PILLAR
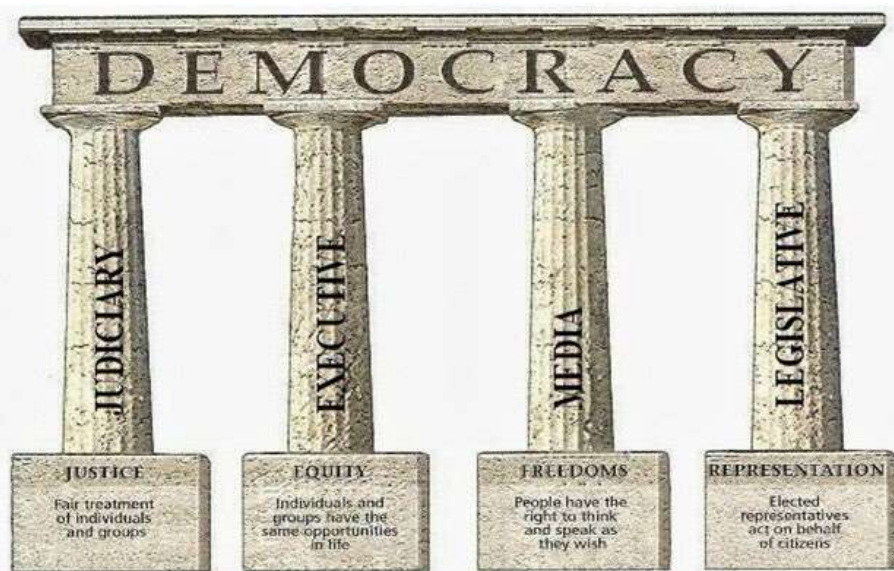
Democracy rests on four pillars. They are the judiciary, the executive, the legislature and themedia. As the fourth pillar of democracy, the role of the media is a vital one.

It ensures transparency in the working of the others pillars and

holds a mirror to the social, economic, political and cultural climate of our times. A free press and free media along with an independent judiciary can be powerful antidotes to corruption in public and private life. As the watchdog of a democracy, a robust, non-partisan media is essential to the healthy functioning of a society.

British politician Edmund Burke is thought to have coined the term Fourth Estate. Thomas Carlyle, writing in Heroes and Hero-Worship in History: "Burke said that there were three estates in parliament, but in the reporters' gallery yonder, there sat a fourth estate more im-portant far than them all."

👉 **Importance of the Fourth Pillar**

The fourth pillar is regarded as vital to a democracy because of an implicit understanding that the media is neutral, unbiased and free from elements of state power. The media is ex- pected to serve not only as a source of news, but it is also the voice of the people.

The media also makes the system more accountable and transparent by laying bare lacunae in the democratic system and ensuring the government plugs the holes. A democracy without media is like a body without limbs.

One of the most famous quotes that sums up the role of the press: "The job of the newspaper is to comfort the afflicted and afflict the comfortable."

This pithy saying, according to the Poynter Institute of Media studies, owes its origins to a fictional 19th century character called Mr. Dooley invented by Chicago Evening Post jour- nalist and humorist Finley Peter Dunne for a newspaper column.

Before the advent of electronic media, the print media played an important role in providinginformation to the masses. Over the years, we have seen a wide array of media emerge fromradio, television and films to social media.

With the explosion of information technology, information is merely a click away. Seated in a remote corner of the world, one can now access information about happenings as they unfold in real time anywhere across the globe.

👉 **The media in India**

In a nation of one billion people, the media serves as the eyes and ears of the common man.The role of media in the largest democracy of the world goes beyond merely providing information and entertainment. Its influence in educating and empowering the masses is a far-reaching one.

With more than one lakh registered newspapers and periodicals as per figures of the Reg- istrar of Newspapers in India for 2018, and

nearly 1,600 television channels(Wikipedia) as of 2016, besides an ever-increasing number of social media platforms, the media wields immense impact. Television and radio have made significant strides in educating the rural illiterate masses.

The online and digital publishing boom in the early 2000s in India drastically changed the media scenario. Traditional print dailies were the first to adapt and introduce their own dig-ital versions of their print dailies and magazines. Today, India is the hub of many online publications, including digital versions of newspapers, e-zines, news portals and publishinghouses. This fusion of technology and journalistic endeavour has not only made media a very powerful tool, but it has also broadened the horizons of news consumers and brought into sharp focus both the macro and micro picture.

We have witnessed how the media has evolved and become more active over the years. There have been several instances where the media played a proactive role as watchdog of the nation. From the Hindu's expose of the Bofors scandal in 1987 that marked a watershed for India to the Nira Radia tapes scandal in 2010 by Open Magazine and, more recently, thePanama Papers investigation.

5.3 SECTION: 2: EQUALITY, LIBERTY, FRATERNITY

Communication appears to be the axis on which the world revolves. But, as the American Press Institute (API) tells us the vast majority of this communication is not news and espe- cially not journalism. In 2012, 175 million tweets were made each day on an average. But almost all – 99% — consisted of "pointless babble," according to researchers at Carnegie Mellon University.

In this context, it is important to understand the purpose of journalism and why journalism matters.

VALUE OF JOURNALISM: Journalism is perceived as being more valuable than most of the "stuff out there." Why is that so? According to the API, the value of journalism flows fromits purpose to provide people with verified information they can use to make better decisions, and from its practices. Fundamental to journalism is a discipline of verification. It's true that journalists find facts, but more importantly, they also find the "truth about the facts."

THE PURPOSE OF JOURNALISM: "Journalism is about giving people the best obtainable version of the truth." This is how former executive director of Danish Broadcasting Corpora- tion, Ulrik Haagerup sums it up.

Bill Kovach and Tom Rosenstiel in 'The Elements of Journalism' say

the "the principles and purpose of journalism are defined by something more basic: the function news plays in the lives of people." Media also providing entertainments serve as a watchdog and offer a voice to the voiceless in society.

Broadly, we can classify the functions of journalism as:

1. Inform **2. Educate** **3. Interpret**

4. Mould opinion **5. Enable decision making**

6. Agent of change **7. Entertain**

THE BRIDGE IN SOCIETY: Journalism informs citizens about what is happening in society and the impact that events will have on their lives. It interprets the world for the masses by explaining things and phenomena in an easy and accessible way, describing the cause-effect-relationships of events and providing background information on issues and decisions.

Journalism's theory of democracy relies on a belief that informed citizens will be more participatory, and that the result will be a more democratic society. But, it plays another important role. It informs policymakers about the impact of their decisions and what the public expects of them. It, thus, functions as a bridge between the public and the government in a democratic society. As a profession, journalism is a public and social occupation and a powerful tool for social change.

5.4 SECTION: 3 : WHAT IS NEWS?

News satisfied a basic human impulse. One writer has called it "a hunger for awareness." Another writer said, 'We need news to live our lives, protect ourselves, bond with each other, and identify friends and enemies.'

Mencher in 'News Reporting and Writing' gives us two definitions of news:
1. News is information people need to make sound decisions about their lives.
2. News is information about a break from the normal flow of events, an interruption in the expected.

Michael Schudson, an award-winning historian of journalism, defines it as "the business and practice of producing and disseminating

information about contemporary affairs of general public interest and importance."

THE IMPORTANCE OF INFORMATION: As the popular adage goes 'Information is Power'. Information has impact on all aspects of our life, whether it is watching a film, buying a car, deciding a school for children or even casting vote. Citizens rely on journalists to provide reliable information about candidates so they can decide whom to vote for.

What Constitutes News: Let us look at what constitutes this important part of our lives:

1. Timing: The word news means exactly that - things which are new or topics which are cur- rent. A story has currency only if it is told quickly. If it happened today, it is news. If the same event occurred a week ago, it has lost its news value. For eg The elections or the cricket WorldCup.There can be no delay in reporting these events.

2. Significance: The number of people affected by the story is important. Eg There's an out- break of disease such as H1N1 or Ebola and there are several deaths as compared to say a food poisoning incident that has affected a few locals.

3. Proximity: 'Where did the event happen?' Incidents that unfold in a location that is geo- graphically closer will have more significance. The closer the location of an event, the more newsworthy it is. At the same time, stories from places we share a connect with have the same effect. For eg A shooting in a mall in New Jersey will immediately have people in India con- cerned due to the presence of Indian diaspora there.

4. Prominence: Famous people or people in position and power get more coverage. If you break your arm it won't make the news, but if Amitabh Bachchan does, it is big news.

5. Human Interest: Human interest stories are a special category. They transcend the param- eters of newsworthiness. They don't have a 'best before' date like other news stories. Also, it's not necessary that a large number of people are affected; the geographical location of the story is immaterial too. The reason being human interest stories appeal to emotion. They aim to either amuse the audience or stir other responses such as pathos. Newspapers often have a dedicated space for offbeat or interesting items.

5.5 SECTION: 4 : ELEMENTS OF JOURNALISM
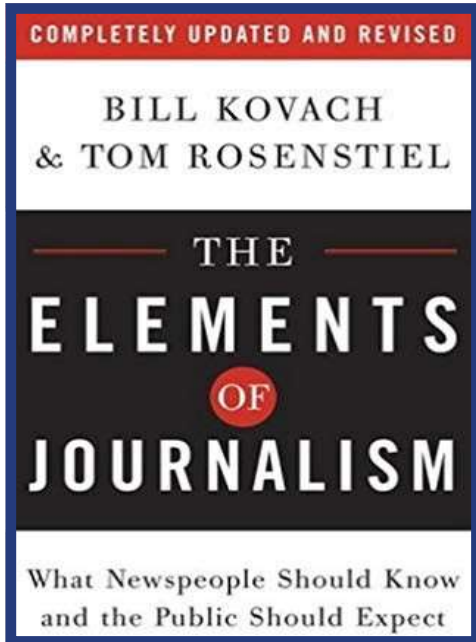
In their book 'The Elements of Journalism', Bill Kovach and Tom Rosenstiel, have laid down the fundamentals for practitioners of journalism.

Journalism's first obligation is to the truth

Our primary duty is to get the facts right. News is the material that people use to learn and understand the world. This "journalistic truth" is a process that begins with assembling and verifying facts and then conveying a fair and reliable account of their meaning. Transparency about sources and methods is crucial as it can help audiences make their own assessment of theinformation.

Its first loyalty is to citizens

This is what is meant by the phrases 'journalistic independence' and 'without fear or favour'. Whether it is a media corporation or a blogger, they must show ultimate allegiance to citi- zens. They must strive to put public interest above their own self-interest or assumptions.

What this essentially means whether a restaurant review or an article or broadcast show on real estate, readers and consumers should know it is unbiased and has been done without monetary considerations.

A discipline of verification

This concept can be explained with a simple example-- All your life your parents have told youthey love you. As a journalist, you will ask two questions:
1) How do you know they love you?
2) How do you know they are your parents?

The discipline of journalism requires getting what happened right down to the last detail with both micro and macros focus.

While there is no standardized code as such, all journalists have certain tools to assess and test information to "get it right." This includes seeking out multiple witnesses, telling the reader or consumer as much as possible about sources, or asking various sides for comment. This system of verifying facts is what makes journalism different from other forms of com- munication such as propaganda, advertising, fiction, or entertainment.

Journalistic independence

Independence, write Kovach and Rosenstiel, is not neutrality. Editorialists and commentators are not neutral, but to establish credibility they rely on accuracy, an intellectual objectivity and the ability to inform.

Serve as an independent monitor of power

As independent monitors of power, journalists have to "watch over the powerful few in societyon behalf of the many to guard against tyranny," Kovach and Rosenstiel write.

Provide a forum for public criticism and compromise

Journalism serves as a platform for sharing of information, ideas and a forum to debate to thoseideas. Letters to the editor, guess columnists etc enable this.

Journalism should try to represent varied viewpoints and interests in society in a balanced man-ner.

Sstrive to keep the significant interesting and relevant

Journalism is storytelling with a purpose. A story cannot be boring, it's a reporter that makes itboring. What this essentially means is journalists must provide information in such a way that the audience is inclined to read or listen. The role of journalists is to take up what is significantand get the audience interested.

Keep the news comprehensive and proportional

Journalism draws up a map for citizens to enhance their understanding of society and the world at large. Keeping news in proportion is a cornerstone of truthfulness. This map can get skewedand become less reliable if the journalist resorts to sensationalism, or stereotyping or panders to vested interests.

Journalists must exercise personal conscience

Every journalist must have a moral compass, a sense of personal ethics and responsibility. They must be willing to question their own work, to disagree with owners, editors, advertisers and even citizens if fairness and accuracy demand so.

Citizens, too, have rights and responsibilities when it comes to the news

There are journalists and then there are citizen journalists. As Ethan Zuckerman says in his book 'What is Journalism For': Technology is transforming citizens from passive consum- ers of news produced by professionals into active participants who can assemble their own journalism from disparate elements.

However, two things separate shorthand versions of journalism such as writing a blog or sending tweets. The first is motive and intent. Journalism aims to give people the informa- tion they need so that they can make informed choices. The second thing that sets journalismapart is an emphasis on verification to produce a "functional truth," as opposed to

somethingthat is merely interesting or informative.

Kovach and Rosenstiel say the new journalist/sense maker has "to provide citizens with the tools they need to extract knowledge for themselves from the undifferentiated rumour, pro-paganda, gossip, fact, assertion, and allegation the communications system now produces."

5.6 SECTION: 5 : THE WATCHDOG

Literally like a watchdog that stands guard over a house, the watchdog journalist serves as aguardian of the public.

Dale Cressman, associate director, school of communications at Brigham Young University says watchdog journalism means "watching over the powerful few in society on behalf of the many to guard against tyranny."

It would come as a surprise to know the concept was introduced in the mid-1600s. But therewas nothing combative about it then. Rather, in their book 'The Elements of Journalism', Bill Kovach and Tom Rosenstiel, say, the idea was to redefine the role of the journalist from a passive stenographer to more a curious observer who would "search out and discover the news."

If we were to sum up the functions of a watchdog, it would be as under:
1. Like a guard dog that barks when it notices an intruder, the "watchdog" culture involves alerting the public when a problem is detected.
2. Common subjects are the government decision-making process, illegal activity, immorality, consumer protection issues, and environmental degradation.
3. From traditional news media such as newspapers, radio and TV, several new media like digital platforms and citizen journalism have embraced the culture of watchdog journalism.

A news organization keen to create a watchdog culture should promote the following values:
• Truth-seeking   • Verification   • Acting humanely & ethically
• Intellectual honesty   • Empowering readers/audience • Caring of community

WHY A WATCHDOG IS UNIQUE
Cressman says because what the investigative journalist discloses may lead to loss of reputation or change the flow of public events, it carries greater responsibility. The watchdog is unlike any other role. It goes beyond reporting facts or covering events, it requires special skills, a drive touncover the truth, a temperament to be a change-agent.

HOW TO BE A GOOD WATCHDOG

Nargess **Tavassolian, Iranian human rights lawyer and daughter of rights activist and No- bel Peace Prize winner Shirin Ebadi, says** journalism is about fighting corruption by acting as a public watchdog and demanding accountability from authorities.

- She says it is important that journalists seek to present their reports in a language that is un- derstandable and accessible by the general public.
- Investigative journalists are often required to go undercover. Journalists disguised as carers have been known to uncover abuse within mental health facilities. Similarly, workers' rights in factories have been highlighted by journalists disguised as workers in these workplaces.
- In countries with oppressive regimes, journalists often have to take great risks to expose scandals or highlight human rights abuses.

5.7 SECTION: 6: TRUST AUTHENTICITY & VERACITY

- We live in times of information overload. Traditional forms of news now jostle for a reader's attention along with new-age formats such as social media and various other digital options. But can all news can be trusted? The opening up of digital platforms has led to the debate over authenticity and veracity.
- Veteran journalists and media critics Bill Kovach and Tom Rosenstiel give us a guide to help understand 21st century media. The authors call them the six questions that will tell you what media to trust. These are excerpted from the book 'Blur: How to Know What to Believe in the Age of Information Overload by Kovach and Rosentiel':

1. Type: The authors say you need to recognize the type content. Is it a news story, opinion piece or ad? This would lead you to ask who has produced the content. Once you dig a little deeper, you can also figure if that organization has a political leaning.

2. Source: According to the book, the news content usually mentions sources for the informa-tion provided either by way of the people being quoted or reports or data being referred to. The question to ask is, how do they know? If you do not get a clear answer, you should be more wary.

3. Evidence: Evidence is linked to sources, but is a little different. It tells you if the content is verifiable, or if the sources can provide proof for what they know. In their words: **Trust the material that offers**

more evidence, is more specific and more transparent about the proofbeing offered.

4. Interpretation: Except for a breaking news event, most stories are built around an idea, a trend, or even some angle on a news event. Even content that isn't narrative usually tries to drive home a point. As a reader or consumer, you need to ask if the conclusions are logical and if the evidence supports them.

5. Completeness: Most content should lead to more questions. Always ask yourself what you don't understand about a subject. If some important information was missing from the story, that is a problem. If something was explained so poorly that it wasn't clear, that's also a prob- lem.

6. Knowledge: This last, sixth question is less about checking one story than checking yourselfto see if you are spending your media time well. Think about what media you consumed yester-day. What did you learn about? What did you read about?

In an age when we are all both editors and consumers, we need to know these six questions. In fact the principle of trust, authenticity and veracity extends to every form of communication. Whether it is a restaurant or a business site, all of us immediately click for reviews to check if what is being sold to us is reliable. Review sites and social media have become the litmus test for all communication and content, whether it is a product or a news report.

5.8 SECTION: 7: THE PURSUIT OF TRUTH

- In 2018, Time magazine had images on its cover page, all recognizing journalists who wereimprisoned, facing charges or who had died in the pursuit of news. It was titled, 'The Guard-ians and the War on Truth'.
- The four journalists were Jamal Khashoggi, The Washington Post contributor who is be- lieved killed in Turkey by a Saudi Arabian 'hit squad'; the staff of the Capital Gazette news-paper in the US, which saw five staffers killed by a gunman; Reuters news service reporters Wa Lone and Kyaw Soe Oo, who were jailed in Myanmar for over 500 days; and Philippine journalist Maria Ressa, whose news site Rappler, a frequent government critic, faces dubious tax-related charges.

WHAT IS THE TRUTH?

- An article in 'The Nieman Reports', a website and publication on journalism, states, "… Everyone agrees journalists must tell the truth. Yet people are fuddled about what 'the truth'means…"

- It explains 'journalistic truth' as more than mere accuracy. It is a process that begins with finding out, verifying and assembling information and then disseminating this news in a fair and reliable manner.
- 'Disinterested pursuit of truth' or 'without fear or favour' is what sets apart journalism from other forms of communication.

WHY DOES TRUTH MATTER TO ME?

- Time said it selected the group of journalists "for taking great risks in pursuit of greater truths, for the imperfect but essential quest for facts that are central to civil discourse, for speaking up and speaking out."
- Gene Policinski, president and chief operating officer of the Freedom Forum Institute, says those words, and that task, are as good a definition of journalism as we might want.
- Policinski says journalists, like the rest of us, can at times do an imperfect job. But the vast majority set out each day on that "essential quest for facts." And in doing so, they act on our behalf, bringing us the information we need for both the decisions we make in our private lives and for the votes we cast.

A DANGEROUS PATH

- Time magazine noted at least 52 journalists were murdered in 2018 for simply doing their jobs. Hundreds more across the world are imprisoned and threatened. India has been termed one of the deadliest countries for journalists. In its report in 2018, the non-governmental, non-profit media watchdog Reporters Sans Frontières (RSF) noted there were six fatalities, besides attempts to murder, and online hate campaigns targeting journalists.

JOURNALISM IN A POST-TRUTH ERA

- The author Mark Twain famously said "A lie can travel halfway around the world while the truth is putting on its shoes."
- Journalism and journalists are the crossroads of politics, facts and truth. Reporters are taught to use facts to make an argument, to let the facts do the talking. But what happens when just the facts aren't enough? The Oxford Dictionary describes post-truth as "circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief." It's not a new phenomenon though. Dictators like Hitler, Mussolini and Stalin have been known to manipulate emotions of the masses.

- According to Wikipedia, as of 2018, political commentators have identified post-truth pol- itics on the rise in many nations including Brazil, Russia, India, the United Kingdom and the United States, among others. What drives post-truth journalism is a combination of the 24-hour news cycle, a false balance in news reporting and the

mushrooming of social mediaand fake news websites.

THE GOOD NEWS

- As early as 2009, Politifact won the Pulitzer Prize for National Reporting for their fact-check-ing coverage of the 2008 election. In the UK, FullFact, Channel 4 and the BBC have all launched fact-checking initiatives.

- In the case of the Mexican presidential elections in July 2018, VerificadoMX brought togeth-er 70+ news organisations, including Al Jazeera in Spanish, set up a Whatsapp service where people could message in a story and the team would reply whether it was true or false. They used these stories to build a comprehensive database online that anybody could consult. Even the UN has got involved. They recently released a manual with steps and tips on how to fight what they call 'our current information disorder'.

CONCLUSION
- As the four journalists honoured by Times magazine and the work of several other journal- ists in our country shows, quality journalism has a history of survival. As professor Jackie Harrison from the University of Sheffield argues that the public, according to most audience surveys, 'persistently value accurate, sincere and objective news – news that they believe displays editorial integrity'.

5.9 KEYWORDS

Role of the Media	The role of the media is a vital one. It ensures transparency in the work-ing of the others pillars and holds a mirror to the social, economic, political and cultural climate of our times.
Importance of the Fourth Pillar	The fourth pillar is regarded as vital to a democracy because of an implicit understanding that the media is neutral, unbiased and free from elements of state power.
Watchdog Journalism	Watchdog journalism can be located in a variety of news media such as radio, television, Internet, and print media where it may be seen as "a unique strength of newspapers", and additional new media and concepts such as weblogs and citizen journal- ism.

5.10 CHECK YOUR PROGRESS

1. Who rests on four pillars?
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2. What is the media?
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3. A democracy without media is like a vehicle without wheels. True or False.
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4. Write the most famous quote about role of the press.
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5. Write the achievements of Television and Radio?
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6. Write the purpose of the journalism?
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7. What is the meaning of Watchdog journalism?
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8. What is the role of Watchdog?

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9. Where was Jamal Khashoggi killed?

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Answers:

1. Democracy.
2. The voice of people.
3. True.
4. "The job of the newspaper is to comfort the afflicted and afflict the comfortable."
5. Television and radio have made a significant achievement in educating rural illiterate masses.
6. "Journalism is about giving people the best obtainable version of the truth."
7. "Watching over the powerful few in society on behalf of the many to guard against tyranny."
8. "Search out and discover the news."
9. Turkey.

UNIT: 6	THE MEDIUMS OF COMMUNICATION

STRUCTURE

6.0 Introduction

6.1 Learning Objectives

6.2 Section 1: An Introduction

6.3 Section 2 : Still Images/Photography

6.4 Section 3 : Moving Images

6.5 Section 4 : Digital Writing

6.6 Section 5 : Evolution of Radio as Mass Medium

6.7 Section 6 : Print Media

6.8 Keywords

6.9 Check your Progress

6.10 References

6.0 INTRODUCTION

Humans are 'social' human beings. Primarily what differentiates us from other animals is our ability to communicate with each other. Whether it's expressing our love, our hate, our opin- ions we communicate our emotions. In India itself, we have 22 officially recognized languages and about 720 dialects which we use for communication. Interestingly, according to the report published by BBC in 2012, India now claims to be the world's second-largest English-speak- ing country. The most reliable estimate is around 10% of its population or 125 million people, second only to the US and expected to quadruple in the next decades. This makes it even more quintessential for all of us to communicate in English.

6.1 LEARNING OBJECTIVES

This unit focuses on the different mediums of communication – print, audio, visual, electronic and digital. It provides a brief history of the medium along with the reach and the advantages of the same along with examples.

On Completion Of This Unit, You Will Be Able To

- Understand the different mediums of communication.
- Pick up medium specific skills.
- Look at the broader spectrum of communication and understand which medium you would be specifically interested in.
- Conclude that each medium is different and has its own set of followers but the commonality lies in the underlying objective of all these mediums viz. dissemination of information.

6.2 SECTION: 1: INTRODUCTION

- Etymologically speaking, 'communication' is derived from the Latin verb 'communicre' which means 'to make common'.
- Before we dig into the medium of communication further let us first understand what we understand by medium. Ideally, any good communication consists of two or more persons.

VEHICLE WHICH DELIVERS THE DIALOGUE: MEDIUM
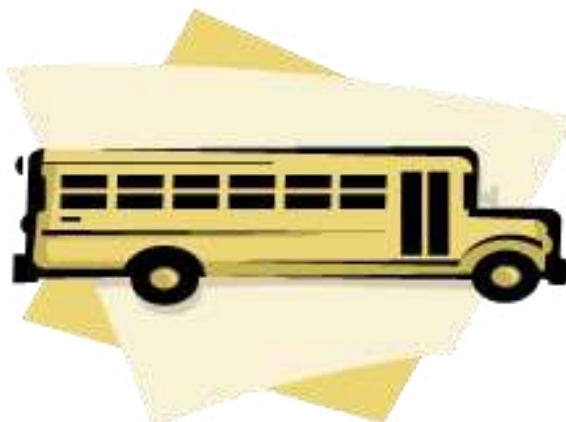
Communicator (says the dialogue) Receiver

Now, there is a 'medium', between the communicator and the receiver, which acts as a ve- hicle to pass on the message. As we progress further in this unit, we shall discuss in detail what these vehicles are. In the intensely informative era that we are living in, mediums of communication are highly evolving and rapidly changing and so is our need to communicate. Recall those stories where

yesteryear kings used pigeons to deliver messages? These days, it just takes a blink of an eye to receive a global message via Whatsapp or for that matter, other social networking sites. A media person and a media aspirant have to be great in articulating / communicating their thoughts; for, even a single misrepresentation or miscommunication can do more harm than good.

LASWELL MODEL OF THE COMMUNICATION PROCESS:
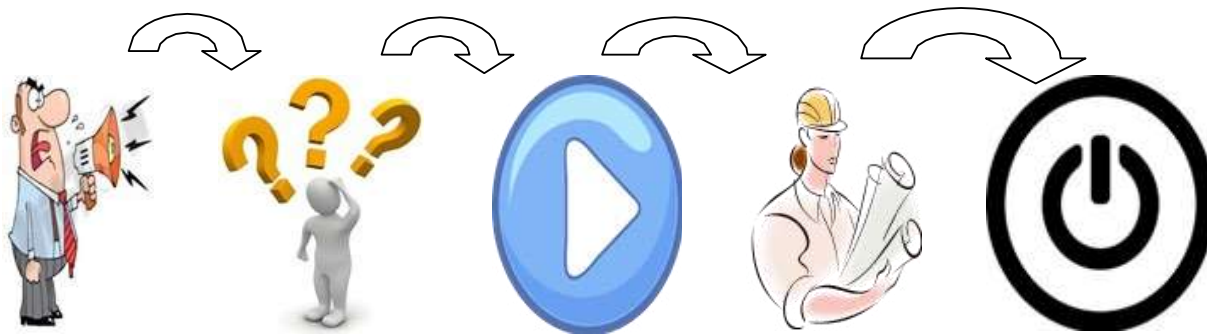
Who ⟶ says what ⟶ In which channel/medium ⟶ to whom ⟶ with what effect

Harold D Laswell, an American political scientist first quoted what we now know as the most widely accepted act of communication. The model was first developed in 1948. As stated in the figure, the act of communication answers the following questions: Who says what in which channel to whom with what effect.

By the way, how often do you read celebrities/politicians quoting that their statement was misquoted or misinterpreted by media?

COMPONENTS	MEANING	ANALYSIS
Who	The communicator or sender or source of message	Control Analysis
Says What	The content of the message	Content Analysis
In Which Channel	The medium or media	Media Analysis
To Whom	The receiver of the message or an audience	Audience Analysis
With What Effect	The feedback of the receiver to the sender	Effect Analysis

Table courtesy: Businesstopia.net

Though, this model was categorically designed to display the mass communication culture; when this model was executed by Laswell, in the early nineties, only a limited class of society could afford to have 'mediums' of communication; unlike today, where we have several medi-ums of communication, which are also affordable in nature.

Some of the mediums of communication are as mentioned below:
• Print: Newspapers/Magazines
• Radio
• Broadcast/Electronic Media
• Digital
• Still Images/Photography
• Moving Images

6.3 SECTION: 2 : STILL IMAGES/PHOTOGRAPHY

"Photography is the story I fail to put into words." - *Destin Sparks*

In a history as short as 200 years, photography has quadrupled. Initial images developed from aplain box were a blur. Fast forward it to the times that we are living in, today, we not only havecrystal clear images but we can also shoot high definition videos through our cell phones.

Peek-a-boo in the history of photography:
Frenchmen Louis Daguerre and Joseph Nicephore Niepce first developed a photographic pro- cess: Daguerreotype. Joseph Nicephore Niepce produced what is believed to be the oldest sur-viving photograph from a window of his estate in Le Gras in the Burgundy region of France. This was around 190 years back.

Peek-a-boo in the global history of Photo journalism:
American photographer Mathew Brady is known as the father of photojournalism in the world. He along with his team documented some thousands of photographs during the Civil War. Quiteinterestingly, as the Civil War commenced, Mathew at his own expenses started building up his team of likeminded souls to carry out a detailed documentation of the civil war. The resultswere absolutely breath-taking. Photographs taken in

that era still continue to enamouros.

Peek-a-boo in the Indian history of Photo journalism:

In India, photography was introduced soon after it was introduced in Europe. Initially, it was primarily used by colonials to document native Indians. Photo journalism in India, witnessed the light of the day when the then Lord Curzon announced to let the epic 1903 Delhi Durbar incident be covered by visual journalists. It is believed that about 64 Newspapers covered the event and Curzon's intention of drawing the world's attention to the Delhi Durbar was solved.

Jalianwala Bagh episode was happened on 13th April 1919. Back then, Narayan Vinayak Virkar, a young man who studied photographyfrom Lahore arrived at the scene and documented the evidences of the tragic massacre. We cannot talk about Photojournalism in India without mentioning the legendary Raghu Rai. His documentation of the tragic 1984 Bhopal Gas Tragedy is still widely talked about in the world.

DID YOU KNOW?

Mathew undertook his initial trainng from Samuel F.B. Morse, the inventor of telegraph.

Born in the Indian state of Gujarat (Navsari), Homai Vyarawalla India's first woman photojournalist, is best known for documenting the country's transition from a British colony to a newly independent nation. She took her last breath on 16 January, 2012 in Vadodara.

6.4 SECTION: 3 MOVING IMAGES

The Triailblazers : Lumiere Brothers

"The cinema is an invention without future" - *Louis Lumiere*

Dadasaheb Phalke

Louis Lumiere along with his brother Auguste laid the basic foundation of what we now know as the alluring world of global cinema. Those 'living photographic pictures' were the first attempts to reproduce a reality, no story was narrated. However, what they did was that they reproduced pictures of a place, time and atmosphere. This moving reproduction was therefore termed as 'actualities'On July 07, 1896 the very first 'cinematographic exhibitions' of the Lumiere Brothers

was held in Bombay. This made the then Indian photographers, magicians, musicians, singers and drama artists completely awestruck as this was also for the first time when they spotted mov- ing images of an arrival of a train, of workers leaving a factory, of a sea bath and of ladies and soldiers on wheels. People from various fields witnessed this first magnificent screening which was held at Bombay's Watson Hotel. A young wheatish-complexioned Maharashtrian man, Dadasaheb Phalke watched the screening goggle-eyed. He eventually, went on to make Indian cinema's first feature film Raja Harishchandra. Phalke is now known as the father of Indian cinema.

Iconic paintings by the legendary Raja Ravi Varma inspired Phalke to sketch most of the mythological characters in the films. Not only this, there are more ways in which how the father of Indian cinema and the father of Indian art were linked. Dadasaheb Phalke started his career as an apprentice with Raja Ravi Varma and that's how his paintings have had a great influence on Phalke's films. The Ravi Varma Pictures Depot was set up in Mumbai and it used oleography to make repro- ductions. The press needed someone who could help with the pho- to-litho transfers used to make the colour prints and found the perfect fellow in an enterprising young man by the name of Dhundiraj Govind Phalke. In-fact, even some of his compositions and the lighting in the film were influenced by Varma's paintings. However, the films of the silent era did not talk.

Raja Ravi Varma

Dialogues were presented through inter titles. But, in 1931 a gentleman named Ardeshir Irani directed India's first talkie film: Alam Ara. It included seven songs. No wonder why till date, music forms the most essential part of Indian Cinema. Those were the early days, today, as per the report published by UNESCO in 2014 India produces a total of 1,724 feature films, mostly using digital technology. Thanks to our vivid diversity, India produces films in more than 35 languages; with Tamil, Telugu, Hindi and Malayalam being the most dominant of all. These statistics are shocking because most of the countries in the world barely produce films in one or two languages.

☞ *Indian cinema and the rise and rise of regional films:*

It's noteworthy how much Indian cinema has evolved in the last few years. The S S Ra- jmouli-directed Bahubali series has been the game changer in Indian cinema. A regional (read: Telugu) film, won the heart of the entire nation and marked a revolution on its own. Soon after signing

the deal with producer friend Shobhu Yaralagdda, Rajamouli assembled an army of actors, technicians, craftsmen and set out to make India's most expensive film. After all, the Mahasmati Kingdom wasn't built in a day! Marathi film 'Sairat' did a whopping 82.5 crore business, though it was made on a small-scale cost of a mere 14.85 lakh. As a matter of fact, an Assamese film 'The Village Rock Stars' based on Kamrupi dialect was India's official entry to the Oscars. Also, times are tremendously changing in Hindi cinema as well, content has become the king vis-à-vis the stardom or the fan following of a superstar. Recent releases like 'Andhad- hun', 'Badhai ho', 'Stree' carved a niche at the box office for their interesting and witty content. Whereas, films like 'Sarkar 3', 'Jab Harry met Sejal' 'Tubelight' bombed big time at the Box Office because they couldn't strike a right chord with the audience.

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In 2014, the collections of Gujarati films were a meagre 7 crore. The Gujarati film industry witnessed a massive growth of 685% in 2015 when the collections growth quadrupled to 55 crore. This took everyone by surprise as it came after a decade long slump.

"While Phalke's films were saved by his experimentation with other aspects of editing the religious representations of gods that followed in cinema and TV which forsook all the experimentation of Phalke to turn them into family dramas still retain the visual style of Ravi Varma in their well-built, fair, handsome gods and goddesses and their elaborate costumes and ornaments. This is perhaps why Aravindan's film Kanchana Seeta is exceedingly important for its brave rebuttal of such a normalized representation of mythology"

- Prashant Parvatneni, Researcher.

American, Edwin S Porter made the first story film - 'The Great Train Robbery'.

(A scene from 'The Great Train Robbery

Director Rima Das who directed, 'The Village of Rock Stars' is a self-taught filmmak- er. She, single handedly edited, wrote, directed and produced the film.

Information Courtesy: Mass Communication in India- Keval J Kumar

☞ *The world of documentary films and India:*

"A documentary is a broad term to describe a non-fiction movie that in some way "documents"or captures reality"

In the 1930s, filmmakers D.G. Tendulkar, who had studied motion pictures in Moscow and Germany; and K.S. Hirelekar, who had studied culture films in Germany, brought the latest concepts of documentary film and laid the foundation of the documentary movement in India. The first Indian documentary to win an international award in the foreign film festival was **Rajasthan Series- I-Jaipur.** Earlier audiences were extremely reluctant to view documentary films; which has changed thanks to the evolution of online platforms like Netflix, Amazon Prime, and Hotstar et al.

DID YOU KNOW?

(A scene from Netflix's documentary series Wild Wild Country)

Netflix documentary series, 'Wild Wild Country' on Osho aka Bhagwaan Rajneesh, directed by Maclain Way and Chapman Way proved that more often than not, truth is stranger than fiction. The six part docu- mentary series took the world by storm. The Way Brothers unearthed a huge amount of original and unseen footage of what went on back then at the Osho Ashram, which added to the credibility of the project

2) Amdavad Maa Famous

Amdavad Maa Famous, a documentary based on Ahmedabad's Kite festival went to win the National Film Award for the Best Non-Feature Film at the 63rd National Film Awards in 2015. The film is directed by Barodian Hardik Mehta.

3) Mike Pandey is the only Asian filmmaker to have ever won the Green Oscar twice at the Wildscreen Festival in the UK, for his documentaries Rogue Elephants of India and Shore Whale Sharks in India.

6.5 SECTION: 4: DIGITAL WRITING

Definition of New Media:

"New Media includes traditional media on online, exclusively online only websites, news and its related events presented in multimedia formats (text, audio, video, photos, info graphics, or anything that is sourced however raw or edited) and social media sites that are emerging as the trusted platform to post one's grievance or share one's plight in the interest of the public and citizens too"

We are no stranger to the fact that these days we consume more news digitally then we do via traditional mediums like print/electronic. The spectrum of digital media is growing at a rapid speed, spoiling us with choices. However, the present scenario also constantly makes us ques- tion the credibility of news. It will not be completely wrong to say that in the present times newspapers are finding it difficult to survive and newsrooms are shrinking. For instance: Before a photojournalist shares the photograph of an incident/event it is already up there on Instagram or Whatsapp in a span of seconds. The days of the newspaper has ended. In the digital age, news is consumed heavily on mobile platforms where Facebook and Twitter promise far greater penetration than the native brand itself. Thus, it isn't surprising the news breaks first on Twitter, even before it makes it to the TV. What sets apart digital is integration of text and audio/visual. On the digital platform a strong video will galvanise likes and shares, but one shouldn't dis- count the power of words here.

Writing for digital medium is essentially different from writing .This isn't the primitive land- scape of print journalism where one follows the inverted funnel to hold the reader's interest. Editors on digital platform encourage a powerfully worded article where the author of the news story/opinion/analysis piece can craft their narrative to get the reader hooked. But the most important standard that should remain common for traditional and digital media, and which has been flouted on the digital space is holding the foundations of journalism in the highest regard. In the print landscape, the story demands narrative from both sides. However, simply filing a report on one aspect of the story is lazy journalism which should always be looked down upon. It is easier on the digital platform to rant opinions instead of grounded facts. Digital mediums reshape not just the message but also the messenger. In the online space 'Traffic' on your website is God. The number of subscribers and the number of clicks that you generate on your website will decide your future. There are various perks of being on digital platforms, with the biggest of them being that the internet also rewards unregulated bold opinion for the good or for the bad. Digital platforms have been able to make traditional news organizations mark their presence across all the platforms. Facebook now has over 90 million active users; 65,000 videos are daily uploaded on YouTube.

Earlier, the message always used to be the one which the media decided. It was impossible for a reader to get in touch with the editors of traditional media to express his/her opinions on certain pivotal issues. Times have drastically changed. Any citizen having an opinion on any issues or news for that matter can directly share it with masses through social media.

6.6 SECTION: 5: EVOLUTION OF RADIO AS MASS MEDIUM

"TV gives everyone an image, but radio gives birth to a million images in a million brains," Margaret 'Peggy' Noonan

An Italian, Guglielmo Marconi is credited as the inventor of radio. When the then Italian Gov-ernment showed no interest in his device, he moved to England and took out a patent on his device. This was way back in 1895. A lot of credit also goes to the invention of telegraph as radio technology initially began as 'wireless telegraphy'.

In the early 1940's and 50's when television in India started taking initial baby steps, media observers back then, passed a judgment that the radio is soon going to die, as it will not be able to cope with the excitement of seeing a motion picture in the drawing hall. Radio proved the negatives wrong by constantly adapting itself to new technology and modern day listeners. One of the prominent reasons why audio programs have succeeded in creating an impact on masses, particularly in rural India is that it transcends all hindrances linked to literacy; even an illiterate person can listen to news and information. Also, the cost of producing content is much lower than that of producing visuals, just one-fifth to one-tenth of the latter. This is why we have a spectrum of programs in vivid languages, dialects and various creative forms.

FM Broadcasting:
FM broadcasts were introduced in Madras in 1977. However, on August 15, 1993 a FM channel was launched with nine hours of radio time leased to private producer. This was when the then government chose to privatise the radio broadcasting sector. Before this, AIR dominated the radio broadcasting industry. It was somewhere in 2000 when the then government announced auction of 108 frequencies. As per the report published in the **Financial Express**, on June 107 "While digital is growing exponentially, private FM radio in India is growing at a formidable 14.5%, and that is primarily because of FM expansion in tier 2 and 3 cities although the ad pie continues to be

only 4%." However, the scenario is changing and radio has a bright future in India. In 2018, Radio Mirchi launched a new station in Bharuch the first of many of its expansions in six cities (Junagadh, Jamnagar, Palanpur, Mehsana and Bhavnagar) in Gujarat. This is in addition to their existing stations at Ahmedabad, Rajkot, Surat and Vadodara - this in itself reflects the progressive scenario of the FM industry. It's noteworthy here, that around 66 frequencies were allotted across 48 cities in FM Phase III auctions. Radio Mirchi won 21 frequencies and Red FM won 13. Red FM with INR 80 crore was the highest spender as per the best media info on Feb 27. Radio City, Radio Mirchi, Red FM, Big FM , are few big players in the industry.

All India Radio (AIR):

AIR was set up in 1936. All India Radio (AIR) covers 99.20% of the country's population. AIR's home service comprises 420 stations today located across the country, reaching nearly 92% of the country's area and 99.19 % of the total population. AIR originates programming in 23 languages and 179 dialects.

DID YOU KNOW

FM stands for - Frequency Modulation (FM) and
AM stands for - Amplitude Modulation- (AM)

Radio City Bangalore, started on July 3, 2001, is India's first private FM radio station

Community Radio:
"Community broadcasters can be generally defined as those which are independent, not-for- profit, and governed by and in the service of the communities they serve. They form an import- ant "third pillar" of media, alongside commercial and public broadcasters, and are a crucial part of a healthy, pluralistic media sector.

Community Radio is often called "People's radio, For people, By people" Community Radio was not legal in India in 2002. Specifications demand that the content of the community radio station meets the following criteria:

- At least 50% of content shall be generated with the participation of the local community, for which the station has been set up
- Programs should preferably be in the local language and dialect(s)

Today, there are more than 180 community radio stations in India. The CRS license given by the government entitled them to operate a 100-watt (Effective Radiated Power) radio station, with a coverage area of approximately a 12-km radius.

DID YOU KNOW?

- The first radio stations were set up in Pittsburg, New York and Chicago in the 1920's to broadcast election news, sport events and opera performances.
- On 1 February 2004, Anna FM was launched as India's first campus "community" radio station by the students of the Anna University.

6.7 SECTION : 6 PRINT MEDIA

"People don't actually read newspapers. They step into them every morning like a hotbath." Marshall McLuhan

India is one of the few countries which offer a vast space for both digital and print to co-exist. Print media first came to existence in India when in 1780 James Augustus Hicky first intro- duced the 'Bengal Gazette' in India. Bengal Gazette was a weekly two sheet paper. There has been no looking back ever since.

Read below some interesting facts about print media circulation in India. If you think that tradi-tional media is seeing a decline, then the facts below are surely going to stun you.

Interesting facts about Print Circulation, as per the Audit Bureau of Circula-tion (ABC) report in 2017:
- The circulation of India's print publications grew at the compound annual growth rate or CAGR of 4.87% between the end of 2006 and the end of 2016, to 62 million a day, the Audit Bureau of Circulation (ABC) announced on Monday. This is a remarkable growth for print at a time where most countries are seeing a decline in print

- There is always a never ending debate on the growth of print media in India. If you just look at the last 10 years, growth in circulation of ABC members is from 39.1 million to 62.8 million - that is 50% growth. No other market in the world with such a base has witnessed a growth like this. Digital is growing but its base is very small and it is free, not paid for. We are convinced that the future is bright for print.

- ABC predicted that print media advertising revenue wouldn't grow at 8% CAGR to INR 29,600 crore by the calendar year 2021. TV ad revenue is expected to grow 14.4% to INR 39,410 crore, and digital by 30.8% to INR 29,450 crore in the same period. According to media buyer Group M, print advertising is expected to account for INR 18,258 crore of a to-tal advertising of INR 61,204 crore this year. TV advertising is expected to account for INR27,378 crore

- A report by KPMG and industry lobby Federation of Indian Chambers of Commerce and In- dustry on the media and entertainment industry put the size of India's print media business at INR 30,330 crore in the calendar year 2016 and estimated that it would grow to INR 32,500crore in the calendar year 2017

- India has among the highest growth rates for print in the world, according to data from ABC.Between 2013 and 2015, the circulation of Indian dailies grew 12%, while that of those in markets such as Australia, France, Germany, the US, and Japan all saw a 3-6% decline. The UK saw the highest decline of 12% in this period, according to ABC.

Advantages of a Newspaper:
1) **Pocket friendly:** On an average, newspapers don't cost more than 5 rupees a day.
2) **Broadens your knowledge:** Newspaper not only develops critical and analytical ability, but by offering an unbiased view/report it broadens knowledge and keeps its reader up to date with the latest happenings and current affairs
3) **Helps to polish your language skills:** Students who are aspiring for a career in media must read newspapers for various reasons, as it not only helps to build a strong opinion over any issues but it also helps to sharpen language skills which is quintessential for any journalist.

Print media has always performed well in India. There are two main reasons for it–primacy of the written word and the home delivery of the newspaper. The reason news- papers in their physical form started declining in the West is because volition was in- volved you have to go to a newsstand and buy a copy. In India we get it at our door- step" - Vinita Kohli-Khandekar, noted media commentator.

"They turn to it (print media) either because it is a status symbol or because they take the written word more seriously" - Shashi Tharoor.

> **'Bombay Samachar' was the first Gujarati Newspaper…the paper still exists and is con-sidered to be the oldest surviving newspaper of India.**

Sneak a quick look in the past:

Print media has been revolutionary in India. In the founding years, the main objectives to start newspapers in various languages were to endorse the ideas of patriotism and also initiate social reforms. India, back then was dealing with a lot of social stigmas and social evils like sati pratha, child marriage, caste discrimination et al. The need then was to educate the masses and to curb evils. Well, it won't be fully wrong to say that to a major extent India is still dealing with social evils and the newspaper still continues to be a strong voice. Social reformer Raja Ram Mohan Roy also played a crucial role in sketching down the strong foundation of print media in India. He founded **Indian Press** and his contribution to Indian language journalism remains unparalleled till date. Roy filed a petition to the British government against the Vernacular Press Act of 1823. Though, the Supreme Court back then rejected his petition, he didn't lose courage and filed a petition again this time to the monarchy. **Samvad Kaumudi,** a Bengali weekly was the highlight of his career. Even when India was not free, he mastered the cause of press freedom.

Top newspapers according to the IRS (Indian Readership Survey) 2017

- In the Indian Readership Survey 2017, released after a gap of four years, Dainik Jagran and Times of India retained their top slots in Hindi and English daily categories respectively. Meanwhile, Dainik Jagran has a total readership of 7,03,77,000 while The Times of India has a total readership of 1,30,47,000

- The second largest-read daily is Hindustan with a total readership of 5,23,97,000 followed by Amar Ujala at No 3 with total readership of 4,60,94,000

- The No 4 position is held by Dainik Bhaskar with a total readership of 4,51,05,000

- Daily Thanthi is at No 5 with a total readership of 2,31,49,000 followed by Lokmat at No 6 with a total readership of 1,80,66,000

- The No 1 English daily The Times of India is at No 11 with a total readership of 1,30,47,000. Anandabazar Patrika captured the 12th position with a total readership of 1,27,63,000 fol- lowed by Punjab Kesari at No 13 with 1,22,32,000. Dinakaran has a total readership of 1,20,83,000 at No 14 while Mathrubhumi is at No 15 with 1,18,63,000

- Gujarat Samachar is at No 16 with a total readership of 1,17,84,000 followed by Dinamalarat No 17 with 1,16,09,000

- Daily Sakal is at No 18 with a total of 1,04,98,000, followed by Sandesh at No 19 with 1,01,52,000 and Patrika at No 20 with a total readership of 96,23,000

(The data is as of December 2017)

Magazines:

Britishers published the first magazine in India. The earliest to appear was the *Oriental Maga-zine*; or, *Calcutta Amusement* (1785–86). The first periodical founded and edited by an Indian was the Hindustan Review, which began its operation in 1900.

TOP 10 ENGLISH MAGAZINES ACCORDING TO IRS 2017

- According to the IRS 2017 Report, the English version of *India Today* strengthened its leadership with a wide margin from the No 2 magazine General Knowledge Today. Although there is no comparison between a magazine and a newspaper, considering overall English publications, India Today English has also become second largest English publication after The Times of India.

- The Sportstar is the third largest read English weekly followed by Diamond Cricket Today at No 4. Fortnightly magazine Filmfare is at No 5. Pratiyogita Darpan and Outlook are at No 6 and No 7 English magazines, respectively.

- Competition Success Review is at No 8 followed by Readers Digest at No 9. India Today Group's business magazine Business Today is at No 10, becoming the largest read English business magazine. IRS 2017 Report

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6.8 KEYWORDS

Communication	Derived from the Latin verb 'communicre' which means 'to make common'
Daguerreotype	A photographic process first developed by Frenchmen Louis Daguerre and Joseph Nicephore Niepce. They reproduced pictures of a place, time and atmosphere. This moving reproduction was therefore termed as 'actualities'
Documentary	A broad term to describe a non-fiction movie that in some way "documents" or captures reality
Digital Media :	A New Media which includes traditional media on online, exclusively on-line only websites, news and its related events presented in

	multimedia formats (text, audio, video, photos, info-graphics, or anything that is sourced however raw or edited)
Community Broadcasters	Those which are independent, not-for-profit, and governed by and in the service of the communities they serve. They form an important "third pillar" of media, alongside commercial and public broadcasters, and are a crucial part of a healthy, pluralistic media sector.
Community Radio	"People's radio… For the people and By the people" • FM - Frequency Modulation • AM - Amplitude Modulation

6.9 CHECK YOUR PROGRESS

Q.1: List the different mediums of communication.

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Q.2: Describe the Laswell Model of the Communication Process.

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Q.3: Who first developed the photographic process?

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Q.4: Who is considered to be the father of photojournalism?

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Q.5: Which epic incident did Lord Curzon allow to be covered
by visual journalists?Q.6: What is Raghu Rai famous for?

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Q.7: Name the Netflix documentary series on Osho.
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Q.8: Who brought the latest concepts of documentary film and laid the foundation of thedocumentary movement in India?
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Q.9: Who invented the radio?
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Q.10: List out the advantages of a newspaper.
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6.10 REFERENCES

Books:
• Mathew Brady: Portraits of a Nation by Robert Wilson
• Ways to Understand Communication by Arthur Asa Berger
• The Documentary Film Reader: History, Theory, Criticism by Jonathan Kahana

Video:
• https://www.youtube.com/watch?v=yEXiQUQdrJw
• https://www.youtube.com/watch?v=UZ7bj8gCTYI
• https://www.youtube.com/watch?v=cuUl-L2oFUI

• Online:
• https://www.bbc.com/news/world-asia-india-42349710
• https://mymodernmet.com/mathew-brady-civil-war-photos/

Answers:

A.1: Print, Audio, Visual, Electronic and Digital.
A.2: Who says what in which channel to whom with what effect.
 A.3: Frenchmen Louis Daguerre and Joseph Nicephore Niepce.
 A.4: Mathew Brady - American Photographer.
A.5: 1903 Delhi Durbar incident.
A.6: Documentation of the tragic Bhopal Gas Tragedy.
A.7: Wild Wild Country.
A.8: D.G. Tendulkar & K.S. Hirelekar.
A.9: Guglielmo Marconi, An Italian.
A.10: Pocket friendly, Broadens your knowledge, Helps to polish your
        language skills

UNIT : 7 — INTRODUCTION TO ALLIED MEDIA PROFESSIONS

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STRUCTURE
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7.0 INTRODUCTION

- The term Media is inclusive of a wide range of professions. While Journalism is the most prominent one, others like Advertising and Filmmaking are also important for the impact they have on society. Besides, these industries are evolving at a breakneck speed and need talented workforce.
- This unit introduces you to the basics of allied media professions. These industries require similar skills of mass communication, though applied differently. Some of these are also applicable for the entertainment industry, which is also essentially storytelling.
- To master the art of storytelling, one needs to first thoroughly

understand the nuances of mass communication.

7.1 LEARNING OBJECTIVES

- Introduction to the main professions requiring skills similar to that of mass communication.
- Introduction to Marshall McLuhan's theory 'The Medium is the Message'.
- An understanding of the professions of Advertising, filmmaking, screenwriting & documen-tary film making.

ON COMPLETION OF THIS UNIT, YOU WILL BE ABLE TO

- You will be able to evaluate the multiple profession options available to you.
- You will be made aware of the skills required for professions of Advertising, Copy writing,public relations, corporate communications and writing books.
- Give you an understanding the basic operations of each of these allied professions.

7.2 SECTION: 1: ADVERTISING

The very basic question that rises is what is an advertisement? An advertisement is any infor- mation that needs to be circulated, made visible or viral to attract the attention of the mass. The whole concept behind an advertisement is to attract attention in order to bring business or build a brand or draw the rightful audience to the point where the advertiser wants them toreach. Nowadays it is used to convey philosophy, ideology and even to build personal, product or company's brand image and value.

Based on evidences which have surfaced from the excavation of Mohenjo-Daro times, one can assume that during those times notices were carved on walls.

In the early days when there were no means of communicating it is said that word-of-mouth publicity was the best advertisement. If you have ever visited the bustling market streets of Del-hi, Mumbai, Kolkata, Chennai, Bengaluru, Pune or even Ahmedabad, you will find road side vendors shouting and trying to sell their products. This practice is on-going for centuries and is the preliminary way of advertisement before this medium of communication got a professionaltouch and platform.

Though the newspaper was invented in the 14th century, advertisements were not released in the newspaper, because, these newspapers had a very limited circulation. It is claimed that the first printed advertisement was released by an author William Caxton 1468 to promote and market his book. There is sketchy information about the first advertisement having been published in a British newspaper in 1609 informing people about an opportunity to migrate to America. Later in the 17th century advertisements related to goods like - Indian spices, Chinese porcelain, and Persian rugs were published.

According to American history, the first advertisement was published in **The Boston Newsletter** in 1704. The advertisement pertained to selling of a piece of land on Long Island. Then, the first advertisement was published in **Philadelphia Gazette** in 1729. It is said that the daily enjoyed a very good circulation figure leading to more and more people advertising in the same. In 1784, two American weeklies **Pennsylvania Packet** and **General Advertiser** turned into dailies. These dailies were carrying advertisements of dry goods, foods, wine and tobacco products and that too on the front page.

It is nowadays only that we have started associating the term advertisement with catchy sen- tences or punch lines that leave a massive impact on the reader, listener or viewer. But, in the early days of advertisement i.e. in the 17th or the 18th century, there were no professional copywriters; there was sufficient space available and that too at extremely negligible rates. Basically advertisement means giving full details of the product - how and why it should be used and where will it be available.

There were less advertisements too because industrialization

was just picking up and there was no mass production of any goods that needed to be marketed. With time, when the world entered into the 19th century and industrial units were set up and mass production started it generated a demand of advertisement. That is when advertisement in the real sense of the word was founded sometime in the mid-19th century. The beginning of the 20th century has brought an enormous change in the world of advertising.

In the mid and late 18th centuries, in the absence of newspaper agencies which connected ad- vertisers and publishers, newspaper publications were accepting advertisements directly from the advertiser. There is an interesting story behind the formation of ad agency. As per history, France newspaper publishers were finding collecting advertisements directly from the client to be inconvenient and below their dignity; hence for the first time France newspapers started selling bulk space to contractors, who would collect the advertisement to get it published in the newspaper. In this way the contractors of the 18th century later began to be termed advertise- ment agencies. American newspapers adopted the same concept and implemented it. It is said the first official advertisement agency was established by Volney Palmer in 1841 in Philadel- phia. But, the existing American advertisement agency **N. W. Ayer** was launched in 1870 and it helped advertisers to get better results from each dollar. In simple terms it can be said that they started giving a professional and effective touch to advertisement that did not simply attract the attention of the readers but fetched good results too.

Gradually the world of advertisement started changing with the exploration of each mode of mass communication - for example transportation was used as a platform to market the ad- vertisement. By the 20th century advertisements were everywhere - on air through radio and channels; on bill boards, display boards and even walls of tall buildings. The digital world has altogether changed the path of advertisements.

History of Indian Advertisement Industry:-

It was the Britishers who brought technology and newspaper together (or the mass media) to market their goods in India. That is how the first advertisement was published in an Indian newspaper – **The Bengal Gazette** - in 1790. This was followed by advertisements in four weeklies and a few monthly magazines and all were published from Kolkata (then Calcutta). Most of the advertisements published during that era were either for religious purpose or by the Britishers to market the luxury goods imported from Britain.

7.3 SECTION: 2 : COPY WRITING

What is copywriting? It means meaningful writing with a clear message that influences the minds of the readers. Such influence is successful in garnering debates and discussions
and even in being able to get business out of it. The question then is what should be the format of copy writing and how many words should be accommodated in one sentence.
To gain a better understanding on this need to read the advertisements published in the 18th and19th century newspapers.

Advertisement published in **The RoyalGazette Kingston** (June 8th, 1780)

WANTED
On Lease or Sale
From 10 to 100 NEROES

For the payment of annual rent, and the principal at the end of the lease, undoubtedly security will be given- For particulars apply to David Christin in Kingston, to Hug Miller at Gothen, St.Mary's.

For us, this advertisement will neither sound effective nor attract attention and yet in those days these advertisements were bringing results although not as much as today's advertisements fetch. But, what we really need to learn from the above advertisement is that there is nothing that can be called copywriting. The advertiser put a classified ad in very simple language informing about the requirements. In those days such classifieds about slaves and bonded la- bourers were very common in newspapers. One would regularly come across advertisements regarding bonded labourer running away with advertisers offered reward for helping trace the labourer.

The question which arises before us is why did reputed newspapers carry such classified adver- tisements and why was there no copywriting? The issue then was excess of space and extreme- ly low advertisement rates. Newspapers had good writers; but in the absence of professional advertisement agencies there was no official body which would prepare advertisements for the client and release the same in the relevant newspaper. As a reader upon viewing the advertisement the only thing that will attract one is the design of the advertisement. It looks neat and clean and with a lot of space; else there is absolutely nothing in the advertisement which falls in the category of copywriting. Yet, these ads

were reachingtheir target audience and also fetching business.

The only thing that the copy writer has to keep in mind is that the copy should create curiosityin the minds of the reader, viewer or listener. In fact it should thrill and fascinate them to a pointwhere they are inspired to buy the product.

It is an art of using the right words and playing with them dramatically in a way that the mes- sage is delivered in minimum words. While copy writing you have to be careful in avoiding verbs, phrases and nouns. For example, if you are writing copy for a poster; spell out your mes- sage in just eight words. Do you know why because that is the maximum capacity of reading at a glance!

For a good copy few elements are must without which it can never be effective advertisement. First and foremost is the headline/header or kicker. It should be so catchy that one shouldn't be able to resist reading the second sentence.

While writing copy you have to understand the product, its benefits, and the targeted audience,whether you are writing for print or electronic media; or a jingle for radio; or for the digital medium and then develop it accordingly.

Copy writing means minimum words, maximum impact and best business.

Have a look at the advertisement of Coca Cola published in 1910 and then compare it with the present-day advertisement of Coca Cola; this will facilitate understanding the importance of copywriting.

It is delightfully cooling and refreshing-relieves fatigue of body, brain and nerves -quenches the thirst- not just wet and sweet but vigorously satisfying

Delicious—Refreshing- Wholesome5 C
Everywhere

The Coca -Cola Co

1910's Coca Cola Ad
With Illustration Whenever you're hot,tired or thirsty
Work, play or weath- er hot – brain tired
or body-weary - parched dry or just plain
thirsty Think of and drink Coca
Cola

7.4 SECTION: 3 : PUBLIC RELATIONS

We need to first of all understand the definition of Public Relations:-

- "The state of relationship between a company and the public"
- "To communicate a message of a company to the public at the appropriate time, place andthe targeted audience"
- "The exercise of communication that spreads positivity of a company or its product among the consumers which will not only earn goodwill for the company but increase its sell too"
- "It is an artistic way to communicate about a company at low cost instead of commercialadvertisement to the public"
- "A communication method or mechanism that can help in building and sustain the image ofa company or product, or an organization, or of an individual in the mind of public"

When we say public, it can be public at large or of a spe- cific demographic area, or even consumers of a product.

Though the roots of professional public relations can be found in

the early days of the beginning of the 20th cen-tury; yet there are instances cited in the ancient times of Greece where verbal communication was used to spread message. Plato and Aristotle have mentioned in their works about verbal rhetoric done by speakers with an intention to persuade the people.

In the 17th century public opinion was built in Britain through leaflets and lectures against the global slave trade in order to have it abolished.

Industrialization kicked off in the beginning of the 20th century and with it brought many issues and problems. Journalists started writing about the draw backs and side effects of industries. It was difficult for the industries to digest this as it created a bad image of the company and its products. Soon they realized the need for establishing a line of communication between their company and the public and that's how they started hiring people for public relations. The task of these people was to share information about the company to the media and also to reach out to the public through other modes of communication.

During those days the President of **Standard Oil Company**, USA, John D. Rockefeller came under heavy criticism. He hired a former journalist Levy Lee to manage his public relations. This how the public relation profession got its founding father. Many tricks devised by Lee worked in building the image of Rockefeller. For example he suggested Rockefeller to carry newly minted dimes with him whenever he was at public places and donate a dime to each child in public. Children and their parents happily accepted these dimes, which helped change the image of Rockefeller.

Seeing the success story of Rockefeller, many other industries of those days started hiring ser-vices of Levy Lee for public relations. He also opened his counselling office in 1904. Lee was good in converting public opinion in favour of his clients. **Pennsylvania Railroad** was one among his multiple clients; but unfortunately Lee did not turn out to be a smart strategist for them. So, his work got less noticed than his contemporary Edward Bernay.

The professional difference between Levy Lee and Edward Bernay was that while Lee was a good professional but a poor marketer of his skills; Edward on the other hand was a very smart marketer and was able to logically put his skills on paper and in books for the next generation. It was this which earned great respect for Edward in the profession. The reason for Edward's success was that he put to practice in his public relations profession, mass psychology which he had learned from his uncle; this enabled him to build a positive image of his client.

Edward Bernay is the pioneer of media events. During these events he used to put forth all the positive aspects of his clients before the media personnel to garner good publicity in the media next morning.

Edward has many times publicly accepted that as part of public relations he has run propa- gandas to promote his clients' products or build the public image of the client's company. His propaganda tricks were so successful that their stories travelled to Germany and the then Min- ister for Public Enlightenment Joseph Goebbels in 1933 adopted them to run his propaganda campaign. It was used to such an extent by Goebbels that the word Goebbels has become syn- onymous with propaganda.

This theory was later on copied by the American President Franklin Roosevelt in 1939; he had created a group to launch the propaganda – although Roosevelt never put it in practice.

Gauging the success of public relations is the most crucial part of a media campaign – and un-fortunately there are no sure-shot methods to measure this. In the early days and even today, the success of public relations is adjudged basis newspaper cuttings/clippings - the Public Relation Officer or Company will produce press cuttings before their clients which showcase the posi- tive news about the company or the product.

But, whether these news clippings yielded any result or not will always remain a big question. But simultaneously one needs to recollect that just like rhetoric was reaping results in building public opinion in Greece in the ancient times; similarly a public relation campaign too can reap good benefits. But, one needs to keep in mind that there is a very thin line differentiating be- tween campaign and propaganda.

Public relation is to attract the attention of the public towards company or product; alternative- ly in other words the exercise is to divert the attention of public from negative information to positive information. If a public relation officer or consulting company is able to spark debate and discussion about the positive side of the company or the product, then the initiative can betermed successful.

7.5 SECTION: 4 : CORPORATE COMMUNICATIONS

This chapter describes communication and various modes of the same. By now, you must have also learned that to be a good communication professional you need to have a good grasp over language. But, the best skill of a communicator is being a good story teller. Your story narration should convince readers that whatever is being said by you is only the truth; in other words they should start believing you and your words.

Corporate Communications - the name itself is self-explanatory. Yet, it needs profession- al exploration. Corporate Communication means communication about a corporate/ company. This communication can be internal to educate and keep the employees of the or- ganization updated about the company affairs, its achievements etc.; and nowadays internal corporate communication is also used to mo- tivate employees and their family members by felicitating them on their personal and family achievements. While external corporate com- munication is a means of reaching out to a targeted audience. For instance, financial re- sults are released in newspapers to inform the investors about the company's turnover, rev- enue, profit/loss etc. The Company's merger, acquisitions and initial public offerings are publicized so that the market and interested parties can learn about the company.

It is also said that corporate communication is not just a strategy but rather an approach or a passage. Needless to say corporate com-munication is always a team effort. Though it is communication, in reality it is not mere communication, it is a perfect combination of marketing, corporate affairs and management communication, strengthening the message and brand of the company. There has to be strong understanding among the three wings to finalize the corporate communication mes- sage and how to unfold it before the targeted audience to galvanize support and mind-set in favour of the company.

After learning in brief about corporate com- munications let us try to understand how cor- porate communication is different from public relations. Public Relation was invented after the corporate or government felt the pinch of criticism or negative publicity. The role of public relation was of damage control and image rebuilding; whereas corporate commu- nication is a strategic move of a company to constantly maintain the flow of information that sows seeds that will bear fruits in the long term. At the same time, corporate com- munication is also an army and fire-fighting system which has to – extinguish fire, when the company is facing bad times and not per- forming well; ensure that the company ropes in positive publicity and;

negate the damaging information about the company that can harm its prospects and brand image.

A corporate communicator mandatorily needs to be an extrovert as he has to spend a majority of his time in expanding his network and developing relations. He also needs to develop another requisite skill – he needs to be a good listener, less reactive and take in his stride any adverse criticism about the company . In professional corporate communication there is no space for argument with stakeholders. His/her job is to patiently promote company's information and win opponents.

A professional can be successful by developing skills like - management, lobbying, and presen-tation. In earlier days, requisite skills were simply writing and verbal communication; but with changing times one also needs to acquire knowledge of film making, photography, illustration and jingles. Professionals need to keep themselves updated with technology and explore it as a suitable avenue for promoting the products and services of the organization.

One can be an expert corporate communicator if one has done enough research and kept one's self updated about the organization, the products it is manufacturing/promoting, information about the market, competitors, current affairs and government policies that are directly/indi- rectly influencing the company.

As a corporate communication professional one is expected to be a good analyst of the commu-nication strategy; i.e. whether the message will have a positive impact on the targeted audience or not; and if not then what modifications are required in the interest of the company to ensure far reaching positive impact.

As mentioned earlier, corporate communication is a strategy. To make this strategy successful one needs to follow three steps – perform the right diagnosis of the situation; possess a road map to handle the situation; and execute articulate action to defuse the crisis.

Presented below a successful corporate communication case

Do you remember Nestlé's M0t failed in the FDA test. The news was a big setback to the company and the product and it lost a large chunk of its market share in the initial days. But the company's corporate communication team immediately swung into action and started spreading the correct information about Maggie Noodles through social media and traditional media. It even withdrew a few batches from the market to regain the confidence of the consumer. Prior to the nationwide ban on Maggie noodles, it enjoyed an 80 per cent market share in the instant noodle segment; which slumped to 0 per cent immediately after the ban. Post crises management it not only restored

the brand image and name but currently it enjoys a market share of almost 60 per cent in the instant noodle segment.

7.6 SECTION : 5 : WRITING BOOKS

Writing a book is very easy unless you are in a double mind or confused state. If you are clear about – the concept of the book; the language you wish to write it in (native lan-guage or foreign language); the genre you want to explore (fiction or non-fiction) and finally; the plot or subject – and if you are dedicated and committed to the book project then you can definitely finish writing the book within the timeline fixed by yourself or the publisher.

Before learning how to write a book, understanding about the history of the evolution of books and writing would enable us to carve our writing skills.

Though we Indians claim of a more than 8000 years history, there are evidences of books writ- ten on Tamra Patra or wood. But the first paper book to be printed and published was in 1556 and it was a translation of the Portuguese Book 'Doctrina Christam'; the book was authored by Francis Xavier.

Before going deep into the actual method of writing a book let's have a birds-eye view of the global history of book writing. It is said that the first book was a temple scribe and was written on clay in 2500 B.C. Then came the Egyptian Papyrus in 3000 B.C. The Egyptians invented Papyrus from an aquatic plant that had a smooth surface and it retained ink for long and without it getting distorted or blotched. In 1500 B.C the Chinese brought bamboo into writing which was equally smooth like Papyrus and in addition retained ink for a longer time. Bamboo was used for some 1000 years.

It was in 105 A.D., that the Chinese invented paper. Cai Luan informed the then Chinese em- peror that there is a substance made of rags and fibres of Mulberry, Laurel and Chinese Grass which is more flexible than Papyrus and can be produced on a large scale. This is how paper was invented. In the early nineteenth century paper was manufactured from wood pulp.

3500 B.C.
Symbols onto Tablets

2400 B.C.
Papyrus scrolls

868 A.D.
The First Printed Book

1501 A.D.
The Precurserto the ModernPaperback

There are proofs of writing existing in 3500 B.C. when the Sumerians had developed cu- neiform alphabet; the Papyrus scrolls carried written words way back in 2400 B.C. In 600

B.C. a standardised writing system was first developed in Arabic and Hebrew. In 868 A.D. the first book was printed on paper in the Chinese language. Wood blocks were used for this and Chinese characters were carved on them. That is how 'Block printing' evolved. The printing revolution took place between 1490 A.D. and 1500 A.D. and the mobile mechanic printing press was invented. Due to which we received the first printed book in the presentbook format, the name of the book was Virgil's '**Opera'** in 1501 A.D.

After learning a bit about the invention of the book let's now move on to the actual process of writing. The first and foremost thing required for this is surety that one wants to write a book. For this, one needs to carry out enough research and study the subject which he wishes to coverin the book.

A writer needs an adviser from the very beginning of the project who can provide him with unbiased feedback at every stage. These trustworthy advisors help the writer to decide what is worth writing and what is not. These advisers can be friends, editors or subject experts. But the basic eligibility criteria are that they should be honest and forthright in giving their feedback.

Selection of a comfortable topic it is suggested that the writer also reads other books ad- dressing the same subject for the very simple reason that it may provide him with an idea about what to avoid to ensure that there are no allegations of plagiarism and plot theft. Secondly it en- ables him to gain deeper clarity on the topic which helps him in avoiding those mistakes which the other authors have made.

Writers must always fix a deadline to finish the first or primary draft. Once done, the same needs to be thoroughly reviewed post which a writer may explore the option of taking a one- two day break. A writer must never show the first draft of the book to anyone. Once the writer is recharged, then begins the real task for him - which is to rewrite the draft for the first, second or even third time until he is satisfied with the outcome.

7.7 KEYWORDS

Advertisement	Needs to be circulated, made visible or viral to attract the attention of the mass.
Copy Writing	Meaningful writing with a clear message that influences the minds of the readers.
Public Relations	The state of relationship between a company and the public.
The role of Corporate Communication	Strategic move of a company to constantly main- tain the flow of information that sows seeds that will bear fruits in the long term.
Tamra Patra	Indians claim of a more than 8000 years history, there are evidences of books written on Tamra Patra or wood.

7.8 CHECK YOUR PROGRESS

1. Write the concept of an Advertisement.

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2.   Write about Advertisement is conveying nowadays.

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3.   Write the role of an advertisement in media.

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4.   When was the first advertisement printed and by whom?

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5.   When was the first advertisement published in which Indian
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6.   Write the definition of Public relations.

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7.   What is the meaning of Corporate communication?

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8.   Write about the usage of Internal corporate communication.

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9.   When was the first book printed?
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10. Who is the author of 'Doctrina Christam'.
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7.9 REFERENCES

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- https://en.wikipedia.org/wiki/Corporate_communication
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Answers:

1. The concept of an advertisement is to attract attention in order to bring business or build abrand or draw the rightful audience to the point where the advertiser wants them to reach.
2. Nowadays advertisement is used to convey philosophy, ideology and even to build personal,product or company's brand image and value.
3. To reach masses and perhaps the most economical way to promote and market the product.
4. In 1468 by Author William Caxton.
5. The Bengal Gazette in 1790.
6. To communicate a message of a company to the public at the appropriate time, place and thetargeted audience.
7. Corporate communication means communication about a corporate/company.
8. To educate and keep the employees of the organization updated about the company affairs,its achievements etc.
9. 1556.
10. Francis Xavier.

| UNIT : 8 | ALLIED SECTORS OF COMMUNICATIONS |

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STRUCTURE
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8.0 INTRODUCTION

- Carrying further the concept of the various professions that are included in the umbrella of Media, this unit further elaborates on some more range of professions available to students of mass communication.
- Journalism is at the heart of all mass communication professions. The understanding of news is the most important aspect of understanding the society. Stories are a reflection of the society, of its milieu. Good storytellers can tell stories that matter only if they feel their surroundings.
- In this unit, we introduce you to the basics of screenwriting, which is writing for the audio visual medium. It is an art of think visually and the craft of writing that converts your writing to tell the story in a new medium.

8.1 LEARNING OBJECTIVES

Introduce the basics of writing for the audio visual medium
- To make students aware of the difference between writing for the reader and writing for theviewer / listener.
- Introduce students to the craft of writing books as a profession.
- Give a basic understanding of the other forms of visual storytelling.

Completion Of This Unit, You Will Be Able To

- Students will know about professions related to the visual medium.
- Students will learn about the different types of writing that happen for the screen.
- Introduced other non-verbal forms of visual storytelling.

8.2 SECTION: 1: SCREEN WRITING (SCRIPTS, LYRICS ET AL

I am Bond, James Bond 007…, sounds a great line to introduce one's self. A scientist conducting clinical research on rats in a laboratory is enough to indicate that the movie has to do something with biological weapons. In a dark night a shadow running on the 70 MM screen is a good way to begin a thriller.

The first example is that of a confident voice; in the second example visuals are run andinterpretation is left to the viewers; and in the third instance the very first scene kicks offa visualization process in the viewer with regards to what the next scene on the screen will be or what dialogue will follow next.

Basically, screen writing is just not a script or dialogue; it is a synthesis of dialogue withthe scene on the screen and the story plot. So while writing for movies, the writer also has to describe the background of the scene, whether it will be indoor or outdoor, during the day time or at night, even the weather is to be taken into consideration while doing screen writing.

Screen writing or screen play writing means a combination of script, story composition, scene blending, character building and playing on emotions to create a thrill.

To understand this more clearly let us take an example from one of Bollywood's bestaction movies SHOLAY.

Scene: Dacoit Gabbar Singh takes revenge for being arrested by Inspector Thakur by attacking the latter's family members.

One first hears the neighing sound of the horse, followed by gun shots. The screen writer has shown all elders being gunned down by Gabbar Singh; but when it comes to the child, there is a change in the scene and one hears the sound of a train halting at the railway station. Thakur steps down on the railway station and finds that no one has come to re-ceive him. When he reaches home he finds dead bodies lying on the ground and villagers gathered at his residence. In the last shot a heavy wind blows off the white cloth covered on one body, Thakur catches the cloth and uncovers it to find his grandson's body.

SHOLAY has the finest screen play which is the best teaching tool of screen writing classes. The screenplay clearly teaches where and how to use sounds, visuals, dialogue or even music; in order to convey the message without saying a word.

For screen writing what one first of all needs is a concept an idea on which one plans to devel-op a movie. Once the writer is clear about the concept he needs to check whether it is going to be fresh and not an adaptation of an incident or a book. If it is the adaptation of any book, one needs to select what sequence the writer would like to pick to play in the movie and then put it in the relevant sequence for narration. In case it is based on any incident or a person, the writer needs to do enough research to justify the plot or biopic and avoid hurting the sentiments con-nected with the incident or the person's family.

Once the concept is clear on paper, the writer has to develop the pitch document. In this pro-cess the writer has to write long sentences on sequences with explanations; describe the plot in lengthy lines; follow it by writing a paragraph on the main character; write a short paragraph explaining each shot or act; and develop the central character by writing about his background.

After completing this primary task another challenging task is preparing the outline of each scene or act, which elaborates the act, scene, dialogue and character more precisely. This helps while handling the shoot on the floor and controlling chaos and confusion. The outline helps the writer to develop the story and guide him as to how it will be executed.

While writing the screenplay the writer has to bear in mind and visualize what exactly is ap-pearing on the screen in that particular scene, what sort of movement is expected from the actor, what background music or sound is the writer looking for?

While writing a screenplay for Hindi movies one has to keep in mind that songs are mandato-ry and these songs need to be placed at the right time and place - for instance while the hero expresses his love for

the heroine or is proposing to her. What sort of a song should be placed when the hero or the heroine encounter the villain or their family members? In case of the cli- max scene, the lyrics should match with the following scene – for instance dropping a hint to the villain that he is soon going to die.

Here is an example to learn:

Song of the Film MACHIS:

Scene: Four youth have left their home and become militants to take revenge against those po- lice officers who had committed atrocities on their families…but they are recalling memories of their village and family members in this song -

"Chhod aaye hum vo galiya……. Jaha tere pairo ke kaval gira karte the, hase to do gaalo me bhavar pada karte the, teri kamar ke bal par nadi muda karti thi, hansi teri sun sun ke fasal pakakarti thi…"

Through lyrics you are playing with emotions and you try to express love, anguish, hatred, patriotism et al. You basically fill space to connect two sequences of the movie. Hence while writing the lyrics; the lyricist needs to understand the entire movie, the characters and has to accordingly choose words which gel with the sequences and background of the movie.

8.3 SECTION: 2 : DOCUMENTARY FILMMAKING

We learnt that irrespective of what we want to direct/produce be it a movie or a web serieswe first need to have a script or a screenplay.

Kindly unlearn the above message for this particular chapter. Because for documentary film- making one cannot write a script prior to having the footage in one's hand. The first and fore- most thing which one needs, is enough research on the subject on which one aims to make a documentary.

Documentary is an extension of news or current affairs and some major issue-incident that has occurred recently. In a documentary one is attempting to go in depth and dig out all aspects of the subject that were not covered in the news or current affair packages. It tries to givea complete picture of the subject or reveals a plot that was hitherto concealed.A documentary - can be educative: a promotion film of a corporate house; can expose some hard facts that were draped for reasons best known to the authority.

In the visual world it is said that any audio-visual clipping, especially one who's edited ver- sion's time duration is beyond 2.30 minutes is a documentary. Professional documentary time duration is 25 to 30 minutes. But, to produce this 30 minute documentary hundreds of hours are invested. A whole production team works on it for days together. It is planned and shot almost like a movie; unless it is a low budget and local type of documentary.

Once one is clear on the subject on which, one wishes to make a documentary; the first task one needs to take up is the research (subject research). A detailed research on the subject, its ele- ments, where the elements of the subject are located, whether government approval is required for the shoot or not, the ideal time to shoot at the location – all this needs to be researched. For this one needs to prepare a list and keep checking it all the time.

Once basic research and other things are ready one needs to prepare an outline of the script. This outline will help while shooting, interviewing or taking sound bites of the elements. It helps in planning the shoot; and will provide guidance with regards to how to take the shots like - which visuals will be long shots, which will be mid-long, wide, pan or tilt, or close and mid close; whether one needs morning or evening or night shots; etc.

One needs to be very careful that the script of the documentary is never ever written until the footage and transcription is ready. Once the shoot has concluded, the script writer needs to sit with the cameraman and editor and lock TCR (Time Code Reading). Once the footage is finalized, the second task is to lock the sound bites or the interviews; again for sound bites or interviews, transcription should be written, wherever required.

After completing all these tasks comes the real challenge of writing the script. Writing the script is difficult for two reasons - one has to attract and retain the viewers' attention for thirty minutes; and secondly it has to support the visuals and have connectivity with the sound bites. In a documentary, although the viewers' eyes are glued to the visuals, the script makes a great impact if it is written on the requisite parameters of the project. So the writer has to continuous-ly bear in mind whether he is writing a script for educational awareness, to expose something, or to reveal a plot that was never in public domain or to recall some major incident or natural disaster.

One needn't strictly follow the outline while shooting, because in all possibilities one may get unexpected or un-thought of visuals from

ground zero while shooting; for which one needs to keep one's eyes and mind open while the shooting is going on. One must keep looking aroundand searching for more elements.

How to Write a Script?

A very important aspect to keep in mind while writing a script is to never- ever describe in thescript that which is visible on the screen.

Example One: A documentary on the Alang Ship Recycling Yard –

Script	Visual
Alang is the last destination of shipsthat have sailed for years in the high sea	A merchant vessel from the high sea is towed by a tug boat to the recycling yard
It was established in the 1980s bythe Gujarat Maritime Board	Merchant vessel approaching yard, whereother vessels are being demolished; closing to GMB Board or office

Wrong Script

- A merchant vessel from the high sea is towed by a tug boat to the ship recycling yard
- The merchant vessel is approaching the recycling yard and you can see that many other shipsare being broken by the labourers and this is the Gujarat Maritime Board office.

While writing a script the other important aspect to be considered is that one must never write the element which has been stated in the sound bite. The role of sound bites is to take the story or narration further; so the script and the voice-over should connect with more information to take forward the story. Needless to mention that only those documentaries get a good viewership which have the cru- cial elements of drama, emotions and anger in them. And to achieve this - great visuals, right information and data and absolutely perfect bite are an absolute must.

8.4 SECTION: 3 : EDITING-BOOK EDITING

Editing a book means giving it a meaning, eliminating unnecessary characters, giving it struc- ture and thickening a plot and overall sharpening the outlook of the book. It is an added advan-tage if the editor is an authority on the subject.

The editing is generally done either by the writer himself or by

professional editors. Many times a writer avoids hiring professional editors as their editing fees are quite high.

Now let's come to the editing part and first learn how a writer can edit his own manuscript.

For a writer it is advisable that once he is through with writing the book and has penned the end then he takes a break for at least two to six weeks. The sole reason for this break is to clean the brain so that one can read with a fresh perspective and identify errors in the manuscript and correct the same.

Those who are editing their own pieces need to also understand that a professional editor will know whether the book is worth publishing or not by simply reading the first few pages. One's manuscript is also judged on the basis of how many characters have been introduced in the plot and how quickly. As such, this sort of practice is never well appreciated. How clear is the writer in explaining his plot? Whether the writer has set the right tone that can create an element of interest among the readers? Can the reader feel that he is reading a story and with each sentence is it moving in a direction that creates curiosity? Finding out all these points is very easy for a professional editor because the editor has developed this skill and more importantly is prac- ticing it. In fact a professional editor can find this out simply by reading the first two or three pages of the manuscript.

So, when a writer tries his hand at editing he has to take care of all these points. The writer has to bear in mind that editing a book is not merely about proof reading or correcting typo mistakes - it is about eliminating extra or unnecessary characters from the plot; it is about trimming the plot and carving it into a read-worthy plot or theme. A writer may find this a bit difficult to do as it is his creation and each character is close to his heart.

Those who self-edit need to understand that a good story needs structure and development; to write is an easy task but to put it in a structure is challenging, which is many times done at the editing table.

When a writer is penning a book, he is keen to showcase his writing skills, vocabulary and even subject knowledge. Hence he indulges in fancy writing with usage of multiple phrases and decorative words; at that point of time the writer completely forgets about the reader and his particular level of understanding! It is precisely this error which is corrected by the editor while editing the book. A writer is expected to make minimum use of adjectives and maximum use of nouns and verbs – this too is ensured by the editor. So, when the writer takes up the task of editing his own manuscript these points should be

considered by him.

In the role of a self-editor, the writer is also expected to clip unwanted words, clean up the mess of the superfluous and hone the document into a subtle piece. A writer might have gone in-depth into the details of many things which are unscientific and unwanted; the critical role of the ed- itor is to delete all such details and simplify it. Each paragraph needs to develop a single point so if multiple points are covered in one paragraph by the writer the same has to be corrected by him in his role as self-editor.

It is the responsibility of the self-editor to correct the mistakes of overuse of punctuation or mannerism or repetition; besides of course clamping down the creation of a common character by the writer.

As a self-editor one has to ensure that the writer has adhered to the right timing of the situation and the location depicted in the script matches the actual one. As an overenthusiastic writer can commit the mistake of putting in a wrong description which if failed to be corrected in his role as self-editor may send wrong signals about the writer's knowledge.
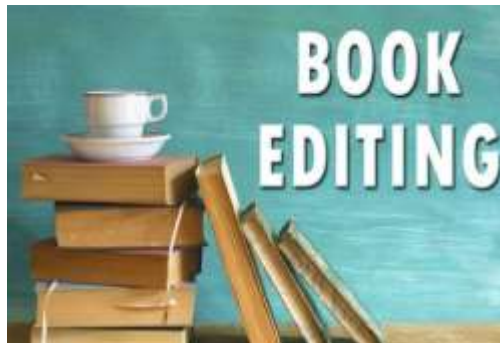
Even after one is through with editing the manuscript it is advisable that either the writer, self-editor or a close friend or professional contact goes through the manuscript at least once; to ensure that if in case any mistakes have been left out while editing the manuscript they can be immediately detected and rectified prior to the manuscript landing on the publisher's desk and being thrown out for the errors!

They can provide critical feedback on the plot or story development to enable rectifying issues which if left uncorrected may adversely affect the publisher's decision with regards to publishing of the book.

From the broader perspective, there are four types of professional editors for book editing - copy editors, line editors, developmental editors and proof editors.

The editor's role is to set the right tone of the book and make

sure that the required characters are built well and unnecessary elements are eliminated. He also needs to ensure that - there is a perfect story structure and pace so that readers do not get bored – rather on the contrary an interest and curiosity are created; the content is presented in such a way that the readers get a feeling that this is something which they have never touched or read before. Marketing of a book is very important and to make it saleable is an art that a develop- mental editor displays while editing the book and developing it into a hot-selling plot.

8.5 SECTION : 4 : NON-VERBAL COMMUNICATION - PHOTOGRAPHY, ILLUSTRATIONS,MEMES

One can convey a message - without using written or verbal words - only through illustrations (cartoons), photography, or memes and gif. All of these are termed non-verbal communica- tion. Non-verbal communication is communicated through various formats like physical move- ments, tasks, colours, signs, symbols, signal chart; it articulates feeling, attitude and information.

It is such a powerful form of communication that without using a single word it can spell out all that a cartoonist or illustrator wishes to convey. There is an interpretation that non-verbal com- munication expresses human emotions more effectively and perfectly than words. It is more effective, because it is believed that it does not lie and is completely trustworthy; such expres- sions are comatose but are live because they relate to daily life. The most important aspect of non-verbal communication is that each reader will interpret as he observes and understands and so is able to connect with it and also feel that it expresses his view or opinion and that is why it has more impact than text.

The other advantage of non-verbal communication is that the reader does not need to be literate in any language; as non-verbal mode of communication is by sign, symbol or colour or drawing which can be understood by anyone with basic observational powers and understanding capa- bilities. A study has found that people from different cultures, communities and countries have common understanding capabilities of such prompts. This makes it more effective

Non-verbal communication in general can be categorized by - eye contact, facial expression, gesture, body language and humour. Over and above these, physical characteristics like - cloth- ing, hair style and background – also figure in non-verbal communication. Touch also falls in the non-verbal communication category. There can be good and bad

touch. Bad touch can drag the person into the raging #Me too controversy; while good touch suggests a comfort level. As we all know a loose handshake is not considered to be a good sign in the diplomatic world; where a firm handshake conveys a message of strongly bonded relations. In the same way a warm hug is a firm tip for leadership to take relations ahead. Though these cues and signs can be understood by anyone, yet the local or native culture also has a great influence on the same.

One may be surprised to notice that relations generally don't develop on the basis of verbal communication but rather by eye contact or by good gestures and warmth expressed through body language and that is the reason why non-verbal communication is extremely important.

Against that the other limitation of verbal communication is language, as whatever is written in English can be communicated to only those individuals who are English-literate. It can't travel beyond it unless and until is backed by some visuals or photographs which can help other lin- guistic individuals to interpret the same to some extent.

Now, post learning the meaning and importance of non-verbal communication let's understand few non-verbal communication formats, their usage in media and the role they play in building the brand of media.

Illustration – in early days was more known and rec- ognized as cartoon. The cartoon was published for the first time in Ben Franklin's newspaper **The Pennsylva-nia Gazette** on May 09, 1754. The cartoon was part of Franklin's editorial on the disunited state of the British Colonies. Ever since then most of the cartoons carried by print media showcase political commentary or ex- press concern over political development or leadership.
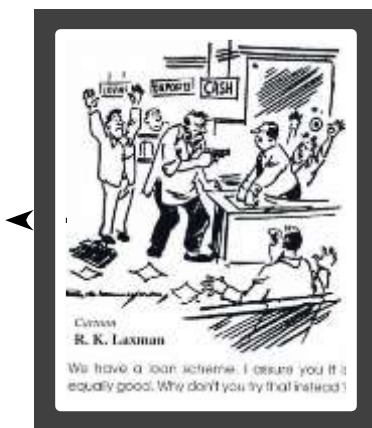
Cartoons, caricatures or illustrations have played a very import- ant role in print media; and many times these illustrations have become synonymous to the publication; for example R K Laksh-man's illustrations in the **Times of India**, Unni's illustrations in **The Indian Express**. Some 22 years back one of R. K. Lakshman's

illustrations showed a bank robber brandishing a pistol to a cashier, with the cashier stating, "We have a loan scheme, I assure you it is equally good, why don't you try that instead" These words turned out to be true, as well-established business men fled from the na- tion post borrowing thousands of crore of rupees from banks!

Before going deeper into photo journalism, one needs to learn when was the first photograph used in print media? American History claims that on March 4, 1880, a photomechanical re- production photograph was produced in the **Daily Graphic**. It was only since 1919 that photos were routinely published in American dailies, but it was New York's **Illustrated Daily News** that had published the photograph for the first time.

Photography: Fred R Barnard of **Printers' Ink** had said on March 10, 1927 that, 'A picture is worth ten thousand words'. We can understand this with an example: Photograph by Pablo Bartholomew (1985): A child killed in Bhopal due to Union Carbide India-gas tragedy.

Memes and GIF are the extension of illustration of print media for the internet world. The word meme was coined by Richard Dawkins in his book, 'The Selfish Gene' in 1976. He had attempted to explain the cultural information spreads. It is said that internet memes are branches of this general memes concept. Meme in Greek is pronounced 'Meem' and its meaning is 'something which is imitated'; in the world of internet it means image or video. Memes exist in many forms like meme jacking, quote images, micro videos; it is more often used to promote business and political ideology and target the political opponent.

'GIF' or 'jif' means 'Graphic Interchange Format'. It was invented by Steve Wilhite in 1987. Now GIF has become part of social media and every individual using smart phone is bombarded by hundreds of GIF in a day. Its average size is hardly 2 to 5 seconds making it more accessible and watchable. Its popularity is growing by leaps and bounds as it can be easily shared on social media. GIF is used to spread fun and humour and express emotions and so the younger generation loves it more as it minimizes the need for typing!

8.8 KEYWORDS

Screen Writing	A combination of script, story composition, scene blending, character building and playing on emotions to create a thrill.
Outline	Each scene or act, which elaborates the act, scene, dialogue and character more precisely.
Documentary Filmmaking	Documentary is an extension of news or current affairs and some major issue-incident that has occurred recently. In a documentary one is attempting togo in depth and dig out all aspects of the subject that were not covered in the news or current affair packages. It tries to give a complete picture of the subject or reveals a plot that was hit her to concealed.
Editing a Book	Editing a book means giving it a meaning, eliminating unnecessary char- acters, giving it structure and thickening a plot and overall sharpening the outlook of the book. It is an added advantage if the editor is an authority on the subject.
Non-verbal Communication	Non-verbal communication is communicated through vari- ous formats like physical movements, tasks, colours, signs, symbols, signal chart; it articu-lates feeling, attitude and information.
PCR	Problem Complication Resolution

8.9 CHECK YOUR PROGRESS

1. Screen writing is just not a script or dialogue. True or False.
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2. Give the best teaching tool example for Screen Writing.
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3. Who helps to develop the story?
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4. While writing a screenplay for Hindi movies one has to keep in mind that songs are notmandatory. True or False

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5. What is an art as you have to play with words?

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6. What is the time duration of Professional Documentary?

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7. What is the most important task of Documentary?

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8. Write the parts of Non-verbal communication.

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9. What is Non-verbal communication?

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8.10 REFERENCES

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- https://en.wikipedia.org/wiki/Documentary_film
- https://en.wikipedia.org/wiki/Nonverbal_communication

Answers:

1. True.
2. SHOLAY Movie.
3. The Outline.
4. False.
5. Writing Lyrics.
6. 25 to 30 Minutes.
7. Research.
8. Illustrations (cartoons), Photography, Memes and GIF.
9. The Non-verbal communication expresses human emotions more effectively and perfectlythan words.

UNIT : 9	UNDERSTANDING NEWS

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STRUCTURE
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9.0 Introduction

9.1 Learning Objectives

9.2 Section 1: News and Society

9.3 Section 2 : Going Beyond News in Newspaper and TV

9.4 Section 3 : Elements of NEWS: The Factor of Ten

9.5 Section 4 : Evolution of the Definition of News

9.6 Keywords

9.7 Check your Progress

9.8 References

9.0 INTRODUCTION

- What differentiates information from news? Is every piece of information news? How do journalists decide which information to carry as news and which to not?
- These are essential skill of journalism. The very heart and core of the practice of journalism is understanding news. News is a dynamic subject. An expansive word, covering a whole lot of myriad definitions. Myriad, because these definitions are generalised and customised at the same time. This oxymoron is one of the reasons why understanding news is such a nuanced and complicated subjects.
- We cannot stress enough the need for a journalist to have a robust news sense. This Unit is dedicated to give the student an understanding of news, but do know, that this is one of the many. Acquiring news sense is a slow process that has to gestate and come

of age with time,exposure and experience for each journalist.

9.1 LEARNING OBJECTIVES

- To familiarise students with the importance of news.
- Give students an understanding of the term 'news sense'.
- Introduce them to the dynamics of news gathering and disbursal.
- Analyse news over the centuries in various forms.

On Completion Of This Unit, You Will Be Able To

- Students will know the complexity and significance of understanding news
- Students will have a theoretical understanding of the elements of news.
- Understand how to read newspapers and view TV Channels to absorb news according torelevance.

9.2 SECTION: 1: NEWS AND SOCIETY

To understand news and its influence and impact on society first of all we need to under-stand the meaning of news:

News:

In very simple language news means - new information that is noteworthy; and about any recent event.

The general impression is that news means information that is reported in newspaper/mag- azine, radio/news channel. Gone are those days when one judged news as only that infor- mation which was published, aired or broadcast. With the changing times the gravity of information is also important. So, even when the newspaper/magazine, radio/news channel does not publish or air a piece of news; yet it can be termed news because it is a recent eventand can be affecting an individual or a family or a section of society. Hence, any information that has positive or negative sides can fall in the category of news.

Let us delve deeper into the definition and interpretation of news based on its gravity which makes news for the newspaper/magazine, radio/news channel.

- **Example**
1) A *four year old boy falls from the balcony of his flat and breaks his arm.*

- You may not find this news in the local newspaper, radio or channel as it does not affect orpertain to a large section of society.

- Yet this is news, for the family, neighbours and relatives of the child. You must have ob- served and even seen neighbours and relatives visiting the family once they get the informa- tion about the incident.

- Now, let us understand why it is not news for the newspaper and other mediums. It makes news for media, when the child has fallen from the balcony if the residential colony has been built by a government/semi-government agency and the incident occurred because of poor quality of raw material and construction. Here, that is not the case. Neither is the child the son of any celebrity, about whom people at large will be interested in reading, learning andknowing.

2) *Shah Rukh Khan's son Abram screams at paparazzi - this video goes viral*

Now look at this, a four year old Abram screams at the paparazzi photographers and the video goes viral and millions viewit on social media.

☞ *What is news here?*

Abram was at the birthday party of Aaradhya Bachchanand after attending it he was climbing into his car, he found that photographers started taking his pictures and then started shouting atthe photographers - No pictures, please no pictures!

This video goes viral and it also gets space not only in the entertainment sectionsof the news- papers but in the general news sections of leading newspapers too.

Now the question to ask here is - Why this is news and why did the newspapers carry it?

The very first reason is that Abram is the son of the super star of the Hindi film industry Shah Rukh Khan. He wants to safeguard his privacy and is hence trying to stop photographers from taking his photographs.

Such incidents do attract the attention of readers, listeners and viewers as they pertain to the son of a star and so the incident gets more space than that of a layperson's child falling from his balcony and breaking his arm.

Keeping this in mind media lifts the news that can have a larger impact on society. News is a dual-edged sword which can both build society and also destroy the fabric of the harmony.

138

Now let's take a quick look into the news that are selected by the media to publish or air and why these pieces of news get more space over others.

- *Example -1:*

- Kishanbhai, a farmer from Gujarat has developed an indigenous onion seed that provides better yield than hybrid seeds. Kishanbhai's indigenous seeds give yield of 20 tons per acre, whereas the hybrid seeds provide a yield of 15 tons per acre.

- Media published the news because this development can help many other farmers to ex- periment with the indigenous seeds and make more money. This is also news for the larger section of the society because it is interesting information as the seed has been developed by a farmer. If many farmers buy and try these indigenous seeds the production of onions will increase which will help the state and nation to meet the demand.
- *Example-2:*

- The state government grants permission to open 6 new medical colleges in various parts of the state.

- This news gets wide publicity in the media because it is affecting society on a very large scale, as the decision will inspire many students to work hard to get a seat in the medical college. Moreover, many more students will pass out from these medical colleges, hence society will also get many doctors because of which there will be an overall improvement in the health facility being provided to the community in general.

9.3 SECTION: 2: GOING BEYOND NEWS IN NEWSPAPERS AND TV

- Many times one's parents or friends must have told one - Don't take things at face value. Similarly one must have also heard of the popular quote 'read between the lines'. This phrase is especially apt for news.
- Reading, listening and watching news is an art. All that one reads, hears or watches is not that simple as what one has read, heard or watched…it is much more than that. This is especially true with regards to news. One must think why that particular development, an- nouncement has taken place now. Why has there been a militant attack, what is the purpose behind the attack? One will never get all these answers through the news that one is reading, listening or watching; on the contrary one will find answers to these questions

139

only if one tries to interpret and analyse the news beyond the words and read between the lines.

- **Example -1**

- Militant attack on Mumbai on November 26, 2008 killed 166 people at four locations includ- ing, CST Railway Station, Taj Hotel, and Hotel Oberoi. In this attack three police officers of the Anti-Terrorist Squad of Mumbai too were killed.
- For any ordinary reader, listener or viewer, this is earth shattering news. For them it is an attack on the sovereignty of India. For them the only solution to the militant attack is to teach a lesson to Pakistan. If you are one of those common ordinary Indians, you too will think and take the development as it is, instead of going beyond the development.
- Very few will be aware that the attack was not that simple and straightforward as it seemed and looked.

Now, let us try to look and interpret the news.

- During those days Indo Pak talks were going on and the attack on Mumbai not only derailed the talks, it also created a feeling of distrust between both the nations. In response to the militant attack, India had to carry out surgical strikes on militant camps across the border.
- During the attack on Mumbai, a building where Jews were residing was attacked; In Hotel Taj and Hotel Oberoi foreign tourists were targeted. The killing of foreign tourists made India an unsafe tourist place. Killing of Jews widened the gap between India and Israel.
- Three police officers of Maharashtra were gunned down in the militant attack. They were heading the anti-terrorist squad that was investigating the bomb blast in Malegaon and other places.
- When you read some news, you only get to know what has actually happened, but if you weave the threads and connect incidents with each other then only will you be able to under- stand and be able to interpret the intention and motive behind such attacks.

9.4 SECTION: 3 : ELEMENTS OF NEWS : THE FACTOR OF TEN

- These elements of news are - proximity, prominence, timeliness, oddity, consequences, con- flict, human interest, extremes or superlatives, scandals and last but definitely not the least impact. We shall try to explore each of these elements and understand how each one plays a vital role while deciding the piece of news and its newsworthiness.
- Let us start with **proximity** because this directly connects with the

reader based on location. Readers are not looking out for news regarding what is happening in the world; the first thing which a reader wants to know is what is happening in his surrounding area. It could also be about an area which he knows; or where someone close to him stays; or a place which he has either visited in the past or wants to visit in the future. So he tries to connect with the area with news about it or an incident that has occurred there.

To gain a proper understanding about this let's look at a few examples.

15 persons died in a bus collision near Somnath in Gujarat. A bus, carrying pilgrims from West Bengal (WB) on tour to Gujarat's religious places, met with an accident near Som-nath on Friday morning.

This news can be a headline or front page news for a newspaper being published in Saurashtra/Gujarat or in West Bengal. Why can it be a lead story in newspapers in Saurashtra? Because the accident has occurred near Somnath, close to the newsreaders' town, village or city. There is also a slight possibility that some local might have got injured or passed away in the same collision. In the same way it can be a front page story or lead in newspapers at West Bengal; as the pilgrims were from this State. But the same news has minimal value for the newspapers published in South or North India and news channels because there is no proximity and connection with their readers/viewers. So, proximity has great value while deciding the newsworthiness of the news and its placement in the newspaper.

Like proximity, **timeliness** is equally important while deciding the placement and size of news. Stale news doesn't get prominence, unless and until the information is in public domain for the first time. News placement is decided on whether the incident or announcement is made now/ today (now for news channel and today for the newspaper). Is it a day-old or too old piece of news? If the news is too old it will not get space at all.

- ***Example:***
- In the late 80's separatist movements and agitations in Jammu and Kashmir were carried as front page news.
- 28 years down the line, now separatist movements and agitations are no longer front page news. Now it only becomes news when the soldiers die in stone pelting and militant attacks.
- News loses importance with time. When it happens for the first time it has immense impor-tance, but if it continues for a long time it then loses its importance.
- Even when we are discussing about timeliness, the news connected to a major incident or war, natural does get prominence, because of the gravity of the news that took place some decades or centuries back.

- *Example:*

- Any news connected to Mummies in Egypt gets good placement and air time in present times too.
- On February 02, 2019, media from across the world reported about 50 more mummies be- ing found from a tomb in Egypt during excavation by the archaeology department. In 300 BC,the mummification method was practiced in Egypt, where in they used to preserve the body of people holding very important posts. The latest mummies have been found in Min-ya, South Cairo of Egypt.

  One of the basic elements of news is that it should be an **oddity** meaning unusual. As we all know the popular quote, 'if dog bites a man, it is not news, but if man bites dog it is news.' A question arises in our mind as to why oddity or unusual becomes news; basically because it surprises and in some cases even shocks the readers/viewers. The surprise and shock created in the minds of the readers/viewers lends value to the news.

Let us go through some examples:

☛ *May 26, 2017*

A 21 year old youth and son of a police inspector from Mumbai killed his mother because his mother wanted him to pursue higher education for which she used to constantly scold him.

☛ *January 12, 2018*

Indian news channels broke this news: Four senior judges of the Supreme Court called for a media conference and alleged that the CJI did not take any action to address their grievances and further stated that the Supreme Court is not in order and many undesirable things are happening there.

This news made top headlines because right through the history of the Indian Judiciary, never had any senior judge come out so openly against the CJI. As it was unusual and shocking it made headlines.

Consequences: If any action, accident or development has the competence of surging a chain of reactions, then for that reason too it becomes a piece of news. The chain of reactions or after effects can be positive and negative depending upon the first development.

❖ *Examples:*

- On November 08, 2016 India's Prime Minister Narendra Modi demonetized 500 and 1000 rupee currency notes.

- This action was going to curtail the currency flow in the market for some days till the new currency notes completely replaced the scrapped notes. It could have grave repercussions of an economic fallout.

- The trade war kicked off by America was not just going to affect China and America, but the entire world was going to pay for it. As international prices of some goods were to rise and prices of some products were to diminish. Many nations were to benefit from the trade war and some were to lose because of it.

If consequences are of interest so is conflict and issues of human interest.

- Since the onset of civilization conflict has always been an issue which has been widely de- bated and talked about for all the wrong reasons as it is in conflict that mankind is killed and harmony shattered.

- For decades the conflict between the Palestine Liberation Organisation and the Israel Gov- ernment has been in the news.

- Even after decades it still makes headlines and front page news because every day innocents are killed on both the sides as the two communities are fighting for their existence, land and rights.

- Like conflict human interest also is accepted by the masses and classes as stories of human interest spread positivity. These stories inspire readers and viewers hence they get special space in print and electronic media.

On April 20, 2018 most of the newspapers of the country carried this news

- 9 year old Anupriya of Villupuram of Tamil Nadu donated INR 9000 from her piggy bank -for the flood-affected victims of Kerala - which she was saving for the last four years to buy a new bicycle for herself.

- In the same way scandal also makes big news because public money is siphoned off by the persons in power.

- In our nation suspected scandals like 2G Scam, Coal Scam, Bofors Scam and the RAFAELPurchase Scam have made headlines.

Prominence is another critical element which makes a piece of news. A well-known person, place, or event has a stronger news angle than something that the reader/viewer/listener isn't familiar with. A guest speaker visiting the Independence Day celebration of a local academic institution doesn't resonate with many people ... unless that speaker is a celebrity – from politics, sports or Bollywood.

- Whether it's a peaceful protest held in New Delhi or a 20-car pileup on the highway, the more people involved in an event, the more newsworthy it is as it creates a deeper impact on the reader/viewer/listener. Similarly, the number of people affected by the event will affect its newsworthiness, whether it's demonetization or an alleged outbreak of Dengue.

Last but definitely not the least is the element of extremes or **superlatives**. Audiences are always interested in the first, the best, the longest, the smallest, the highest etc. – if one canlegitimately claim one. But one needs to be extremely cautious and careful here. Do not overly focus on this, create hyperbole, or exaggerate claims; because dishonesty here will comes back to bite you.

9.5 SECTION: 4 : EVOLUTION OF THE DEFINITION OF NEWS

We have already learned earlier about the evolution of journalism. It basically started with re- porting gossips in the coffee house. With time it changed and started reporting about the trendsfirst. It is agitation and movement and the aspirations of people that changed the definition of news and for the very first time hard news or spot news was reported in the eighteenth century. It is technology that brought in a sea change in the definition of news catapulting it from gossip to spot and event reporting.

In 1844, William Richardson, the first editor of the **Daily News** was the first editor to introduce independent reporting, without any bias and impartial reporting. Till then newspapers were mostly running political commentaries in favour of the party towards which the newspaper proprietor was believed to have a leaning.While formulating the newspaper policy, Richardson had categorically made it clear that, "Only that news will be published that are benefitting to thereaders", and this was the beginning of an independent era on our planet.

After shaping up the definition of independent general news, Richardson can be credited for defying economic or business reporting. He had visualized Texas becoming an economic centre and he reported about the availability of vast land in Texas, about crop land, and how the mer-chants were financing to homesteaders in Texas.

Though at that time many newspapers were being published but it was **Daily News** that had started hiring professional journalists and writers.

In the early eighteenth century, publisher and editors thought that readers were interested only in government actions and decisions, so the entire focus was on this. But, with professional journalists entering the field there was an outburst of new ideas. They started reporting on Club Business and Who's Who, this how the major events of the city started getting coverage.

Gradually publishers and owners started hiring women journalists who added the flavour of social reporting.

History claims that for the initial few decades newspapers only published text news. No pho- tographs were carried in the newspaper. But, illustrations were introduced in the newspaper in 1870. Photographs were first time used as news only in the first decade of the nineteenth century.

It was in the mid-eighteenth century that civil war took place in Europe, an America journal- ist travelled to Europe to report the same; and this was how conflict news got its space in the newspaper.

Post industrialization the definition of news evolved very fast. Professional journalists gradu- ating from universities in America and UK started bringing in a new path of reporting. Civic reporting was introduced in which reporters reported about the civic issues in developed cities, civic budgets and urban planning strategies.

With the upsurge of the literacy rate and growing interest of readers and their need to get more information, newspapers also started reporting - news received from the court room, environ- mental issues; human rights; inequality, racism et al. The mid-nineteenth century was an era when the very definition of news witnessed a major make over. From rights it moved ahead to become market oriented and through business reporting - fashion, trends and product launching got their rightful space in the newspapers.

Then came the electronic media – the era of the news channel. It's presence threatened the veryexistence of the print media as news or major developments heard were immediately telecast by news channels, and some were quick and smart enough to adopt technology and introduce live reporting, because of which came the rampant impression that newspapers carried stale news. So, newspapers were compelled to go through a metamorphosis and look beyond being mere providers of news – that's how the concept of news analysis came into place.

In comparison with news channels, it was becoming difficult for newspapers to keep their read-er stratum intact; hence they introduced colour printing and also new style and formats of newspresentation and presenting news with graphics.

To serve and maintain the interest of their reader segmentnewspapers introduced community news reporting. To add a flavour to it came entertainment news and science and technology reporting.

With the development of society in general and the world in particular, the definition of news definition has innovatively and creatively evolved in sync with its aspiration to cater to readers and viewers. It is this which has led to constantly attempting to report news that addresses eachsection of the society and class.

9.6 KEYWORDS

News	In very simple language news means - new information that is noteworthy; and aboutany recent event.
Dual-edged sword	News is a dual-edged sword which can both build society and also destroy the fabric of the harmony.
Indigenous seeds	Kishanbhai, a farmer from Gujarat has developed an indigenous onion seed that provides better yield than hybrid seeds. Kishanbhai's indigenous seeds give yield of 20 tons per acre, whereas the hybrid seeds provide a yield of 15 tons per acre.
Rigorous punishment	Such news makes headlines, not only because of the crime, but also because of the rigorous punishment announced by the trial and later by the high court beingupheld by the Supreme Court.
Garnering the information	one should select the newspaper of one's choice for a detailed and insightful reading and understanding through garnering the information on the local,

national and international defence and strategic affairs.

9.7 CHECK YOUR PROGRESS

Q.1: What is the meaning of the general impression in News?

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Q.2: Give the categories of news?

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Q.3: A four year old boy falls from the balcony of his flat and breaks his arm, Is this news forthe radio or news channel?

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Q.4: What are the subjects of Newspaper?

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Q.5: How maximum pages are in the Newspaper?

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Q.6: Is the readers only look at the political news section who is sports interested? True orFalse?

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Q.7: What are the Art of the news?

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Q.8: Give the locations of 26/11 2008 Attack?

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Q.9: Which day The PM Narendra Modi Demonetized 500 and 1000 rupee currency Notes?

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…………………………………………………………………………………
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- How to read a Newspaper by Edgar Dale

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- https://www.youtube.com/watch?v=_eNCJrW62WY

Online:

- http://unesco.mil-for-teachers.unaoc.org/modules/module-2/unit-1/
- https://us.sagepub.com/sites/default/files/upm-binaries/66137_McQuail_ch_1.pdf

Answer:

A.1: Information that is reported in Newspaper/Magazine, radio/news channel.

A.2: Positive or Negative.

A.3: No, this is news for the family, neighbours and relatives of the child.

A.4: Local news, National, International, Business, Sports, Entertainment, Editorial page,Op-ed (Opposite to Editorial Page), Daily supplements/Magazine.

A.5: 20 to 25.

A.6: False.

A.7: Reading, listening & Watching news.A.8: CST Railway Station, Taj Hotel, and Hotel Oberoi.

A.9: 08 November, 2016.

| UNIT: 10 | INVERTED PYRAMID |

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STRUCTURE
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10.0 Introduction

10.1 Learning Objectives

10.2 Section 1: Definition of Inverted Pyramid

10.3 Section 2 : Significance Of The Concept

10.4 Section 3 : The Headline: Introduction and Importance

10.5 Section 4 : Introduction to the Lead

10.6 Section 5 : Nut Graph

10.7 Section 6 : Bridge, Background, Basic Writing Elements, the Body and the End

10.8 Section 7 : Important Tips about Inverted Pyramid

10.9 Section 8 : Significance of Inverted Pyramid in Non-journalistic Writing

10.10 Keywords

10.11 Check your Porgress

10.12 References

10.0 INTRODUCTION

- Of all forms of writing explored through the ages, inverted pyramid stands out as perhaps the most trusted and tested form which has stood the test of time since the American Civil War, especially when it comes to journalism.
- Inverted Pyramid stands out not just because of its form which is a

pyramid standing upside down but also because of front loading of the content meaning putting the most important information at the top and the least one at the bottom.

- If writing is the art of second thought, inverted pyramid is the style that helps to process one's thoughts and put them in place. Why? Since the most important and essential informa-tion is at the top, readers can get the gist of the story without having to wade through a sea of words.

- In short, the journalist structures the most fundamental information or what he or she con- siders as the conclusion first. So, not only just by skimming through the text does the reader get the essential information but it also saves him/her a whole lot of time. In fact, so useful is the inverted pyramid style that just one sentence can even determine the entire content of the story.

- Now, if the ABC of journalism is accuracy, brevity and clarity, inverted pyramid presents the purpose and perspective of the story.

10.1 OBJECTIVES

- Learn the art of writing crisply and clearly.
- Understand how to write by prioritizing information.
- How to construct the communication to keep it tight and interesting.
- Inverted Pyramid explains the universally standard way of communicating.

On Completion Of This Unit

- Realise the importance of keeping your communication short and simple.
- You will be able to understand how to write the lead of a story.
- Understand the concept of Inverted Pyramid in all forms of writing, especially news reports.
- Introduction to the significance of headlines and how to give punchy headlines.

10.2 SECTION: 1: DEFINITION OF INVERTED PYRAMID

What is an Inverted Pyramid? It is a structure or pattern of writing that helps the reader understand the news report or the information that the reporter

is trying to convey. Also, the structure helps the reader get a grasp of the story at the very beginning. Not only does it emphasise on the writing structure but the inverted pyramid style of writing aims at a better understanding of the information.

The inverted pyramid approach focuses on the 5Ws — What, Where, When, Why, Who — at the beginning of the article. It was no later than the American Civil War (1861-65) that the style was widely accepted and adopted as a professional standard.

Inverted simply means upside down. So, inverted pyramid is a structure that stands upside down. This is in the literal sense. Metaphorically, it means how one should structure or priori-tise information in the text or the news report. The report should begin with the most important information. As the pyramid is upside down, the important facts must appear first, meaning at the top of a news story. Following this, the details will appear in the subsequent paragraphs in order of significance. The lead paragraph or paragraphs should contain sources, quotes, back-ground and other information that would add value to the story.

Inverted pyramid presents facts on the basis of what the reader needs to know without having to go through the whole article. On the one hand, this style helps the reader save time while on the other, it helps readers, who have the time and inclination, to read the entire article.

Besides, this writing style handles the information systematically. It helps sub-editors or those manning the desk trim the story at any point without affecting the content.

History of inverted pyramid journalism

According to historians, inverted pyramid journalism originated in the 19th century, during the American Civil War to be precise.

Following the invention of the telegraph in 1845, corre-spondents, covering the Civil War, adopted a new style of reporting. They used telegraphs to transmit stories via the Morse Code. However, the desk cut the stories short and, most of the time, in mid-sentence. Realising the predicament, the reporters came up with a bright idea. They decided to place the most important information right at the beginning of a story or at the top. So, the main information, rather the meat of the story, was trans-mitted even if the other parts of the report were lost

No wonder even after 150 years, the inverted pyramid structure is still in use. Apart from helping the reader get the gist of the story witho

ut much ado, it also helps the newspaper or magazine make maximum utilisation of the space available. As newspapers and magazines usually face space crunch, stories have to be cut or shortened. So, by weeding out the background details, the inverted pyramid enables newspapers or magazines highlight the important information.

Also, one must keep in mind that the primary or the principle aim in journalism is to craft the words in such a manner that the message is conveyed with consummate ease. . The reporter has to express, not impress. And, the inverted pyramid style helps the reporter do exactly that.

10.3 SECTION: 2: SIGNIFICANCE OF THE CONCEPT

- The significance of the concept called inverted pyramid is that it is perhaps the only style of writing that has been in use in journalism for over a century, without any glitch.

- Basically, the style successfully keeps the readers engaged and helps them comprehend the story right from the first sentence. It also means that the individual can instantly decide whether the report interests him or her from the word go.

- The pyramid style is all the more helpful today than in the past because people now have short attention span, especially when they read something on screen compared to a newspaper. To-day, information is conveyed through relatively small mediums like iPad or smartphone.

- Summarising the stories as succinctly as possible has become the foremost requirement of reporters in today's highly competitive world where everyone is vying for attention. And, therein lies the essence or the significance of what we call inverted pyramid.

- The direct approach style of the inverted pyramid helps the reporter connect easily with the reader, especially if the latter already knows what is happening and is pretty much up to date with the events around him or her.

- As a journalist, one should use words strategically to draw in the person concerned. While the title or the headline of the story should be interesting or catchy enough to engage the reader, it has to be followed by a good beginning, one that will give the essence of the story that is being written or the report that has been filed.

- In fact, the first paragraph itself should give a brief summary of the story so as to grab the reader's attention. Once that is done, the reporter can go on to the following paras giving more and more details. These details have to be presented in such a manner that every para-graph overviews the main point. Almost every paragraph must have the core issue, which should be developed upon as it progresses.

- The bottom of the news story should elaborate the context, supporting ideas or background history. All in all, the inverted pyramid has always had a positive influence on reporting. It has helped journalists organise and structure relevant stories accordingly. Therefore, it is a systematic way to communicate the fundamental information to the reading public.

☛ *Let us take two examples to illustrate the above points:*

1) *The story on the Amarnath Yatra:*
   Headline: Amarnath Yatra off, Kashmir on tenterhooks
   First para: Tourists and Amarnath pilgrims were asked to leave the Valley on Friday and word spread that the army and the air force had been put on high alert, fuelling fears in Kash-mir that "something big" was being planned.

2) *The second story is on the Hong Kong protests:*

Headline: Hong Kong civil servants defy govt
First para: Thousands of civil servants joined in the anti-government protests in Hong Kong on Friday for the first time since they started two months ago, defying a warning from the authorities to remain politically neutral.

Both stories clearly demonstrate the efficacy of the inverted pyramid style with clinical precision.

10.4 SECTION: 3 : INTRODUCTION AND IMPORTANCE

David Ogilvy

Headline is usually the single most important factor for a news story. Why? Simply because headlines can clearly determine whether your target audience is going to read the article or not. Incidentally, there are people who just skim through the entire newspaper as part of their daily routine and only stop when they come across a headline they like. They may not like the story below but at least read the first para before going on to another page. The habitual reader follows a set pattern.. "Four out of five people only read headlines. Nothing more," said David Ogilvy, famous ad man. And, if people do choose to read the rest of the ad/article, that decision is based entirely on the headline. The importance of a headline has never been lost on anyone.

Headline is not just a title but it helps readers easily identify what the write-up contains, its rel- evance and whether the piece would be interesting and informative. With the amount of content being pumped out on to the web, the average internet surfer reads 80 per cent of the headlines, but only 20 per cent of those surfers will actually read the article. Therefore, you should spend just as much time crafting a solid, strategic headline as you would do on the article.

One might often find the sentence construction of headlines does not follow the strict gram-mar rules of the book. This is because headlines in English often follow a set of rules in grammar known as 'headlinese' that is designed to meet stringent space requirements. This necessitates

dropping for some conjunctions, articles, connecting verbs, etc. The essential idea of a headline is to draw attention to the article.

The headline could be written by the writer, or given by the copy editor or even by design- ers or other editors. However, in the end, the responsibility of clearing a headline and all itsimplications rests with the editor.

In a nutshell, in case of in inverted pyramid, start headings with significant words. The first words then communicate the subject matter and catch the eye of the reader. Well-composed headings at the beginning of each section help readers to skim and scan the entire article look- ing for points of interest.

If you need some help writing catchier headlines, here are a few simple tricks.

1. Use numbers to give concrete takeaways.
2. Use emotional objectives to describe your reader's problem.
3. Use individual judgement in what may make the headline stand out as unusual, to indicatethe contents of the story, without misguiding the reader.
4. Use what, why, how, or when.
5. Make an audacious promise Use numbers to give concrete takeaways Although there isn't really any hard-and-fast rule regarding what numbers work best, people typically remember only three to five points.

10.5 SECTION: 4 : INTRODUCTION OF THE LEAD

The lead section (also known as the lead or introduction) of an article is the one that appears before the contents and the first heading. The lead serves as an introduction to the article as well as a summary of its most important contents. The lead is the first thing most people usually read in an article. It gives the basics in a nutshell and cultivates interest in reading and most importantly, it should be written in a clear, accessible style with a neutral point of view. The lead should give a concise overview of the contents of the article. It should identify the topic, establish context, explain why the topic is important or noteworthy, and summarize the most important points, including any prominent controversies. In short, the lead section should es- tablish in no uncertain terms not only why the article is being written but also that it merits thereader's attention. The lead section should briefly summarise the most important points of the articlein such a manner that it presents a

concise version of the article.

It is even more important here than in the rest of the article that the text is accessible. Lengthy paragraphs and overly specific descriptions – should be avoided at all cost. Longer details should be saved for the body text.

Consideration should be given to creating interest in the article, but there should not be any hint at startling facts without describing them. In general, introduce useful abbreviations, but avoid difficult-to-understand terms and symbols.

Types of Leads

The lead is perhaps the most important section of the article or the face of the news story to be precise. There are many ways of writing leads. Some of them are given below. Straight Lead Also known as the summary lead, this is by far the most common and traditional version; it should be used in most cases. It is a brief summary, containing most of the Five W's and H — Who, What, When, Where, Why and How — in one sentence.

"The European Parliament voted Tuesday to ratify the landmark Paris climate accord, paving the way for the international plan to curb greenhouse gas emissions to become binding as soon as the end of this week."

☞ *Anecdotal Lead:*

- The anecdotal lead uses a relevant story to entice or lure the reader. The anecdote, a short and interesting story, must help enhance the article's broader aspect and explain the connection with it in the first few sentences following the lead.
- Thirty people died and seven others were injured in two mass shootings within just 13 hours of each other in the US, shocking the country and prompting calls for tighter
- gun control measures. The first massacre occurred on Saturday morning in the Hispan- ic-dominated border city of El Paso, where a gunman killed 20 people at a Walmart store be-fore surrendering to police. Scene-Setting Lead The scene-setting lead describes the physical location of the story.
- "On the second floor of an old Bavarian palace in Munich, Germany, there's a library with high ceilings, a distinctly bookish smell and one of the world's most extensive collections of Latin texts. About 20 researchers from all over the world work in small offices around the room."

☛ *First-Person Lead:*

- A first person lead is typically where the journalist gives the reader a peek into his own ex-perience on the subject.

- It should only be used when you have a valuable contribution and perspective that could help enhance the storyline. "For many of us, Sept. 11, 2001 is one of those touchstone dates — weremember exactly where we were when we heard that the planes hit the World Trade Centreand the Pentagon. I was in Afghanistan."

☛ *Observational Lead:*

- This type of lead is used when the writer is a subject expert and would want to begin the story by making an authoritative observation that gives a larger perspective of the story. It is im- portant to explain the context of the observation either in the lead itself or immediately after.

- "Tax records and literary criticism are strange bedfellows. But over the weekend, the two combined and brought into the world a literary controversy — call it the Ferrante Furor of 2016."

☛ *Zinger Lead*

- The zinger lead is dramatic and attention-grabbing. Although it has a strong tone, it has to be substantiated with hard facts. "His last meal was worth $30,000 and it killed him." (The story was about a man who died while trying to smuggle cocaine-filled bags in his stomach.) Question Lead Question leads do just that: ask questions. Although they are effective in arousing interest, such leads should be used sparingly because they usually do not provide the main points of a story as concisely as possible. "What's increasing faster than the price of gasoline? Apparently, the cost of court lobbyists."

☛ *Second-Day Lead*

- This lead is usually a follow-up on an incident that occurred the day before and may continuefor a few more days.

- Eg: The parents of a 4-year-old girl who went missing yesterday are asking anyone who might have seen their daughter to inform them or authorities as soon as possible. "We are begging anyone who might have seen our daughter to please call the police or us. She has never been away from home without us, and we are certain that she must be terrified not to be in her own home. Please, anyone who has

information, please let us know," said Maria L. Norton, the missing girl's mother. The missing girl, Angela Melissa Norton, disappeared yesterday while she was under the care of a 16-year-old baby sitter, Nancy Bonner. When Angela's parents, Samuel and Maria Norton returned home from a movie, Bonner was asleep on the couch and Angela was nowhere to be found.

10.6 SECTION: 5 : NUT GRAPH

Nut graph (nutshell paragraph) is a paragraph in which the main points of a story are sum- marised. The term is also spelled as nut graf, nut graph, nutgraph and nutgraf. The nut graph is a derivative of the expression "in a nutshell" combined with the word paragraph to explain the essential theme of the story. A writer may refer to the act of writing a nut graph as nutshelling, while he himself is called the nutsheller.

A nut graph serves a few purposes, including:

- Justifying the point of the story by directing readers to the supporting material that helps readers see why the story is important
- Providing a transition from the lead to the rest of the story
- Telling readers why the story matters at that point in time In most news stories, the nut graph is written in the news style where the essential facts of a story are mentioned in the first sen- tence or two (known as the lead or lede). A good lead tries to answer the 5Ws and H quickly and succinctly. But, if the same story were to be written in feature style, then the beginning would have to be narrative. For instance, the first few paragraphs might begin by introducing a local Chicago tradesman on unemployment insurance because his lack of university cre- dentials prevent him from applying for jobs typically created by federal grants. In the third or fourth paragraph, the nut graph would come into play to explain how the story pans out, its importance and also include much (but not all) of the information from the lead to force the reader to continue reading. Instead of packing the whole story in the nut graph and crushing any chance of the reader reading the entire article, some points must be followed:
- Do not give away the ending of the story in the nut graph.
- Think about some of the questions that readers might ask early on and address them.
- Give readers a good reason to keep reading.
- Think about what the story really is and why people should read it;

then use one or two sentences to put your thoughts in place. The nut graph, often beginning in the third, fourth, or fifth paragraph, will further explain why the story is important. For example, if the news story concerns a candidate for an upcoming election, the nut graph will mention the date and also dwell on the issues involved. If the new story is part of an ongoing development, the nut graph is likely to summarise other events related to the latest revelations. For example, a story about the new discoveries related to the death of Jamal Khashoggi would have a nut graph detailing the circumstances of his death, his role as a Saudi critic, and the changing narrative of Saudi Arabia explaining his death.

10.7 SECTION: 6 : BRIDGE BACKGROUND, BASIC WRITING ELEMENTS OF THE BODY AND THE END

- A story is an amalgamation of multiple sets of information on a particular topic. Different ideas are presented in presented in form of statistics, comments of involved parties, com- ments of observers, experts, perspective, historical facts et al to make a cohesive whole.

- Every time a new idea is presented in the story, the writer uses a bridge statement to connect it with the earlier idea, to make a smooth flow of information.

- In 'Writing with Style: Conversations on the Art of Writing', author John Trimble explains that stories should maintain a steady flow by "bridging" ideas for the reader.

- Instead of beginning each paragraph with a sentence on a particular topic, you can use a bridge sentence to show how the previous idea relates to the one your article is about to in- troduce.

Background information:

- Background information is anything a reader needs to understand what the author of a thesis or an essay is talking about. Ditto in case of an article or a report in a newspaper or a magazine. For instance, with the Kashmir issue being the talking point both in India and beyond its shores, every reader would be eager to know the background. That is the genesis of the Kashmir issue, how it evolved over the years, who are the stakeholders, what triggered the abrogation of Arti- cle 370 in a hurry, the role of Pakistan, Indo-Pak ties and various other factors that have come into play.

10.8 SECTION: 7 : IMPORTANT TIPS ABOUT INVERTED PYRAMID

Here we present eight key tips for the Inverted Pyramid style of reporting.

1. Bottom Line Up Front (BLUF):

This is a popular concept world over for effective writing and speaking, derived with the overriding thought the attention span of your audience is very limited. Hence a piece of writ-ing or speech or even a conversation or presentation must be made keeping in mind that theconsumer will not stay till the end of your message. So the most important part of your mes-sage, which you would not want to missed; or without which your message is incomplete, should be given right at the beginning. Do not indicate, do not promise of delivery later, justsay it.

2. Short and crisp:
Keep your sentences in the opening paragraph short and straightforward. True enough, all the 5Ws and H need to be included, but they should not be woven into the same sentence.

3. Prioritise importance:
Of all the 5Ws and H, it is the writer's prerogative to decide which W or H is more import- ant and highlight it. This highlighting should begin with the headline and then the opening paragraph should also lead with this information. This hierarchy helps the reader get a senseof what is the important piece of information one needs to gather from this report. Eg:
a. 15 tourists died in a stampede outside the British Parliament on Christmas Day. (the who – 15 tourists and what – died in a stampede is given importance in his headline)
b. The British Parliament witnessed a stampede on Christmas Day. 15 people died.(The Where and What is given priority in this. The Who is secondary).

4. *Limit Adjectives:*
For effective writing, it is advised to use adjectives judiciously. Unless you are writing an opinion piece of a sharp nature. For news writing, or blogs and any other forms of writing where the writer is wanting to convey a piece of news or information, usage of adjectives hampers the

comprehension of the message.

5. Avoid Passive:
The opening paragraph needs to be action-packed. It needs to dxeliver information with an ur- gency for the reader to take your writing seriously. Writing in passive hampers the urgency.

6. Think, Re-think, Re-write:
Writing is the art of the second thought. The opening paragraph is the most important part of your story. Dedicate time to it. Write the opening paragraph, then improvise. And if time allows you, improvise again. To scrap every word and to re-write it is not in the least shame-ful, but a very robust practice.

7. Visual Writing:
The opening paragraph needs to engage the reader. One effective way to engage is to create a distinct visual image with your words. If the reader has a opening scene and enough infor-mation to pique his curiosity about what happens in the following scene, you have the reader going to the next paragraph and then the next. To write visual, you need to think visual. How to do this will be discussed in following Papers.

8. Abstract and Abbreviations:
Abstract long winding substitute for fact or designations, or unfamiliar substitutes should be strictly avoided in opening paragraphs. The first parts of every story is to be written thinking the reader is reading this for the very first time and knows nothing about the subject. A news report is always written keeping the lowest common denominator in mind. For follow-up stories, (second-day stories mentioned in earlier sections) contextual explanation can follow a basic news update of the story, which should arouse the readers' interest.

10.9 SECTION: 8 : SIGNIFICANCE OF INVERTED PYRAMID IN NON-JOURNALISTIC WRITING

Writing in the inverted pyramid style has so many benefits for the reader that everyone who writes for the web should write that way. What is the inverted pyramid? In journalism, the meth-od of starting with the conclusion is called the inverted pyramid style. Sometimes referred to as front-loading, it means you should put your most important information first while writing for the web. This style is called 'inverted' pyramid simply because it is an upside-down pyramid with the most

important information at the top. This style of web writing has many benefits:

- Readers can stop reading at any point and still come away with the main point of the story.
- By starting with the conclusion, the first few sentences on your web page will contain most
- Readers can quickly assess whether they want to read your entire article.of your relevant keywords.
- By front-loading each paragraph, readers can skim through the first sentences of every para to get a quick overview of the entire article. Journalists are taught to write news stories using the inverted pyramid structure. They front-load the story, putting the most important and at-tention-grabbing elements first, followed by supporting or explanatory information in order of diminishing importance.
- Today's Internet users are impatient for results. If they cannot find the points of interest quickly,they are likely to leave the webpage for one that is easier to skim. Visitors form an opinion of the webpage within seconds. If the first impression is not good, they will exit without casting a second glance – probably never to return. Visitors are more likely to stay on the page only if it's easy to scan for areas of interest.
- Reading pattern on the web is different from that for printed pages, be it newspapers, magazines or books. Most online readers tend to scan for information of their interest. Meaning, they do not read the writing word to word, but look for keywords that interest them. If these keywords stick out at them and grab their interest, they will stay on your page. The presence of these key-words will not determine whether your audience will stay with you. What matters is whether the reader is able to grab them during the 'scan'.
- The most common mistake web writers make is failing to write the content in a style that suits today's Internet users. If the article is easy to read and scan, it will hold the reader's interest for a longer duration. Remember the 3 Bs to make the web story easy to read.

1. Be concise. Reduce your word-count to about 50 per cent of what you would write for print – this is all that users are prepared to read on the Internet.
2. Be factual. Avoid jargon and fluff. Follow a style that is factual and objective.

10.10 KEYWORDS

Inverted Pyramid

It is a structure or pattern of writing that helps the reader understand the news report or the information that the reporter is trying to convey.

Lead

The lead section (also known as the lead or introduction) of an article is the one that appears before the contents and the first heading. The lead serves as an introduction to the article as well as a summary of its most important contents.

Bridge sentence / paragraph

Every time a new idea is presented in the story, the writer uses a bridge statement to connect it with the earlier idea, to make a smooth flow of information.

Nut Graph

Nut graph, also called nutshell paragraph, is a paragraph in which the main points of a story are summarised.

Headline

The headline is that sentence at the beginning of the article that gives an indica- tion about the nature of the writing.

BLUF

Bottom Line Up Front.

10.11 CHECK YOUR PROGRESS

Q1. In an Inverted Pyramid structure, the important facts should appear first or last?

_____
_____
_____
_____
_____

Q2. Identify the 5Ws and H in the following paragraph:

Tourists and Amarnath pilgrims were asked to leave the Valley on Friday and word spread that the army and the air force had been put on high alert, fuelling fears in Kashmir that "somethingbig" was being planned.

Who_____   What _____
When _____   Where_____
Why   _____   How   _____

_____
_____
_____
_____

Q3. It is crucial to give punchy headlines. True / False?

_____
_____
_____
_____

Q4. According to Ad Man David Ogilvy, how many people read only the headline?

_____
_____
_____
_____

Q5. List five tricks for a catchy headline

_____
_____
_____
_____
_____

Q6. Name Five types of Leads

_____
_____
_____
_____

Q7. What purposes does a Nut Graph serve?

_____
_____
_____
_____

Q8. Define the concept of Bridge Paragraph in one sentence.

_____
_____
_____
_____

Q9. What does BLUF stand for in the context of an Inverted Pyramid?

_____
_____
_____
_____

Q10. What are the three Bs to write a good web story?

_____
_____
_____
_____

10.12 REFERENCE

Books:

1. Dynamics of news reporting and writing, By Vincent Filak
2. The Associated Press Guide to News Writing, By Rene J. Cappon
3. Writing for News Media, By Ian Pickering

Answers:

1. First
2. Explaining the Ws and H:
    a. Who: Tourists and Amarnath Pilgrims
    b. What: Leave the Valley
    c. When: On Friday
    d. Where: Amarnath, Kashmir
    e. Why: Army and Air Force put on high alert, fuelling fears in Kashmir that 'somethingbig' was being planned.

3. True

4. Four out of five people read only the headline

5. Five tricks for a punchy headline:
    a. Use numbers to give concrete takeaways
    b. Use emotional objectives to describe your reader's problem

    c. Use unique rationale to demonstrate what the reader will get out of the article

    d. Use what, why, how, or when

    e. Make an audacious promise

6. Five Types of lead:
   a. Straight
   b. Anecdotal
   c. Scene-setting
   d. First person
   e. Observational
   f. Zinger
   g. Second Day
7. A Nut Graph serves the following purposes
   a. Justifying the point of the story
   b. Provide a transition from the lead to the rest of the story
   c. Telling readers why the story matters at this point of time
8. A bridge paragraph connects one part of the story to another part where a new concept isintroduced, connecting the two ideas in one place.
9. BLUF: Bottom Line Up Front
10. Be Concise. Be Factual. Be Direct.

PAID NEWS V/S
FAKE NEWS-I

- - - - - - - - -
STRUCTURE
- - - - - - - - -

11.0 Introduction

11.1 Learning Objectives

11.2 Section 1: What are Advertorials?

11.3 Section 2 : Differentiating Advertorials from Advertisement

11.4 Section 3 : How and When did Advertorials come into Being

and its Recent Trends

11.5 Section 4 : Understanding the Philosophy of Advertorials

11.6 Section 5 : Are Advertorials and Paid News the Same?

11.7 Keywords

11.8 Check your porgress

11.9 References

11.0 INTRODUCTION

- The dominating role of social media in disbursal of information, often paraded as 'news' has necessitated students of mass communication to clearly understand the terms. The terms paid news and fake news are different, though often interchanged.
- A student taking education in today's day will be working primarily in the digital space. Hence a categorical understanding of the medium, its strengths and challenges is the corner-stone of understanding the media of today's age.

- Paid News and Fake News are a reality of our times and their significance tends to be under- mined. In coming times, this phenomenon is going to compound. A mass communicator's ability to deal with it will determine his course of career.

11.1 LEARNING OBJECTIVES

- Sensitise students with the significance of the terms fake and paid.
- Underline the difference between the two. Give a thorough understanding of each.
- Understand what drives each of these phenomenon and learn how to deal with it.

On Completion Of This Unit, You Will Be Able To
- Students will be familiar with the two concepts and the difference between them.
- Learn how to identify paid news and fake news.
- A basic understanding of what drives them.

11.2 SECTION 1 : WHAT ARE ADVERTORIALS?

Advertorial in layman terms sim-ply means a marriage between an advertisement and an editorial! It gives no hint of being an ad-vertisement and gives an impres- sion of editorial content. Accord-ing to the Merriam Webster this word was used for the first time in 1946. Initially this was tried and practiced in print media later this has spread to radio, and tele- vision. One may soon find it in digital media too.

Advertorial on the TV is termed an infomercial. This is because the commercial contents of a company, brand, organization or political

party becomes information inviting for an action.

Here's presenting a look at the definition of editorial and advertisement. Editorial is content of news, developments, events, incidents, articles, columns. It is published free of cost as it has news or opinion value. Whereas advertisement is published in the newspaper against payment by an individual, company, organization or a political party. Now, in case a corporate or political party or government/authority does not want to release an open advertisement but wants to spread its message using editorial space and wants to get its information published like a news item or text then they opt for the new genre termed advertorial. The cost is cheaper than an advertisement and at first glance can mislead the reader to presume that it's a news item; as some newspapers/magazines don't disclose that it is paid space or a sponsored article.

There are several studies that claim that the reader, listener or viewer doesn't stop to read an advertisement, he turns the page, or switches the radio station or television channel. On the contrary it was found that if the same message is conveyed in the form of news coverage, readers do stop at it and peruse the content. Well whether the real outcome or result in the form of business increases either because of the advertorial or otherwise is an extremely subjective matter and it differs from case-to-case. But, one thing is sure that the advertorial is a weapon that holds a double advantage – while the first one is that it educates and creates awareness among the prospective client; the second one is that it simultaneously promotes the product.

Research conducted on advertising agencies and advertisers have found that advertisement ma- terial published in news content format attracts some 81 per cent more readers; vis-à-vis adver-tisements. That is why organizations, governments, political parties and even some individuals prefer the advertorial over the advertisement because it is cheaper and with the same, perhaps even deeper impact than the latter. Even media houses are interested in promoting advertorials as it earns them a good amount for their company.

Writing an advertorial material is an art just like writing advertisement copy. While for writing advertisement copy creative skills are a mandate; in case of writing an advertorial one requires dual skills from the copy writer - for editorial content as well as for advertisement. At no point, should the reader ever get the impression that this is promotional and not news content. So, when the advertorial is written in the news format one needs to make sure that 70 per cent of the content is news (of whatsoever the advertorial is about) and only 30 per cent should be devoted to promotion of the individual, brand, company, etc. There should be a perfect blend of news content and promotion.

one writes an advertorial one has to ensure that the readers feel that the content is useful for them. The reader should be pushed to tear

the page of the advertorial and preserve it – this is the truest success of an advertorial.

Here is one such example:

- David Ogilvy had written one such adver- torial for their client Rinso Detergent. The headline of the advertorial read, 'How to take out stains, use Rinso and follow these directions.'

- Along with the written text the article also displayed photographs of various types of stains. The article carried A-Z guidance for removing stains in normal households. And right at the bottom of the article was a line mentioning that buying Rinso can save 20 per cent on detergent purchase. This adver- torial was extremely successful and women used to tear the page and preserve it in their bathrooms for future reference on stain re- moval tips.

Advertorial Formats:
- There are many ways of getting advertorials published in the newspaper.
- The easiest way is to pay for the space one requires on the page of one's choice. Then share the editorial content to be published as an advertorial. One can either provide ready material or simply provide content to the sales/marketing department of the newspaper; they can design and publish it as an advertorial.
- The second format is special editions. These special editions are for targeted audiences; for instance special supplements on - engineering, pharmaceutical or information technology industries. The company releases an advertisement and against that gets the same size of space for the editorial content. In news channels live telecasts of top leaders of political parties are many times sponsored by the parties.

11.3 SECTION : 2 : DIFFERENTIATING ADVERTORIALS FROM ADVERTISEMENTS

- An advertising expert has rightly said that advertisement and advertorials are sisters or twins. Though the innate DNA is the same yet the looks are different. Though the target is the same, but the approach is different. While an advertisement is expensive; an advertorial is relative- ly cheaper. There is a perennial on-going debate even within the world of advertising with regards to which of the two is superior on grounds of content, positioning and effectiveness.
- There are professionals who are of the strong belief that advertisement is a notch up of ad- vertorial only on one ground which is quality content. A good question to raise here would be– How is this possible? Well, in case of writing an advertisement a professional copy writer is hired, who works for hours and sometimes even days to get the right copy that describes the product or the company bang in the same way as it wishes to position itself in the market.

❖ **Let us check these taglines of soft drinks**

Sprite:
1. " Bujhaye only Pyas, Baki All Bakvas"
2. "Dikhave pe Mat Jao, Apni Akal Lagao"

Mountain Dew:
1. Naam Banana hai, To risk Uthana Padega"

Thumbs Up:
1. "Taste the Thunder"
2. "Aaj Kuchh Toofani Karte Hai"

To prepare these advertisements the companies tie up with brand ambassadors, who are gener-ally celebrities like film or sports stars, pay them heavy fees, then hire an agency to shoot the advertisement, find the right location - it can either be a studio or an outdoor location. After spending heavily to spell-out these tag lines, they also pay newspapers, radio and television channels to carry the news. The end result of this may or may not transform into an increase in the sale of the product or building the brand image.

Compared to this soft drink manufacturing companies can easily position and promote their brand and product through an advertorial and get almost the same mileage and achieve the target.

How can a company have the advertorial published in this particular case? For example if the company has completed 25 or 50 years with the same brand, they can share detailed informa- tion about how the market was developed and what ups and down it faced through the years to achieve this mile stone. Or they can even get a write up published on which mega stars have so far been brand ambassadors of the brand and how it helped the brand to reposition itself and protect its market share each time.

Now, when a reader reads an advertisement he is reading the tagline or punch line or watching the video of the advertisement. He has absolutely no idea how the product is made and what it took the company to hire one or the other celebrity for their product.

But when it comes to an advertorial, many such interesting titbits are covered while writing the advertorial for the brand, product or the company. Such information is engaging for the reader and gets him involved into the process of the building of the brand, product or about the com- pany. It stokes in him a feeling of 'Hey! I never knew this', that connects him with the brand or product. If he is an existing consumer of the product or brand this will help turn him into a loyal consumer; and if the reader or viewer has never bought the product earlier he will start buying the same. This is how many times the advertorial helps in promoting the brand or the product.

The Advertising Standards Council of India, a voluntary self-regulatory body formed in 1985, has issued guidelines to ensure that - advertise- ments are not offensive, advertising is made
more responsible and public confidence is enhanced. It expects that the advertisement is honest and truthful to the consumers; it should neither be derogatory to its competitors and nor should there be plagiarism in the content.

Compared to this there are no moral codes of conduct or guidelines for advertorials. It is totally up to the media house to decide whether or not they prefer to inform the reader/viewer/listener that the content is sponsored. To be honest there are some norms for demarcating advertorials from news content - for example the newspaper/magazine needs to use different fonts for the advertorial; or

disclose at the end or bottom of the advertorial that it is an advertorial. But, there are a number of instances where the media houses have avoided being transparent under one or the other guise. In India the advertorial medium is majorly explored exhaustively by political parties and ruling parties. In most of the cases these advertorials are not published or aired in a transparent manner and ethics are always put on the back burner by the media houses.

Corporate houses are yet to explore the potential of the advertorial to a full extent in general publications. They are more interested in business and special publications where one finds lots of advertorials by the corporate houses as they believe these will help in building image and brand more than the general stream newspapers and channels.

In India, it's only when the company or corporate house and its brand or product is under fire or has got caught in some controversy that they swing into action and use all three forms of sharing information. It can be news content, followed by a series of advertisements and last but not the least the advertorial.

Being in the field of mass communication and especially if one is into advertising or in corpo-rate affairs management one has to take the right decision and advice the company whether the time is right for releasing an advertisement or an advertorial. One's knowledge and experience will go a long way in enabling the company to make or break the brand.

There is no doubt that advertisement has an edge over the advertorial. That leverage can be exercised after learning about the company's financial situation and what short of firefighting is required.

11.4 SECTION : 3 : HOW AND WHEN ADVERTORIALS COME INTO BEING AND ITS RECENT TRENDS

The history of American newspapers claims that advertorials in print started somewhere in the 1930s. Radio stations were then finding it difficult to survive without financially sponsored programs and had started looking for sponsors. But that too was not going to help them to increase their listener numbers. They were looking for the publicity of their programs; it was then that newspaper publishers of America offered to publish the programs of the radio station provided that the brand paid for the space. This can be considered as the first advertorial in the print media.

During those times, newspapers were not publishing time chart or the 12 hours or 16 hours radio schedule in their newspaper as

advertorial. These advertorials were rather like General Mill's Wheaties sponsored baseball broadcasts and serials.

According to a research study done by The International Academic Forum - Advertorials weredefined by Goodlad, Eadie, Kinnin and Raymond in 1997 and were rephrased by Robinson, Ozanne and Cohen in 2002. But, in 1984 Elliott had widened the definition of advertorial withnative advertising and info-commercials.

As per the United Kingdom's Advertising Standards Authority all publishers, marketers and sponsored features need to clearly mention that it is an 'Advertisement Feature'. This was once again reminded by the authority in one of its recent ruling in connection with a complaint that the Scottish newspaper **The Herald** had published a feature entitled, "Professional Brief". The complainant's allegation was that though the piece was from Glasgow-based French Duncan Chartered Accountants, it did not clearly mention that it was an advert which was clearly in vi-olation of the rules of advertising. The authority has once again made it clear that the publishers have to clearly mention that "Sponsored Column" is in fact advertisement.

In America, the volume of advertorial and native advertisement is increasing. A study by the US Association of National Advertisers claims that the budget allocation for the native ad is increasing every year. As per the study and market research in 2015 some 4.3 billion $ were invested in advertorial and native advertisement.

The Russian government is using advertorials to run its propaganda and promote its external affairs policy in foreign nations. According to a study conducted by the Syracuse University of USA the Russiangovernment had run more than 300 advertorials between 2012-14 in **The Washington Post** and**The Times of India**.

In India, the political and ruling parties have used the advertorial maximum and to its extreme limit. Upon the onset of the state assembly or the Lok Sabha elections one finds full page or half advertorials published in local and national dailies from the late 80's. Many times one finds the state government's advertorial in the anniversary issue of a newspaper or a magazine.

11.5 SECTION :4: UNDERSTANDING THE PHILOSOPHY OF ADVERTORIALS

What an advertisement can't do is done by one advertorial. It builds trust among consumers and voters. It is a sweetened pill that consumers swallow without questioning or raising a singledoubt and with the same confidence with which they would accept a truth. The advertorial is intelligently covered in an extremely fascinating style of editorial piece or news package, that rarely creates suspicion in the minds of the reader to question that it is a promotion of a brand,

company, individual or political party.

A situation has now come to the fore in the world of advertising that more promotional activ- ities through advertisement cannot reap more benefits. So, wasting money on running adver- tisement campaigns does not repay much. At such a given point the advertorial format plays a crucial role in positioning the brand. When it comes to political campaign, one cannot advertise beyond a specific threshold as one cannot show the expenditure on paper; it is in such situations that the advertorial is a handy tool for the advertisers and publishers. Advertorial is a win-win situation for both the marketer and the publisher. The editorial space is sold at an affordable rate to the advertiser.

Advertisement has its own set of limitations; it needs to have effective content and that too in minimum words, where one sells a brand basis a tag or punch line. But, in advertorials one gets enough space to describe the product, brand and the company. In the advertorial format one is narrating a story and stories are always interesting to readers or viewers. It attracts and influenc- es the readers. When one is selling a product one has to make a sales pitch and that too in hardly hundred to two hundred words. Whereas here in an advertorial, one can write a short story - of almost 1500 to 2000 words - and make a detailed sales pitch. This is a winning advantage of an advertorial.

Normally, when companies release advertisements, the advert talks only about the product and why one should buy it. Whereas in an advertorial, one is provided with an opportunity of selling the story behind the product. This connects with the readers, creating a human interest angle, and helps to convert them into prospective consumers. Another important aspect is that it is interpretative. It gives a lot of room to the reader to keep thinking about the product and the company. This thought process is very important in the long run. An advertisement cannot do this because it is a direct pitch and gives little room to the consumer to apply his mind on it. If the consumer is not applying his mind, he may pick up a product maximum once or twice; but a well-convinced consumer through churning of his thinking process will remain a long term and loyal consumer.

Advertisements are basically product pitches; whereas the advertorial is a combination of the soft and hard side of the product. Like one can explain in detail - how an idea or concept was converted into a product; how and how many people's efforts were involved in making the product; the hard side of it like daily, monthly or annual sales figures of the product; the market share of the product etc. The consumer's confidence and liking of the product can be swiftly generated with data on where the product is likely to be in the coming years –especially if it may be becoming the number one product in the category or segment it falls in. As the marketer or advertiser has enough space he can also accommodate some success stories/case studies of

satisfied consumers – this will help the company to win the hearts of the consumers which an advertisement can't do besides strengthening the impact of the product. So the basic philosophy of advertorials is to make space in the hearts of consumers; because if a brand has made an in-road through their minds, it can sooner or later be confronted by logic and market mathematics and chances are more that the consumers eventually give up buying the same product.

Here one can draw a comparison between two toiletry soaps: Lux and Dove. Since the day it was launched, Lux has been promoted by film actresses who have become its brand ambassa- dors. No doubt it has created a special space in the market and has captured a good market share too. While in the case of Dove, the brand ambassadors of this soap are common housewives and the narration of their experiences is done in an extremely emotional way. The result is that in a very short span Dove has reached the hearts of many women and through it to their bathrooms. If Lux (global brand launched in 1925) enjoys a market share of 13 percent followed by 11 per- cent of Santoor (launched in 1986); then Dove (launched in 2005) has captured a five per cent market share in less than 13 years – amazing isn't it?

Though the comparison here is drawn between advertisements; the point being made here is with regards to playing with the emotions of consumers, and that is precisely where Dove played its cards very well and made inroads into the established soap market.

In advertorials the story is mostly told through an element or character and an immediate con- nect is created as the person's experience matches with those of thousands and millions of common people. Their stories are full of tragedy and emotions; and how they overcome the challenges post the entry of the brand into their lives and the huge change it brought about along with the elements of happiness and satisfaction. This is the sales pitch of an advertorial. The language used to narrate their stories is soft and touches the heart strings, which is not the case with the content of advertisements. No complicated jargon is used to make the sales pitch but it is the common man's language which is used and it is this that enables it to smoothly make it way into millions of hearts.

The greatest advantage is that it is conveyed in the format of news or article; so the readers feel that this is a real story. This will drive a long term impact which an advertisement can never do as the consumer is aware that the company is spending money to promote its product. The main target of an advertisement is to reach to the consumer and make him aware about the existence of the brand. On the other hand, the philosophy of the advertorial is to speak inside-out about the brand or product; especially elements and features which the consumer is less aware about. This philosophy is the table turner which the company is looking out for.

11.6 SECTION: 5 : ARE ADVERTORIALS AND PAID NEWS THE SAME?

Advertorials are mostly big space in the news room and in the 15, 30 or 60 minutes slot in elec-tronic media. But, when it comes to paid news it can start with 10 cm per column to full page. Advertorials are written by professional copy writers, whereas in case of paid news no contentwriting rules or norms are being followed.
This virus is very much there in the western countries too; but there the control of media and specifically of the editorial is still in the hands of professionals; who abide by principles and ethics, so they don't tolerate unethical practices and do take action against all those involved in unethical practices especially against those journalists entertaining paid news and caught doing so.

India is a completely different ground. In the late eighties it was journalists who were indulg- ing in paid news and compromising with the professional code of conduct. Many individuals, non-government organizations and journalists who still don't compromise with professional ethics have alleged that while in the past journalists were into paid news; now the reins are in the hands of the publishers. Few leading journalist groups had even carried out a research on this and prepared a detailed report and submitted it to the Press Council of India. The said report never got addressed, but publishers came out with a diluted version of the paid news problem and debated on the same.

Now, let's try to understand what paid news is. The professional code of conduct says that journalists are supposed to prepare news reports based on the merits of information and should never ever take any sort of benefit from the source. Even after the source has shared a piece of information, it is the duty of the journalist to ensure and verify and cross verify the facts and even get a response from the concerned person or party. Only when he is satisfied that there is no malicious intention and the information is absolutely true should he submit the story. By now you would have got a clear idea of what impartial, unbiased news is.

Let's move ahead to understand what falls in the category of paid news. In the late eighties busi- ness news enjoyed a lot of importance in the print media. Many companies started entering into the equity market and came up with initial public offerings. Such companies would organize a press conference and share information about the company, its performance during the last few years and its future plans. Post the PC they would hand over gift vouchers to the reporters. This was accepted by most of journalists, excluding a few who still believed

in ethics.

❖ How does this coverage fall into paid news?

Professional practice dictates that it is a journalist's duty to cross-verify whatever claims are made by the company. Does the company's product enjoy the market share that was claimed, is the company in the right product line and is the future of the product bright or not? Is the com-pany and its promoter financially sound enough to expand in the future as claimed? When none of these claims are verified and the news report is not filed based on merits but purely on the claims made by the company – then this can or could have mislead investors to pump in their savings in a company that might not really be sound enough to run for long or worse it may be a fly-by-night operator out to swindle the hard-earned money of the investors. As a journalist he has not performed his duty, this falls in the category of paid news.

After corporate houses, it was the turn of electoral parties and politicians for getting their paid news published. Their intention for the same as anticipated was to mislead the voters. Journal-ists are not expected to be handy tools of such ploy just for the sake of some petty benefits.

As mentioned earlier the very intention behind paid news is itself against public interest. It is never with the motive of creating awareness or promoting the corporate company or its brand or the ideology of the political party; but the core motive is to mislead the society at large and that is why paid news is radically different from an advertorial.

Who has said what about paid news and its credibility?

P.Sainath

P. Sainath, a veteran journalist (regarding a leading newspaper of the nation car-rying a news item in its edition on October 31 2008)in his story 'Reaping Gold Through Cotton and Newsprint': "…at a time when the controversy over the use of genetically modified seeds was raging across India, a newspaper story painted a heartening picture of the technology's success. 'There are no suicides here and people are prospering on agriculture. The switchover from the conven- tional cotton to Bollgard or Bt Cotton here has led to a social and economic transformation in the villages [of Bhambraja and Antargaon] in the past three-four years'.

So heartening was this account that nine months ago, the same story was run again in the same newspaper, word for word. Never mind that the villagers themselves had a different story to tell.

'There have been 14 suicides in our village,' a crowd of agitated farmers in Bhambraja told shocked members of the Parliamentary Standing Committee on Agriculture in March this year. 'Most of them after Bt came here.' "

The Editorial Director and Chairman of the Business Standard Limited Company, T. N. Ninan has once said, "We have never reached such high level of readership and low level of credibility. We have raised the qualityof content to a never before level but at the same time our ethical level hasplummeted to new lows."

11.7 KEYWORDS

Advertorial	A marriage between an advertisement and an editorial! It gives no hint of being an advertisement and gives an impression of editorial content.
Invention of Advertorials	The advertorial is an invention by media marketing personnel and the advertiser community, who wish to keep the client happy.
Simultaneously	The Advertorial is a weapon that holds a double advantage – while the firstone is that it educates and creates awareness among the prospective client; the second one is that it simultaneously promotes the product.
Demarcating advertorials	There are some norms for demarcating advertorials from news content-for example the newspaper/magazine needs to use different fonts for the advertori- al; or disclose at the end or bottom of the advertorial that it is an advertorial.

11.8   CHECK YOUR PROGRESS

Q.1: Advertorial in layman terms simply means?

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_____

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Q.2: Who was the Advertorial word used in first time?

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Q.3: What is Advertorials?

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Q.4: What is the advertise expert said about Advertisement and Advertorial?

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_____
_____
_____

Q.5: Advertisement is Cheaper. True or False?

_____
_____
_____
_____
_____

Q.6: Who claims that advertorials in print started somewhere in the 1930s?

_____
_____
_____
_____
_____

Q.7: According to research who define advertorial in 1997?

_____
_____
_____
_____
_____

Q.8: Give the definition of advertorial by Elliott in 1984?

_____
_____
_____
_____
_____

Q.9: For whom advertorial is a win-win situation?

_____
_____
_____

11.9 REFERENCES

Books:
- The Advertising Handbook by Sean Brierley
- How to use the internet to Advertise, Promote, and Market Your Business or Web Site-WithLittle or No Money by Bruce C. Brown

Videos:
- https://www.youtube.com/watch?v=-KajOeVmE9U
- https://www.youtube.com/watch?v=1SmlsfSqmOw
- https://www.youtube.com/watch?v=nNy0KsLn2f8

Online:
- https://en.wikipedia.org/wiki/Advertorial
- https://economictimes.indiatimes.com/definition/advertorial
- https://www.copyblogger.com/writing-advertorials/

Answer:

A.1: A marriage between an advertisement and an editorial!
A.2: Merriam Webster.
A.3: The Advertorial is a weapon that holds a double advantage.
A.4: Advertisement and Advertorials are sisters or twins.
A.5: False.
A.6: The History of American Newspapers.
A.7: Goodlad, Eadie, Kinnin and Raymond.
A.8: Advertorial with native advertising and Info-commercials.
A.9: Marketer and the Publisher

PAID NEWS V/S FAKE NEWS-II

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STRUCTURE
– – – – – – – – –

12.0 Introduction

12.1 Learning Objectives

12.2 Section 1: The Significance of Fake News

12.3 Section 2 : How is Fake News Different from Gossip ?

12.4 Section 3 : How to Indentify Fake News?

12.5 Section 4 : Introduction to Fact-Check

12.6 Keywords

12.7 Check your Porgress

12.8 References

12.0 INTRODUCTION

- Fake news and / or paid news can change the future of countries. They can influence societ- ies mindsets, moods and even voting patterns, as demonstrated by events in the recent past. The information we consume online entirely changes us and how we perceive the world.
- Hence for mass communicators, journalists especially, a robust understanding of fake and paid news and how to deal with it is essential in today's world to remain relevant in the changing world dynamics. In the second unit where we further explain the phenomenon of fake news and how to deal with it, we introduce the concept of fact check. This entire new genre of journalism is gaining significance globally and very soon will become the mainstayof every news organisation.

12.1 LEARNING OBJECTIVES

- Underline the significance of fake news.
- Analyse its impact on societies through examples and case studies.
- Understand the genre of fact check and its significance.

ON COMPLETION OF THIS UNIT, YOU WILL BE ABLE TO

- Students will know the impact of fake news on societies.
- They will be able to identify fake news, paid news and differentiate between the two.
- Students will know the craft of fact checking.

12.2 SECTION: 1 : THE SIGNIFICANCE OF FAKE NEWS

The virus of disinformation spreads faster than any epidemic virus. In the twenty first century, this disinformation virus has been named 'Fake News'. In the ancient times, prior to the internet and social media revolution, this virus used to spread like a slow poison; but now thanks to the support of technology this virus rapidly spreads like wild fire. Decades back the impact of this virus was restricted to the people of a specific region, state or na- tion; but now this virus has no boundaries and its impact is on a global level.

This virus is a product of the power laboratory. Earlier individuals, rulers and emperors were using this weapon to create a sympathy wave among the citizens or generate fear in the enemy cadres. But unfortunately, nowadays power-hungry individuals, rulers and political parties are using this virus recklessly simply to achieve their selfish goals.

This virus has the power to kill more people than the atom bomb which had killed people in Hiroshima and Nagasaki in the World War–II. It has the irrevocable power to dislodge the government and also provoke citizens to revolt. Fake news is just not lies but a poison that can destroy peace forever.

Fake news has been reborn in the recent times; it was first born centuries back and tried and tested by emperors then. One such incident that can be recollected here is of the Romanian Emperor Gaius Octaviums Thurinus of 27 B. C. He had launched a campaign of misinformation (present days fake news) in order to defeat Marc Anthony during the final war of the Roman Republic. History claims that Octaviums later changed his name to Augustus.

This strategy was revived in the twenty-first century by many governments to mislead citizens about their performance, spread lies about their opponents and create hatred among citizens against political rivals. But, the control of spreading these lies and fake news was in the hands of the government or the ruling party as primarily it was the government which was funding such campaigns. The second issue was that there was no internet or social media handles, hence whatever efforts were pumped into such a campaign had a limited effect or reach. To a certain extent the media too was used to spread this lies and disinformation. But in the eighties and nineties lies and fake news were spread more through word-of-mouth publicity.

Jonathan Swift

Jonathan Swift has aptly written, "Falsehood flies, and truth comes limping after it". Decades back Mark Twain had said, "Fake news spreads far more rapidly than the genuine article." Internet and social media has worked like adding fuel to the fire. Already this falsehood has a pace of its own and social media and internet are now playing the role of adding horse power to its already wild pace. A research suggests that fake news travels to 1,500 people six times quicker than the average true story does. Fake news can even from environment to war. But understandably so, it is always fake news related to politics which spreads faster than any other topic.

Fake news spreads because of our innate human nature -any information or disinformation that entices us or is more illusory, is shared faster, because we believe that sharing such news will perhaps protect us from its repercussions or the event itself may be prevented from occurring.

Very few people, users and social media messengers are aware that there is a monitoring aspect behind spreading fake news. One who generates fake news has his/her own dedicated website or social media page, the more the message or information goes viral more will be the number of people who'll visit the page; and once lakhs and millions of visitors visit the page or website the generator's ATM starts printing money for the generator!

Monetary benefits are not always at the root of spreading fake news; fake news are also used by the government or ruling party as a power weapon in order to create opinion in favour of their decision or action.

Sometimes ideology has driven fake news to divide the society and voters. Fake news is used by political parties across the world for its electoral benefits. It is used to create a brigade of blind followers whose only missionary zeal is to spread lies and multiply the base of the party or the ideology they believe in. It blocks the thinking process of the individual.Fake news does the work of brain washing. Fake news is the greatest enemy of the intellectual individual and society. Fake news wins brains for a short term, but unfortunately its outcome lasts for a longer period.

Earlier ghetto culture was observed on the streets; now this is visible on social media. While the ghettos on streets can cause damage to some physical property and that too in a limited area; the ghettos on social media are destroying the very social fibre and the entire civilization.

12.3 SECTION: 2 : HOW IS FAKE NEWS DIFFERENT FROM GOSSIP ?

If one has to describe the difference between fake news and gossip, the best way to define it would be, "Fake news is harmful, whereas gossip is harmless and entertaining." There is mala fide and malicious intention behind fake news; and there is self-interest involved be- hind spreading fake news. Compared to this, gossip primarily has an intention of possess- ing access to the information before anyone else! Many times gossip is spread to malign an individual, but there is never an intention to kill or hurt someone. Generally all people enjoy gossip

about film stars or celebrities and their personal lives. The voraciously dis- cussed gossip is about neighbours and col- leagues. Although not all gossip is for fun or entertainment; many a time there is an element of jealousy and inferiority complex too. Gos- sip is mostly spread through word-of-mouth publicity. It is an altogether different matter that nowadays making news out of gossip is a money-minting business for practically all media (print, electronic and digital). Gossip can never divide family, society and nation basis their ideology and patriotism. At the worst, it spreads wrong information about a person, group, or party; and can tarnish their image. Only in the rarest-of-rare cases, can gossip drive an individual to take an extreme step...and that too subject to the person being over-sensitive about gossip. Gossip is never spread with the purpose of brain washing. And unlike fake news gossip does not possess a short or long term goal.

There is a very thin line of difference between gossip and rumour. Gossip is quite similar to rumour, as like rumour can never be verified; gossip too is not verified. But gossip mostly deals with personal or intimate subjects. Ru- mour can be gossip but gossip can never be rumour. Rumour can sometimes prove to be a killer, especially when the rumour is spread with the bad intention of creating conflict among groups or communities.

Gossip and rumour spreads equally among the literate and illiterate. But, the problem arises more with the illiterate as they mindlessly start acting on the rumour mills. It is then that ru- mour proves to be more dangerous than fake news. A recent instance is of the mob lynching incidents that took place in India – all a direct outcome of rumour and not gossip. The literate will hear it, spread it further but won't act on it; because when it comes to acting on it, they will think twice because they are wary of the repercussions of their actions. Like fake news, rumours too are an outcome of a planned strat-egy to create enmity among different groups of the society or the community.

Like fake news, rumour too has a common ten- dency of creating groups of mindless people, who blindly follow and share the same belief and ideology. There is one similarity between rumour and fake news that they can both cre- ate a chain of reactions – albeit the platform of their

reactions differs. While the actions of rumour groups spill on the streets; it is the internet which is the common playground of believers of fake news for spreading more lies.

Rumour and fake news both possess the power of building hatred. Whereas gossip can't do so; it can at the most mislead. Rumour, like fake news, is one more weapon that is used to divide society and polarize voters and followers; it too is recklessly used by the political parties purely to win the electoral battle.

Once fake news and rumour are spilled out by the generator, the latter has little control over it; as it lands in the hands of the masses who in turn take complete control to spread it further or worse act on it. Gossip doesn't have that power to bring mindless people together and lead them to act. When gossip is used to bully the teenager, millennial or youngster it can prove lethally harmful.

In June 2018, a forty year old woman was beaten to death by a mob of 40 persons which at- tacked an auto rickshaw. Four women were travelling in the Old Wadaj area of Ahmedabad; the mob mistook them to be members of a child lifter gang and attacked the auto rickshaw.

This was in reaction to a message which was viral on messengers groups across India, since more than a month. The viral message read, "Suspected child lifters are carrying sedatives, injections, spray, cotton and small towels. They speak Hindi, Bengali and Malayali. If you hap- pen to see any stranger near your house immediately inform the local police as he could be a member of the child lifting gang."

Compared to this see what type of gossip people get engaged in, like – Bollywood star Hritik Roshan having an affair with his co-star in his upcoming film; Varun Dhawan dating his collegemate; Kajol vowing to never sign a Dharma Productions' movie et al.

Or something more local and relative like - you know my neighbour's daughter is having an af- fair with their driver; one time millionaire Somabhai has become bankrupt and put his property on sale. This can never harm any person; at the worst it misinforms or misguides the listener

12.4 SECTION 3 : HOW TO INDENTIFY FAKE NEWS?

To identify fake news is as challenging as searching for a pearl from the bottom of the sea. This is solely because fact news is trending much more than real news. Internet is the driving force for spreading these lies across the world. And what have further played havoc to this are the various schemes floated by social media handles which offer lucrative incentives to owners of those websites or blogs where there is maximum traffic. So fake news generators have now made it an official business to

spread lies just in order to earn money; and for this they have made groups that push hard to spread fake news.

The biggest challenge is to identify fake news. The Godfather of Fake News - Christopher Blair from Portland, USA - has made 30 amend-ments to the American Constitution, where as in reality there are only 27 genuine amendments! He had once broken news that 'one of the ships of the Clinton Foundation had been seized at Port Baltimore for carrying drugs, guns and sex slaves'.

Christopher

Radically opposite to this godfather of fake news, is a person in Brussels named Maarten Schenk, who is internationally renowned as a fact check-er. Schenk has developed software that can track trending on social media. While tracking and revealing the truth about the fake news he has coined a catchy tag line, "Just because it is trending, doesn't mean it's true." Schenk in an interview to BBC Trending has informed that there are some 200 odd dedicated fact checking organizations working across the globe.

Maarten Schenk

There are many ways to check whether a piece of news is from a credible source or not. First and foremost the reader should read the news portal or website that is breaking or sharing the news. It is always advisable to cross verify the source and check on its website. For example, the genuine domain of BBC trending is www.BBC.com/news/blogs/trending. Is the news which you are reading from the same address or are you reading it from some similar address *like www.bbctrending.com. If you can differentiate between the two, you will automatically realize whether the news is genuine or fake.*

Then you should also check about the publisher from its "About us" section. Find out whether any familiar name reflects on the list on not. Then comes the author of the fake news, check the author out on the internet and you will be able to find out whether the author is a genuine reporter or not.

Furthermore, the headlines of fake news will always be shocking and frightening; because it is such headlines only which stall the minds of the readers and leave them incapable of thinking and doing anything else but reading the news story. If one comes across any such headlines like - a political leader being killed in an accident or murdered- instead of blindly believing it one should re-confirm it on other news portals to find out the actual truth.

If one come across any news or news headlines that seem very

big, always double check with other sources. You can tune-in to a radio or television channel and check whether the same news has been carried by other media or not. Fake news can trend on social media, but you may not find the same news on another news portal, radio or news channel.

Fake news mostly travels by - sharing deliberate misinformation, false headlines and social media sharing. Sometimes fake news is spread in the form of satire; in such cases, one has to check the base of the satire and try to find the facts behind the satire. Normally, news portals are updated not just regularly but in hours and in some cases at every minute. So, when one reads big breaking news, one must see when the second last news was updated on that news portal or website and whether that news has been read by one or not.

There is a nice phrase in English - reading between the lines. But to check fake news, one should also learn to read 'behind' the news, in order to understand what has motivated the news creator. Is there any monetary interest behind spreading the news? Is the message being circu-lated to earn profit? Is it an advertisement? If you can make out the difference, you will be able to easily identify fake news.

Fake news had sparked mob lynching in India; but a positive downside has been observed in Kerala. In a state-run school of Kannur District students are learning how to differentiate fake news from real news. They are being taught that fake news means false information, fake pho- tos or videos, intentionally created and spread purely to mislead the society, masses and ignite violence.

They are taught about what action to take when they come across any news on social media which is related to natural disasters or religious sentiments. They are taught to cross verify with other sources prior to forwarding the same to their contacts.

Fake news has become a perennial headache for social media. This has forced social media platform Facebook to develop an algorithms based programme that can detect fake news; it may also hire 20,000 human moderators to track fake news. On the other hand, Google is developing its existing program to extend its services for journalists in India to help train 8,000 reporters in seven languages to track and expose fake news generated in the country.

Algorithms have in the past played a crucial role in detecting spam emails. It is similarly antici- pated that artificial intelligence can also help in detecting fake news. But, at the same time there is a fear among experts that AI use in detecting fake news can kick off an arms race among fake news generators and checkers. As fake news generators too are using the same technology and keep on manipulating technology to make their news authentic and viral. To control any such threat, experts are of the unanimous view that human intelligence and their intervention will help to check and control fake news.

Another way to keep a check on fake news; is to be sceptical

about the information one re- ceives in the form of a message. Question its source and author. Then go to the search engine and search for the key words of the news or message and check on other sources. Use tools to debunk fake photos and videos to find out the source or the real images or videos.

12.5 SECTION 4 : INTRODUCTION TO FACT-CHECK

Introduction to Fact-check

Fact checkers were not required or rather one can say that there was no market for fact checkers until fake news become a menace for the society, the nation and the entire world. History claims that fake news was being practiced or experimented upon for centuries by emperors and later by various rulers. But at that point of time no society or nation required a fact check, for the simple reason that the fake news had an extremely limited impact and that too on a small pocket of the society. Even whenever governments have used it, the same has been to a controlled level.

But, in the twenty one century fake news is writing a new history, as the creators and genera- tors of fake news have got the new wings of the internet and social media market. It is here that billions of people spend a lot of time indulging in gossip, spreading rumours and also reading and forwarding fake news; as they don't have the inclination to cross verify the fake news be- cause none of the social media users is interested in finding out the facts or reality. They are on these platforms simply to kill their time without realizing that this 'time pass activity' of theirs has fatal outcomes sometimes resulting in the death of human

beings; on the contrary they are least bothered and concerned about the consequences of their thoughtless actions.

There are hundreds and thousands of hoax and prank sites and the motive of all these sites is to attract visitors to the site so that the owner can earn millions from the social media platform. In order to achieve this objective they create fake news and post it on social media platforms with the intention to pull attention towards their websites and portals. They are least concerned about the fall out of the news played up

by them.

This was not easy to digest for the government for two reasons; firstly it questions the very exis-tence of the government and secondly many governments were seen to be hands-in-glove with those involved in the generation and spreading of such fake news that provokes mobs.

Before the government even thought of controlling or even checking these fake news, individu- als and non-government organizations started acting on their own to check the fake news. There are some 200 or more groups that are active in fact checks; they keep a close watch on trending news on social media. The moment a piece of trending news pop ups on their computer screens, they move into action and start verifying the news. Once it is confirmed that it is fake news, they expose the fake news and lies on social media.

On many occasions these individuals are successful in tracing the fake news generator and then convincing them to pull down the fake news. But, obviously before the fake news has been pulled down, it has travelled many miles and in many corners in sync with the popular quotation a lie can travel halfway around the world while the truth is still putting on its shoes.

World's renowned fact checker Maarten Schenk has debunked many fake news, but the fact checker himself had to resort to shrewd means to check such notorious elements. Schenk had to develop software through which he would track the stealers IP address and he then had to start creating fake pages of the home pages of his own websites and put fake news on it, which was only visible to the stealer. This is how he became a fact checker of the fake news generator.

In Mexico, Verificado 2018 is a fact checking programme that has successfully debunked mul- tiple fake news which had been made viral on the Whatsapp messenger. Such groups and com- panies have developed software like Schenk that tracks the trendy fake news.

Across the world majority hoax or fake news are connected with political developments and are mostly spread by those believing in the ideology of one or the other political party. The main intention of the creators of such fake news is to tarnish the image of their political opponents and rivals. The main task of fact checkers is to find the actual

Pratik Sinha

One of the highly active fact checker group in India is Alt News run by Pra-tik Sinha. He and his team have exposed manifold fake news and debunk rumours in India. Alt News deploys the scientific method of exposing fake news by scientifically tracking the evidence left behind by the fake news generator. If one intends to explore how to expose fake news, one needs to learn the same from Alt News. According to the Indian fact checker fake news generators are smartly editing videos that suit their campaign; and then these fake news generators twist the statement of the leader to tarnish the image of their political opponents. In some incidents, this fact checker has also exposed how old or unre-lated and irrelevant videos are being misused to create tension among social media visitors.

anecdote of the related political development and debunk the fake news based on it. During the run up to the Presidential Elec- tions, the supporters and fake news generators of the Republican Party had made viral many stories against the Democratic presidential candidate Hillary Clinton. Fake news was adversely affecting her electoral prospects and she then came hard on them.

Not just in India, but across the world the new generation wants to make a fast buck and social media conveniently provides a platform for the same; hence, daily thousands of new websites are mushrooming to blatantly spread lies and fake news. This can be observed from the life sto-ry of the Godfather of Fake News Christopher Blair. Generation of fake news had become his main source of income. It is an altogether different matter that recently his income from social media is on a rapid decline as fake news are being swiftly exposed or debunked leading to a dwindling of the number of visitors on the sites of fake news generators.

Fact check is an in-built process of the media industry, where there are in-house professionals that check the facts of the story. It was practiced in the print media much before the internet revolution and the fake news became viral. It was only in 1990 that for the first time a third party came into the fact check picture.

12.6 KEYWORDS

Fake News	The virus of disinformation spreads faster than any epidemic virus. In the twen-ty second century, this disinformation virus has been named 'Fake News'.
Irrevocable power	The 'Fake News' virus has the irrevocable power to dislodge the govern-ment and provoke citizens to revolt.
Falsehood	The Falsehood has a pace of its own and social media and internet are now play-ing the role of adding horsepower to its already wild pace.
Repercussions	Fake news spreads because of our innate human nature - any information or disinformation that entices us or is more illusory, is shared faster, because we believe that sharing such news will perhaps protect us from its repercussions or the event itself may be prevented from occurring.
Perennial headache	Fake news has become a perennial headache for social media.

12.7 CHECK YOUR PROGRESS

Q.1: Which virus used to spread like a slow poison?

_____
_____
_____
_____
_____

Q.2: What is Fake News?

_____
_____
_____
_____
_____

Q.3: Give an example of Fake News.

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_____
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_____
_____

Q.4: "Fake news spreads far more rapidly than the genuine article" this sentence said by Jonathan Swift. True or False.

_____
_____
_____
_____
_____

Q.5: Write types of the subjects of Fake News.

_____
_____
_____
_____
_____

Q.6: What is the difference between Fake news and Gossip?

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_____
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_____

Q.7: How many messages are daily sent in some 60 odd languages on
Whatsapp?Q.8: How many Whatsapp users in India?

_____
_____
_____
_____
_____

Q.9: How many dedicated fact checking organizations working across the
globe?

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_____
_____
_____

Q.10: Who is the World's renowned fact checker?

_____
_____
_____
_____
_____

12.8 REFERENCES

Books:
•   Journalism, Fake News & Disinformation - Handbook for
    Journalism Education and Train- ing by Cherilyn Ireton & Julie
    Posetti
•   The True Story of Fake News: How Mainstream Media Manipulates
    Millions by Mark Dice
•   Merchants of Truth: Inside the News Revolution by Jill Abramson

Videos:
•   https://www.youtube.com/watch?v=2rY1Lypd7G4
•   https://www.youtube.com/watch?v=EZsaA0w_0z0
•   https://www.youtube.com/watch?v=Im6X5F8nQAI

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    checking-emerge-as-big-and- viable-

business/articleshow/69210719.cms?from=mdr
- https://www.youthkiawaaz.com/2019/02/media-the-world-of-truth-and-lie/

Answer:

A.1: 'Fake News' virus.
A.2: Fake news is just not lies but a poison that can destroy peace forever.
A.3: Romanian Emperor Gaius Octaviums Thurinus had launched a campaign of misinforma tion (present days fake news) in order to defeat Marc Anthony during the final war of theRoman Republic.
A.4: False.
A.5: Under the sky – right from science to fiction; or from culture to history; or from environment to war and Politics.
A.6: Fake news is harmful, whereas gossip is harmless and entertaining.
A.7: 65 billions messages.
A.8: 200 million.
A.9: 200.
A.10: Maarten Schenk.

UNIT : 13	MODELS AND THEORIES OF MASS COMMUNICATION

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STRUCTURE
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13.0 Introduction

13.1 Learning Objectives

13.2 Section 1: Communication Models

13.3 Section 2: Berlo's SMCR Model of Communication

13.4 Section 3: Personal Influence Theory

13.5 Section 4: Sociological Theories of Mass Communication

13.6 Section 5: Normative Theories of Mass Media

13.7 Keywords

13.8 Check your progress

13.9 References

13.0 INTRODUCTION

- The Introduction to Mass Communication Theories deals with concepts, elements, models and theories of mass communication
- This Unit invites students to understand what are theories, where they come from, who de- velops them and why? It will also help them major function and purpose, styles and types of mass communication and why they need to understand the mass communication theories.

13.1 LEARNING OBJECTIVES

- It is expected that the course will help the learners in understanding what theories are, where they come from, who develops them and why?
- It will also help them understand major function and purpose of mass communication.

- Explain styles and types of mass communication and why they need to understand the mass communication theories.

On Completion Of This Unit, You Will Be Able To

- Students will be familiarized with some of the important Mass Communication Theories.
- Understand the varied concepts of communication over the last few decades.
- Comprehend the multiple theories from the perspective of the philosophers over the centu- ries, and experts of mass communication.

13.2 SECTION 1: COMMUNICATION MODELS

☞ **Aristotle Model of Communication:**
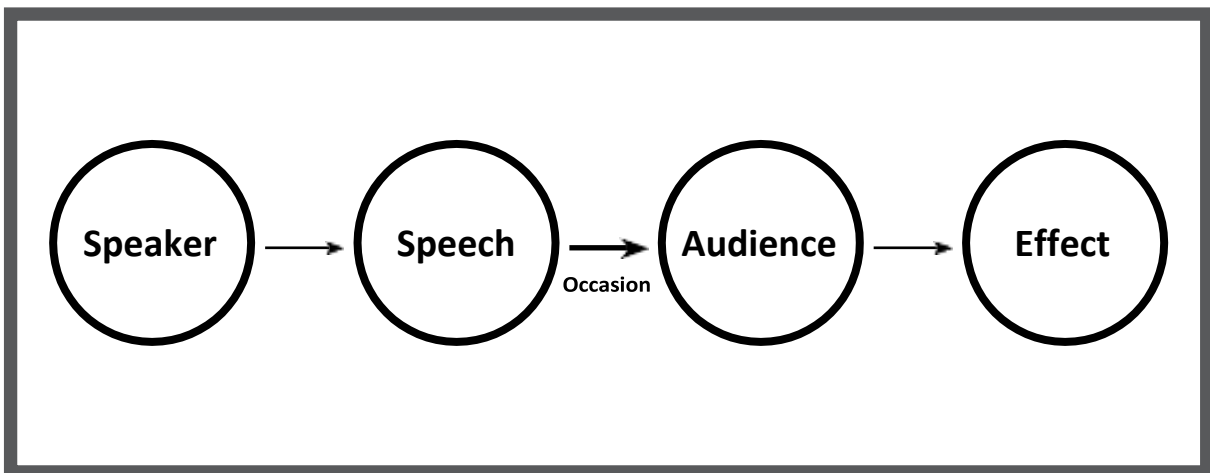
- Aristotle Model mainly focusses on speaker and speech and is divided into 5 primary ele- ments: Speaker, Speech, Occasion, Audience and Effect.
- The Aristotle's communication model is a speaker centered model as the speaker has the most important role in it and is the only one active. It is the speaker's role to deliver a speechto the audience and the role of the audience is passive, influenced by the speech. This makesthe communication process one way: speaker to receiver.
- The speaker must organize the speech in advance, according to the target audience and sit- uation (occasion). The speech must be prepared so that the audience can be persuaded or influenced from the speech.
- To get desired effects or to establish propaganda, different message or speech should be made for different audiences at different situations. According to Aristotle, "Rhetoric" is the study of

communication and persuasion. This model was considered highly useful in devel- oping public speaking skills and also in creating propaganda. Hence, it is less focused on intrapersonal or interpersonal communication.

• Although the model is speaker oriented and focuses on audience interaction in communica- tion, there is no concept of feedbacks.

👉 Shannon & Weaver Model of Communication

• Shannon Weaver model of communication was created in 1948. It is also known as the "mother of all models" and it is more technological than other linear model.

• As Shannon was an engineer, this model was first made to improve technical communica- tion, mainly for telephonic communication. It was made to to maximize telephone capacity with minimum noise.

1. Sender (Information source) – Sender is the person who makes the message, chooses the channel and sends the message.

2. Encoder (Transmitter) –Encoder is the sender who uses machine, which converts message into signals or binary data. It might also directly refer to the machine.

3. Channel –Channel is the medium used to send message.

4. Decoder (Receiver) – Decoder is the machine used to convert signals or binary data into message or the receiver who translates the message from signals.

5. Receiver (Destination) –Receiver is the person who gets the message or the place where the message must reach. The receiver provides feedback according to the message.

6. Noise –Noise is the physical disturbances like environment, people, etc. which does not let the message get to the receiver as what is sent

• The sender encodes the message and sends it to the receiver through a technological channel like telephone and telegraph. The sender converts the message into codes understandable to the machine. The message is sent in codes through a medium.

• The receiver has to decode the message before understanding it and interpreting it. The re- ceptor machine can also act as a decoder in some cases. The channel can have noise and the receiver might not have the capacity to decode which might cause problems in communica- tion process.

• Air is the channel here, the noise present in his environment that disturbs them is the noise whereas his response is the feedback. There were only 5 components when the model was made. Noise was added later.

• Later, Weaver applied it for all kind of communications to develop effective communication and the model became famous as Shannon Weaver model. In engineering, Shannon's model is

also called information theory and is used academically to calculate transmission through machines and also has a formula.

☞ Lasswell's Communication Model:

• This model developed by Harold D. Lasswell in 1948 is regarded as one of the most influen-tial communication models.

COMPONENTS OF LASSWELL'S MODEL

```
WHO
  → SAYS WHAT
      → CHANNEL
          → TO WHOM
              → WITH WHAT EFFECT
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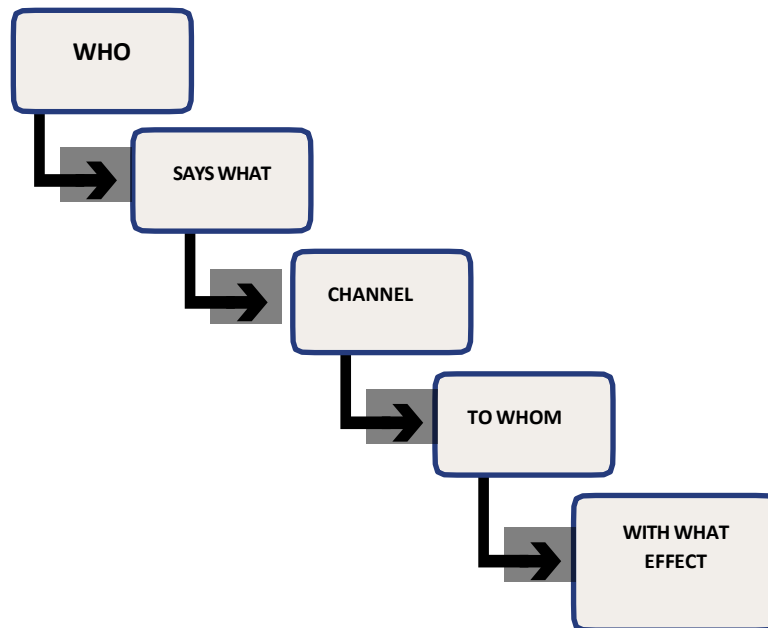
• Though Lasswell's comm. model was developed to examine mass communication, and is used for interpersonal communication or group communication to be spread to various groups in various situations. This model also aimed to study the media propaganda of countries and businesses. Only rich people used to have media such as TV and radios in that era.

• This model is similar to the comm. model proposed by Shannon and Weaver. George Gerbner who is the founder of the cultivation theory, expanded Lasswell's model and included the concept of reaction of the receiver.

13.3 SECTION 2: BERLO'S SMCR MODEL OF COMMUNICATION

- In 1960, David Berlo proposed Berlo's Sender-Message-Channel-Receiver (SMCR) model of communication from Shannon Weaver's Model of Communication (1949). He described factors touching the individual components in the communication making the communica- tion more efficient.

Berlo's Model of Communication
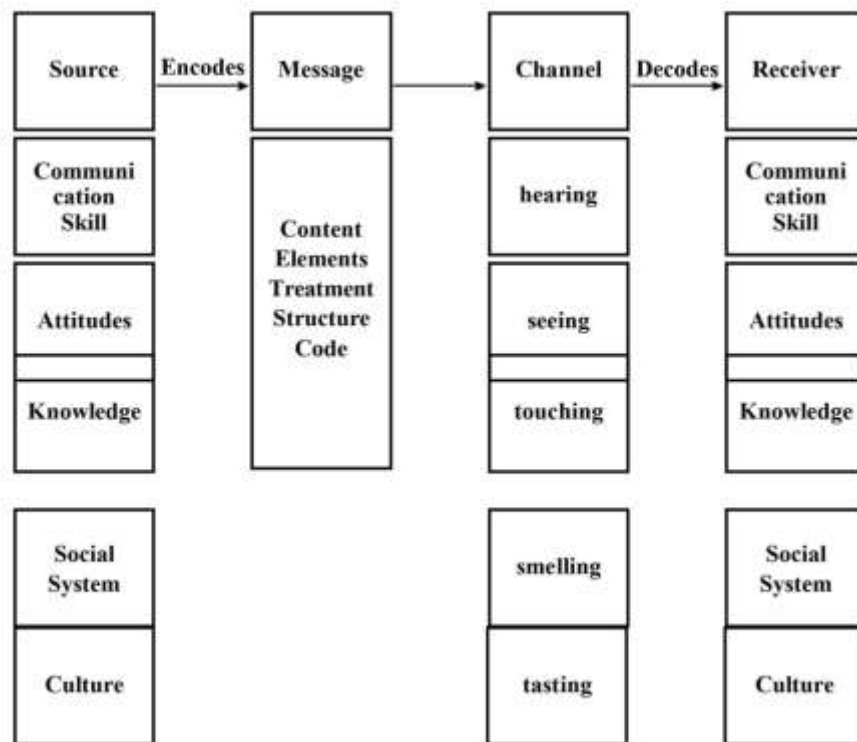
- The model also stresses on encoding and decoding which happens before sender sends the message and before receiver receives the message respectively.
- Berlo's Model has mainly, four components to describe the communication process. They are sender, message, channel and receiver. Each of the components is affected by many fac-tors.

A Source encodes a message for a channel to a receiver who decodes the message:S-M-C-R Model.

S –Sender: The source of the message or the person who originates the message. The followingfactors are related to sender and also receiver..

Communication Skills : Communication skills of a person is a factor that affects the communication process. If the sender has good communication skills, the message will be communicated better than if the sender's communication skills are not good. Communication skills include the skills to speak, present, read, write, listening, etc.

Attitude : The attitude of the sender creates the effect of the message. The person's attitude towards self, the receiver and the environment changes the meaning and effect of themessage.

Knowledge : Knowledge on the subject matter makes the communicator send the message effectively.

Social Systems : Values, beliefs, laws, rules, religion and many other social factors affect the sender's way of communicating the message. Place and situation also fall under social systems.

Culture : Cultural differences make messages different. A person from one culture might find some- thing offensive which is very much accepted in another culture.

M-Message: A message is the substance that is being sent by the sender to the receiver. It might be in the form of voice, audio, text, video or other media. The key factors affecting the message are

Content : Content is the thing that is in the message. The whole message from beginning to end is the content.

Elements : Elements are the non-verbal things that tag along with the content like gestures, signs, language, etc.

Treatment : Treatment is the way in which the message is conveyed to the receiver. Treatment also effects the feedback of the receiver.

Structure : The way it has been structured or arranged, affects the effectiveness of the message.

Code : Code is the form in which the message is sent. It might be in the form of language, text, video, etc.

C-Channel
- Channel is the medium used to send the message. In mass communication and other forms of communication, technical machines might be used as a channel like telephone, internet, etc.

But in general communication, the five senses (Hearing, Seeing, Touching, Smelling and Tasting) of a human being is the channel for the communication flow and it affects the effectiveness of the channel.

R- Receiver
- Receiver is the person who gets the message sent in the process. This model believes that the thinking pattern and all other factors mentioned above must be in sync to that of the sender for the communication to be effective. The receiver must also have a very good listening skill. Other factors are similar to that of the sender.

Criticism:
- There is no concept of feedback, so the effect is not considered.
- There is no concept of noise or any kind of barriers in communication process.
- It is a linear model of communication, there is no two way communication.
- Both of the people must be similar according to all the factors mentioned above.
-

👉 **Helical Model of Communication**
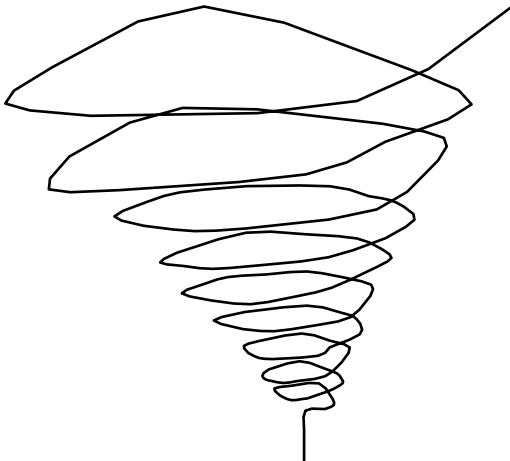
- Frank Dance proposed a communication model called Helical Model of Communication in 1967. It was inspired by a helix which is a three dimensional spring like curve in the shape of a cylinder or a cone.
- Helix is compared with evolution of communication of a human since birth to existence or existing moment. Helical model gives geometrical testimony of communication. The model is linear as well as circular combined and disagrees the concept of linearity and circularity individually.

- Helical model of communication introduces the concept of time where continuousness of the communication process and relational interactions are very important. Communication is taken as a dynamic process in helical model of communication and it progresses with ageas our experience and vocabulary increases.
- At first, helical spring is small at the bottom and grows bigger as the communication pro- gresses. The same effect can be seen with communication of humans, where you know noth- ing about a person at first and the knowledge grows steadily as you know the person better. It considers all the activities of the person, from the past and present.

☛ **Meaning and importance of Communication theories.**

- A Communication theory deals with the technology of the transmission of information - whether spoken, writtern or through a computer - between people, people and machines, or machines and machines.
- While theories serve many useful functions, these functions don't really matter if we do nothave well-developed theories that provide a good representation of how our world works.
1. Theories help us organize and understand our communication experiences. We use theories to organize a broad range of experiences into smaller categories by paying attention to "common features" of communication situations (Infante, Rancer & Womack).
2. Theories help us choose what communicative behaviors to study. Theories guide where wechoose to look, what we look at, and how we look at communicative phenomenon.
3. Theories help us broaden our understanding of human communication. Scholars who studycommunication share theories with one another online, through books, journal articles, and at conferences. The sharing of theories generates dialogue, which allows us to further refinethe theories developed in this field.
4. Theories help us predict and control our communication. When we communicate, we try to predict how our interactions will develop so we can maintain a certain level of control.

Theories help us challenge current social and cultural realities by providing new ways of thinking and living.

13.4 SECTION 3: PERSONAL INFLUENCE THEORY

This theory is the outcome of a classic study of the 1940 presidential elections in the United States by Paul E. Lazarsfeld and others in the book, 'The Peopple's Choice'. The findings re- vealed that no voter seemed to have been directly influenced by the mass media. It turned out that the interpersonal relationships and not the mass media, had enormous influence on voters. Political discussions with, other people, particularly politiclal 'opinion leaders', had more in- fluence on their decision making than their direct use of mass media. These informal commu- nications' network, in which audiences talked to one another and sought advice from opinion leaders, had led to two-step flow influence of mass communication.

☛ **Two-step Flow**

*   The above mentioned study of presidential elections revealed that many voters had limited exposure to the mass media. The information they received was mostly through other peo- ple, called "opinion leaders", who had first- hand access to mass media information. It was explained like this: the information often flowed from masss media sources directly to opin-ion leaders, who passed it along to less active sections of the population. Thus, the majority got information this way. The study revealed that the information received by the audience this way was secondhand and could be different from the original because the opinion lead- ers might add their own interpretation to it before conveying it to others.
*   The opinion leaders farm valuable links in the two-step flow of information. This led to many studies on opinion leaders: who arc those opinion leaders? What do they do to get information? How are they important to the diffusion of mass media messages? Researches revealed that these opinion leaders, although not elected members in society, were more knowledgeable, educated, influential both socially and economically, and more modern in outlook than other fellow members in society. They were held in high esteem by people who relied on them greatly for ideas, information and guidance.
*   Like other theories, two-step flow has its shortcoming too: first, it diminishes the original, direct influence of mass media; secondly, its effects are evident only in political studies that were conducted decades ago when there was no television influence and, therefore, may notbe as applicable to the contemporary political scene.

☞ Multi-step Flow

•   Further studies on opinion leaders led to the modification and reconceptualization of the two-step flow concept into multi-step flow - because of the multi-directional influence of opinion leaders, not necessarily only downwards, when they interpreted the media messages for audiences. The influence was seen to be "upwards" or back towards the media sources, when they sought to tell gatekeepers (editors of newspapers, news editors of radio and TV news, producers, etc.) how to do their job. Also, the influence was "sideways" when they shared insights with other opinion leaders. Moreover, the multi-step flow concept was seenas having many relay points, i.e. information reaching a member of the audience directly orreaching him secondhand, third hand or fourth hand, and sometimes in a form considerablydifferent from the original.

It is important to note that both theories clearly discred- it the direct influence of the mass media because of extraneous influences, interpersonal channels and social relations of audiences which are often complex, multi-directional and multidimensional.

13.5 SECTION 4: SOCIOLOGICAL THEORIES OF MASS COMMUNICATION

•   The sociological approach to communication theory is based on the assumption that there exists a definite relationship between mass communication and social change (societal val- ues, public beliefs and opinions etc.) Some of the relevant theories that are discussed here try to provide answers to questions like these: Do mass media cultivate common beliefs about the world or set an agenda for people? How do people use media and why ? Do mediahave control over audiences? And so on.

☞ Cultivation Theory:

•   This theory, developed by George Gerbner (1967), is based on the assumption that mass media have subtle effects on audiences who, unknowingly, absorb the dominant symbols, images, and messages of media. He calls it "cultivation of dominant image pattern".

•   According to this theory, a long, persistent exposure to TV is capable of cultivating com- mon beliefs about the world. Gerbner and his associates are of the view that the messages of television do not portray reality in society; repeated exposure to such distortions leads todevelopment of particular beliefs about the world; and these beliefs get reinforced once they are developed. For example,

repeated viewing of glamorous locales, big houses, clothes, toys, chocolates, fast foods, electric and electronic gadgets may lead viewers to believe that they can expect such things in life but such message? are not beneficial for the poor and underprivileged majority. Gerbner also strongly suggests that the powerful effect of mass media act as moulders of society.

☛ **Agenda-Setting Theory**

- The term was coined by Maxwell McCombs and Donald L.Shaw (1972) in the context of election campaign where politicians seek to convince the voters about the most important is- sues. Agenda Setting Theory maintains that the media are more successful in telling people "what is to think about" than in telling them "what to think". This h'ypothesis is based on a whole series of studies showing a correspondence between the order of importance given in the media to 'issues' and the order of significance attached to the same issues by the public and the politicians. Over a period of time, according to this theory, the very priorities accord- ed by media to issues become the public priorities as well.

But the critics (McQuail, 1983) argue that the evidence is insufficient to show a causal con- nection between the various issue 'agendas' of the media and the public. They suggested the need for a study that combined analysis of party programmes, evidence of opinion change over time in a given section of the public: a content analysis showing media attention to different issues in the relevant period: and some indication of relevant media use by the public concerned. In the absence of such evidence, the hypothesis of agenda setting remains unproved.

☛ **The Uses and Gratification Theory**

- The Uses and Gratifications Theory arose out of the studies which shifted their focus from what the media do to the people to what people do with the media (Katz 1959). The question asked is: How do people use the mass media and why ? The "uses" approach assumes that audiences are active and willingly expose themselves to media; and that the most potent of mass media content cannot influence an individual who has "no use" for it in .the environ- ment in which he lives. The uses of mass media are dependent on the perception, selectivity, and previously held beliefs, values, and interests of the people.

- The term "gratification" refers to the rewards and satisfaction experienced by audiences after the use of media; it helps to explain motivations behind media use and habits of media use.Davison (1959) has shown that many research findings make more sense if

communications are interpreted as a link between man and his environment. He suggests that communicationeffects can be explained in terms of the role they play in enabling people to bring about more satisfactory relations between themselves and the- world around them.

• Three distinct groups of uses and gratifications studies can be distinguished. The first of these groups conducts inquiries into the range of satisfaction derived from mass media ma- terial. The second group looks at the social and environmental circumstances that are respon- sible for people turning to the media in the first place. The third looks at the needs audiencemembers are attempting to satisfy.

☞ Dependency Theory

Melvin De Fleur and Sandra Ball-Rokeach have proposed an integrated dependency theory of mass communication in which they recognise various psychological and social factors that prevent the media from exercising arbitrary control over their audiences. De Fleur and Ball-Rokeach describe it like this: "Mass media not only lack arbitrary influence powers, but their personal lack of freedom to engage in arbitrary communication behavior. Both themedia and their audiences are integral part of their society. The surrounding socio-cultural context provides controls and constraints not only on the nature of media messages but also on the nature of their effects on audiences". In fact, communication in all its forms has a veryimportant role in holding society together. The need to belong to the society, to understand the society, and to keep up with society has increased our dependency on media and, in thatsense, media enjoy certain powers.

13.6 SECTION 5: NORMATIVE THEORIES OF MASS MEDIA

• Normative theories explain how the media 'ought to' or can be 'expected to' operate under the prevailing set of political-eocnomic circumstances. Since each sociefy controls its mass media in accordance with its policies and needs, it formulates its own separate press theory. Therefore, each theory is connected with the kind of political system in which the society has to conduct its socio-economic political affairs. Siebert et al., in 1956, mentioned four theo- ries, based on classification of the world's national media systems into four categories. DenisMcQuail, in the 1980s, considered it appropriate to add two more theories to the original setof four. He concedes that these theories "may not correspond to complete media systems" but "they have now become part of the, discussion of press theory and provide some of the principles for current media policy and practice". In the following, paragraphs we shall dis- cuss these theories.

☞ Authoritarian Theory:

- The term used by Siebert refers to an arrangement in which the press is - subordinated to state power and the interests of a ruling class. The theory holds that Press and other media should always be subordinate to established authority and should do nothing to undermine it. Media should avoid offence to the majority of dominant moral and political values. The Authoritarian Theory justifies advance censorship and punishment for deviation from externally set guidelines. Unacceptable attack on authority, deviation from official policy, or offences against moral codes should be criminal offences.

- The theory is easily identified in a dictatorial or repressive society. Under certain circum- stances, media are subjected to authoritarian tendencies in democratic regimes as well, es- pecially in times of war and during internal and external emergencies. For instance, in India, broadcasting is under direct control of government and works according to its guidelines. Other media like film, video, etc., are subjected to censorship. Even the press, which is free, lost its independence and freedom during the emergency (1975-77). The authorities can and do use the provisions of Officials Secrets Act to deny free access to information, thereby hampering the freedom of the press.

☞ Free Press Theory

- This theory, also called "Libertarian Theory", (Siebert et al.) is based-on the fundamental right of an individual to freedom of expression, which is regarded as the main legitimating principle for print media in liberal democracies. In its simple form, it prescribes that an in- dividual should be free to publish what he or she likes; it is thus extension of other rights to hold opinions freely, to express them, to assemble and organize with others. The free press theory needs no elaboration as is evident from the First Amendment to the American Consti- tution which states that "Congress shall make no law,. abridging the freedom of speech or of the press. It is thus simply an absolute right of the citizen".

- But the application of press freedom has hardly been straight forward. Milton, Stuart Mill and many others argued that if freedom is abused to the extent of threatening good morals and the authority of the state, it must be restrained. According to de Sola Pool (1973), "No nation will indefinitely tolerate a freedom of the press that serves to divided the country and to ,open the flood gates of criticism against the freely cho- sen government that leads it". Moreover, much difficulty has arisen because press freedom has become

identified with property rights (private ownership) and freedom from interfer- ence in the market. The free press theory thus protects the owners of media but fails to give equal expression to the rights of editors and journalists or of the audiences.

☛ Social Responsibility Theory

- The 'social responsibility' theory owes its origin to the Commission on Freedom of the Press (Hutchins 1947) that was appointed in the United States. The commission's main finding is that the free market has failed to fulfill certain obligations to society. According to it, the press has not met the informational, social, and moral needs of the society. In fact, it has increased the power of a single class.
The Social Responsibility theory is based on the assumption that media serve essential func- tions in society. Therefore, it should accept and fulfill certain obligations to the society. These obligations are to be met by setting up high professional standards in communication of information: truth, accuracy, objectivity and balance. In accepting and discharging these obligations, the media should be self-regulatory within the framework of law and established institutions. In the public interest, the media should underplay that news which might lead to crime, violence, and social tension or cause offence to ethnic or religious minorities. The media should be pluralist, should reflect the diversity of their society and allow access to various points of view, including the right to reply.

This theory has led to the establishment of self-regulatory bodies like the Press Council which is responsible for:

- drawing up of statutes to protect editorial and journalistic practice;
- framing of codes of ethics;
- ensuring implementation of anti-monopoly legislation; and
- regulation of advertising.

☛ Soviet Media Theory or Communist Media Theory

The Russian media were reorganized after the Revolution of 1917. This theory is derived main- ly from the basic tenets of Marx and Engels. It envisages media to be under the control of the working class whose interest they are meant to serve. Private ownership of the press or other media is ruled out. The media must serve positive functions in society relating to information, education, motivation, and mobilization. The media must project society in accordance with the Marxist-Leninist principles. They must support progressive movements in the country and

abroad.

The media, according to this theory, are subject to the ultimate control of the State and are in- tegrated with other instruments of political life. Within these limits, the media are expected to be self-regulatory, They must:

- Act with responsibility; .
- evolve and follow norms of professional conduct; and
- Respond 'to people's needs and aspirations.
  The media, as per this theory, are not subject to arbitrary interference as in the case of the au-thoritarian theory.

👉 Development Communication Theory

The limited application of the four established theories of the press to Third World countries, which are vastly different from each other and western countries, and with fast changing eco- nomic and political condition has led to the birth of a new approach whereby communication is used to carry out development tasks in line with nationally established policy - hence the formulation of development communication theory. The best source for information on this issue is the report of the UNESCO sponsored International Commission for the Study of Com-munication Problems (McBride et al. 1980).

Some common conditions of developing countries that limit the potential benefits of othertheories are:

- the absence of communication infrastructure;
- a dependence on the developed world for hardware and software;
- the commitment of these societies to economic, political and social development as a prima-ry national task;
- the developing countries' awareness of their similar identity and interest in internationalpolitics.

Because of these differing conditions, the developing countries' overriding objectives would beto use mass media for nation-building. In the interest of this task of national development, the freedom of the media and of journalists needs to be curbed to an extent.

The major thrust of development communication theorists has been on the use of media as a support to national development programme - poverty alleviation, population control, literacy drive, employment generation schemes, etc. But the effectiveness of this 'theory depends on how governments exercise their right to restrict freedom or to intervene in media operations andhow they use devices of censorship, subsidy, and direct control.

☛ Democratic-Participant Media Theory

This most recent addition to the list of normative theories, is relevant to the developed liberal societies but has some elements of the development media theory. McQuail notes that it is most difficult to formulate this theory "partly because it lacks full legitimization and incorporation into media institutions and partly because some of its tenets are already to be found in some of the other theories". In his opinion, this theory represents a challenge to the reigning theories and merits separate identification.

The main feature of the democratic participant theory relates to the needs, interests, and aspi- rations of the active receiver in a political society. It is concerned with the right to information, the right to answer back, the right to use the means of communication for interaction in the small-scale settings of the community. The theory favours:
- multiplicity of media;
- smallness of scale, of operation; and
- horizontality of communication at all levels. It opposes uniform, centralized, high cost, high- ly professionalized and state-controlled media.
- It is argued that the media should exist primarily for the audiences, and not for media organiza-tions and professionals.

13.7 KEYWORDS

Helical	Frank Dance proposed a communication model called Helical Model of Commu- nication in 1967. It was inspired by a helix which is a three dimensional spring like curve in the shape of a cylinder or a cone.
Linear	The Helical model is linear as well as circular combined and disagrees the concept of linearity and circularity individually.
Theories	This theory is the outcome of a classic study of the 1940 presidential elections in the United States by Paul E.
Hegemony	The "Hegemony" Theory, unlike the political economic, concentrates less on the economic system and more on the ideology itself.
Culture	This theory is derived from Saussure's and Peirce's studies of signs and meaning and their relation to culture, people, and objects.

13.8 CHECK YOUR PROGRESS

1. Explain Aristotle model of communication in 1-2 sentences.

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2. Explain Lasswell model of communication in 1-2 sentences.

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3. Explain Shannon & Weaver model of communication in 1-2 sentences.

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4. Explain Berlo's SMCR model of communication in 1-2 sentences.

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5. Explain Helical model of communication in 1-2 sentences.

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6. Explain Cultivation theory in 1-2 sentences.

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7. Explain Agenda-Setting theory in 1-2 sentences.

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8. Explain The Uses and Gratification theory in 1-2 sentences.
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9. Explain Dependency theory in 1-2 sentences.
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media-and-culture-an-intro-duction-to-mass-communication

Answers:

1. The Aristotle's communication model is a speaker centered model as the speaker has the most important role in it and is the only one active. It is the speaker's role to deliver a speech to the audience and the role of the audience is passive, influenced by the speech. This makes the communication process one way: speaker to receiver.

2. Though Lasswell's communication model was developed to examine mass communica- tion, and is used for interpersonal communication or group communication to be spread to various groups in various situations.

3. This model was first made to improve technical communication, mainly for telephonic communication. It was made to maximize telephone capacity with minimum noise.

4. Berlo's Model has mainly, four components to describe the communication process. They are sender, message, channel and receiver. Each of the components is affected by many factors.

5. Helical model of communication introduces the concept of time where continuousness of the communication process and relational interactions are very important. Communication is taken as a dynamic process in helical model of communication and it progresses with age as our experience and vocabulary increases.

6. This theory, developed by George Gerbner (1967), is based on the assumption that mass media have subtle effects on audiences who, unknowingly, absorb the dominant symbols, images, and messages of media. He calls it "cultivation of dominant image pattern".

7. The term was coined by Maxwell McCombs and Donald L.Shaw (1972) in the context of election campaign where politicians seek to convince the voters about the most important issues.

8. The Uses and Gratifications Theory arose out of the studies which shifted their focus from what the media do to the people to what people do with the media (Katz 1959).

9. Melvin De Fleur and Sandra Ball-Rokeach have proposed an integrated dependency theory of mass communication in which they recognise various psychological and social factors that prevent the media from exercising arbitrary control over their audiences.

| UNIT : 14 | AUDIENCE : READER, VIEWER AND LISTENER |

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STRUCTURE
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14.0 INTRODUCTION

Any piece of mass communication is meant for a group of people – known as 'audience'. This unit is developed to inculcate a better understanding of the term 'audiences' in mass media.Be it news, or an advertisement or a campaign targeting a specific audience, a communicator needs to understand the psyche of audiences, who are being addressed and how they are going to respond to the message one wants to give.

14.1 LEARNING OBJECTIVES

- Introducing students to the concept of audience.
- Making students aware about different types of audiences.
- Understanding the importance of knowing audiences.
- Developing clarity about different ways to address audiences.
- What to keep in mind to get a desired response from the audience by the message.
- Understanding the patterns of audiences' content consumption.

On Completion Of This Unit, You Will Be Able To
1. Differentiate between various audiences.
2. Understand the needs of the audiences.
3. Plan and customize content output according to audience preferences.
4. Think like a producer to deliver content in audio, video, digital, text formats to achieve au-dience engagement.

14.2 Section : 1

14.2.1 Meaning of the term Audience

According to the Cambridge dictionary the word 'Audience' means – Group of people. To be specific audience is "the group of people together in one place to watch or listen toa play, film, someone speaking, etc." Or "the (number of) people watching or listening to a particular television or radio pro- gramme, reading a particular book, or visiting a particular website"

In the world around us, audience is referred by various entities in different ways. There is Target Audience, Core Audience, Secondary Audience, Cumulative Audience etc. But 'Audience' as a general term is a group of people, who are consuming or using specific products, services, information.

In media, mass communication and journalism, audience can be understood as a group of people receiving, using and consuming news, information and other content in audio, vid- eo, photograph, and text formats. The audience for media can be categorised as Readers, Listeners, Viewers, and now with rapidly growing digital media – Users of Social Media.

While reading any text, one becomes a reader and in a larger context, a part of the audi- ence for whom the text was written. If one is watching a video advertisement on televi- sion or on any digital medium, one is a part of the audience. The same is true for the radio. If one is listening to any song being broadcast from the radio station, even if one is alone in one's room, but still one is a part of the larger audience or group of people, who are listening to the same song at the same time.

In this unit, we will not only deliberate and understand various factors involving audiences for the news media, types of audiences, how to study audience behaviour along with gaining clarity on the term – Audience Research; but we will also understand how to create content according to audience requirement. Not forgetting the fact that you are a student of journalism, you will also learn how to provide the content that your audience may not want but which it should know.

14.2.2 Why does the Audience Matter? Importance of Audience.

The answer to the question that has been asked in the heading of the topic can be given very easily. The audience matters because, if there is no audience, there is no media and neither jour-nalism nor the business of journalism would exist.

Not only journalism, without audience any form of mass communication would not survive as all the forms of mass communications is basically meant for specific audiences. All the content (Audio, Video, Text, Graphics and Animation) in the world is created for specific groups of audiences, with various expectations from them.

So, the importance of an audience is limited not only to informing them

or communicating with them; but it is also necessary to engage with them and understand their requirements for the different types of communications. Audience engagement also means business in today's world, as thousands of mass communication media and digital distribution platforms are avail-able. There is tough competition in the media market. Only those can survive, who can create a widespread audience base for themselves by catering to the audiences with the content they value and like. The message here is – The bigger the audience…the greater the potential for the business to grow. Media business houses can pitch for more advertisement revenue based on their audience numbers.

While discussing about the importance of audience, one must also check how the media needs to understand its audience for engagement of specific content. We can consider examples of programming of TV News Channels and page distribution of the newspapers.

All the news channels are looking for constant audience engagement. They focus on specific telecast timings of their programs and bulletins to attract an explicit type of audience. For e.g. Aaj Tak news channel will telecast updates and gossip format programs based on the gener-al entertainment programs being telecast on various GECs (General Entertainment Channels) during afternoon time slots. It is aimed at capturing the attention of audiences comprising ma- jorly of women and housewives, who are relatively free in the afternoon.

Most of the newspapers have different pages of news sections like - Front Page, Local News, National News, Business News, International News, Sports News etc. Not all the readers of the newspaper read all the pages as not everybody has time in the morning to go through each and every piece of news. So, newspapers provide news in different segments as per readers' interest, so that the reader can directly turn to the page of the segment they are interested in.

While the term – Audience - seems to be more associated with the business of journalism and mass communication, it is equally important for journalists to develop an understanding about their audiences. This would not only help them in creating their content (News, Feature etc.) based on their understanding of the audience, but would also enable them to ascertain how their audience might react to the specific format of a content.

In these times of social media platforms a journalist has to be informed about his/her audience more than ever for effective content delivery. It helps them to prepare the content keeping in view their audiences' reactions and an understanding of their choices for the topics and formats of contents.

14.3 SECTION 2:

14.3.1 How to Find the Audience?
Finding the audience requires an in-depth understanding about the nature of your content and what types of people are likely to use it. It is claimed in the marketing world that you need to have the right product for the right people in order to sell it. Here, while we are focusing on the creation of content in terms of News, Long Form Articles, Features, Opinions etc. in various formats like text, video, audio and animation, we should ask basic questions like:

Who is going to read / watch / listen to your content?

- Does your content have something which people do not already know about?
- How is your content going to benefit the audience?
- What content is being produced by other journalists or media communicators (your possiblecompetitors)?
  - How differently from your competitors can you create content?
  - Why should the audience choose your content over others – What is the unique selling point(USP) of your content?

  Apart from considering answers of such questions, it would also help you gain clarity about the probable group of your audience, which is likely to consume the content.

  Alongside this you can also consider conducting audience research surveys for identifying peo-ple's preferences for content and what group of people you can target.

Audience research surveys help to quantify the audience and understand their preferences for the content enabling one to define quality of the content. This is important to know because as a journalist now one also needs to learn about some marketing strategy for the targeted deliveryof the content to its audience. If one learns to measure one's audience qualitatively and quanti-tatively, one can manage the audience and the content in a better manner.

14.3.2 Customising Content to Audience Requirement

By now, you would be having a fair idea about the importance of audience and how to find it for your content. The digital world is a crowded place with hundreds of options for content us-ers – audiences to choose what they want to read, watch or listen from and when they want to consume the content. You have to make a space for your content and attract audience to use it,giving it preference over other options.

Let us look at an example, consider the case of a South Indian Restaurant, serving different types of dosas, idlis etc. Now the chefs prepare all the dosas and idlis from the same ingredients but they customize it according to the customers' preferences and choices. Similarly, you can think of customizing your audiences' requirements for content. What do people like to know from your articles? Which form of content they like most – text, video? What kind of informa- tion or news do they want to watch as video and what kind of subjects do they prefer to read rather than watch?

In simple terms you need to customize or tailor-make your content according to your audiences' consumption patterns.

Detailed understanding of data gathered from the analytics tools like Chartbeat, Facebook Analytics, Google Analytics, Twitter Analytics

etc. can help in developing a strategy of customizing content according to audience preferences. Now, to understand what to keep in mind to customize the content according to your audience preference, think of social media platforms (Instagram, Facebook, Twitter, Snapchat etc.) how do you get your preferred news, information, updates about people you are following on your newsfeed. It works on algorithm programmed by the social media platforms based on assess- ment of your click on the newsfeeds, likes on the contents, posts that you have shared. So, while considering the customization of content think of what kind of your content is liked, shared and clicked more by your audience.

Customizing content will bring targeted delivery to the audiences, which in longer term yields into a loyal audience for you. Targeted delivery of content helps broadening of your audience base and increased engagement with them. Engagement with audience is equally important for understanding customization of content, as it would draw more loyalty to your content outlet.

14.4 SECTION 3

14.4.1 What Composes your Audience

The previous section focussed on the customization of content according to the audiences' preferences. We will now discuss about what actually composes the audience. Audience essen-tially means a group of people - belonging to various cultures, demographics, linguistics, ge-ographies etc. - consuming the content. Their preferences of content depend on their socio-eco- nomical classes, religious and cultural backgrounds, gender et al. At the same time, news media outlets also define their audiences based on the consumption patterns of their contents.
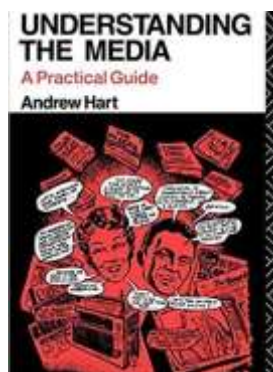
Author Andrew Hart, in his book 'Understanding the Media – A Practical Guide', talks about the composition of the audience. He wrote, "Audiences can be seen, on the one hand, as pro- duced by media institutions and texts. On the other hand they may be specific groups who are defined by particular social and economic relationships. They may also be defined, for some purposes, by their attitudes

Such groups are products of social variables like class, race, gender, age and locality. They determine the particular under- standings which audiences bring to texts. So audiences have dual function. In a general

sense, texts make audiences but in amore precise sense, audiences make texts."

He further talks about the various differences between the audiences based on how they react, when they react etc. However the point he has made for understanding the composition of audi- ence is to understand the patterns of their work and leisure. He has written, "Because people's habits on a typical day and their basic patterns of work and leisure are well established, the scheduling of radio and television programmes has to work within these limits."

Interestingly Hart had written this book in 1991 and it was the time when delivery of news was mainly done through Newspapers, Radio and Television. The world was preparing the basic foundation for the big revolution of delivery of digital content through internet and on mobile phones, which we are witnessing today.

However, Hart's point for understanding people's routine habits and their patterns of work and leisure for the scheduling of the programmes (content) seems to be effective even today. De- spite living in a world, where apparently mobiles and smartphones have become an extended part of our bodies; human behaviour and understanding of its pattern can be helpful to schedule our content for the maximum reach and consumption.

The situation is relatively different in Western countries including US and UK, where the audiences largely follow a single language like English, French, Spanish etc. for news con- sumption. However studying about what comprises Indian audience, one needs to primarily understand that a plethora of characteristics decide the constitution of Indian audience.

Composition of audience in India can be largely categorised into several sections, sub-sections and segments. Broadcast Audience Research Council of India (BARC) is an industrial research body constituted by stakeholder bodies that represent Broadcasters, Advertisers, and Advertis- ing and Media Agencies. BARC regularly releases research findings of various studies about consumption of media content including news and different formats of television.

There are several parameters which decide the composition of audience for the content. Audi- ence comprises various categories like, age, gender, language, geographical reference, urban, rural etc.
The recent report in the second issue (of 2018) of BARC's Newsletter talks about what young India watches on the television. It has focused on the young television audience ranging be- tween 15 and 30 years of age. The report says the age group comprises 33% of the total tele- vision viewership of India.

Similarly another category of Indian TV audience is the South Indian viewership. This catego- ry indicates cultural differentiation between South India and the audience of the rest of India. Though the South Indian audience comprises viewership of 4 languages – Telugu (Andhra Pradesh), Tamil (Tamil Nadu), Malayalam (Kerala) and Kannada (Karnataka) there are signif- icant similarities in the consumption patterns of the television content.

Understanding the composition of audience and its consumption patterns not only helps in scheduling the content but it also provides adequate scope for targeting specific content for the specialized audience.

To understand this, let's consider an example of two FM radio channels in Ahmedabad, Guja-rat – Radio Mirchi and Radio City. Both the channels are offering Bollywood music. However, Radio Mirchi and Radio City both have broadcast slots of spiritual music including hymns and prayers in the morning slab starting at 6 am. This is an example of how both the radio channels are broadcasting similar kind of content for the audience, which is likely to comprise of elderly people, who generally wake up early; these are early risers, who would want to start their day by listening to spiritual music. But post 7 am both the radio channels join the bandwagon of other radio channels in the city and the differentiator between these two channels and the others disappears.

14.4.2 How to Address your Audience

After understanding the variety of content (text, audio, video and animation) and the specific audiences which would enjoy each type of content, you also need to consider how to address these audiences.

It has already been discussed earlier that audience for any media is a group of people with numerous backgrounds and conditions like social status, economic class, age, gender, geo- graphical influences, education, race, colour, caste, culture etc. Now, as a journalist or content producer one needs to keep all these factors in mind and think about how their audience is likely to respond to their content. Learning how to address your audience through your content is the main objective of this chapter. You should keep certain methods in mind to ensure your audience is served the content well.

1. Understand the technicalities of the content.

If you are creating a promo for a romantic movie, you need to remember to select a soft mood-setting piece of music and beautiful

scenery along with the main characters of the movie. This will send a clear message to the audience, who likes to watch romantic movies.
An advertisement of shaving cream will always showcase the macho but smooth image of the character and also have close-up shots of the man's face to communicate closeness and smoothness of the cream.

These two examples will give an idea about how to address the target audience by showing customized content for specific delivery.

2. Use of appropriate vocabulary for the content

- If you have watched the movie 'Interstellar' – you would have come across many un- heard-of words and scientific terms, especially if you are not a science buff.
- However, the movie had attracted a great mass of audiences across the world, who was not necessarily interested in science! The point is despite using scientific terms, many parts of the movie explained the scientific phenomenon in an easy-to-understand lan- guage for the layman.
- The movie lives up to its genre of science fiction or sci-fi because its script had scientific words so its drama connects with the audiences by making the film realistic.
- To access another example of the customized use of language for the audiences, you can browse and compare the language of the edit page and the Bollywood entertainment supplement of the same newspaper. You can find and understand a marked difference in how the audiences have been addressed. It should be noted, that the same reader would be expecting a different language for both the segments of the same newspaper.
- If the Bollywood entertainment section of the newspaper will normally use an infor-mal mode of language, which can connect with the specific type of readership; at the same time when it comes to the editorial page of the newspaper – the layout, subject and language would be different to suit the readers of serious, mature and non-gossipy, thought-provoking articles.

Generally, the producers of content think and plan the format and treatment of the subject based on their understanding of possible responses from the audience. At the same time, it would not be wrong to say that addressing the target audience means to provide them an experience of the content, to which they can relate with.

The scheduling of the content will also help in addressing the desired audience in a better way. This can be understood by a general study of the placement and scheduling of advertisements in various sports events. In a hot country like India, where cricket is considered a national re-

ligion, during commercial breaks of the Indian Premier League cricket matches, one finds ad- vertisements of soft drinks on the TV channels – generally showcasing cricket players. These definitely capture the mind-space of the audience.

Another example of the placement of the content can be understood by watching the placementof movie trailers in the theatres. If you are going to watch some action movie, the chances are high that before the movie, you get to watch the trailer of an upcoming action movie. This waythe context of the content placement would ensure targeted delivery to specific audience.

14.5 Section 4

14.5.1 The Difference between Reader, Viewer and Listener

In the beginning of the unit we had discussed about, how the word – 'audience' - gives ideas about the group of people, who are Readers, Listeners and Viewers of a common con- tent. However, all these words have their own peculiar meanings to communicate a specific type of content to the consumer.

Author Andrew Hart has elaborated about the question "what is an audience?" He has writ- ten, "'Audience' is an inadequate word. Its etymology refers only to the process of hearing. Like 'viewer' it focuses exclusively on a single perceptual channel. In the case of medium like television, this can be misleading because more than one sense is used. But words like 'watching' and 'viewing' also present other problems because they make assumptions about how the process occurs. They imply a form of passivity. We have no words to de- scribe the activity of attending to television. By contrast, 'reading' suggests a process of doing rather than just receiving."

Even within the same word, there are differences of audiences. For example, when we talk about a reader – we can consider a person, who reads content like newspaper, books etc. but the same newspaper reader reads differently, when he browses the same content on the internet. The medium changes his reading behaviour and news consumption patterns.
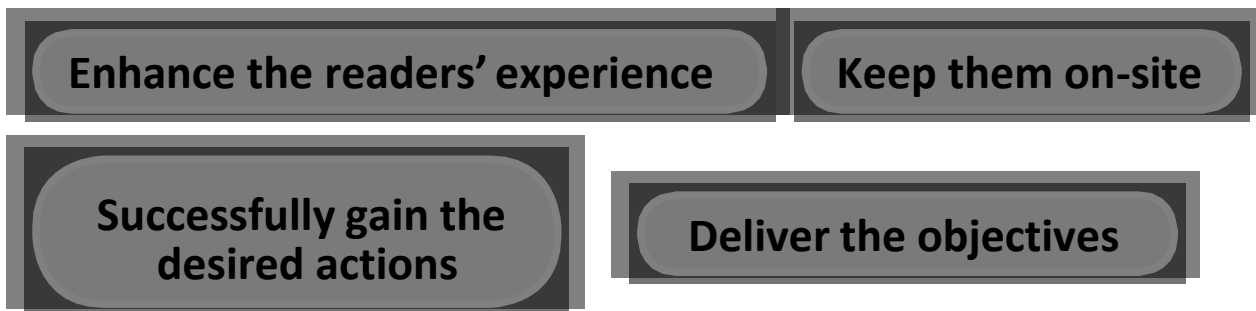
Reader

David Mill, author and former editor of various newspapers explains the difference be-tween the newspaper reader and the online reader. He has written in his book – 'Content is King: Writing and Editing Online', "When we write for print, we expect the reader to closely follow our copy from start to finish, following the logical path of our presentation." Talking about online readers he wrote, "The online reader tends to skim and scan content. In addition, they will most often jump from item to item, page to page (which is what hy- perlinks are for, after all)."

Mill advises online copywriters to ensure that -
- Key content is quickly and easily consumed
- The most important information is near the start of the copy
- Content is organized in an easy-to-follow and intuitive navigational structure

The above would

Enhance the readers' experience	**Keep them on-site**
Successfully gain the desired actions	**Deliver the objectives**

Listener

The difference between listening and hearing is similar to breathing alongside meditation and breathing without meditation. If your ears and neural systems are healthy, you can hear every sound around you beyond your control simply and naturally. Listening calls for more focus from your brain in order to hear specific sounds and voices; and it analyses and inter- prets its meanings and contexts. Hearing is uncontrollable and natural, whereas listening is a skill that can be developed consciously with focus and practice.

So, when you want to engage with an audience comprising of listeners for your audiocontent (audio for radio or podcast) you need to keep in mind that while listening to your content, it's perfectly possible

that your listeners might be busy with some other work as well. Recollect your behaviour, when listening to radio programs – while it takes your ears and brain to listen and understand the content; you can do multitasking while listening. For instance while listening to the radio you can be driving; or while listening to a podcast you may be cooking; or generally while listening to music you may be exercising.

When you want to create content for the listeners few points mentioned by Dave Gilson - Senior Editor of **Mother Jones** magazine published from San Francisco, and one of the founders of bsideradio.org - can help. Gilson has written in an article, "Writing for radio is different than writing for print. You're writing for the ear, not the eye. Listeners have to get it the first time around- they can't go back and hear it again (unlike re-reading a sentence in a magazine). And while a reader may get up and come back to an article, a radio listener who gets up may not come back. So you want to grab their attention and hold onto it for as long as possible. Writing feature stories like the ones aired on B-Side is also different than writing news copy. You can loosen up a little. You can be more literary, more creative, more personal. This hand-out is a quick guide to writing a script for a feature radio story."

Some of the suggestions of Dave Gilson for writing a radio script are:

Be conversational	Be visual	Be concise
Be energetic	Be experimental	Be thoughtful

<u>**Viewer**</u>

The viewer has become more important term in the current times. It simply implies that the person, who watches something closely and with attention, is a viewer. However, now some technological instruments are also termed as viewers, through which one can view the content. But, here we will limit our discussion to the audience category known as viewer. Act of viewing involves human organs like eyes, ears and brain. It engages eyes for watching and reading the content, ears for listening to the audio part of the content and brain to analyse and interpret the content to make sense of it.

While planning content for the viewers, the producer of the content considers several points. It is a visual medium so the information that can be seen on the screen apart from video needs to be put in text form. The text in the script for TV news or any other video format content should be complimentary and add value to the visuals. Music, sound and voice of the people in video shots are a very essential part for the video content to provide complete experience to the viewer.

There are different formats for writing a script for video. The most common and widely used format is storyboarding. Storyboarding helps journalists and producers to put a prop- er plan of the storytelling on paper and execute it accordingly. Storyboard can have shots (visuals), text for the same, music or Audio (people's voices or other sounds) synchronised with timeline and chronology of story structure.

Estel Dillon, Adjunct Professor in School of Media and Public Affairs at George Washing- ton University and American University, and Jehangir Irani, Executive Video Producer for New York Police Department (NYPD) have given some suggestions for making a better video script as mentioned here:

The points to ponder while writing a script for viewers include -

- **Write like you speak:** Write in your own voice, in a conversational tone, as if you're speaking to only one listener. Keep the sentences short. If you have a long sentence, follow it up with a short one. When you go back and read your narration aloud, do you truly sound like yourself?

- **Keep it simple:** Allot a sentence for each idea. Be clear and concise, stick to the story and don't try too hard to be "clever". Too much detail can become irrelevant and make the story lose focus. Avoid multiple-syllable words, words that are tough to pronounce and long, convoluted sentences. "Treasure small words," Dillon says.

- **Provide specificity:** Although the goal is to write clearly, you must also avoid being too general. Dillon says reporters should provide context for anything that may cause confusion or "raise eyebrows." When describing people, don't label them. Tell exactly what they do as opposed to using their official title.

- **Tell stories in a logical order:** Make sure that your content has a beginning, a middle and an ending. Don't bury the lead; state the news near the top, without too much build-up.

- **Use the present tense and active voice:** You're writing for flow and to express what is going on now. Broadcast strives for immediacy. To convey this to the listener, use the active voice whenever possible. In English, try to use a subject-verb-object sentence structure. For example: "Police (subject) have arrested (verb) 21 activists (object) for staging a protest at Merlion Park on Saturday afternoon."

- **Write to the pictures:** TV and video audiences will see why something happened. In tele- vision, the phrase "write to tape" is used to describe the way a story script is built around the visual images you have gathered. Don't write any longer than the story or pictures warrant.

- **Use imagery:** Radio audiences need to imagine the people, places and things in your story. With your words, create powerful and straightforward imagery. Use descriptive verbs instead of adjectives. For example, if you say "he struts or saunters" you're giving a picture without using an adjective. But don't let vivid, imagery-rich writing turn ver- bose. Use words sparingly.

- **Let the speaker speak:** If you're hosting a show or an interview then be the host. Don't overpower the subject of the story. When interviewing, "Don't 'mm hmm' them and don't keep talking and talking about yourself," Irani says. "You're just a conduit whose job it is to relay a story/experience/emotion from the guest to the audience."

14.5.2 Who Decides the Content: Editor or Audience?

An eternal debate in the newsrooms of any media – be it TV, print or now the digital and social media–is that who takes the final call for content? Of course, there are editors to take final calls on what content should be published, but what dominates in that decision-making and content selection process? Is it the editor's experience, and his understanding of the pulse of his audience, or journalistic priorities to provide news? Or, is it audiences' preferences for content, their likes-dislikes and their own priorities of 'Want to know' over 'Need to know'?

There is no direct and clear conclusive answer to these debates, as the audiences and edi- torial decision-making processes are in a constant state of flux under influence of various factors like urgency or immediacy of news, timeliness, availability of resources, organiza- tional policies etc. Having said so, it is nevertheless important to know how the audiences

influence decision-making processes in the era of online journalism. In the times of print journalism, where there were not many channels to know about the exact figures of readerships, news selection was largely based on the editors' deep under- standing of the society and their readers mass and their possible reactions.

This also leads to the discussion of what should be prioritised in the content selection - News that the audience should know or the news that the audience wants to know? There are situations in the newsrooms, where the audience data shows great reception of the content, which would not be falling under category of serious news of public affairs. At the same time, journalistic understanding would call for pushing the serious news forward to inform the people to make them aware about the state of public affairs. Many times the editors, equipped with the data, take the call to choose between the need of clicks, shares and likes (other reactions) of audiences for the organisation over the journalistic duty to inform and engage the audience with the serious piece of information that they should know by developing content in a more connecting format.

14.6 KEYWORDS

Audience	"The group of people together in one place or listen to a play, film, someone speaking etc."
Core Audience	The Core audience for a coaching class - for the preparation of entrance examination for admission into management institute - will be college going students, who can be potential trainees for the coaching class.
Secondary Audience	This kind of audience may not be the direct user/consumer of the product or services but they can influence the purchase of the products.

14.7 CHECK YOUR PROGRESS

Q.1: According to the Cambridge dictionary, What is the meaning of Audience?

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_____

Q.2: Give the ways of Audience?

_____
_____

Q.3: The categories of audience in media?

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Q.4: Give the types of News?

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Q.5: What types of content in mass communication?

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Q.6: What is the age of Young audience?

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Q.7: Give the name of Social Media platforms?

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Q.8: What id the full form of BARC?

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Q.9: Name of the South Indian languages.

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_____

Q.10: According to the Author Andrew Hart, What is an audience word?

_____
_____
_____
_____
_____

14.8 REFERENCES

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Answer:

A.1: Group of people.
A.2: Target Audience, Core Audience, Secondary Audience,
Cumulative Audience etc.
A.3: Readers, Listeners, Viewers, User of Social Media.
A.4: Politics, Society, Industry, Business, Economy, Sports,
and Entertainment.
A.5: Audio, Video, Text, Graphics and Animation.
A.6: Between 18 to 25 Years.
A.7: Whatsapp, Instagram, Facebook,
Twitter, Snapchat etc.
A.8: Broadcast Audience Research
Council of India.
A.9: Telugu (Andhra Pradesh), Tamil (Tamil Nadu), Malayalam (Kerala)
and Kannada (Karnataka). A.10: Inadequate word.

યુનિવર્સિટી ગીત

સ્વાધ્યાયઃ પરમં તપઃ
સ્વાધ્યાયઃ પરમં તપઃ
સ્વાધ્યાયઃ પરમં તપઃ

શિક્ષણ, સંસ્કૃતિ, સદ્દભાવ, દિવ્યબોધનું ધામ
ડૉ. બાબાસાહેબ આંબેડકર ઓપન યુનિવર્સિટી નામ;
સૌને સૌની પાંખ મળે, ને સૌને સૌનું આભ,
દશે દિશામાં સ્મિત વહે હો દશે દિશે શુભ-લાભ.

અભણ રહી અજ્ઞાનના શાને, અંધકારને પીવો ?
કહે બુદ્ધ આંબેડકર કહે, તું થા તારો દીવો;
શારદીય અજવાળા પહોંચ્યાં ગુર્જર ગામે ગામ
ધ્રુવ તારકની જેમ ઝળહળે એકલવ્યની શાન.

સરસ્વતીના મયૂર તમારે ફળિયે આવી ગહેકે
અંધકારને હડસેલીને ઉજાસના ફૂલ મહેંકે;
બંધન નહીં કો સ્થાન સમયના જવું ન ઘરથી દૂર
ઘર આવી મા હરે શારદા દૈન્ય તિમિરના પૂર.

સંસ્કારોની સુગંધ મહેંકે, મન મંદિરને ધામે
સુખની ટપાલ પહોંચે સૌને પોતાને સરનામે;
સમાજ કેરે દરિયે હાંકી શિક્ષણ કેરું વહાણ,
આવો કરીયે આપણ સૌ
ભવ્ય રાષ્ટ્ર નિર્માણ...
દિવ્ય રાષ્ટ્ર નિર્માણ...
ભવ્ય રાષ્ટ્ર નિર્માણ