DR. BABASAHEB AMBEDKAR
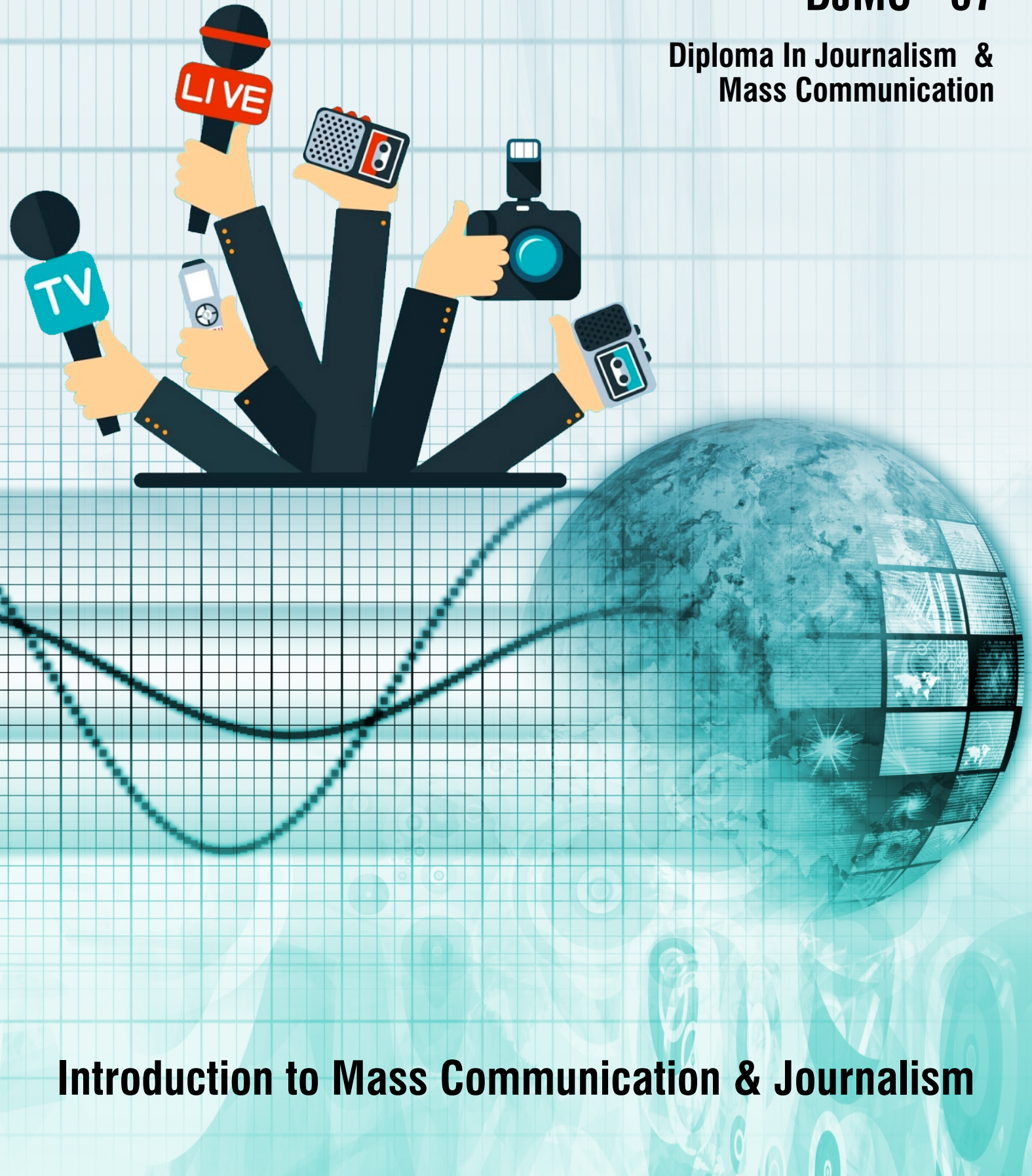# OPEN UNIVERSITY

BAOU
Education for All

DJMC - 07

Diploma In Journalism & Mass Communication

Introduction to Mass Communication & Journalism

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 'स्वाध्यायः परमम् तपः' 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.

Prof. Ami Upadhyay
Vice Chancellor,
Dr. Babasaheb Ambedkar Open University,
Ahmedabad

ISBN: 978-93-92139-57-4
Year: 2021

Dr. Babasaheb Ambedkar Open University
(Established by Government of Gujarat)

DJMC
Introduction to Mass Communication & Journalism

Paper

7

UNIT : 1	HUMAN COMMUNICATION

– – – – – – – – –
STRUCTURE
– – – – – – – – –

1.0 Objectives
1.1 Introduction
1.2 Human Communication
1.3 Elements of Human Behaviour
1.4 Essentials of Communication to Build the Society
1.5 Culture and Communication
1.6 Let Us Sum Up
1.7 Key Words
1.8 Check Your Progress
1.9 References/ Suggested Readings

1.0 OBJECTIVES

This unit aims to explain the meaning and concept of human communication. Also, it will brief about the stages and development of human communication. It will also discuss about various elements of human behaviour. In this unit, the cultural context of communication and its essentiality in building the society will be discussed in length. Mainly, this unit will tell you about the nature, scope and importance of human communication for society and its cultural aspects.

1.1 INTRODUCTION

Communication is the process of creating commonality. Basically it creates the commonality of thoughts. Human are involved in communication throughout whole life, since, from the first breath to the last. Human are different from all the other species on this earth. One of the major differentiations is the ability to communicate. What we know today is not the information of current scenario only but we have knowledge of years' old history and our ancestors through communication only. If we could invent, discover and spread them for human good is only possible through communication.

In this unit we will learn what is human communication? How did it evolved. Then this unit will also discuss about the cultural context of communication and the necessity of communication for building the human society.

1.2 HUMAN COMMUNICATION

The communication word is developed from *"Communis",* the Latin word which means to share. Communication means to share ideas and thoughts to create mutual understanding. It is a process of exchanging the information. Human Communication refers to the exchange of information by humans using verbal and non-verbal cues such as signs, symbols and gestures. Communication is a vital term. All the species and communication systems on the earth have the ability to communicate. The birds have their own ways to communicate with their peer-group, animals have their own language and behaviours.

Humans are the most intellectual species on this earth. Biologically too, human has vocal codes and such biological features which help to communicate in a better way. The communication among the nonhuman species is controlled, limited and predictable. But the human communication is vast, ever-changing and dynamic. It can't be predictive or controlled. Till date, human communication has gone through rigorous developments. Human use the limited words in unlimited compositions.

Human communication aims not only to transfer the information but also works for developing the information. The human communication has developed more and more with the development of human from apes to today's humans. The early developments of the communication started from the use of signs and symbols followed by drawings and cave paintings. With the development of human as a biological being, the communication also developed from the abstract communication to systematised communication methods. Today we have numerous signs, symbols, words as well as techniques like printing, recording or multimedia technology.

Human have the ability to comprehend. In the views of Denis Mc Quail human communication is the exchange of meaningful messages from one to another. These messages could be in oral form, written, visual or olfactory messages. Human also considers concepts such as laws, practices, dressing styles, motions-gestures, structures, and social cues to be communication. Human communication is a dynamic process of exchanging thoughts towards a desired goal. Human communication has various elements and one important element of these communication elements is perception. When human beings communicate, the communication effectiveness is very much affected by the receiver's perception. In conclusion, human communication is the transfer and

exchange of ideas or thoughts form one to another to create a mutual understanding of the phenomena.

It is the communication only which connects humans. Can you suppose a situation where nobody is able to communicate to each other, then what would be happening. There would be no group, no family; no society ultimately leading to no relevance from past to present or one to another. Each one would be wondering here and there alone. It is the communication only which can relate one person to another.

1.3 ELEMENTS OF HUMAN BEHAVIOUR

Behavior means ones' action or response or the way of responding to any stimuli. Human behaviour is mainly shaped and regulated by communication and society. Human behaviour is so much dominated by communication in all aspects of life that it is appropriate to call human a communicating creature. Also, the biological factors, genetic traits, and surroundings affect the human behaviour. Human mainly behave through learned behaviour which they learn through the process of their socialisation. Every human at birth is just a biological being. It is the communication and society which transforms a biological being to a social human being. For example: You must have heard of tarzon, who lives in the jungle. Tarzon was living in the jungle among the animals. He learned their behaviour that differentiate him from other human beings. He learned the animal behaviour and besides having the biological features of human being he used to behave like animals.

The human learns through five senses as well. Whatever one sees, listens, acts etc. becomes components of one's self and behaviour as well. One's psychology or self is demonstrated in the behaviour. Actually, what we think we become and we do what we become. So, the elements of human behaviour have very crucial importance.

Communication has vital value in varied aspects of human life. Communication not only develops and expresses one's behaviour but also one's behaviour affects the other in the process of communication. In conclusion, we can say that the main components of human behaviour are: biological factors, genetic factors, surrounding, communication and society. Also, the culture too has vital importance in human behaviour or we can say that human behaviour is very much affected and reflected by the culture they follow.

1.4 ESSENTIALS OF COMMUNICATION TO BUILD THE SOCIETY

The basic functions of communication are to inform, direct, educate, entertain, persuade and surveillance of the environment. Communication is the only means through which human relations develop and sustain. The communication develops mutual understanding. It helps not only in conveying directions but also creating

synchronisation. A society is a group of people who have continuous interactions, some defined customs and culture, laws and morals. A society at large is a collection of varied people which are united by some common laws and culture. In a society, there exist various social and economic relations. All the individuals of any society are connected through the communication.

Communication transforms the biological beings to a social being. And through communication they develop their own set of living rules, norms, and customs as well. A society is established and sustained through communication only. Communication is that thread which knits a society. The society thus developed provides opportunities for the communication to develop.

For example; in the initial stage of human communication they communicated with non-verbal cues then paintings and drawing. After that as with the growth of communication human developed communication techniques as well. Today, we are living in the age of information and communication technologies. Once there was no paper, ink, or the alphabet but today we are just a click away from innumerable prints or even digital screens. All this could develop in the comfort and facilities provided within the society.

The communication builds up the society and then by the process of socialisation, it teaches the new beings the societal norms and keeps on the maintaining the society and its norms. In turn, society provides developments in the communication. May it be in the forms of sign, symbols or technological development.

1.5 CULTURE AND COMMUNICATION

Prof. Edward Burnett Taylor while describing culture emphasized that culture is a multifaceted set of knowledge, belief, art, morals, laws & customs, and any other capabilities and habits developed by human as a member of society. Another scholar William A. Haviland who was an anthropologist defined culture as a combination of rules or standards and when the members of the society act as per that set of rules produce behaviour that is considered proper and appropriate by the members of the society within a wide range of variance.

It can be concluded that culture is way of living and mental beliefs of any society. It plays crucial role in the physical as well as mental development of human in a systematic way that is appropriate in the concerned society. Raymon Williams conceptualised culture as a whole way of life and structure of feeling.

Culture can be said as social heredity which the new members of the society gain or learn from existing members of the society. It also shapes the human behaviour. It develops one's physical expressions as well as mental beliefs and perceptions.

4

Communication is the art and process of sharing the thoughts between the two. Communication and culture are very much complementary to each other. It is the communication only through which any culture is communicated or taught to another one. As earlier discussed, culture shapes the human actions, thus ultimately, it affects the communication also. You may have noticed the effect of region, lifestyle and beliefs on the way one communicates. For example: A person from Haryana and Rajasthan will have clear difference in their way of communication. Moreover, not just the way of communicating but the communication is also affected by the signs and symbols of the concerned culture.

Communication is the base of culture as it is the communication only which teaches culture from one generation to another. Also, it helps in intercultural communication too where the human adapts to the communication patterns and cultural patterns of other culture. Both communication and culture are essential elements of any society and human life. In conclusion, we can conclude that communication develops culture and culture develops communication. Both affect each other continuously.

1.6 LET US SUM UP

Human communication is the exchange of human minds with other human mind to create mutual understanding. In the process of human communication various factors affect such as socialisation, culture and human behaviour as well. Human behaviour is the human reaction to internal and external stimuli. Human behaviour is very much affected with the society and culture in which a human lives or is associated. Also, one's behaviour affects the other person's behaviour too. The major components of human behaviour are: biological factors, genetic traits, communication, society and surroundings.

Though with the help of communication, human develops groups and such large groups establish society. In a society, through the process of socialisation, human behaviour is developed. Though, each human has its own individuality. But society helps in developing ones' self. This self is created through the process of socialisation and life-long observations. In the development of human or the human society, communication plays a vital role. Also, culture plays crucial role in human behaviour as well as in a society. Culture again is an outcome of interactions among the members of the society. The culture has crucial impact of communication and also vice-versa. In this unit, we learned about the human communication, elements of human behaviour, essentials of communication to build society and the cultural context of communication. These concepts will help to understand the role of communication in varied aspects of human life.

1.7 KEY WORDS

Human Behaviour	The pattern of human reactions to internal and external stimuli
Human Communication	The process of exchanging thoughts and views through verbal and non-verbal cues among human.
Genetic Factor	Heredity factors derived from genes.
Surrounding:	All the physical and psychological factors around something which compose the all round effect.
Tarzon:	The jungle man in the film; tarzon, the ape man.
Culture	The way of living or belief of any society.
Society	Group of people having common way of living and belief system, also have an continuous interaction and a common goal.

1.8 CHECK YOUR PROGRESS

1. What is the concept of human communication?

…………………………………………………………………………
…………………………………………………………………………
…………………………………………………………………………
…………………………………………………………………………
…………………………………………………………………………
.

2. Discuss the evolution, need, and importance of human communication.

…………………………………………………………………………
…………………………………………………………………………
…………………………………………………………………………
…………………………………………………………………………
…………………………………………………………………………
…………………………………………………………………………

3. Define human behaviour and elaborate its elements.

…………………………………………………………………………
…………………………………………………………………………

……………………………………………………………………………
……………………………………………………………………………
………………………………………………………………………..…

4. Communication and society are interdependent, comment.

……………………………………………………………………………
……………………………………………………………………………
……………………………………………………………………………
……………………………………………………………………………
……………………………………………………………………………

5. What is culture? Discuss the role of culture in communication and role of communication in culture.

……………………………………………………………………………
……………………………………………………………………………
……………………………………………………………………………
…………………………………………………………………………….

1.9 REFERENCES/ SUGGESTED READINGS

- Rodman, G. R., & Adler, R. B. (2003). *Understanding human communication*. Oxford University Press, New York.
- DeFleur, M. L., Kearney, P., & Plax, T. G. (1992). *Fundamentals of human communication*. Mayfield Publishing Company.
- McCroskey, J. C., & Richmond, V. P. (1995). *Fundamentals of human communication: An interpersonal perspective*. Waveland Pr Inc.
- Alberts, J. K., Nakayama, T. K., & Martin, J. N. (2010). *Human communication in society*. Boston, MA: Allyn & Bacon.
- Narula, U. (2006). *Handbook of communication models, perspectives, strategies*. Atlantic Publishers & Dist.
- Hasan, S. (2010). *Mass communication principles and concepts*. CBS Publishers.
- Kumar, K. J. (2000). *Mass communication in India*. Jaico publishing house.
- McQuail, D. (2010). *McQuail's mass communication theory*. Sage publication.
- Haviland, W. A., Prins, H. E., McBride, B., & Walrath, D. (2013). *Cultural anthropology: The human challenge*. Cengage Learning.
- Williams, R. (1960). Culture and Society.
- https://www2.palomar.edu/anthro/culture/culture_1.htm

UNIT : 2	UNDERSTANDING COMMUNICATION

STRUCTURE

2.0 Objectives

2.1 Introduction

2.2 Communication Defined and Means

2.3 Communication: Nature, Scope and Concept

2.4 Communication Functions

2.5 Communication Process and Elements

2.6 Let Us Sum Up

2.7 Key Words

2.8 Check Your Progress

2.9 References/ Suggested Readings

2.0 OBJECTIVES

Communication is the essence of human life. This unit aims to develop the basic understanding of the communication. It will explain the concept of communication, its scope and functions. Also, it will enlighten about various types of communication, their nature, scope and importance.

2.1 INTRODUCTION

The word communication is developed from Latin noun *"Communis"* that means to share. Communication means to share ideas and thoughts to develop mutual understanding. Simply saying, communication is that bridge which connects and makes commonality between two individuals. It is not only the sharing of thoughts but also sharing of minds. Communication has various types; depending upon various bases like: number of participants, order of participants, way of communicating etc. The scholars have tried to explain and define the communication in times.

It is also true that this is communication ability which makes the human different from the other species on this earth. The special abilities of mental as well as biological features that enable human to communicate makes them not only the different but also the most wisest creature on this earth. The evolution of human being is the vital example of this. The communication and communication form we are using today have undergone a long and rigorous process of development. The early Cro-Magnons used to communicate via signs and symbols that too only the non-verbal cues. The rigorous journey of communication development has various phases. The early phases included the use of signs and symbols followed by painting, drawings and then writing on the leaves. After that each of the human communication abilities got the extensions in the form of eyes: printing, ears: radio, and audio-visual media.

The famous communication scholar Marshall McLuhan has rightly mentioned that the communication technologies are nothing more than the extension of human communication abilities. Today, we are facing rapid changes in the form and ways of communication. Actually, the development has being facilitated with various available options. The early communication developments were limited due to limited resources. Human mind has infinite capabilities which are getting explored day by day and still much more is there to be explored. In every aspect of human or human associated developments; the communication has vital role. Hence, it is important to study the concept, types, feature, functions and scope of communication. This unit will further explain all of these in details in the specific parts of the current unit.

2.2 COMMUNICATION DEFINED AND MEANS

In the introduction part, we have got a little familiar with the concept of communication. This section will further explain in detail the concept of communication. As per the biological structure of human beings, our mind continuously keeps on creating various kinds of stimuli in the form of rapid thoughts. Our sensory organs like eyes, ears, nose, tongue (taste buds), skin, and the sixth one the sixth sense continuously keep on generating some signal which are sent to human mind through nervous system and brain is the power house of processing these signals and finally giving the information as output. This final output is responded with the external output or internal thinking only. All this process of stimuli and the response is actually the process of communication. We human usually have continuous stimuli to communicate. Human mind continuously keep on processing and responding signal within itself that is called intrapersonal communication. And when this final output on the stimuli i.e. the information processed

by the mind is shared with others the communication becomes participatory or between individuals.

Human is different from other biological beings on the earth. Human needs company to survive and cherish life. And all this becomes possible only through communication. The communication creates the connections and sustains them by sharing of views and minds. Now, let us understand communication with the help of some definitions given by the prominent communication scholar who tried to communicate the vitality of communication in the best of words. As communication is essence of life so it is not specific for the communication field only. Scholar from various fields like Psychology, Physics, Mathematics, Politics, Chemistry, Sociology, Anthropology tried to explain their understanding of the communication as per the concerned subject.

Louis Allen as quoted by Seema Hasan in the book titled Mass Communication Principles and concepts states that Communication is the sum of all the cues communicated by one when he wants to create understanding in the mind of other person. Communication is a bridge of meaning that involves a systematic and continuous process of telling, listening and understanding.

In the words of Carl Hovland, Communication is the process by which any individual transmits stimuli to modify the behaviour of the other individual.

Denis Mc Quail opined that communication increases commonality but it requires some commonality for it to occur.

Shannon and Weaver argued that Communication is the effect of one mind over another.

According to Weaver, all those ways in which a human can affect another comes under the term communication.

Wilbur Schramm defined communication in a very simple way; he says, communication is a process through which the message reaches to the destination through source.

Communication is a crucial element of human life. It could be with oneself, God, nature and with the people and surroundings. It is the transfer of one's mind to another mind. We can say that the meanings of the communicated words inherit in the receivers rather than the words. To conclude, it can be said that communication is a kind of joint venture in which knowledge, thoughts, experiences or information are understood and exchanged. It is a kind of partnership between the sender and the receiver to create mutual understanding.

2.3 COMMUNICATION: NATURE, SCOPE AND CONCEPT

Communication is a dynamic activity. It continuously keeps on happening. Charles E. Osgood described this feature of communication in his circular model of communication. He said, in Communication, there is neither sender nor receiver rather both the parties involved in the communication process are the participants. The communication keeps on between the participants.

Communication is not just a one-time activity rather it is a complete process which has various components; Sender, Message, Channel, Receiver, Feedback, and Noise. All these components of communication are interrelated and dependent on each other. Each element is necessary for completion of the communication process.

Also, it is an inevitable activity. Especially for humans, human can't live without communicating. Human needs communication to communicate his thoughts and emotions as well as to understand others. Communication is said to be irreversible that means the message once communicated could not be reverted or erased from the receiver's mind. In the whole process of communication, it involves signs and symbols in the form of codes, language, non-verbal cues etc.

Human is a social being and communication is his nature. Human has the inherent nature of exchanging emotions and thoughts. It is assumed that communication evolved with the evolution of human and became a basic need of human being. All over physical and mental development of any human is dependent on communication.

Communication is both an art and a science. It is a complete process of transferring ideas, thoughts, signs, symbols, and picture, verbal and non-verbal cues to create mutual understanding. Communication is actually the process of transmission of information from one mind to another to create mutual consensus on the information transmitted between the two.

Also, it is a dynamic, continuous and an on-going process. The participants may remain constant or change with the expansion of communication. Communication actually is interaction with inner-self and external factors. Uma Narula is her book Handbook of communication explained that the focus of human communication is sometimes defined, sometimes undefined, and sometimes vague. Similarly, we are not conscious all the times of our purpose of communication or the effects that our communicated messages will have on the targeted audience, but the communication is continuing.

Communication is the basis of sociality and it itself too is a social process. Human beings use countless ways to communicate through

verbal, non-verbal, and cultural cues. The Sadharinikaran or the Indian concept of communication means to express our inner feelings in such a way that the receiver understands the message in same way and mutuality in the hearts is achieved. Communication is a two-way process through which the ideas and thoughts are exchanged. It is impossible to utilize human resources without communication. Communication is effective only when the receiver understands the message and provides feedback.

Some communication scholar defined communication as a linear process and other have defined it as a circular process. The communication is often confused with the term mass communication whereas both are different. The term communication means process of exchanging information for mutual understanding while mass Communication refers to communicating to large audience.

2.4 COMMUNICATION FUNCTIONS

Communication has multiple functions. It is a dynamic process hence its functions also vary as per the situations. Though, the primary functions of the communication are: to inform, educate, entertain and create a persuasion through effective communication. Besides these another important function of communication is cultural promotion and integration of various kinds of human beings.

Communication has different purposes at different times and in different situation. Sometimes, it is vague too. Actually the meaning of any communication lies in the minds of communicators and not in the words. So, communication has different functions for different situations.

Harold D. Lasswell tried to explain the major functions of communication as are:
1. Information collection and circulation
2. Analysis of Information
3. Dissemination of social knowledge and values

Communication is the response to internal and external stimuli. It enables the information collection and dissemination. As discussed in the previous section, in communication, the meaning is not in words but in the minds of the communicators. Thus, communication not just provides his information rather enables to analyse the received information. David Berlo (1960) proposed SMCR model of Communication. In his model, Berlo defined sub-elements of four major components of communication. For Sender as well as receiver he mentioned; communication skills, knowledge, attitude, and socio-cultural knowledge. All these features provide information analysis as well.

Communication uses signs and symbols, thus, it disseminates the cultural values to new generations. Communication is also the key to socialisation. Through communication, one not only disseminates rather also learns the social customs, knowledge and traditions. Thus,

communication provides education, instruction, integration, creation and dissemination of social knowledge and values too.

Communication also leads to dynamism in human life. It also leads to social change and development, diffusion of innovation in the society, behavioural changes, correlating the various factors of the society, and also creating new societies. Thus, the primary functions of communication are; to inform, educate, entertain, and persuade. In addition to these, the additional functions of communication are: Education, instruction, information, Discussion, Entertainment, Persuasion, Integration and Cultural Promotion.

2.5 COMMUNICATION PROCESS AND ELEMENTS

Communication is not just an instant action, though it appears so but actually it is a process. It undergoes various systematic steps and the complete process of communication leads to successful completion of communication i.e. the message is understood by the receiver and effect is sought through feedback.

The communication process mainly involves four steps as are:
Step one: The source or sender responds to any stimuli and develops an idea or thought. Then the idea is encoded in the understandable form by the receiver and then the message is sent to the receiver through appropriate medium.

Step two: This step involves sending of message. In this stage the sender also ensures that the message reaches the receiver without any hindrance i.e. to say the sender tries to choose every measure to reduce noise or any kind of communication barrier.

Step three: The step three is when the message is received by the receiver, then he decodes the conveyed message as per receivers communication skills and perception.

Step four: In this stage, the receiver confirms the understanding of the sent message in the form of feedback to the sender.

For an effective communication, one shall have subject knowledge, appropriate communication skills, awareness and knowledge of communication mediums, interest, perception, credibility, and good behaviour.

The communication process mainly has four components viz. Sender, message, Channel and Receiver. Though on the basis of complete process of communication; it involves following elements:

1. **Sender/Source**
   Sender is the one who initiates the communication process. It is the most important component of the communication process. Devid Berlo has mention features of a sender that affects the quality of communication viz. Communication skills, Attitude, Knowledge level, and Socio-cultural knowledge.

2. **Message**
   Whatever the sender transmits to the receiver is the message. The message is the inherited meaning in the communicated words/symbols/cues. A good message Shall have purpose, must be true, scientific, balanced, as per the targeted audience requirements, timely, and language shall be as per the receivers comfort.

3. **Encoding**
   Encoding is the process of expressing the sender's idea in the form of a message with the help of words, sign, and symbols. While encoding, the sender considers the selected medium as well as the targeted receiver's understanding abilities. Thus, in this step the message is encoded.

4. **Medium (bridge between the sender and the receiver)**
   Medium is the bridge between the sender and the receiver. Medium is the carrier which carries the message to the receiver. In intrapersonal or interpersonal communication, the communication can be without technology but for mass communication one needs to be very particular while selecting the medium. There are wide varieties of mass medium. But one shall select the medium as per the communication nature and nature of targeted audiences. The medium could be audio, visual, audio-visual, web etc.

5. **Receiver**
   Receiver is the target or the destination for whom the communication is initiated. Receiver also has the same skills as mentioned for the sender just as: communication skills, knowledge level, attitude, socio-cultural knowledge etc.

6. **Decoding**
   Decoding is the process of breaking the codes generated in the form of message by the sender. In decoding, the receiver understands the communication as per the level of understanding of the receiver.

7. **Feedback**
   Feedback is the response reverted to the sender by the receiver in context of received message. It may be positive as well as negative. The positive feedback is when the receiver understands the message as conveyed by the sender and agrees in the same context and the negative feedback is the vice-verca.

8. **Noise**

Noise is all those obstacles or hurdles which hinders the smooth flow of communication process. It may be physical noise, technical problem etc. The noise may occur at any time during the whole process of communication. One shall always try to reduce the noise as much as possible so as to make the communication more effective.

The communication starts with the sender who perceives something to communicate, then the sender encodes the thought in the form of message, selects the appropriate medium and transfers the message to the receiver. The receiver then decodes the message and reverts to the sender in the form of feedback. The feedback can be both; positive or negative. In the process of communication, there could be any kind of noise which hinders the effective communication. One shall try to eliminate the noise as much as possible to make communication effective.

2.6 LET US SUM UP

In this unit, we studied the concept of communication. Communication is an essential element of human communication. The human's ability to communicate makes the human the wisest and different from all the other species on the earth. Communication is the process of expressing one's feelings, emotions, observation about surroundings to the others in a way to create mutual understanding. Human mind continuously observes the stimuli to communicate and the response to the stimuli is the communication. Communication plays vital functions in the human life and the society at large. The major functions of communication are information collection and circulation, information analysis, disseminating social knowledge and values. The basic functions of communication are to inform, educate and entertain.

As is discussed, communication is an art as well as a science. The communication happens through a proper process which involves a sender who has some idea/thought to communicate, a message i.e. the encoding of senders' idea, a channel and the receiver. During the process of communication, there may be noise i.e. communication barrier at any stage of communication. A communication barrier distorts and hinders the successful completion of the process of communication and affects the effective communication.

2.7 KEY WORDS

Communication	The process of exchanging ideas and thoughts to create mutual understanding.
Sender	The one who initiates the communication process.
Message	The encoded thought in the form of words, signs or symbols to be communicated to the receiver.
Receiver:	The person for whom the communication is initiated or can say the second party in communication.
Context	Context refers to subject matter or concern of the communicated message. Communication is always contextual. And could be misunderstanding if understood without context.

2.8 CHECK YOUR PROGRESS

1) What is the concept of communication?
2) Define the scope of communication in society.
3) "Communication is a process" Elaborate this statement with suitable examples.
4) What is the role of receiver in the process of communication?
5) Discuss the functions of communication with examples.

2.9 REFERENCES/ SUGGESTED READINGS

- Narula, U. (2006). *Handbook of communication models, perspectives, strategies*. Atlantic Publishers & Dist.
- Saville-Troike, M. (2008). *The ethnography of communication: An introduction* (Vol. 14). John Wiley & Sons.
- Hasan, S. (2013). *Mass communication principles and concepts*. CBS Publishers.
- Kumar, K. J. (2000). *Mass communication in India* (Vol. 741). Jaico publishing house.
- Rodman, G. R., & Adler, R. B. (2003). *Understanding human communication*. Oxford University Press, New York.
- McLuhan, M. (1964). The medium is the message.

| UNIT : 3 | COMMUNICATION |

– – – – – – – – –
STRUCTURE
– – – – – – – – –

3.0 Objectives
3.1 Introduction
3.2 Traditional Forms of Communication
3.3 Visual Communication
3.4 Understanding Audience
3.5 Barriers of Communication
3.6 Let Us Sum Up
3.7 Key Words
3.8 Check Your Progress
3.9 References/ Suggested Readings

3.0 OBJECTIVES

This unit will enlighten about the various forms of communication, nature and type of audience, and barriers to communication. One shall be aware about the types and various media of communication. Also, it is as important to understand the audience. Communication is the exchange of ideas and thoughts to create mutual understanding so if the sender doesn't know the audience how the communication is expected to be effective. Similarly, the barriers to communication are very crucial to be studied when one studies about communication. Barriers are those pop-ups which are essential be cured and as well as necessary to be avoided with proper precautions. The whole efforts of the communicator or receiver may go in vain due to the barriers of communication. So, this unit will let you know;

- Traditional forms of communication
- The nature, characteristics, scope and importance of visual communication
- Audience: Concept, Nature and types

- Barriers to communication and suggestions to overcome barriers to communication

3.1 INTRODUCTION

Communication is the process of conveying the sender's message to the receiver. The sender uses all ways to communicate the idea well so as to establish the mutual understanding. All these forms used for communicating are categorised as form of communication. Communication is verbal, non-verbal, intrapersonal, inter-personal, group, mass, formal, informal, audio, video, audio-visual etc. Also there are varieties of medium utilised for communicating. In this unit we will study the further types and medium of communication and some extended concepts like audience and barriers to communication. A very well saying is there, the name suggests the components. Hence as per the name of topics mentioned in the starting itself explain the basics involved. Let us understand these concepts in detail.

3.2 TRADITIONAL FORMS OF COMMUNICATION

Traditional forms of communication means the conventional channels used for communicating. In communication process, the medium has very important role. Marshall McLuhan explained the role and importance of medium very impressively in one line; Medium is the message. McLuhan coined this term in 1964 in his book titled Understanding Media. He very well focused on the capacities of the medium than the content itself. The content is important but how is delivered is more important. In the early ages of communication, the communication developed in very sober ways. But with the advent of technologies we witnessed a high-paced growth of communication. If we give a look back, how fast we are moving and adapting to latest techniques of communication. And now imagine an era when there was no radio, television or cinema. In that times what were the sources with the people for mass communication or entertainment. The answer to this query is, it was the local media or can say folk media which the people developed to communicate at large and with utilising the all forms of communication.

Traditional media is the sum of all these local media. It had and still has various merits than the mass media. Simultaneously it has limitations too. Traditional forms of communication refer to conventional form of communication used in every society for communicating socio-cultural aspects or social events or social issues. The nature of traditional forms of communication maybe defined as it is exactly the way of living of that concerned society. In traditional forms of communication the content like; local issues, current information, education, culture, religious stories, stories of that society, epics or such literature and

history is presented through the music, dance, plays and varied acts as per the speciality of that society or the locality.

The traditional forms of communication include drama, story-telling, dancing, puppetry shows, street-theatre, nukad natak etc. In India as well as in world, there are famous traditional forms of communication. In context of India; tamasha is famous in Maharashtra, nautanki in northern parts of India, Khayal in Rajasthan, Puppetry in various forms all over India, madhubani paintings etc. are used as traditional forms of communication for various purposes. The most benefits of traditional media are; it is cost-effective, convenient, more impressive as is in local language, more entertaining, face to face contact, peer group impression, less dependent on technology, more impressive way of communicating the message, personal influence on the viewers, zeal among the organisers as well as audience etc. It has demerits too. It couldn't be utilised at wider levels due to technical barriers, local language implications, local influence etc.

Traditional forms of communication are good for limited communication but are not suitable for communicating with larger audiences. Moreover, the main quality of traditional forms of communication is that they are the crucial media of socio-cultural values. As the societal norms and values not just told or presented through traditional media rather the communicators of traditional media inherit the socio-cultural norms and values in their communication and communicated message.

The current scenario is very much of advanced technology and new media. Now a days, even the Television, Newspaper and radio are also called as traditional media and there is major influence of new media. But in new media the cultural values can't be communicated in the way it is presented through our traditional media. The fun and joy involved in the representation as well as enjoying the traditional media can't be substituted with so-called virtual media of 21st century.

3.3 VISUAL COMMUNICATION

Visual communication as the name explains; is the communication through visual elements that can be seen. In visual communication we mainly consider drawings, paintings, graphics, signs and symbols etc. Actually is combination of lines, curves and colours. And all these elements are collaborated in a systematic way to present the message in the visible form.

As cited in the report of Cognos Innovation Center (2006) 70% of the total sense receptors in the human body reside in the eyes.

Human communication is kind of responses to the internal and external stimuli. Our eyes are the most active and quick observer of

external factors. Our eyes quickly report to the mind. And every image thus is decoded with the pre-recorded symbols and recognitions in our mind. There is a very famous saying that a picture is worth thousand words. Human psychology and mental capacities are very fast to process the visual information.

The picture speaks a lot but yes they are subjective to perception. Though every type of communication is dependent on the perception of the sender as well as receiver but a picture may have different meaning for different people. Language has common symbols but the picture or the visual content maybe open for multiple interpretations. For example the plus sign for some may symbolise hospital and for the some it maybe the symbol of red cross society. Therefore, one shall be very careful while using visual communication. It is equally confusing as is clear.

3.4 UNDERSTANDING AUDIENCE

The term audience is used for media consumers. The users of radio are called listener, television viewers are called the viewers and loosely the term audience is used to refer the mass. In mass communication, there is huge number of receiver of the communicated message, they are called the audience. The mass communication has a crucial feature of heterogeneous receivers that means the audience of the mass communication channels is anonymous to each other and includes all types of audience (age, gender, geographical area, other demographic profiles).

In any kind or level of communication the sender must know about the audience, then only he can encode a good message that could be understood by the receiver of the message. Basically one shall be aware about the demographic profile (Age, gender, geographical association, education status) and some of psychological profile (attitude, knowledge, communication skill, socio-cultural values, etc.) of the target audience. In mass communication, it becomes rather more necessary to understand about the audience of the message.

3.5 BARRIERS OF COMMUNICATION

Barrier refers to any kind of obstacle which hinders the smooth flow or the process. As we know communication is a process. In any process various elements are involved. The process could be effectively accomplished with the coordination of all the elements. In communication, there are internal as well as external factors which may create obstacle in the flow of communication. They may occur at anytime in the whole process of communication. There are a variety of barriers which may affect the process of communication or successful completion of the communication process. One should be aware about the

communication barriers and the ways to avoid the effect of such barriers. Communication scholars have tried to explain the communication barriers as per context and categories. Broadly the communication barriers could be categorised in to two categories as presented below:

- Physical barriers
- Psychological barriers

Physical barriers include external sounds, time-shortage, competing stimulus, environmental disturbances, health issues, technical issues etc. For example when A is communicating a message to B, then there may be that:

If A is communicating via phone to B, the phone's microphone works improperly then B wouldn't be able to understand A in the way A was communicating.

And if A and B are communicating face to face there may be some corresponding sounds in that space or maybe there is raining outside or thundering in the sky. Such competes sound will distract the listener as well may also affect the voice audibility of the communicator, thus, ultimately affecting the effectiveness of the communicated message. Physical barrier are such kind of barriers which have physical existence.
Psychological barriers include all those barriers which could psychologically affect communicators. For example: language barriers, emotional barriers, listening barrier, health issues, self-image, resistance to change, demographic conditions or differences etc.

Let us understand this with the example of X and Y. X is suffering from headache and due to this he couldn't encode his message well to B and B also could give due participation in the communication process. Also, there could be that X knows English well but Y is not as much comfortable with English language. So the encoding as well as interpreting by both will differ leading to ineffective communication.
Many a times, some people are not open to accept changes or they may have perceived impressions. In these situations too they don't listen to the communicated message as per the message rather they are confined to their perceptions leading to ineffective mutual understanding between the communication participants.

Everyone shall be aware of communication barrier so the necessary precautions could be made to avoid the effect of barriers in the communication. Some of the points to be considered for avoiding or minimizing the effect of communication barriers are mentioned hereby:

- Try to incorporate 7C's of communication i.e. clarity, comprehensiveness, conciseness, concreteness, coherent, credibility, and courteous.
- Know your receiver/audience.

- Consider the urgency and pace of communication and draft the message appropriately.
- Know the communication technology, if any employed so as to avoid the probable technical barriers that could occur in the process of communication.

Though one can control the physical barriers of communication but one can't fully control the psychological barriers of communication. Still, one shall try to minimise the effect of communication barriers so as to have effective communication.

3.6 LET US SUM UP

Communication is a continuous and dynamic process. It involves various elements as well as various types to communicate the message intended by the sender as per the circumstances. In this unit we studied the nature, scope and importance of traditional form of communication. Also, this unit enlightened about what is visual communication. Visual communication can be briefly concluded as the first stage of human communication was visual communication. And till date too, the visual communication has wider scope and importance and a distinguished place in all forms of communication.

While understanding the communication, it is as important to understand the concept, nature and importance of audience. Without audience the communication is incomplete. It is the one for whom the communication is intended mainly. Also, the art and process of communication is not so easy, there are various internal and external barriers which could hinder as well as affect the whole process and affect of communication. This unit briefly discussed about the nature of communication barriers and ways to avoid or neutralise them.

3.7 KEY WORDS

Traditional forms of communication	Those forms of communication which are in use from long ago. These include mainly the folk media or the cultural communication tools used to disseminate the contemporary information.
Communication barrier	The internal and external factors which hinders the smooth flow of communication and also the communication effect.
Visual communication	Communication through picture, graphs, and such other visual material.
Audience:	Receivers of the communicated message via mass media platforms.

Listeners	The consumers of audible mediums are called listeners.
Viewers	Viewers means who are viewing the media content.
Readers	The consumers of print media especially newspaper or magazines.

3.8 CHECK YOUR PROGRESS

1. Discuss the features of traditional forms of communication.
   …………………………………………………………………
   …………………………………………………………………
   …………………………………………………………………
   …………………………………………………………………
   …………………………………………………………………

2. What is scope of visual communication?
   …………………………………………………………………
   …………………………………………………………………
   …………………………………………………………………
   …………………………………………………………………
   …………………………………………………………………

3. What is the need and importance of studying the communication barriers.
   …………………………………………………………………
   …………………………………………………………………
   …………………………………………………………………
   …………………………………………………………………
   …………………………………………………………………

4. Elaborate the role of audience in communication.
   …………………………………………………………………
   …………………………………………………………………
   …………………………………………………………………
   …………………………………………………………………
   …………………………………………………………………

5. What are linguistic barriers of communication?
   …………………………………………………………………
   …………………………………………………………………
   …………………………………………………………………
   …………………………………………………………………
   …………………………………………………………………

3.9 REFERENCES/ SUGGESTED READINGS

- Hasan, S. (2013). *Mass communication principles and concepts*. CBS Publishers.
- Kumar, K. J. (2000). *Mass communication in India* (Vol. 741). Jaico publishing house.
- Narula, U. (2006). *Handbook of communication models, perspectives, strategies*. Atlantic Publishers & Dist.
- Somasundaram, V.(2005). *Principles of Communication*. Authors Press Delhi
- Schramm, W., & Porter, W. E. (1982). Men women messages and media: Understanding human communication.
- Birdwhistell, R. L. (2010). *Kinesics and context: Essays on body motion communication*. University of Pennsylvania press.

UNIT: 4	COMMUNICATION CLASSIFICATION

– – – – – – – – –
STRUCTURE
– – – – – – – – –

4.0 OBJECTIVES

In everyday life we use various cues to communicate. All these are classified as the types of communication. This unit will elaborate the various types of communication as per different classifications. It will enable us to have in-depth knowledge of different types of communication, their nature, scope, usage pattern and importance. Specific objective of this unit are:

- To understand various classification of communication
- Nature and scope of each type of communication
- Merits and demerits of different forms of communication
- Understanding the use of suitable type of communication as per the communication situation.

4.1 INTRODUCTION

Communication is the exchange of ideas and thoughts to create mutual understanding. In the process of communication, the communicator tries to express his idea with the use of words, signs, symbols, gestures so as to make the receiver understand the idea in the way it is communicated. It can be said that communication in sum total includes all those ways and cues through which one expresses his idea so as to make another one understand the message and create mutual understanding between the two. These ways, forms, and cues used to communicate are actually the types and forms of communication.

Communication types have been defined by various scholars from time to time. We all use all types of communication but may be that most of us are not aware of the technical terms used to denote those cues. If we know them thoroughly, we can use them more appropriately as per their usage and importance and make the communication more effective. The only purpose of communication is to create mutual understanding through sharing ideas and thoughts. One always tries all the best ways to make one's communication more clear, specific and effective. In this unit, the author has tried to explain all the types of communication utilised in our day to day life.

4.2 TYPES OF COMMUNICATION

Communication involves participants, verbal or non-verbal cues, signs and symbols, organisation structures, multimedia, socio-cultural cues, languages, emotional signs etc. Therefore communication has wider classification as per the nature of communication. Broadly, the communication can be classified as per the following criteria:

- On the basis of people participating in the process of communication
- On the basis of language
- On the basis of formalities
- On the basis of medium
- On the basis of communication flow

Each of these five criteria has further specific classification. Each one is further explained in next sections.

Types of communication on the basis of people participating in the communication process

As we know, communication is a process and this process involves participants who share thoughts. Though, every communication starts within and also ends within the participant in the form of encoding and decoding. Still, the communication can be categorised in four types

as per the number of participants involved in the process of communication.

4.2.1 Intrapersonal Communication

This is kind of a psychological process. In this form of communication, only one person is involved. The communication starts as well as ends to the same person. It means the sender and the receiver are the same person. It includes one's thought as well as the communicated message. For example: When one wants to express something then at first one works on that thought within oneself. One sends the message to himself; discusses thereupon and clarifies the thought. Actually, in this process the person involved communicates within oneself considering the thoughts with one's past, present, and future. Also the communication with God or nature may come under this criterion. In simple words, Intrapersonal communication is when one communicates with oneself. There is only one participant in the whole process of communication.

In intrapersonal communication, human use central nervous system and peripheral nervous system for generation, transmission, and receiving of messages. In this way, one reacts to internal and external stimuli. Intrapersonal communication is not just a type of communication but is also the basic of all other types of communication.

4.2.2 Inter-personal Communication

It is a form of communication where the sender and receiver can directly communicate. Inter-personal communication is defined as when two or more person communicate with each other. In this type of communication, there is quick feedback and face to face communication. This type of communication is most effective as the communication could be continued till the mutual understanding is observed. In the era of information technology, this form of communication is facilitated with telephone or internet communication. Although, the telephonic conversation or conversing via internet mediums have its own advantage and disadvantage. When two persons communicate face to face, they can comprehend the message with help of non-verbal cues too. In mediated communication too, such feature is available but for that one shall be well-versed with the technique.

4.2.3 Group Communication

It means when communication is taking place between a group's members. For say, a group of eight or ten people communicating with each other. Group communication increases the sharing and exposure of thoughts but simultaneously it affects the feedback. Larger the number of group, fewer is the number of responses or feedback. Group is the smallest unit of a society. Groups maybe of various types. It may be on the basis of age, organisation, work, and interest etc. In group

communication, usually one person transmits the message to the rest of members of the group and each one may respond back the feedback. There is less feedback in group communication as compared to interpersonal communication. But it is helpful to increase the communication exposure as well as saves time too.

4.2.4 Mass Communication

Mass Communication as the name suggests; it is the communication with masses. Mass means large number of people. A basic feature of mass communication is that the receiver; mostly called audience as the number is quite large can be infinite and heterogeneous but the message is same. In mass communication, a team of individuals or say a group called source communicates the same message simultaneously to large number of people i.e. mass with the help of some technology. It is also called mediated communication. In this type of communication, the feedback is very less and rare; therefore the feedback is almost nil or negligible. It is one-way communication.

In the recent times, with the advent of information communication technologies the mass communication has also become interactive communication. Still there is less feedback in mass communication than any other form of communication. Mass Communication has vital features for individuals as well as society at large. The major functions of mass communication are to inform, to educate, to entertain and surveillance of environment. Major channels of mass communication are Radio, Television, Newspapers, and magazine, World wide web etc.

4.3 VERBAL AND NON-VERBAL COMMUNICATION

Verbal means with words and non-verbal communication means communication without words. The communication can be classified on the basis of language usage in the communication process. Language has vital importance in communication. The communicated thought is best conveyed through appropriate words but the message could also be conveyed without using any word. Thus, Communication can be of two types on the basis of language. These are:
- Verbal Communication
- Non-verbal Communication

4.3.1. Verbal Communication
Language is the instrument to express thoughts and emotions. It provides words and structures in which one can put his thought and express well to others. In simple words, when one uses words in communication, it is verbal communication. The words can be used in two ways either by speaking or by writing. So the verbal communication has further sub-forms as are:

A) Oral Communication
B) Written Communication

When the participants communicate through spoken words, it is called oral communication and when the sender uses written form of communication then it is called written communication. Both are as important as is the language in communication. Though, both the forms have their own value and importance. The oral communication is easy, quick, more precise, effective, and impressive and many of non-verbal cues like voice pitch, expression are involved in oral communication whereas written communication is clearer, precise and communicative as the written communication is drafted in such a way the receiver needs not any assistance from the sender to further explain the message. The message itself is self-sufficient so as the receiver could easily decode the view inherited in the written message. Written communication has one more advantage over oral communication, the written message could be stored, preserved and re-read to understand or review the message anytime. It also helps in storing thoughts for oneself as for future generation whereas the oral communication is time-saving, flexible and instant. One can use any of these as per the nature and situation of communication.

4.2.2 Non-Verbal Communication
Non-verbal communication is that form of communication in which the participants communicate without using words either orally or in written form. In human communication, more than 85 percent is non-verbal communication. Non-verbal communication includes Code Language, Para Language and actions or gestures to communicate or to respond to any communicated message. Most of the times, the feedback is in non-verbal cues.

Non-verbal communication includes following forms to communicate:
A) Facial Expressions
B) Personality
C) Proximity
D) Paralanguage
E) Kinesics or body Language
F) Body Postures and gestures

Human communication as is understood refers to use of spoken or written words. But human also utilises whole body and its various parts to communicate varied messages. For example we use facial expression to express sadness, happiness, joy or many other things. It is also said that face is the mirror of one's heart and mind. Our eyes also communicate many things. Eyes are the most expressive part of any human kind. It is said in general terms that what is not said even could be communicated in eyes. We communicate with eyes in the form of winking, seeing, glaring, staring, eye contact etc. Eyes also observe the external stimuli as well as

express the response. Also our body movements do communicate. Ray Birdwhistell coined the term Kinesics which means study of body language. He defined five major categories of body expressions as are: emblems, illustrations, regulators, affect displays, and body manipulators. The way we stand or sit also has communication. Similarly our dressing, personality, how do we carry ourselves have an inherited communication in it.

In non-verbal communication, the proxemics is also very important. Proxemics is the length of distance maintained between the sender and the receiver. You must have noticed that we talk in close to our closed ones and at distance from the persons we know very less. Also, when one wants to persuade some thought, comes closer to express his or her message. Anthropologist Edward T. Hall described that while meeting with close person the physical distance may range in between 6 to 18 inches and for the social contact this distance is maintained in between 4 feet to 12 feet. This distance plays crucial role and effect in the communication.

Albert Mehrabian, the author of book titled Silent messages mentioned that the total impact of oral messages is only 7% verbal, 38% vocal, and 55% non-verbal. Oral messages doesn't complete with just spoken words but are also supported with the pitch, tempo, range, resonance, and quality of voice. These characteristics refer to para-language. Also, the sounds of hmmm… nodding and just sounds from the throat come under the term para-language. These expressions add to the interpretation of the communicated message.

Non-verbal communication is very useful to further comprehend the communicated verbal message but using only non-verbal communication to communicate is not appropriate for all types of messages. First of all, non-verbal communication is mostly dependent of perception and socio-cultural symbols, so, sender and receiver may have different meaning of the codes and sign thus confusing the communicated and interpreted message. Non-verbal communication has limited scope as have limited expressions. But is very useful when combined with verbal message and also is more impressive and effective. It plays the role of supplementary communication by repeating and substituting the verbal messages, complementing and regulating the verbal messages and deception. Though, sometimes, the non-verbal messages have their own complete meanings.

4.4 AUDIO-VISUAL COMMUNICATION

With the evolution of communication, various information technologies also evolved. These led to various types of medium for communication. Marshall McLuhan describes that all these communication technologies are basically the extension of human communication abilities. Like the audio medium are extension of hearing

abilities, print is the extension of eyes means seeing and viewing and thus is the audio-visual communication.

On the basis of medium, let us understand two major forms of communication that are audio and video mediums. Audio mediums are those which provide audio communication means the receiver can listen to the message. This type of communication is just like oral communication. But in oral communication we refer to face to face communication and in the audio medium the most commonly used audio medium is radio. Audio mediums have various merits. Though, it has a few demerits too. But the merits are quite much that they cover the negativities of audio medium and let them just be negligible.

Video Medium is the medium which visualise the communication; the receivers could understand the communication through visuals. And audio visual is the mixture of audio and video message to make the communication better and convenient. Audio-visual communication and audio-visual media is used for mass communication. It enables to spread the information in the audio and video format so that the audience could retrieve the messages easily as well can interpret the message. The mixture of audio video creates an impression of reality and the audience can empathise with the situation and thus providing better communication of the message. Though, there is wide variety of mass media which uses audio and visual communication as per the nature of communication situation. The audio mediums are good for communicating with illiterate or less educated audience whereas the visual mediums provide the visuals to better explain the message. With the advent of new media, the audio and visual media lines are blurred and a mixed of multimedia is used for information dissemination through new media platforms.

4.5 FORMAL AND INFORMAL COMMUNICATION

Communication is also affected with the organisational structure of the group or individuals. In the hierarchy or organisation, the communication could be of two types:
Formal Communication
Informal Communication

Formal communication involves the communication between the officers or officer and subordinates meaning by where some hierarchy is present. In this type of communication, various considerations are to be followed. In formal communication, preferably written communication is used. Informal communication is the communication among peer group where no such limitation or boundaries or any path of communication is defined. One can communicate in any way to anyone without much consideration. In this type of communication feedback is quick as well as true. Formal communication also involves storage of information for

future references whereas in case of informal communication there is no such consideration. In informal communication one feels more attached and concerned thus could express more freely and without worrying about the reactions. But in formal communication, the communication is bounded by the customs, rules and formalities of hierarchy and order. Both these types of communication have merits as well as demerits too. Formal communication is good for business communication as it helps in maintaining the decorum and information decency whereas informal communication is good for building human relation ties.

Besides the all above, communication could also be categorised on the basis of communication flow. It could be vertical or horizontal, Where the horizontal flow of communication refers to the communication within same level of communication in the form of age, status, culture, authority etc. and the vertical communication refers to upward to downwards flow of communication. The examples are: Boss communicating with the employees etc.

4.6 LET US SUM UP

Communication is basically the process of creating mutual understanding where one mind affects the other. Human use various ways and form to communicate which are categorised as communication types. Communication could be classified on various criteria. Mainly the communication can be categorised on the basis of number of participants involved, on the basis of language employed, on the basis of organisational structure, on the basis of medium employed for communicating and on the basis of communication flow. On the basis of participants included the communication can be: Intrapersonal, interpersonal, group or mass communication. On the basis of language the communication can be Verbal; oral or written and non-verbal. The communication can be formal or informal on the basis of organisation structure and vertical or horizontal as per the flow of communication. Also it could be audio or visual or audio-visual communication on the basis of nature of the medium employed for communicating the message. The medium has strong impact in the communication. According to prominent communication scholar Marshall McLuhan the medium is the message. Meaning there by that the message is very much affected by the media employed in the communication process. One shall be very careful while choosing the type and form of communication. As, it could make the communication effective or ineffective as well. The current unit elaborated in detail about the communication, its types, nature and merits-demerits of each form of communication and the basis of such criterion. One could efficiently utilise this information to better understand the communication classification as well as for making the communication effective.

4.7 KEY WORDS

Kinesics	Kinesics is the study of body language
Verbal	With the use of words
Non-Verbal	The language of kinesics, para-language, proxemics etc.
Audio	Sounds, that could be heard
Visual	Pictures, videos, graphics and animation etc.
Audio-Visual	Mix presentation of audio and visual in context
Para-Language	sounds, voice pitch, tempo etc.
Formal	That follow a path, system
Informal	Not bounded with much rules or path, just free to move.

4.8 CHECK YOUR PROGRESS

1. Discuss various types of Communication.

    …………………………………………………………………
    …………………………………………………………………
    …………………………………………………………………
    …………………………………………………………………
    …………………………………………………………………

2. Which is the best type of communication and why?

    …………………………………………………………………
    …………………………………………………………………
    …………………………………………………………………
    …………………………………………………………………
    …………………………………………………………………

3. Discuss the difference between group communication and mass communication.

    …………………………………………………………………
    …………………………………………………………………
    …………………………………………………………………
    …………………………………………………………………
    …………………………………………………………………

4. Discuss different types of non-verbal communication with example.

    …………………………………………………………………
    …………………………………………………………………
    …………………………………………………………………

……………………………………………………………………
……………………………………………………………………

5. Discuss the advantage and disadvantage of verbal and non-verbal communication.
……………………………………………………………………
……………………………………………………………………
……………………………………………………………………
……………………………………………………………………
……………………………………………………………………

6. What types of communication should be used to communicate in the peer group?
……………………………………………………………………
……………………………………………………………………
……………………………………………………………………
……………………………………………………………………
……………………………………………………………………

7. Discuss the merits and demerits of audio-visual communication.
……………………………………………………………………
……………………………………………………………………
……………………………………………………………………
……………………………………………………………………
……………………………………………………………………

4.9 REFERENCES/ SUGGESTED READINGS

- Hasan, S. (2013). *Mass communication principles and concepts*. CBS Publishers.
- Kumar, K. J. (2000). *Mass communication in India* (Vol. 741). Jaico publishing house.
- Narula, U. (2006). *Handbook of communication models, perspectives, strategies*. Atlantic Publishers & Dist.
- McQuail, D., Golding, P., & De Bens, E. (Eds.). (2005). *Communication theory and research*. Sage.

UNIT : 5	COMMUNICATION & SOCIALISATION

- - - - - - - - -
STRUCTURE
- - - - - - - - -

5.0 Objectives
5.1 Introduction
5.2 Socialisation: Concepts & Stages
5.3 Process and Elements of Socialisation
5.4 Role of Communication in Socialisation
5.5 Social Groups: Concepts and Types
5.6 Let Us Sum Up
5.7 Key Words
5.8 Check Your Progress
5.9 References/ Suggested Readings

5.0 OBJECTIVES

Human is a social animal. What differentiates human from other beings on this earth is human relations, communication and society. Human from the starting lives in society. It is due to biological dependence as well as per the nature of human beings. There is great relationship between communication and socialisation. In the absence of any; the other is impossible. Both are complementary as well as supplementary to each other. This unit will brief about:

- Society
- Socialisation
- Process and elements of socialisation
- Role of communication in socialisation
- Social groups and communication situations

5.1 INTRODUCTION

Communication in any society is as essential as food is for human being. Human is connected with other human being throughout life and this connection is established and sustained through communication only. Communication can be considered the basis of human relationship. As per the social science scholars, they believe that if the communication

between human beings stop then social collapse will start and a lot of mental diseases will also take place. Group is the smallest unit of any society. Group means a collection of people because of some commonness. It may be; age, profession, interest, circle etc. And society is the greater unit of human groups. A society represents culture, social and economic ties and structures. The further sections of this unit will provide detail information regarding society, socialisation and communication.

5.2 SOCIALISATION: CONCEPTS AND STAGES

Socialisation means the process of human transformation from a biological being into a social human being. At birth, any human is just like other beings on this earth. Gradually with the biological growth; one also learns the norms of the concerned society. Society refers to a group of people living as a community within some specific social, cultural, geographical and regional territories and norms. Each society has its own set of norms and socio-cultural values which are also the identifiers of that society. Usually, human being learns the values of the society in which they are born but with growth and maturity one may also choose some mix of values or other social-cultural norms too. The whole process of learning and adapting the norms of any society is called the process of socialisation.

According to Ogburn, "Socialisation is the process by which the individual learns to conform to the norms of the group".

MacIver defined socialisation as "is the process by which social beings establish wider and profounder relationships with one another in which they become more bound up with, and more perceptive of the personality of themselves and of others and build up the complex structure of nearer and wider association".

We humans learn cultural values of society, how to react and feel in a particular situation, beliefs, judgements, perceptions and how to be active participant in the society through socialisation. Also, we learn the human behaviour. Actually when one is born, he doesn't know anything. As with the growth of physique ones' mental abilities also develop and the internal-external factors keeps on teaching so many things and thus the process of socialisation keeps on transforming the human being into the social being who know how to be part and element of society as well as social development and change. In conclusion, it can be said that socialisation teaches the social functioning.

Socialisation doesn't happen just at instant. It's a long process. Actually it keeps on in all over life. The process of socialisation involves all those stages, steps and social agencies which help in the socialisation of the human beings. Usually socialisation process has three main stages:

primary, secondary and adult socialisation. At the primary stage the biological being; the human child learns socialisation within family, at secondary stage one socialises through schools and other institutions of the society and the third one adult socialisation whereby one learns how to be active participant of any society through rational actions.

5.3 PROCESS AND ELEMENTS OF SOCIALISATION

Socialisation is a never ending-process, it continues within one's whole life. Socialisation in conclusion is social behaviour. One learns social behaviour in dynamic situation of life. Human life is never an individual life rather it associates many lives in one life. Human life has several connected elements which are actually one's social life, i.e., one's community or society. The socialisation keeps on from generation to generation, also inter-cultural or inter-society as well. Human neither could be confined to certain area like animal nor human mind are bound. Human is free as well a creature with infinite capabilities which keeps on exploring in the suitable social environments leading to individual and societal development at larger. The new born learns the social and cultural values from the current generations through the process of socialisation.

In the process of socialisation, the major elements of socialisation are Family, Peer-group, Educational Institutes, Professional Organisation, Religious groups and above all mass media. All these are also called the agencies of socialisation. All the agents of socialisation are part of the society itself. Each stage of socialisation is associated with the agencies of socialisation. For a child the first stage of development is childhood. In childhood stage the children learns the social behaviour within the family from family members. Mother is the first one who starts teaching the biological being the norms of social behaviour. Then, other members of the family teach the child. At child age, one is childish in nature, is not all the time adaptive to all the manners of social norms taught, so family uses all type of emotions to let the child adapt to the norms of the society and to behave in the acceptable manner. Family is also the first chain or the major agent of the socialisation process. We can say that when a child is born, he is born with blank minds. It is the process of socialisation which fills the mind. So at first it is the family, in whose contact the new-born comes. The child develops the psychological attitude as is shaped within the family. Also for socialisation, the family is the most convenient and most impressive channel of transmitting social cultural values from one to another generation. For example; if we consider our example: At first we were born, it is our mother only who could understand our emotions and behaviour. As we grew we learn many aspects of life, social norm and human behaviour from our sibling, grandparents, cousins and other family members. This stage is furthered when we grew a little more and are able to communicate our basic emotions and needs. We come in contact or establish a peer group

through peer to peer communication. This peer group has special effect on any child. We learn many correct and incorrect social behaviour with the impressions and communications with our peer group member; like friends of similar age group, play group etc.

The third agent of socialisation is educational institutes. In the primary education one learns not only the basic of education but also basics of social behaviour. Like in nursery or such primary classes teachers teach us not only the educational basic like alphabets and names of all surroundings but they also teach us how to behave with a family member, outsider, neighbour and other members of the society. In the primary classes we learn the components of society as who is who. The primary classes teach us the structure of society, the later on education develops our behaviour and higher education develops the active participation in the society as a member of the society.

After completing education, one chooses for a business, occupation or employment, or some profession. Then the human psyche is developed more as per the adopted occupation as well the members of that group. After achieving the basic needs as per the maslow's need hierarchy which states human primary needs are; Physiological needs (food, clothing and shelter), followed by safety needs, Love & belongingness, Esteem, and the self-actualisation needs. After attaining the basic needs and safety needs human desires for love and belongingness, and then esteem and self-actualisation needs.

When a human attains a respectful job his search begins for satisfying his eternal needs of praying and eternal joy. One becomes the part of religious groups. Though, from childhood we start following some religion as per our family custom but with maturity one's self is developed. Which help in making decisions of individual choice. Every religion and religious groups has their own norms and values. Being a part of any religious group one opts and acts as per the norm and values of that concerned religion. It is also essential and vital aspect of the process of socialisation. Religion not only develops the faith and prayer attitude but also develops the rationale and morality. Each religion communicates of reality and morality and directs how to be fair in the social actions. In the process of socialisation, human develops the opinion of righteous or wrong of social actions and reaction.

In all the stages of socialisation process with all the agents of socialisation, mass media plays key role. Media is considered as the mirror of society. But it is one such mirror which doesn't only reflects the reality but also reflects the directed and framed reality for the betterment of individual as well as society at large. We learn as much socialisation from the socialisation agencies and more from various media channels. It has more crucial role than any other form or agency of socialisation.

Every day we not only watch or consume media rather we inherit and adapt to the media content.

Horton and Hunt described the process of socialisation as a process through which one internalises the norms of the social group so that a distinct self emerges, unique to the individual.

Lundberg defined socialisation as the complex process of interaction through which an individual learns the skills, habits, beliefs, and standards of judgement that are necessity for effective participation in the community and social groups.

The process of socialisation teaches a human about different role played and to be played by the individual. The authority and responsibility attached with each role. And thus the generations keep on learning and practicing the norms of a society and also forming new societies. In all this process media channels like radio, television, news, theatre gives a picture of the society to the individual in a more convenient way in the form of audio-video media contents. For example; for a kid cartoon channels are very effective. The cartoons tell them various etiquettes, social roles, responsibilities, educational tricks, playing games etc, in entertaining way. The kid doesn't even realise that he is getting socialised through the cartoon program contents. Let us take another example, movies show the realities of society but they also represent socio-cultural values of concerned society. Similarly the television serials display the social roles of every individual. Nowadays, in the era of nuclear families and people focused on smartphones the process of socialisation more or less is completed by the smartphones itself and multi-media contents. The kids in the primary stage of socialisation get adapted to smartphone usage and they learn the socio-cultural values through cartoon characters or multi-media content provided on the web.

Functions of Socialisation:
Socialisation not only transforms the biological being to a social being but also preserves the values and norm of society by transferring and inculcating the same from one generation to another. Socialisation teaches a human social, cultural norms and values of any society. Socialisation has infinite functions and features, yet the major ones are discussed here;

Socialisation teaches a biological being the system and power of self control. It teaches him the discipline which is very necessary aspect of any society. Through discipline one develops a controlled, acceptable, and standard human behaviour. All this happens through formal as well informal institutions of socialisation. And as already discussed, the socialisation of human keep ongoing throughout whole of life. Though, the basic socialisation is done in the early stages of life. To simplify; when one starts a family then he himself starts teaching socialisation to the new-borns.

The socialisation also helps in developing the individual self within the cultural and societal structure of the concerned society. Also it brings uniformity in the society which helps in collaborative growth and development of individuals and the whole group on the whole. To conclude the process of socialisation, we can remark that it is the human who develop group; community; society and its norms and values and again it is the human who teaches the same to the new members of the group through communication. We learn, we practice and we only teach socialisation.

5.4 ROLE OF COMMUNICATION IN SOCIALISATION

Communication is essential for both an individual as well as society. Human's need to communicate is as basic as other basic needs like food, shelter and clothing. It can be said that the communication is the basic necessity of social existence. For human, the isolation is kind of major punishment. Human biology is such that they have to depend on each other. This dependence is also a major reason of society. Human forms society because of biological compulsion too. The members of a society form and sustain a society through creating relations and communication is the medium through which people relate to each other. These are important base for evolution and sustenance of any society.

According to Dr. Shyamacharan, Communication is the major instrument of socialization. Social and cultural traditional customs and values pass from one generation to next generation through communication only. Every situation and phase of socialization is based on communication.

Human transforms into social being from being a biological being through communication only. Through communication one learns the behavioural, cultural, and ethical aspects of society. A society is developed through communication and further the socialisation of human is within a society through the process of communication. Communication ties the different beads of social elements into the single string in the form of a society.

5.5 SOCIAL GROUPS: CONCEPTS AND TYPES

Human is a social being. His existence couldn't be assumed in isolation. Human usually lives in groups. It could be family, peer group, religious group, friends, academic group, political group etc. These groups also help in development of human from a biological being to a social being. A group also effects in the human psychology and human behaviour. A group maybe defined as a collection of people gathering for attaining a common goal and moving towards that goal as a member of the group. In a group, it is essential that they have a common goal as well as some other commonality which conjoins them.

Williams, R.M. (1951) defined social groups as given aggregate of people playing inter-related roles as a unit of interaction. Maclver said

by group is meant any collection of social beings entering into distinctive social relationships with one another.

Group could be of various types. These could be categorised on the basis of size, features, commonality, and purpose etc. Bruce Tuckman (1965) proposed stages model of group development. This model explains the stages in the development of a group. The stages are: forming, storming, norming, and performing. He later on added the fifth stage i.e. adjourning in the model concept. The adjourning is added to explain that some groups which are short term means formed for a purpose are dissolved after attaining the purpose. This model mainly applies to work groups. Though, in any kind of group the formation is almost in the same process.

In the group dynamics, Dyad is the smallest form of group. In dyad, there are only two members. In dyad there is more interaction and communication leading to a strong understanding and relational tie. In dyad both the members are well known to each other. In a larger group or say society there exist various dyads too. Another form is triad; triad is a group of three people. Triad has long duration than the dyad, as in dyad if there is any conflict the group may dissolve easily or may lead to confusion and misunderstanding but if it is a triad. Meaning by group of three people, then anyone in the group may play the role of third person who can resolve the communication conflict or may solve the communication barrier thus providing long duration and better relational tie in the group.

While referring to communication there are reference group, peer group etc. Reference group is a term used to denote the groups of some professional esteem, image or who are enjoying some special place in the society. Everyone wishes to be part of the reference group. Reference group may exist in various forms in any society. The peer group is the group of similar ones on the basis of age, culture, status etc. These peer group have more effects in any society as well as on any individual. Every individual is influenced by the peer pressure in communication. The groups also lead to communicative actions and reactions in a society. In addition to above, the groups may be classified as primary or secondary group, and formal and informal group etc.

5.6 LET US SUM UP

This unit highlighted the key aspects of socialisation. Socialisation is a process of adapting social norms and values. Socialisation transforms the biological being into a social being. The process of socialisation has three stages; primary socialisation, secondary and adult socialisation. In the process of socialisation, the agents of socialisation play key roles in the socialisation of human beings. Also, this unit discussed about the role of communication in the process of

socialisation. Communication and socialisation are complimentary to each. None is complete without each other. Communication is the essence of socialisation and socialisation is the essence of communication.

5.7 KEY WORDS

Dyad	Group of two persons
Triad	Group of three persons
Socialisation	The process of learning and adapting the socio-cultural norms and values
Social Groups	Collection of people for some common goal and who has specified interactions and roles as member of the group

5.8 CHECK YOUR PROGRESS

1. What is the importance of socialisation?

……………………………………………………………………………
……………………………………………………………………………
……………………………………………………………………………
……………………………………………………………………………
……………………………………………………………………………

2. Which agency has the major role in the process of socialisation?

……………………………………………………………………………
……………………………………………………………………………
……………………………………………………………………………
……………………………………………………………………………
……………………………………………………………………………

3. What are social groups? Discuss the merits and demerits of Dyad and Triad in communication context.

……………………………………………………………………………
……………………………………………………………………………
……………………………………………………………………………
……………………………………………………………………………
……………………………………………………………………………
……………………………………………………………………………

4. Discuss the relationship of Socialisation and Communication.

…………………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

5.9 REFERENCES/ SUGGESTED READINGS

- Hasan, S. (2013). *Mass communication principles and concepts*. CBS Publishers.
- Kumar, K. J. (2000). *Mass communication in India* (Vol. 741). Jaico publishing house.
- Narula, U. (2006). *Handbook of communication models, perspectives, strategies*. Atlantic Publishers & Dist.
- Kuppuswamy, B. (1976). *Communication and Social development in India*. New Delhi: Sterling Publishers.
- Lasswell, H. D. (1948). The structure and function of communication in society. *The communication of ideas*, *37*(1), 136-39.
- Hopper, R. (1976). Human Message Systems.

UNIT: 6	SKILLS FOR COMMUNICATION

- - - - - - - - - -
STRUCTURE
- - - - - - - - - -

6.0 Objectives
6.1 Introduction
6.2 Formal Speaking Assignments
6.3 Informal Speaking Assignments
6.4 Writing and Listening
6.5 Understanding Visual Production and Presentation
6.6 Let Us Sum Up
6.7 Check Your Progress
6.8 Suggested Readings

6.0 OBJECTIVES

Young aspirants are the future of our nation. And if they are in the field of communication they have to have be good orator. In this chapter they will learn that good speaking skills is key to all human interactions. Young aspirants will get to know speaking is essential part of communication process as well as listening. Not only this, young aspirants will get know; how have a professional behavior in working environment.

Opposite to formal speaking; In informal speaking aspirants will get to understand the horizontal or we can say lateral communication. They will understand that this type of communication is preferred in informal atmosphere of friends and office colleagues of equal status and equal rank. Usually this of communication is called word of mouth communication.

Coming onto writing part we must say that writing is not easy as one thinks, it is an art and creativity that one need to imbibe in his or her personality. Young aspirants will have to stand atop in order to make place in mind and heart of readers.

In visual production or video production; we can be to imbibe in the young aspirants about visual production process. This production has 3

stages as mentioned in introduction. They will able to understand the importance of each stage accordingly.

6.1 INTRODUCTION

Speaking is an art which few posses. A good speaker or orator is liked all in the society. Every human being have speak in order to lead day to day life but to be leader one has to be good orator. He has to weave the words before presenting it to people or public.

In the chapter of informal speaking we will discuss on informal speaking pattern. The informal communication or we can say the way in which we communicate in our lighter moments with our friends and colleagues. This is usually called horizontal communication.

Writing and listening are integral part of communication process. Speaking and listening; writing a content is also an art. Every layman can write anything. But when it comes creative and journalistic writing; one has to be cut above the edge. One needs deep thinking and reasoning before writing anything on any topic; one has to weave words to become good writer.

In this chapter of visual production, we will discuss all stages involved in the production process of visual production. This stage consists of pre- production, Production and Post Production.

6.2 FORMAL SPEAKING ASSIGNMENTS

Speaking is an art or we can say process of making sound in order to call or address another person. We usually speak for interpersonal, Group and Mass Communication to express emotions, thought, anger and love. In other words, we say it is an ability to communicate effectively. It is the ability of speaker that how he conveys his message effectively to convince other people.

The term 'communication' comes from Latin verb "communicare" which mean to impart, to educate, to participate, to share or to make common. This implies that sharing is significant. In communication, information is shared chiefly.

Communication is the key to all human interactions. Communication plays a very important role among friends, within the family and all business and interpersonal interactions. Communication helps people understand the world around them and adapt to the environment.
Communication is the most developed in humans. It is mankind's glory, due to the presence of extensive speech abilities.

Poor or inadequate communication can lead to failed achievements, misunderstood actions, unclear instructions and sour relationships. Failure to communicate can also be seen as one of the causes of lost friendships, marital discords, parent-child, teacher-student, boss-subordinate and other relationship difficulties. About 70% of our waking hours is spent communication through writing, reading, speaking and listening.

All communication has a goal or a desired result. For examples: - understanding, instructing, show of affection. It is the means by which role behaviors are carried out. Communication is the basis of all organized living. Communication is the mode transmitting knowledge, cultures, codes, emotions, thoughts, reactions as well as data in the form of symbols, figures and diagrams. Good communication reduces friction and conflicts and promotes goodwill and positivizes.

There is sender, message, channel and receiver in the process of communication. When sender sends the message through a channel to receiver. When receiver interprets and understands the message; then the communication is complete. But at this level both sender and receiver has equal way of understanding and mental level. The message which sender encoded the message to be sent to receiver; receiver has known how to decode the message.

Communication is multichannel e.g.- if someone has to borrow your car. What will he do. If he directly asks for car; will you give. Answer will be big 'No'. At this stage person asking for car will have to request you, he will have to provide suitable information that why he needs your car, he will have clarify that he will return very soon. Now at this stage you may provide him keys of car as you will be thinking that person is real need to go somewhere urgently.

So communication is the transfer of information, ideas and emotions by the use of symbols, world, pictures, figures, graphics etc. Communication is an effort after meaning.

Communication uses different channels. E.g.- eyes, ears, nose, smell, touch. These channels could be used singly or in or in combination to communicate. E.g.- giving a red or white rose to be loved ones is an attempt to stimulate all the senses.

Communication has certain key dimensions along which it can be defined and understood. There includes the use of meaning, symbols, intension, sender & receiver.
This refers to the kind of activities that get to be included under the definition of communication.

All communication is purposeful. There is always some objective that is to be achieved through communication.

All communication is meaningful. This refers to the intension behind every communication.

All communication is to a large extent bound by the conventions that have been established with it. For example: the conventions of addressing in a latter, answering the teacher's question in class and so on.

All communication is structured by the rules of grammar, syntax and regulations.

All communication is based on interactions between persons. There is always a sender& a receiver.

The following are the elements that are important to communication to occur.

- The presence to two or more persons who are in a particular relationship with each other.
- A common language/ medium of communication. Proper coding of information that is sent.
- Correct decoding or reception of the information.
- Suitable feedback.

Objectives of Communication
- To disseminate Information
- To foster change
- To facilitate suitable attitudes
- To motivate people
- To instruct or educate
- To give suggestions
- To prevent misinformation/rumours etc.
- To counsel/advice
- To express emotions
- To engage in social interactions
- To negotiate or resolve conflicts
- To make decisions.

Elements of Communication
- Situation- setting and scene of interaction
- Participants- who speaks, who is addressed
- Ends- Goals and outcomes of interactions
- Act Sequences- content, means of expressions
- Key- tone or spirit of interaction
- Instrumentalities- channels or media of interaction
- Norms- Rules regulations interactions
- Genres- Types of Communication enacted.

6.3 INFORMAL SPEAKING ASSIGNMENTS

Informal speaking is casual speaking. This is basically a speech which is done between friends or family members. In other words, we can say that informal speaking is colloquial or local language used between people of same age group, classmates, room-mates.

This is the non- official channel through which communication proceeds. It is also known as the "grapevine". It runs in all directions-horizontal, vertical and diagonal. This channel operates wherever people get together in groups. So, the obvious places are canteens, lunch rooms, hallways, water coolers, waiting lounges etc.

Imp.
Informal channels are hidden
paths of communication
All information that is passed on or shared outside of the existing formal channel, is considered the informal network. These are also called the hidden paths or the "grapevine" or "rumor mill". These network functions across the boundaries of an organization.
The grapevine has three main characteristics.
- It is not controlled by management
- It is perceived by most employees as being more believable and reliable than formal communiques issued by top management.
- It is largely used t serve the self interests of those people within it.

These informal pathways transmit information fast because it is generally oral. However, as the information is passed, it tends to become distorted and therefore inaccurate. The grapevine network which is based on the socializing patterns of group keeps people in touch. This makes for a stimulating cohesive interactions among members. So despite its low accuracy level, it is a good & powerful source for information flow. Rumors involve the communication of message that are totally baseless. Rumors are ambiguous and speculative in nature. So they spread widely. the fact that it gets transmitted orally adds to the tone of rumors being interesting. It draws almost all people into its net. Rumors can lead to misinformation.

It is the information that flows along the grapevine accurate? The evidence indicates that about 75% of what is carried is accurate but what conditions foster an active grapevine? What gets the rumors mill rolling.
It is frequently assumed that rumors start because they make titillating gossip. Such is rarely the case. Rumors have at least four purposes: to structure and reduce anxiety: to make sense of limited or fragmented information to serve as a vehicle to organize group members, and possibly outsiders, into coalitions; and to signal a sender's position.
Research indicated that rumors emerge as a response to a situation that is important to people, where there is ambiguity, and under

conditions that arouse anxiety. Work situations frequently contain these three elements, which explains why rumors flourish in most organizations.

Why informal Communication Network Emerged

Keith Davis has identified the ways in which the informal communication network pattern appears.
He is of the view that informal structures would co- exist with the formal structure in any formal set up. He also recognized a predictable pattern along which the informal communication structures are likely to develop. The reasons are:
The most recent news is the most likely to be talked about.
Factors that affect people's work, are most likely to be discussed.
People talk about those people, whom they know.
Proximity at work is factor that facilitates people being on the same grapevine.
The chain is active in contacting others who belong to the same grapevine.

The informal system of communication can be used for the spread of unfounded and or destructive information or to be an effect adjunct to the formal communication.

Informal communication is good source of lateral communication, as the limitations of the superior subordinate situation are absent. The communication in the information structure is person based and person oriented. To this extent the personal goal and the organizational goals may converge. The compatibility between the two systems of communication, does have an effect on the outcome.
But it is heartening to know that the accuracy level of information that was passed through the informal channels was always doubtful.

6.4 WRITING AND LISTENING

Writing can be acquired and improved by constant practice. Reading books on general topics. Written by experts is the first thing one should do if he or she wants to be a good draftsman of letters and other business communications. There is off course no need for any creative writing in business communication. Neither suppliers nor customers have time to read between the lines amid the plethora of adjacent and metaphors that creative writers indulge in.

Every written document has structure, design and the language that the receiver is able to understand. Therefore, preparation, presentation, production, distribution and assessment of the final product are very important if the desired impact is to be achieved.

The most important rules that govern any written communication are: the purpose of the document, who are the people receiving and reading the communication, how the communicator would like the work to be read used by the receiver, and what the writer wants achieved by the communication. It is also necessary that the communication is free of grammatical errors, typing mistakes verbiage.

Before putting pen to paper, the communicator should seek to know the audience, to and for whom the written document is being sent. He should ascertain the reader's level of education, profession, level of authority, knowledge of the subject the communication deals with. Interest in the subject, the readers professional and personal needs and their attitudes towards receiving such communication,

Based on the above, the writer should decide whether to take a formal or informal approach, and the kind of communication that is likely to achieve the desired goal- a letter, a memorandum or a report. The document should be reader friendly and should never contain any word or expression that is likely to cause s negative reaction from the reader.

After writing the document, the writer should always reread and check it for any typing errors, spelling, punctuation and grammar. It is recommended that if the document is lengthy one, a person other than the writer should go through the document to check and correct the errors. A writer is always likely to miss the mistakes he had committed and as with a patient seeking a second option about the reason for his illness, so it is with a document!

One should be particular about correct spelling the proper name of individuals and places. A recently published book on the famous philosopher and former President of India Dr. S Radhakrishnan had his name spelt as Radhakishen on cover Jacket. Apparently, a north Indian who is not familiar with the way south Indians spell their names had committed the error and this certainly would not do down well with South Indian readers of this otherwise excellent book!

There are points one should to remember while writing messages:
- Imagine that you are the customer who is going to receive the communication you are writing and then write what the customer wants to know, not what you want to say. The principle is often overlooked and business opportunities lost. If the sole emphasis in the communication is on one's business and not what the customer ned and desire, then the purpose of the communication defeated.
- Organize the communication in the right format. All communication should have an introduction, the body and a conclusion. One way to avoid ordinary mistakes is to first prepare

- a draft. Note down all the points the communication should contain and then start dressing it up.
- The addressing part differs for different types of written communication. If it is a letter that is being drafted, the writer must decide whether it should be informal or formal. If the receiver is personally known to the sender but not well enough, the letter's salutation would start with 'Dear (so & so)' if the receiver is a friend besides being a fellow businessman and the letter deals with business matters, the salutation can be 'My dear (so & so)'. And if it is a firm that is being addressed, the salutation would be "Dear Sirs"
- The body of the letter should always focus on the receiver and not the sender. 'T' & 'we' should be avoided as far as possible in the very first sentence. It is not only polite but a way of recognising the receiver's importance when the letter begins with 'You' and goes with rest, like 'You were kind enough…' 'You may be interested to know that we are manufacturing …' and if the letter is in reply to the one received, it should always start with, "Thanks for your letter dated (so & so)." if the letter received has no date or missed some points that you had raised, never say 'your undated letter…' 'one up-Manship' attitude and will not go down well with the receiver and if the receiver is sensitive, he may in fact become hostile.
- After the introductory remarks, the next part of the letter would be the main body. The body of the letter is "the sales pitch" where you will explain why your offer of a product or service is irresistible and how it meets with needs of the paragraph by a conclusion that wraps up briefly the points you had made asking the customer to take advantage of your offer.
- Always end the letter with a 'Thank You' or 'Regards' if the person is older to you and deserves respects. Many sales letter that appear complicated are thrown away by the receivers simply because they appear to be complicated. Therefore, the writer must make the letter easy to read.
- The letter should be written in a conversational style, just the way one would normally speak and that would evince immediately attention from the customer. The sentence should be short and when written in an informal tone, the sentences automatically become short!
- The paragraphs should also be short as readers need breaks in their reading. If the message in the letter does not flow smoothly and logically from one point to another, it would cause confusion in the minds of the readers and it is the last thing any business would want.
- After finishing the first draft of the written communication, the writer should edit it to eliminate all unwanted words and expressions and keep the whole tenor and style of the communication very simple. Any communication that needs

reading twice or thrice to understand has only one place to go- the dustbin. Business persons are busy people who value their time and to get their attention., the communication has to be in simple language and as brief as possible but without sacrificing content.

LISTENING
Communication is the transfer of information from one person to another person. Several skills are involving in communication. Listening is very important component of communication to achieve desired results. If someone has said something, then listener has listen to it carefully. e.g.- if teacher is discoursing imp. Lecture in in call and students or few students do not pay attention to lecture then aim to teacher to teach is not achieved as student or listener were not attentive in class. So, in order to achieve the desire goals in communication; listener will have to pay attention.

The Listening Process
It is a dynamic interaction process that involves both the speaker and listener.

This is an activity that has several stages with it.
Stage1- Orientation: here, the listener tunes or focuses on the speaker.
Stage 2- Filtering: this involves the selection of certain aspects of the message to be retained, while the other parts are left out.

Stage 3- Registering: in this phase of listening, the message is absorbed, understood and made sense of. This involves the intention behind a message, that is listed to.

The notion of listening ladder:
The different rungs of the ladder involve the following process.
Attending- this refers to the involvement and the level of concentration shown to the incoming message. It is a well known phenomenon that attention shifts, due to distraction, fatigue, boredom etc. Only when attention is adequate, would listening be effective.

Perceiving: This stage of listening is concerned with understanding the message. If the perception is in accordance with what was intended by the speaker: then listening could progress further. If the message is misunderstood, errors in listening would arise.

Interpreting: Here the meaning implied in any communication should be understand correctly for effectiveness. Many a message is lost due misinterpretations.

Assessing: Messages are judged in order to act suitably. Two types of judgement are involved. One pertains to the accuracy and credibility of the communication while the second assessment involves the importance

of a given communication, for the listener. Only when these evaluations are completed, would the communication produce the desired results.

Responding: All listening has a goal or destination. This the response desired from the communication. This final step in the ladder would be correct only if the earlier one's are processed properly.

Types of Listening
- Active listening
- Passive listening
- Superficial listening
- Empathetic Listening
- Projective Listening

Active Listening- here listener is fully oriented alert to all that is being spoken. This represents keens in listening. In this type of listening, participation is generally, high. This the most desirable form of listening.

Passive Listening- this is hearing without listening. Almost no absorption of the communication, occurs. Some of the problems leading to poor listening rests with the receiver. But the greater responsibility lies with the sender. The content, delivery and other factor could lead to passive listening, on the part of the listener, because sender is ineffective.

Superficial Listening: this is generally the result of indifferences to what is being communicated. Sometimes information overload could also result in marginalizing, listening. Fatigue and boredom also contributes to this kind of entire communication process is hampered by this type of listening. The message is listened to, only partially.

Empathetic Listening: This indicates the listener being able to take on the perspective of the sender or speaker. Here, the feelings underlying the massages are also sensed, besides the content of the message. The greater the similarity between perceptions of the sender and the receiver.

Projective Listening: Projection implies attributing to the sender, one's own motivations and perspectives. Since the receiver's frame of mind dominates the listening, the communication is interpreted in keeping with the orientation. Such a listening process tends to lower the appropriateness of the messages that are received.

6.5 UNDERSTANDING VISUAL PRODUCTION AND PRESENTATION

Visual or video production is an important technique in Mass communication process especially in film and news production. It is s process, which comprises of various methods dedicated to creating and moulding and adorning video footage to tell a story.

Visual or video production is the process of cresting video by capturing moving images and creating combination if parts of this video in live production and post production. the captured video is then stored and recorded on electronic devices. The video ca also be distributed electronically through broadcast or webcast medium.

The video production is a very complex in nature as it not only requires the technical knowledge for creation but also an aesthetic vision is mandated. As such, it is important to understand that video production is very time consuming. This process involves properly incorporating both the artistic and technical requirement of video production into your video and/or event.

Phases of Production

There are three distinct and universal stages of video production regardless of the nature and content of the output. Each phase will have its own challenges and will vary depending on the size of the project. Large scale productions in the television and film space will have dedicated teams working on each phase.

The production process is split into three phases:
1. Pre-Production
2. Production
3. Post- Production

Each phase is then split into number of sub divisions and this according to the type of production being made. In brief, all that happens before the actual filming days be grouped within the pre production phase, the filming / shooting is categorised as the production phase and anything that follows would fall under the post production phase.

Pre- Production- this stage includes all activities before you actually move into the studio or the field on the day of production.

A pre-production phase generally comprises of following:
The pitch and the treatment
Before a video program is produced, its concept is pitched to a producer. A pitch is synopsis that summarises research into the topic and explain what and how the finished production would meet the goals of the project.
The synopsis is expanded into treatment, which is a three to five-page narrative summary of the high points of the proposed video program. This should be written clearly, and in manner designed to elicit confidence and support.
Audio Profile
On television, most programs are produced for a pre defined audience, one must carefully decide the targeted audience, for which the output shall be mentioned.

Research

A vitally important stage in any documentary production. It takes numerous forms and can rarely be overdone.

Script/ Storyboard in practice producers of most features, corporate videos, etc will write several scripts throughout the production. Theses tend to take different forms and involve greater or lesser amount of detail, depending on individual experience and style. The scripts should be written in a conversational manner and needs to come across as if the information is being told, not read. It is highly recommended to invest in a professional writer and narrator. Story board is simple cartoon style drawing that shoes action, actors, camera angles and transition from one scene of the program to the next. Creating such visuals roadmap of the key scenes makes it easier for team members to work together more effectively.

Budgeting
It is extremely important to make an appropriation about the cost of production, in advance. This is to be based on realistic assessment of the money and resources he or she will need. It is just as important to stay within the budget.

Casting/Talent
During this stage, producer and directors will have to decide upon the actors and/ or presenters to appear in the production.

Key Personnel
The production and/ or directors should also ensure to have recruit the best possible technical staff for the job at a hand. Like camera persons, audio operators, directors, production assistants, editors etc.

Production
This phase includes the real production (filming) of video. Filming is a phase, during which all the hard work of pre production is implemented. This stage is very intense and could involve a large number of people, thus making this stage a very complex one.

This is because production requires a high level of coordination and precision. Detailed shooting schedules need to be drafted and circulated to all so that cast and crew are informed of dates, time and locations, as well as what is required.

Post- Production
The post Production process begins after all the footage has been captured. It mainly deals with moulding inputs in artistic fashion to desired intensions.

The process includes various elements

Logging- the viewing of rushes (footage on the original tapes /discs, on which the production has been filmed) as to choose the best shots to be used in the final edit.
It can be done with pen and paper or with sophisticated computer programs.

Editing- the creative shaping of the program in a film cutting room or a video editing suite. This process may include a rough cut, which could be described as preliminary edit of the final product.

6.6 LET US SUM UP

In Formal speaking young professionals will come to know the importance formal speaking in professional environment; more they will learn what communication is all about. Communication is key to all human interactions. Where as in informal speaking the they will understand the meaning of grapevine.

Informal speaking is usual day to day casual speaking which we use in our daily life. It is lateral or horizontal communication.

In the area of writing and listening; aspirants will come to know writing is something which you perceive in your mind. One cannot write unless he thinks of presume anything. Like editing; listening is also an art. If one has achieved something in life; he has to be good listener. No one can become good speaker or orator unless he/ she has power to listen. Listening with concentration requires deep patience.

Visual production is also known as video production. aspirants will come to know; how the whole production process is done.

6.7 CHECK YOUR PROGRESS

1. Describe the characteristics of formal communication.
……………………………………………………………………………
……………………………………………………………………………
……………………………………………………………………………
……………………………………………………………………………
……………………………………………………………………………
2. Why informal communication is called grapevine.
……………………………………………………………………………
……………………………………………………………………………
……………………………………………………………………………

....

....

3. Make a diagram of process of communication.

....

....

....

....

....

4. What are the elements of formal communication?

....

....

....

....

....

5. Writing and listening is an art. Discuss.

....

....

....

....

....

6. Why good listening is necessary before writing.

....

....

....

....

....

7. What are basic skills required to become good writer.

....

....

....

………………………………………………………………………………
………………………………………………………………………………

8. Why most of the business communication is written.
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………

9. Letter writing is s very vital part of corporate business. Why?
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………

10. Enumerate the all phases of production process in visual production.
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………

6.8 SUGGESTED READINGS

- Narula, U. (2006). Handbook of communication models, perspectives, strategies. Atlantic Publishers & Dist.
- Hasan, S. (2010). Mass communication principles and concepts. CBS Publishers.
- Kumar, K. J. (2000). Mass communication in India. Jaico publishing house.

UNIT : 7	ALTERNATIVE MODELS OF COMMUNICATION

– – – – – – – – –
STRUCTURE
– – – – – – – – –

7.0 Objectives
7.1 Introduction
7.2 Normative Theories
7.3 Development Communication And Various Alternative Perspective
7.4 Indian Perspective/ Context of Communication
7.5 Macbride Commission Report
7.6 Let Us Sum Up
7.7 Check Your Progress
7.8 Suggested Readings

7.0 OBJECTIVES

The objective of this entire study is train young aspirants about normative set of beliefs and values; normative theories works totally on evaluation, in it we try find out the possible causes and results of the work done. Concept of development communication always aims towards development process; development could be for local area in a city, state or country. It is always positive.

Communication is the process which has derived from nature. It has its own history. Every country in this globe is dominated by communication though it has its roots connected with culture and religion and India is equal consumer of this communication-culture process. Indian states are heavily dominated by distinct socio-cultural- linguistic regions.

7.1 INTRODUCTION

Chapter will deal about normative theories. It is set of rules which is being followed from long overriding beliefs and evaluation, or we can rules given by nature and rules and beliefs set by our ancestors. This

theory is based on total evaluation. In it we evaluate the possible causes and outcome. In the chapter of development communication will deal with development aspect of nation of city, state, society and nation as whole. It will tell that this communication deals with positive aspects of development. It is never negative. Context of communication in Indian perspective will tell that communication is influenced by society and culture in almost in all countries of the world and India has its own side. McBride Commission and International Commission will discuss bout communication problems.

7.2 NORMATIVE THEORIES

It generally related to an overview or an evaluation standard. It is an explanation or statement of what is right or wrong, what should be done or what should not be done. What is good and bad for mankind in society, what is desirable and what not desirable. Normative theories are extremely controversial as it is not authorized by the law or we can say it is not in accordance with accepted standards or rules.

Normative behaviours means people who are living is society are agreed to live following social behaviour for smooth living of day to life. On the other hand, we can say that society and behaviour are related to each other.

Man is a societal animal and society creates the behaviour which is accepted or rejected in society. Society permits man kind to desirable actions for the betterment of mankind and prevents people not to do any wrong or which is against mankind or society as a whole or community or religion.

It is an ideal way to describe that particular section or region culture or group of cultures and religion are controlled by believes and rules framed by ancestors. Eg- we can take the example of media that it is controlled and operated by the govt., authority, leader and public. These theories are basically different from other communication theories because it is not providing any scientific explanations or prediction. Society makes different arrangements for satisfying the needs of their members. over a period of time, these get to be institutionalised. These in turn and learn give rise to typical social behaviours in in given society. Implicit in this notion is the understanding that members who share a common set behaviours have learned them from the cues provided by others in in their society. So, the socialization process that gives rise to an adult of that society would have been similar to those experiences that are more or less shared by follow members. This process of socialization begins in early infancy and continues throughout the life of an individual. So, most of the content of training in childhood and later, involves getting the child to accept and learn the patterns of behaviour suggested by the host culture through its adult members and elders.

Power Distance

It refers to the extent to which people in a society are generally accepting of a hierarchical or unequal distribution of power among individuals and institutions. Generally, most Asian countries have and tolerate a higher degree of power distance, while most of the western countries have a lower degree of power distance. India has a high degree of power distance brought about by a hierarchical and rigid caste based classification of society. Hence the dominant value of obedience and security also help in being comfortable with greater power distances, particularly between superiors and subordinates.

Uncertainty avoidance

This takes into account the degree to which persons feel threatened by ambiguity and situations that involve risk and are motivated to minimise or avoid them. The Asian culture which has been very security conscious has never accepted risk with any degree of comfort. In India, the need of a society that has always had resources in scarce supply, risks were always feared and avoided. Moreover, since the society is collectivistic, the risks are not involving the self alone, but the entire family as well. This is truly threatening and indeed to be stayed away from.

Individualism Collectivism

This dimension is viewed as the extent to which an individual is expected to look after himself and their immediate families. In most Asian countries individuals have an obligation to look after not only themselves and their immediate families. But also often, their extended families. This is due to their collective orientation, as opposed to the individualistic one. There is sharp divide between western and eastern societies on this dimension.

7.3 DEVELOPMENT COMMUNICATION AND VARIOUS ALTERNATIVE PERSPECTIVE

The origin of development communication can be traced to the post war programs of countries in Latin America, Asia that were struggling with poverty, illiteracy, poor health and lack of social infrastructure. In development communication, there are two words development and communication. Communication is a message understood or sharing of experience. When, we refer to various types of communication like interpersonal, group and mass communication.

What is Development?
It is not easy to define this as it depends on the context. Development is about change. It is about changing for the better. It could be about social or economic change for improvement or progress. When we refer to development communication, it is about such communication that can be used for development. It is about communication to change or improve

something. Here we use different types of messages to change the socio-economic condition of people.

The message is designed to transform the behaviour of people or for improving their quality of life. Therefore, development communication can be defined as the use of communication to promote development. Those, who write or produce programs on issues related to development are called development communicators.

Development theories have their roots in mid-century optimism about the prospects that large parts of the post-colonial world could eventually catch up and resemble western countries. After the last remains European empires in Africa and Asia crumbled in 1950 and 60's, a dominant question in policy and academic quarters was how to address the abysmal disparities between the developed and underdeveloped worlds.

Development originally meant the process by, which third world societies could become more like western developed societies as measured in terms of political system, economic growth and educational levels. Development was synonymous with political democracy, rising levels or productivity and industrialization, high literacy rates, longer life expectancy and the like. The implicit assumption was that there was one form development as expressed in developed countries that underdeveloped societies needed to replicate.

COMMUNITY MEDIA
The concept of community media is little complex. Both Community and community and media are used in plural sense. To understand the concept; we must understand word 'community'. Community is any set of social relationships operating within certain boundaries, locations in territories. The term has descriptive and prescriptive connotations in both popular and academic usage. It may refer to social relationships, which take place within a geographically defined area or neighbourhood or to relationships; which are not locally operative, but exist at a more abstract, ideological level.

Media comprise of the whole range of techniques that act as a channel and take a particular in message to a number of people. Community media is any form of media that is created and controlled by a community.

Community media are mission driven, in service to the broader community. They insist on the inclusion of diverse voices within the community and their production and distribution processes emphasise community participation.
Other goal of community media is to challenge notions conveyed in mainstream media. Accomplishing this requires putting communication

tools in the hands of individuals, sharing access with non-professionals and supporting self-expression and community building. Community media institutions engage in empowerment in different ways.

COMMUNUCATION FOR SOCIAL CHANGE

It can be defined as process of public and private dialogue through, which people can themselves define the need for change in a society. They may take up issues such as, who they are, what they need and how to get what they need in order to improve their own lives. It is a collective identification issues, decision making and community based implementations of solutions. Communication for social change questions and approach to development that does not include the population that is directly affected. It promotes a communication process that supports effective community participation, particularly of the most impoverished and marginalized sector of society. It is process of dialogue and debate based on tolerance respect, social justice and the active participation of all those involved.

Similar to alternative communication, the process is more important than the products. The participation of social actors, who are in turn communicators, takes place with in a process of collective growth that precedes the creation of messages and products such as radio program, a video documentary or a pamphlet. Messages and their dissemination are just additional elements of communication process. Another similarity with alternative media is the importance attached to the appropriation of the communication process, not just the ownership of media.

The driving forces of communication for social change can be synthesised as follows:

1. Communities should be the protagonist of their own change and manage their communication tools.
2. Vertical methods of communication for development take for granted that poor communities in developing nations lack knowledge. Excess to information generated in industrialized countries is seen as magic path of progress, Communication for social change reflects the linear model of transmission of information from a central sender to an individual receiver and promote instead of cyclic process of interactions focused on shared knowledge from within an outside the culture and collective action. Communication for social change strengthens local knowledge and promotes exchanges of information in equal terms, learning through a dialogue, in a process of mutual growth. Communication for social goal is empowering and horizontal vs top-down, giving voice to previously unheard social actor.

3. Rather than focusing of persuasion and information dissemination, communication for social change promotes dialogue, debate and negotiations from within communities.

4. The results of communication for social change must how beyond individual behaviours and consider social norms, current policies, culture and general development context.

5. Communication for social change strives to strengthens cultural identity, trust, commitment, voice ownership and generally community empowerment.

UNO'S STEPS TOWARDS COMMUNICATIO FOR CHANGE

The United Nations Development Program (UNDP) has created an officially set of universal goals, called as Millennium Development Goals (MDGSs. these were completed. These goals were categorised in eight points and address various aspects of human development.

They are:

1. Eradicate extreme hunger and poverty.
2. Achieve universal primary education
3. Promote gender equality and empower women.
4. To reduce child mortality
5. Improve material health.
6. Combat at HIV/ AIDS, Malaria and other diseases.
7. Ensure environmental sustainability
8. Develop a global partnership for development.

7.4 INDIAN PERSPECTIVE/ CONTEXT OF COMMUNICATION

One of the well-known notions of how communication began maintains that communication arose from nature. The rumbling of leaves, the chirping of birds, the gushing of water, the hiss of snake, the bark of dog, the buzz of the bee, the clap of thunder etc., all provided the sounds to tell what was being experienced.

Human beings are also naturally endowed with a vocal apparatus that is capable of producing a variety of sounds. This is in addition to the brain system that can process the symbols of communication through learning, memorising and recalling.

All the five sense organs are involved in the intake of information from outside world. Sounds are particularly significant for learning communication symbols, so that they could be reproduced, later. This explains why individuals who are hearing impaired, are also generally incapable of speaking. They can only read or write the symbols used, because speech is not involved in these processes. Also parents and families that engage in a great deal of articulation raise children who are easy and comfortable in communicating. Girls and women have been found to be more competent in verbal communication as compared to

boys and men. More intelligent people have been found to be more effective communicators, than the less intelligent.

7.5 MACBRIDE COMISSION REPORT

The most important outcome of the NWICO debates of the 1970's was the formation of the international commission for the study of communication problems as per the decision of the 1976, general conference of UNESCO. The 16-member commission comprised experts representing world's diverse ideological, political, economic and geographical zones. Popularly known as the McBride Commission, it met eight times at the UNESCO headquarters in Paris for facilitating discussion among its members. In addition, it organized four round table discussion in Sweden, Yugoslav, India and Mexico, received some one hundred background papers from professionals and scholars around the world and investigated the new order issues more thoroughly than any previous forum had some.

The McBride Commissions published its report in 1980's under the title ''Many Voice One World'' after analyzing all the authors of the report came to 82 recommendations that they regrouped under the following headlines.

1. Communication policy for independence and self-reliance.
2. Reinforcing licenses. For appropriate technologies.
3. Integrating communication into development.
4. New social task for the media.
5. The recourse to ethics and standards for professional integrity.
6. Democratization of communication: an essential component of human rights.
7. Reinforcing cultural identity for human dignity.
8. Access to technical information: essential resources for development.
9. Promotion for International cooperation for the right mechanism.
10. Partners for development: all the factors involved.

The commission viewed communication as a basic social need of individuals, communities and nations with a separable relationship with politics as an economic force, with decisive influence on development, as an education tool and as an integral part of culture. Thus, any change in any aspect of communication within and among nations would call for changes in all these aspects of communications. The issues of imbalances and attributing the imbalances and inequalities were fully recognized by the commission. Attributing the imbalance to a historic process of unequal growth of nations and complex political, economic and socio-cultural realities, the commission supported the view that free flow'' was nothing more than ''one -way free flows' and also that principle, on which it was based, should be restated so as to guarantee free and

balanced flow. It identified imbalances in flow between the developed and developing countries. The commission took note of imbalances in the flow of news through the instruments of technology. The developed world, which have access to modern technology, have had both positive and negative influence on political, economic, socio cultural fabric of their home regions and other nations, which have come to depend on them for their news and information needs. A positive influence was that they extended facilities for cultural development. Their negative effect was the promotion of alien values across cultural frontiers. Thus, they were practicing cultural imperialism through their control of communication through their control of communication infrastructure, news circulation, cultural products, educational software, books, films, equipment training. The commission concluded that the primary factor in imbalance and inequalities was an economic one. It said, the one-way flow in communication is basically a reflection of world's dominant political and economic structures, which tend to maintain or reinforcement the dependence of the poor countries on the rich nations. International communication (Hutchins Commission (1947)

Defining social responsibility of media traces back to a key landmark in the field: e.g., a report produced by the commission of the freedom of the press, more casually known as the Hutchins Commission. The project was requested in 1942 by the founder of time magazine, at a time when it was believed that first Amendment freedoms were being increasingly threatened by the rise of totalitarian regimes throughout the world. It was led by the then President of the University of Chicago, Robert Hutchins the commission deliberated for four years before settling in 1947 on the following five d=guidelines for a socially responsible press in a report titled as free and responsible press.

1. A truthful, comprehensive and compressive account of the day's events in a context which gives them meaning.
2. A forum for the exchange of comment and criticism
3. The projection of a representative picture of the constituent groups in the society.
4. The presentation and clarification of the goals and values of the society.
5. Full access to the day's intelligence.

Although valid, these principles might be criticized for lacking in precision and in general are not considered to have had a substantial impact on the media industry's development in subsequent years.

7.6 LET's SUM UP

From the above study young aspirants will come to know about the hypothesis process, Indian perspective of communication; how communication is affected by society and culture. Development

communication is process which aims towards development of country, society and mankind.

7.7 CHECK YOUR PROGRESS

1. Why normative theories are necessary for hypothesis formation.

...……………………………………………………………………

……………………………………………………………………

……………………………………………………………………

……………………………………………………………………

……………………………………………………………………

2. Explain why normative theories are extremely controversial.

...……………………………………………………………………

……………………………………………………………………

……………………………………………………………………

……………………………………………………………………

……………………………………………………………………

3. Explain how development communication can be used to educate people to deal with pollution in urban areas.

...……………………………………………………………………

……………………………………………………………………

……………………………………………………………………

……………………………………………………………………

……………………………………………………………………

4. What is role of electronic media in development communication.

...……………………………………………………………………

……………………………………………………………………

……………………………………………………………………

……………………………………………………………………

……………………………………………………………………

5. What does the report of McBride Commission and International Commission stresses on?

...………………………………………………………………………

………………………………………………………………………

………………………………………………………………………

………………………………………………………………………

………………………………………………………………………

7.8 SUGGESTED READINGS

- Miller, K., Communication Theories: Perspectives, processes, and contexts. 2nd
  edition. New York: McGraw-Hill, 2005.
- Emory A Griffin, a first look at communication theory. 3rd edition, New York:
  McGraw-Hill, 1997.
- Handa, C. Visual rhetoric in a digital world: A critical sourcebook. Boston:
  Bedford/St. Martin's, 2004.
- Robert A White (2010). Normative theories of media

UNIT : 8	MASS MEDIA

- - - - - - - - - -
STRUCTURE
- - - - - - - - - -

8.0 Objectives
8.1 Introduction
8.2 Defining mass media
8.3 Components of mass Media
8.4 Types of Mass Communication
8.5 Functions
8.6 Reach and Access
8.7 Impact of Mass Communication
8.8 Let Us Sum Up
8.9 Key Words
8.10 Check Your Progress
8.11 References/ Suggested Readings

8.0 OBJECTIVES

After reading this unit you will be able to understand:
• What is mass media
• Types of mass media
• Functions of mass media
• Its impact on us
• Reach and access

8.1 INTRODUCTION

The means of communication that reach and influence large numbers of people, radio, television, newspapers, popular magazines is known as Mass communication.

8.2 DEFINING MASS MEDIA

According to Wilbur Schramm 'a mass medium is essentially a working group organized around some device for circulating the same message, at about same time, to a large number of people'. From this definition, let us know that there is a well-organized system behind each mass medium. For example, a newspaper is produced everyday with the collective efforts of a lot of people using various information sources ranging from local reporters to international news agencies. Same is the case of distribution of the newspaper also. Everybody from circulation manager to local newspaper delivery boy is actively engaged in smooth circulation of each copy of a newspaper. Moreover, every county has its own policy, laws, and telecommunication systems to facilitate mass media. In this sense, the production of a mass medium is the result of a well-organized system. And, the messages are disseminated to a large number of people i.e. mass. They are called the audience. No media can sustain without a sufficient audience.

8.3 COMPONENTS OF MASS MEDIA

For better understanding of the nature of mass communication, we should analyse its two basic components: the mass and the communication media.

The Mass

The concept "mass'' in mass communication is defined as a large, heterogeneous, assorted, anonymous audience. 'Large' means we can't exactly count the number of the members of audience. It is relatively large but it doesn't mean that the audience includes all people. 'Heterogeneous' means the audience of mass media includes all types of people – the rich, the poor, farmers, bureaucrats, politicians and so on. 'Assorted' means the audience of mass media is not necessarily limited to a particular geographical sector. They may be scattered everywhere. For example, a newspaper may have a reader in every nook and corner of the world. 'Anonymous' means we can't specifically identify a reader of a newspaper with his certain characteristics. Today he may be reader of a particular newspaper. Tomorrow, he may change his media habit. Anybody at any time may be a member of mass media audience. The channels of communication that produce and distribute news, entertainment content, visuals and other cultural products to a large number of people. Mass media can be classified in to three major groups on the basis of their physical nature.

They are:
· Print Media like newspaper, magazines and periodicals, books etc.
· Electronic like radio, cinema, television, video and audio records
· Digital Media like CD RoMs, DVDs and the Internet facilities.

8.4 TYPES OF MASS COMMUNICATION

Mass media can be categorized according to physical form, technology involved, nature of the communication process etc. Given below are the major categories of mass media.

Print Media

Johannes Gutenberg's invention of the moveable metallic type in the fifteenth century paved the way for proliferation of the print media. The printing press using moveable types introduced the method for mass production of texts. Before the invention of the printing press, books were expensive materials affordable only for the aristocrats and royal families. Printing reduced the cost of books and made them available to the common men also. Rapid duplication of multiple copies of handy texts led to the innovation of modern newspapers.

Print Media include
· Newspapers
· Magazines
· Books
· Other textual documents

Electronic Media

The history of electronic mass media starts with the invention of radio by Marconi. The first radio station was set up in Pittsburgh, New York and Chicago in the 1920s. Following the USA, European countries also started radio stations for broadcasting news and entertainment content. The colonial powers like Briton and France set radio stations in Asian and African countries in the early years of 20th century. The next step in electronic fig. Newspaper communication media history was the invention of cinema. Following cinema, television broadcasting was initiated in the US on experimental basis during 1920s. But, the dramatic impact of television as a mass medium began in 1950s. Parallel to these, recording industry was also boomed in the western countries. In short, the term electronic media mainly include:

· Radio
· Movies
· Television
· Audio and Video records

New Media

Online and digital means of producing, transmitting and receiving messages are called new media. The term encompasses computer mediated communication technology. It implies the use of desktop and portable computers as well as wireless and handheld devices. Every

company in the computer industry is involved with new media in some manner.

8.5 FUNCTIONS

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

1. Inform: Mass media carry a lot of information which are essential for our day to day life. We know exam results, weather forecasts, current affairs, traffic regulations, last dates, precautions, government policies etc. from mass media. The core of media's information function is performed by the media content called news. The place or time dedicated for news in a mass media is called news hole. News is the most consumed item of any media. News can be defined as reports on things that people want or need to know. Information should be accurate, objective and complete. Biased or incomplete reports will keep the audience away from the media. Advertising is also mass media's information function. We get much useful information from classified advertisements.

2. Entertain: Irrespective of their type, mass media are wonderful entertainers. All media have entertainment content. Newspapers publish cartoons, comics, puzzles, special weekend supplements for amusing people. Lion share of magazine content such as short stories, novels, satires and cartoons are for entertainment. Movies are another big stock for entertainment. Audio-Visual media such as television and radio are also primarily concentrate on entertainment function through their programmes based on sports, film, and fashion shows etc.

3. Educate: Education is systematically organized information with predefined objectives. The primary source of education in our society is schools or colleges. Media also perform the functions that educational institutions do. Media is a great teacher and educator. Media are life-long educators for the society. They give us comprehensive knowledge of selected topics. Non-news content or news-based content like editorials, articles, columns in newspapers provide us with complete idea of a subject. Health Magazines, IT magazines are also examples for education through media. We have a number television channels dedicated for mass education. Vyas Channel of Consortium of Educational Communication under University Grants Commission, Gyandarsan of Doordarshan are some of such efforts.

4. Reinforce: Media function to reinforce or make stronger our beliefs, attitudes, values and opinions. For example, the communists will expose themselves to communist publications and programmes and

they will emerge ideologically reinforced from such experiences. Similarly, the anti-communists will expose themselves to messages in line with their ideology and will emerge reinforced or stronger in their convictions.

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

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

7. Persuade: Persuasion means influencing attitudes or opinions. Mass media have many ways to persuade people. Most people form their opinion from information they get from mass media. Media have direct and indirect methods for persuasion. For public opinion formation, mass media use editorials, news analysis and commentaries. In such cases, the purpose is clear and direct. The most obvious method of persuasion is advertising. Advertisements are direct methods to influence purchasing behaviour of the public. Some media report events hiding their vested interests in news. Such biased, subjective reports are for persuading people to form favourable attitudes towards them or their interests. Opinionated news is an undirected method of persuasion. It's against the ethics of responsible journalism. News and opinion should be given separately.

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

9. Focus attention: Mass media have the ability to focus public attention on certain problems, events and issues at a given time. The devastating earthquake and tsunami in Northern Japan in March 2011 and subsequent Nuclear radiation in Fukushima were the lead stories in most of our media.

10. Ethicise: By making public certain deviations from the norms, the media can arouse people to change the situation. It provides people with a collective ethics or ethical system.

8.6 REACH AND ACCESS

There has been rapid expansion of mass media all over the world in recent times. Consequently, the mass media have become a major feature of our daily life. We cannot do without telephone, film, radio, television, newspapers, etc. Outside home and office, innumerable forms of mass media confront us – billboards, wall writing, writings on all kinds

of vehicles, pamphlets, leaflets, brochures, booklets etc. People now have more access to mass media whose reach is getting wider and wider due to technological advancement. The extent of expansion of mass media can be gauged by the increase over the past one decade, in circulation of newspapers, number of radio and television receivers, satellites and the increasing numbers of DTH subscribers. The mass media are now not limited to urban population but have made inroads into small towns and villages. Their expansion is evident practically in all the countries of the world. The events that take place in the United States, Europe, Russia or the Middle East, come immediately into our living rooms. In fact, the world has shrunk into a 'global village' because people now have more access to information and thereby have become more informed and educated and are better entertained and less apprehensive about each other's way of life that they were a few decades ago. However, despite the phenomenal growth of newspapers, TV, satellite and cable TV, radio networks and films, their reach is largely limited to urban areas in India. The vast rural population in the country still doesn't have access to mass media because of various factors like low purchasing power, high illiteracy rates, non-availability of electricity and channels. However, the gap is narrowing down over the years. The print media, though a powerful means of dissemination of news, comments and knowledge, cater only to audiences that are literate. As per Registrar of Newspaper of India (RNI) figures by mid-2016, there are over 93,000 newspapers and other publications in the country. The circulation of daily newspapers is 18 crores plus. Radio is one of the significant media of mass communication. All India Radio (AIR) has now the largest broadcasting network in the world. By mid-2016, with a network of 419 stations, AIR today is accessible to almost the entire population of the country and nearly 92% of the total area. A broadcasting giant, AIR today broadcasts in 23 languages and 146 dialects catering to a vast spectrum of socio-economically and culturally diverse populace. The News Services Division, of All India Radio broadcasts 647 bulletins daily for a total duration of nearly 56 hours in about 90 Languages/ Dialects in Home, Regional, External and DTH Services. 314 news headlines on hourly basis are also being mounted on FM mode from 41 AIR Stations. 44 Regional News Units originate 469 daily news bulletins in 75 languages. All India Radio - the public service broadcaster, had monopoly on Radio Broadcast, till 2000. In May 2000, the Government of India opened the sector for participation by the private FM broadcasters. The first private FM station in India was Radio City, which started functioning in Bangalore in 2001. By mid-there are over 250 private radio stations and about 200 Community Radio Stations (CRS) functioning in India. Film has become a major medium of popular entertainment. Over 1000 films are produced in India annually. Many of these are in Hindi and are very popular with the, masses. A large number of films are produced regionally also, particularly in the south and their reach is wide. Films like Baahubali and Kabali are proof that South Indian cinema has national reach and is quite popular among the audiences abroad as well. Regional

cinema can reflect the social realities and cultural ethos of the people in a defined region in the local language. As in the case of other media, film exhibition facilities in the country are limited. Most of the cinema houses are in the metropolitan cities and large towns. According to an estimate, there are about 8 seats for a population of one thousand. Comparatively, southern states have more cinema houses and touring talkies than those in northern India. In spite of the lack of screening facilities, the lure for films makes people travel long distance to cities. The television network in India has increased tremendously from 1980s, and especially in the 1990s first decade of the new millennium. In the last decade satellite, cable TV and DTH (Direct-to-Home) service has stormed the urban Indian homes. As of 2012, the country has a collection of over 823 channels of which 184 are pay channels. As per the TAM Annual Universe Update - 2015, India has over 167 million households (out of 234 million) with television sets, of which over 161 million have access to Cable TV or Satellite TV, including 84 million households which are DTH subscribers. From the mid-1990s New Media has made its entry in India. It has grown rapidly, thanks mainly to the growth of smart phone technology. New media is a broad term in media studies that emerged in the later part of the 20th century. What distinguishes new media from traditional media is the digitizing of content into bits. Therefore, it could also be called 'Digital' media. There is a dynamic aspect of content production in this platform which can be done in real time. Some examples may be the Internet, websites, computer multimedia, computer games, internet-enabled mobile telephones, etc. The history of Internet in India began with the launch of internet services by VSNL on August 15, 1995. The Hindu of Chennai was the first Indian newspaper that launched an Internet edition in the country on the same year. By 1998, there were at least 48 newspapers in India that had launched their internet editions. By mid-2016, almost all newspapers have their websites. So do all Television channels and radio stations. Web exclusive news portals, Television and Radio stations have become common. Social media has grown phenomenally and it has impacted the medias' cape in a very big way. In light of the limited reach of mass media and people's access it, traditional media like folk songs, folk dance, folk theatre etc. are the real channels of information and entertainment in rural India. Their reach is wide because they are less expensive, more accessible, closer to the heart of the people, participatory in nature and hence communicate more effectively than print or electronic media. However, the reach of and access to mass media is growing, thanks to growing penetration of Internet, especially mobile Internet. Mass media are also taking the folk and traditional media into its ambit- thereby creating a win-win situation for both. For example, when a folk medium like 'Daskathia' (very popular in rural Odisha, especially in coastal and central Odisha) is shown on television – it reaches more people.

8.7 IMPACT OF MASS COMMUNICATION

As stated earlier, we live in the age of mass communication. Who wouldn't want to be informed about events that significantly touch and influence one's life. Don't we need some entertainment to get away from the drudgery of day to day living? In a democracy, is it not necessary to shape the opinion of the public before appropriate decisions are taken? Mass communication fulfils all these needs; and additionally promotes extensive selling through advertising. While doing all this, mass communication obviously influences people and society. But the question is, what is the extent and nature of its impact? Millions are exposed to a variety of messages each day. While many consumers of media are satisfied with any single channel of mass communication, there are others who seek exposure to more than one channel. There is increasing anxiety about the adverse effect of mass communication on society in general and individuals in particular. There are obvious fears. Are the consumers of mass media being manipulated or brainwashed? Do the violence, crime or sex in media affect young minds? Are the foreign programmes a threat to cultural and national identity? And so on. Answers to these questions are not easy to come by as mass media do not operate in the society in isolation. However, some observations can be made on the positive and negative impact of mass communication on people. By and large, mass communication messages are positive i.e. pro-communal harmony, pro-environmental, pro-national, anti-drugs, anti- AIDS, anti-war, anti-terrorism, anti-social evils and so on. In fact, mass communication has helped in promoting national integration and knowledge of our cultural heritage and creating awareness among people about the socio-economic and political development of the country. The Press for instance, has played a significant role in shaping public opinion against colonial rule and later in the development of independent modern India. Broadcasting, under the government control has been used as an instrument of education, development and social change. Even Bombay 'masala films', which are often accused of creating unhealthy social values, attitudes and habits have contributed a great deal in promoting national integration, common culture and national language of Hindi, throughout the length and breadth of the country. The adverse effect of mass communication has been felt not so much from print media as from exciting media like television and satellite cable TV. The audiences of these electronic media, in the hope of getting lively entertainment at little cost, are lapping up all that comes though the 'open sky', without discrimination, without realizing their good or bad effects. In fact they are becoming helpless victims of these pervasive media. The danger is from the programmes made with a western perspective which are going to influence the world view and life style in India and other Asian countries. Besides, excessive advertising, 'alien' programmes and mesmerising images have tremendous impact on young minds. They give children ideas about a materialistic culture that does not exist in their environment and create in them the desire for things they can't possibly afford to have.

An overdose of TV is bad, but an overdose of foreign programmes is even more detrimental. Parents and teachers express their concern about the adverse effect of 24 hours TV on children's studies and health. Thus, despite the restricted reach of mass media and the even more restricted access to it especially in rural and far flung areas, mass communication affects our lives positively by informing about the new developments around us, by entertaining us, and influencing our attitudes, opinions and actions vis-à-vis a variety of subjects and issues.

8.8 Let Us Sum Up

Mass media influence our daily life more than any other cultural institution. They are our main source of news and entertainment. They largely define our perception, purchase decision, voting behaviour and so on. Because of this all-encompassing impact of mass media, politicians, businessmen and government agencies depend on media to influence people. During election time, we witness politicians spending millions of rupees for political campaign through mass media. Business firms across the world spend billions of dollars to market their products with the help of mass media advertisements. We are informed of the policies of our governments through newspapers and electronic media. Likewise, we people need mass media to express our needs, complaints and wishes to the authorities. In short, role of mass media in our society is omnipresent.

8.9 Key Words

Reach is the number of potential customers that will be exposed to a message through a particular media vehicle. Reach measures the number of potential customers who see/hear the advertising campaign.

New Media is a broad term in media studies that emerged in the later part of the 20th century.

8.10 CHECK YOUR PROGRESS

1. Define mass media. Give examples of various types of mass media.
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………
……………………………………………………………………………….
2. What are the various functions of mass communication in a society?
………………………………………………………………………………
………………………………………………………………………………

………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………

3. Write three ill effects of television on society.

………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………

4. How can these ill effects be checked?

………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………

8.11 REFERENCES/ SUGGESTED READINGS

- Hasan, S. (2013). *Mass communication principles and concepts*. CBS Publishers.
- Kumar, K. J. (2000). *Mass communication in India* (Vol. 741). Jaico publishing house.
- Rodman, G. R., & Adler, R. B. (2003). *Understanding human communication*. Oxford University Press, New York.
- McLuhan, M. (1964). The medium is the message.

<table>
<tr><td>UNIT : 9</td><td>LANGUAGE USED IN
DIFFERENT MASS MEDIUM</td></tr>
</table>

- - - - - - - - -
STRUCTURE
- - - - - - - - -

9.0 Objectives
9.1 Introduction
9.2 Why News Styles Differ
9.3 Newspaper Style of Writing
9.4 Radio Style of Writing
9.5 Television Style of Writing
9.6 Comparisons of Style And Substance
9.7 Let Us Sum Up
9.8 Key Words
9.9 Check Your Progress

9.0 OBJECTIVES

We have already discussed about the process of communication and its type. In the previous unit we discussed about the mass media, its component & impact, reach & access. In this unit we shall learn how to write in media. The language used in different mass media.
After going through this unit you will be able to understand:
• How to write for newspaper
• How to write for radio
• How to write for television

9.1 INTRODUCTION

Media writing should provide well-rounded analyses and stories that include all major perspectives for balance. With the exception of opinion columns and blogs, writers should not express their personal opinions on a story or event. Instead, they should write objectively, presenting the facts and leaving it up the audience to decide how to feel about the information. The writing style of each mode of communication differs due to the diversity of its audience.

9.2 WHY NEWS STYLES DIFFER

Differences are not due to happenstance. Writing styles have evolved in newspapers, radio and television due to the unique nature of each medium and to the manner in which its audience consumes each medium. An evolutionary process has been at work adapting each news writing style to its medium. Further, by taking note of the gradual shift of many newspapers to a more conversational writing style and the shortening of both television news stories and sound bites, one could well argue that the evolutionary process will continue.

9.3 NEWSPAPER STYLE OF WRITING

News in newspapers is written so that it may be edited from the bottom up. As old editors liked to say, a page form is not made of rubber. It won't stretch. What doesn't fit is thrown away. Historians trace the inverted pyramid, which is not the traditional style of British or other foreign newspapers, to the American Civil War, when correspondents, fearing that the telegraph would break down before they could finish. Transmitting their dispatches, put the most important information into the first paragraph and continued the story with facts in descending order of news value. During the days of letterpress printing, the makeup editor fit lead type into the steel chase by the simple expedient of tossing paragraphs away from the bottom until the type fit the allotted space. In modern offset lithography the same job can be accomplished by a razor blade or a computer delete key; the editing, especially under time pressure, is often still done from the bottom of a story up. The reading of a newspaper matches bottom- up editing. The reader's eye scans the headlines on a page. If the headline indicates a news story of interest, the reader looks at the first paragraph. If that also proves interesting, the reader continues. The reader who stops short of the end of a story is basically doing what the editor does in throwing words away from the bottom. If newspaper stories were consumed sequentially as they are in radio and television newscasts, the writing style would change of necessity. If, for instance, a newspaper reader was unable to turn to page 2 before taking in every word on page 1 starting in the upper left hand corner and continuing to the lower right corner, the writing style of newspaper stories would, I believe, soon resemble a radio newscast. Yet, although the newspaper reader can go back over a difficult paragraph until it becomes clear, a luxury denied to listeners to broadcast news, it is also true, as one newspaper editor noted, that if the newspaper reader has to go back often to make sense of stories, the reader is likely to go back to the television set.

9.4 RADIO STYLE OF WRITING

The radio newscast must be consumed sequentially; that is, the listener does not hear the second story in the newscast without hearing the first story. The eighth story waits on the first seven, which means in practice that all seven are chosen to be interesting to a significant number of listeners and are presented at a length, which maintains that interest. In addition to the inevitable centrality of thinking which affects story choice and story length, a pressing concern exists for clarity in both sentence length and word choice Writing Style because the radio listener, unlike the newspaper reader, is unable to stop to review and reconsider the meaning of a sentence. The eye can go back; the ear can go only forward with the voice of the newscaster. During the "golden age of radio," 1930-1950, before television sets appeared in every home, the family gathering around the parlour radio console in the evening sat facing it, a natural thing to do because the radio talked to them. Today, it seems, no one looks at radios. They speak to us from under the steering wheel or over our shoulder. Unlike the attentive newspaper reader, the radio listener is often driving, working, or engaged in some task other than absorbing the latest news, and consequently is paying less than full attention. As a result, radio news stories are written to be told in familiar words combined into sentences, which run at comfortable lengths in a style known as "conversational." One textbook guideline suggests writing as if telling a story to a friend who is trying to catch a bus that is ready to pull away. Because listeners lack opportunity to go back to reconsider a bit of information, there should be no need to do so. This limitation affects the structure of phrases of attribution and the use of pronouns, because pronouns have antecedents. The radio broadcast news writer learns to beware of innocent little words like "it." These conditions influence television news as well, but perhaps they apply with a little more force to the writing of radio news summaries, where news items average two or three sentences and then the topic shifts. Particularly important is the care needed in the presentation of the numbers sprinkled throughout economic news. Writing news of the economy requires a balance between precision and understanding. An additional difficulty in absorbing the information in a summary newscast is its demand on the listener's ability to keep up not only with a rapid delivery but also with the variety of news. The newscaster jumps from topic to topic, geographic location to location, as if the listener would have no difficulty in going from a flood in Bangladesh to a political crisis in Romania to a train accident north of town. Radio news is hard enough for anyone to follow but the confusion is greater for people who are not on top of events. The thoughtful newscaster takes these topical twists and turns into consideration in both writing and delivery; the newspaper editor need not give the matter a moment's thought. The radio news writing style that has developed includes the choice of simple words and short, declarative sentences. Attribution precedes statements as it does in normal conversation. Sentence structure is incomplete at times, such as verb less sentences.

Purists may howl, but the reality is that understanding is more important than grammar to a radio news writer.

9.5 TELEVISION STYLE OF WRITING

Television news style is much like radio news style, for a viewer can no more return to a group of facts than a listener can. The viewer, like the listener, does not always focus on what the newscaster says. Television news adds further complexities when pictures join the words; that is, anchors or reporters deliver what is called a "voice over." Ideally the words that accompany a videotape story of an event are written, even under time pressure, only after the writer has viewed the unedited videotape and made editing decisions such that the pictures follow a logic of their own. In practice the ideal method of editing video first and writing text afterward is rarely followed in television newsrooms, but the better news writers at least keep the pictures in mind as they write, and the tape is edited to fit the words. Besides all the other constraints which limit the writing of a news story lead, chronology, clarity, etc. the words should relate in some way to the pictures. If the words and the pictures do not support each other, they surely fight each other for the viewer's attention, a dissonance that detracts from understanding. An examination of a random selection of television newscasts will demonstrate that nearly all of the fresh information is found in the words, but it is the pictures that carry the impact for the viewers. It is the pictures that will be remembered. There are other types of videotape stories, such as news about the economy, which consist primarily of file tape chosen for the sole purpose of illustrating the words. Here, picture logic barely exists, yet care must be taken that the words are not overwhelmed by the helping pictures. Economic news presents an additional difficulty alluded to in considering radio, above. The difficulty lies in communicating numbers. Television has one advantage over radio here, because numbers can be presented visually while the newscaster reads them; the presentation can be enhanced by graphs, pie charts or other visual aids lacking in radio.

9.6 COMPARISONS OF STYLE AND SUBSTANCE

Having noted all this, it should be added that, while distinctions between print and broadcast news writing certainly exist, more should not be made of them than is warranted. Broadcast news has been the butt of jokes and snide comments about its perceived lack of substance and "See Spot run" presentation, but the dominance of television newscasts coupled with the painful demise of many metropolitan newspapers has led to a reassessment of newspaper practices. Changes have included a less formal writing style. The result is not by any means the style of television and radio news, but there has been a trend in that direction. Substance needs to be considered apart from writing style. The choice of stories, their length, and the choice of topics for leads are factors independent of writing style. Local television newscasts, particularly,

have been criticized for their concerns with frivolous matters, with a penchant to chase after gossip, with time-wasting chatter among anchors, and generally with being the electronic equivalent of a backyard fence. Both radio and television newscasts, with the notable exception of public broadcasting, are criticized for devoting too little time to political and other matters of significance to public life. Defenders of the substance of newscasts have responded with a variant of the argument that it is pointless to preach to empty pews, that the newscasts have proven more adept at giving people the news they want, and that, in any case, newspapers are filled with the trivia of comic strips. These arguments will not be pursued here, although it should be noted that an obvious correlation exists between simple writing and simple topics. It is easier, for example, to use one-syllable words and short sentences to report the mayor's arrest for drunk driving than to report on the mayor's presentation of the city budget. Real writing skill is demonstrated not in the former news story but in the clarity with which the latter is presented. If most television news stories seem to be written more clearly than stories in the newspapers, it does not follow that television news writers display superiority in the craft. A strong argument can be made that their choice of topics alone makes the difference. Pursuing this logic to its conclusion, one may argue that superiority in the craft of writing news, including visual elements, would be best demonstrated by the limpid reporting of complex events and situations by both newspaper and television writers. Their products could then be compared side by side. This paper originated in a wish to produce side by side comparisons, not to make invidious comments about the relative merits of journalists in different media but to show the differences themselves.

9.7 LET US SUM UP

Journalism students who begin the study of broadcast news often complain of the difficulty of writing in an unaccustomed style, a difficulty compounded when the student concurrently takes a broadcast news course and a news editorial skills course. Writing news copy in a separate style for each course presents the novice journalist with the type of confusion found in learning a new language. Many students leave with an imperfect understanding of any news writing style. No magical way exists to learn a foreign language without practice, and none exists to develop a facility in more than one writing style without practical experience. Nevertheless, it may be possible to ease the burden of writing in more than one style by systematically comparing the styles to determine what sets them apart. Such a systematic comparison might find some practical use by journalism instructors, perhaps as a handbook. Introductory general news writing courses sometimes cover both print and broadcast news and some journalism curricula require students to learn to write for both. While any number of textbooks offers guidance in writing news for a particular medium, no textbook to the author's knowledge undertakes direct comparisons, point by point, of the elements

of these styles to note where they are similar and where they diverge. A combination of learning underlying principles to explain the reasons for the divergence plus learning of day-to-day practices in newspapers and broadcast stations might reduce the level of frustration just a bit. Merely to tell a student to "write conversationally" for radio or television does not help much. Specifically, what are the actual differences? Admittedly, no study of the stylistic differences in newspaper, radio and television news is likely to vanquish students' frustrations totally. Only the experience of a lot of actual writing, preferably done on the job under a competent, demanding editor, will bring the needed level of confidence. The student's first encounter with writing news for print, if not at a school newspaper, will be in the classroom. There the student will also first encounter broadcast news writing. A classroom setting can be an adequate substitute for an internship or an entry-level job if the instructor knows what to look for in correcting the student's copy assignments. Yet, is the instructor competent to correct or edit the student's copy? This question, no matter how awkward or embarrassing, should be considered. In a basic media writing class which devotes only one of a dozen units to broadcast news, the teacher and teaching assistants probably will not have had broadcast writing experience. As a consequence, they are likely to depend upon the material in the textbook for guidance. This can be a thin reed indeed to support even an introduction to the topic. This study was undertaken with the hope that a comparison of news writing styles citing differences point-by-point can offer additional guidance. Because few instructors have professional broadcast news experience, the dilemma exists of how to teach students what is distinctive about each news writing style and why there are differences in the first place. Readers of newspapers are, after all, the same people who listen to radio newscasts and watch television newscasts.

9.8 KEY WORDS

Golden Era of Radio	The quarter century to about 1950 was also radio's Golden Age in most industrial countries, where, despite wartime setbacks, radio flowered before the advent of television.
Voice Over	information or comments in a film or television programme that are given by a person who is not seen on the screen

9.9 CHECK YOUR PROGRESS

1. Why writing for different media should differ? Explain.

    …………………………………………………………………………

    …………………………………………………………………………

    …………………………………………………………………………

    …………………………………………………………………………

    …………………………………………………………………………..

2. Make a note of two differences between writing for newspaper and writing for radio.

    …………………………………………………………………………

    …………………………………………………………………………

    …………………………………………………………………………

    …………………………………………………………………………

    …………………………………………………………………………

| UNIT: 10 | MEDIA ORGANISATIONS |

- - - - - - - - -
STRUCTURE
- - - - - - - - -

10.0 OBJECTIVES

The objective of this unit is to understand the need, objectives and functioning of different media organizations in India. For a strong and healthy democracy, media should enjoy all the freedom but with great responsibility. In the media practice and where the norms are breached and the freedom is corrupted by unprofessional conduct, a way must exist to check and control it. The control should come from within the profession and not from the government or any official authorities. And this job is done by media organisations.

After reading this unit you will be able to understand:

• The different organizations working in the field of media in India
• The objectives and functioning of different national level media organizations

10.1 INTRODUCTION

The term "media organization" means a person or entity engaged in disseminating information to the general public through a newspaper, magazine, other publication, radio, television, cable television, or other medium of mass communication.

Each mass medium or information and communication technology (ICT) has its own regulatory authority: the press is monitored by the Press Council of India, telecommunications are regulated by TRAI (Telecommunications Regulatory Authority of India), cinema by the CBFC (Central Board for Film Certification), advertising by ASCI

10.2 PRESS COUNCIL OF INDIA: CONCEPT, NEED ROLE & OBJECTIVES

The press council of India (PCI) is an autonomous, self-regulatory, legal body formed to check the practice of media. It was constituted on 4th July, 1966 and started functioning from November 16 (therefore on this date, National Press Day is celebrated) 1966.The first chairman of PCI was Justice J.R. Mudholkar, then a judge of the Supreme Court. Earlier PCI had a committee of 25 members. Today, it is a 28 members committee with the Chairman.

The main job of PCI is to ensure that freedom of press is maintained. However, it is also empowered to hold hearings on receipt of complaints and take suitable action where appropriate. It may either warn or censure the misbehaving journalists on finding them guilty.

OBJECTIVES OF PCI
The main objectives of PCI as per the Press Council Act, 1965, are as follows:
- To help newspapers to maintain their independence;
- To build up a code of conduct for newspapers and journalists in accordance with high professional standards;
- To ensure on the part of newspapers and journalists the maintenance of high standards of public taste and foster a due sense of both the rights and responsibilities of citizenship;
- To encourage the growth of a sense of responsibility and public service among all those engaged in the profession of journalism;

- To keep under review any development likely to restrict the supply and dissemination of news of public interest and importance;
- To keep under review such cases of assistance received by any newspaper or news agency in India from foreign sources, as are referred to it by the Central Government.
- To promote the establishment of such common service for the supply and dissemination of news to newspapers as may, from time to time, appear to it to be desirable;
- To provide facilities for the proper education and training of persons in the profession of journalism;
- To promote a proper functional relationship among all classes of persons engaged in the production or publication of newspapers;
- To study developments which may tend towards monopoly or concentration of ownership of newspapers, including a study of the ownership or financial structure of newspapers, and if necessary, to suggest remedies.

10.3 BROADCAST REGULATORY BODIES

TELECOM REGULATORY AUTHORITY OF INDIA (TRAI)

The Telecom Regulatory Authority of India (TRAI)is the regulator of telecommunications sector in India. It was formed on 20th February 1997. It was established by an Act of Parliament called Telecom Regulatory Authority of India Act, 1997.It was established to regulate telecom services, including fixation/revision of tariffs for telecom services which were earlier vested in the Central Government.TRAI is responsible to 1) protect consumer's right, 2)nurture the conditions for growth of telecommunications, broadcasting and cable services, 3) provide a transparent policy environment to telecommunication sector, and 4)facilitate fair competition.
The TRAI Act was amended and Telecommunications Dispute Settlement and Appellate Tribunal (TDSAT) was established on 24 January 2000. TDSAT was set up to adjudicate any dispute between a licensor and a licensee, between two or more service providers, between a service provider and a group of consumers, and to hear and dispose of appeals against any direction, decision or order of TRAI.

The goals and objectives are focused towards:
- Transparency in decision-making by affording an opportunity to all stakeholders.
- Providing consumer with adequate choice, affordable tariffs and high quality of service.
- Promoting fair competition among service providers.
- Access to world class quality telecommunications, broadcasting and cable services.

- Promoting efficiency in operations in all the levels of the industry.
- Adoption of emerging technologies within the framework of a technology neutral policy.
- Ensuring technical compatibility and effective interconnection between service providers.

BROADCASTING REGULATORY AUTHORITY OF INDIA (BRAI)

When TRAI was set up to regulate telecom sector at the same time a similar legislative proposal to create a regulatory body for the broadcasting sector was also made. As the broadcasting sector was increasing with huge speed it was necessary to have a kind of regulatory body. In 1997, the Broadcasting Bill was introduced in Parliament, with the objective to enable licensing and regulation of broadcasting.

The Bill sought to: "establish an autonomous Broadcasting Authority for the purposes of facilitating and regulating broadcasting services in India so that they become competitive in terms of quality of services, cost of service and use of new technologies, apart from becoming a catalyst for social change, promotion of values of Indian culture and shaping of a modern vision."

But for various reasons, the proposal to create this independent broadcasting regulatory authority has never come into existence. The 1997 Bill was referred onwards to a Joint Select Committee, but it lapsed. Four years later, the Communication Convergence Bill 2001 was introduced but this too lapsed due to the dissolution of the 13th LokSabha. In 2006, the idea of a Broadcasting Services Regulation Bill was again floated, in pursuance of the original idea of creating a regulator for the broadcast industry. But the BRAI Bill never saw the light of day, presumably due to concerns expressed by the industry of excessive regulation.

10.4 ADVERTISINGAGENCIES ASSOCIATION OF INDIA (AAAI)

Advertising is a huge industry in India. A national level body named "Advertising Agencies Association of India" (AAAI)was formed in 1945 to safeguard the professional interest and keep the high standards of the profession. The Association promotes professionalism, through its founding principles, which uphold sound business practices between Advertisers and Advertising Agencies and the various media outlets. AAAI today is representative, with a very large number of small, medium and large-sized agencies as its members, who together account for almost 80% of the advertising business in the country. It is thus recognised as the apex body of and the spokesperson for the Advertising industry at all forums – Advertisers and Media owners and their associations and Government.

History:

Four agencies from Calcutta – D J Keymer, General Advertising Agency, J Walter Thomson Co. and Press Syndicate and three agencies from Bombay – Adarts, Lintas and National Advertising Service were the signatories in the Registrar's office to register it as a company in 1945. On 24th September, 1980, AAAI was registered as a Society under the Societies Registration Act, 1860 and in 1981 it was registered as a charitable trust under the Office of Charity Commissioner, Mumbai. From seven agencies, AAAI has grown manifold to its present strength of more than 100 Advertising Agencies.

Major Objectives:

♦ To benefit Indian consumers and to protect their interests by helping ensure that advertising is honest and in good taste.

♦ To benefit Indian advertisers by promoting their sales, increasing their sales and increasing productivity & profitability, to stimulate business and industrial activity.

♦ To benefit media by establishing sound business practices between advertisers and advertising agencies and each of the various media owners.

♦ To question advertising that is wasteful and extravagant to make it possible for the small entrepreneur to grow through advertising and to compete with the biggest to encourage market and media research to serve society by meeting its social responsibilities.

♦ To establish a common platform in building and sustaining the prestige of the advertising profession and to serve as a spokesman against unwarranted attacks or restrictions on advertising.

♦ To co-operate with Government bodies in discussion of matters such as taxes, radio and TV advertising, legislation, political campaign advertising, controls on pharmaceuticals, tobacco or liquor advertising and other subjects of similar complexity and sensitivity.

10.5 ADVERTISING STANDARD COUNCIL OF INDIA (ASCI)

Advertising is one of the fastest growing sectors in India. Thousands of ads are made in a year and huge money is invested to target the consumers through advertising. Hence it becomes necessary to have self-regulation. Advertising Standard Council of India is a self-regulatory voluntary organization of the advertising industry. It was established in 1985, and it is committed to the cause of self-regulation in advertising, ensuring the protection of the interests of consumers. ASCI was formed with the support of all four sectors connected with Advertising, viz.

Advertisers, Advertising Agencies, Media (including Broadcasters and the Press) and others like PR Agencies, Market Research Companies etc. The Consumer Complaints Council is ASCI's heart and soul. It is the dedicated work put in by this group of highly respected people that has given tremendous impetus to the work of ASCI and the movement of self- regulation in the advertising. The aim of ASCI is to maintain and enhance the public's confidence in advertising. Their mandate is that all advertising material must be truthful, legal and honest, decent and not objectify women, safe for consumers - especially children and last but not the least, fair to their competitors. ASCI's codes of self-regulation It is a commitment to honest Advertising and to fair competition in the market-place. It stands for the protection of the legitimate interests of consumers and all concerned with Advertising - Advertisers, Media, Advertising Agencies and others who help in the creation or placement of advertisements. Advertisements should be

♦ Truthful, fair and non-derogatory to competitors. Should not be misleading and plagiarized.
♦ Non-Offensive to public: Within the bounds of generally accepted standards of public decency and propriety.
♦ Fair in competition so that the consumer's needs to be informed on choices in the market place and the canons of generally accepted competitive behaviour in business are both served.
♦ No advertisement should be used indiscriminately for the promotion of products, hazardous or harmful to society or to individuals particularly minors, to a degree unacceptable to society at large.

10.6 NEW MEDIA WING

New Media Wing was established in the Ministry of Information and Broadcasting for publicizing Government's Initiatives through Multiple Social Media platforms. The New Media Wing would address the communication and dissemination requirements of the Government on social media platforms. The wing integrates the communication tools horizontally and vertically through various social media platforms.

10.7 MAJOR FILM RELATED UNITS

Film is one of the most popular tools to spread information. The Union Govt. has an elaborate system to engage with film related activities. Film Facilitation Office Film Facilitation Office (FFO) set up by the government was a step towards facilitating single window clearance for film makers, promote India as a filming destination and provide the platform for film tourism in the country. It acts as a facilitation point for film producers and assist them in obtaining requisite permissions, disseminate information on shooting locales as well as the facilities available with the Indian film industry for production/post production. Film and Television Institute of India (FTII) and Satyajit Ray

Film and Television Institute (SRFTI) Both are film and television training institutes. FTII was, established in 1960 in Pune whereas SRFTI in 1995 in Kolkata. Both these institutes run courses on acting, direction, production, editing, sound designing, cinematography and several other short term courses. Children Film Society of India (CFSI): CFSI produces, exhibits and distributes quality content for children: from feature films, shorts, animations to television episodes and documentaries. CFSI started functioning in 1955 as an autonomous body under the Ministry of Information and Broadcasting with Pandit Hriday Nath Kunzru as President. CFSI is committed to strengthening the children's film movement within India and promoting Indian produced children's films across the globe. National Film Development Corporation (NFDC) National Film Development Corporation of India (NFDC) is the central agency established to encourage the good cinema movement in the country. The primary goal of the NFDC is to plan, promote and organize an integrated and efficient development of the Indian film industry and foster excellence in cinema. NFDC has provided a wide range of services essential to the growth of Indian cinema. It promotes Indian culture through films, develops talent and facilitates growth of cinema and builds a lean and flexible organisation responsive to the needs of film industry.

10.8 FILMS DIVISION

The Films Division of India was established in 1948 to articulate the energy of a newly independent nation. It produces films which is a kind of record of the social, political and cultural imaginations and realities of the country. It has actively worked in encouraging and promoting a culture of film-making in India that respects individual vision and social commitment. Film Division produces films, documentaries, animated films, holds festivals, gives space to local talent and preserves footages and prints. In its archives, it has more than 8000 titles on documentaries, short films and animation films.

10.9 Central Board of Film Certification (CBFC):

Central Board of Film Certification (CBFC) commonly known as censor board is a statutory body under Ministry of Information and Broadcasting, regulating the public exhibition of films under the provisions of the Cinematograph Act 1952.To exhibit films publicly in India, certificate from censor board is mandatory. The Board consists of non-official members and a Chairman (all of whom are appointed by Central Government) and functions with headquarters at Mumbai. It has nine Regional offices, one each at Mumbai, Kolkata, Chennai, Bangalore, Thiruvananthapuram, Hyderabad, New Delhi, Cuttack and Guwahati. Certification: Films are certified under 4 categories. Initially, there were only two categories of certificates – "U" (unrestricted public exhibition) and "A" (restricted to adult audiences). Two more categories were added

in June 1983 – "UA" (unrestricted public exhibition subject to parental guidance for children below the age of twelve) and "S" (restricted to specialized audiences such as doctors or scientists). Additionally, V/U, V/UA, V/A are used for video releases with U, UA and A carrying the same meaning as above. International Film Federation of India (IFFI): First International Film Festival was organized by the Films Division, with the patronage of the first Prime Minister of India. It was held in Mumbai from 24 January to 1 February 1952. In all it had about 40 features and 100 short films in first festival. Now it is a truly international platform to promote, discuss, support and understand films. Since its beginnings in 1952 the IFFI has been the biggest event of its type in India. Subsequent IFFI's were held in New Delhi. From the 3rd edition in January 1965, IFFI's became competitive. In 1975 the Filmotsav, non-competitive and to be held in other filmmaking cities in alternate years, was introduced. Later, Filmotsavs were merged in IFFI's. In 2004 the IFFI was moved to Goa. Since then the IFFI has been an annual event and competitive.

10.10 VARIOUS UNITS OF PTI

India's most popular news agency The Press Trust of India (PTI) provides many services to media other than news. It is a non-profit sharing cooperative of the Indian newspapers with a mandate to provide efficient and unbiased news to all its subscribers. It was established on 27 August 1947, after taking over the Associated Press of India and the Indian operation of Reuters and it started from February 1949. Besides the news services in English and Hindi languages, the agency provides photos, features, graphics and publishes economy and science service journals. The features and graphics are offered as weekly mailer packets, and the economy and science services are fortnightly. PTI also brings out 'Data India' as a weekly India reference publication. In fact, it is a good source for data journalism. In addition, the agency offers a news service on VDUs called news-scan. Stock market information can likewise be seen on screen in PTI-stocks can. A network of 140 bureaus, over 400 journalists, about 300 part-time correspondents, and a support staff of 1,200 try to collect and provide information and back ground materials to its the subscribers.

10.11 VARIOUS UNITS OF UNI

The United News of India (UNI) is another well-known news agency in India. It was registered as a company on 19 December 1959. As per one of the recommendations of first press commission, eight newspapers, Hindu, Times of India, Statesman, Amrit Bazar Patrika, Hindustan Times, Hindustan Standard, Deccan Herald and Aryavarta sponsored this news agency. If we look at the news UNI provides news in English, Hindi and Urdu. UNI launched a full-fledged Indian language news service, Univarta, in Hindi in May 1982. This was followed up a

decade later with the launching of an Urdu service on tele printer for the first time in the world. Other teleprinter services of the news agency include Unifin, a specialised service for banking, financial and commercial organisations, as well as Unistock, a service for stock exchanges and brokers. Other than news for print medium, UNI also provides clips to electronic medium including Doordarshn. In July 1986, UNI started its television wing. This wing provides news features, news-clips and documentaries for Doordarshan and other organisations.

Another specialised service run by the news agency is UNI scan, a news service fed into television sets. A National Photo Service started in 1987 is another pioneering venture. UNI has a number of mailer services, the oldest of them being backgrounders. In 1968, it introduced a weekly backgrounder service of well-documented, in depth backgrounders on current topics. UNI backgrounders in both English and Hindi, are issued once a week. Other mailer services are: UNI Agriculture Service in English, UNI Economic Service and UNI Energy News Service. In 1970, the UNI Agriculture and Feature Service was launched. The financial and commercial service was started in 1971. All the services were providing a steady flow of processed and factual information on a variety of themes and current issues. It also supplies computer designed graphics and info-graphics in ready-to-use form on economic and other topical subjects on a regular basis.

10.12 KEY WORDS

Media Organization	The term "media organization" means a person or entity engaged in disseminating information to the general public through a newspaper, magazine, other publication, radio, television, cable television, or other medium of mass communication.
Advertising Standard Council of India	Advertising Standard Council of India is a self-regulatory voluntary organization of the advertising industry.

10.13 CHECK YOUR PROGRESS

1. Write short note on AAII.

   …………………………………………………………………………

   …………………………………………………………………………

   …………………………………………………………………………

   …………………………………………………………………………

   …………………………………………………………………………

2. What does PTI stand for

………………………………………………………………………

………………………………………………………………………

………………………………………………………………………

………………………………………………………………………

………………………………………………………………………

3. Name some Film regulatory bodies

………………………………………………………………………

………………………………………………………………………

………………………………………………………………………

………………………………………………………………………

………………………………………………………………………

10.14 REFERENCES/ SUGGESTED READINGS

- Hasan, S. (2013). *Mass communication principles and concepts*. CBS Publishers.
- Kumar, K. J. (2000). *Mass communication in India* (Vol. 741). Jaico publishing house.
- Narula, U. (2006). *Handbook of communication models, perspectives, strategies*. Atlantic Publishers & Dist.
- Kuppuswamy, B. (1976). *Communication and Social development in India*. New Delhi: Sterling Publishers.
- Lasswell, H. D. (1948). The structure and function of communication in society. *The communication of ideas*, *37*(1), 136-39.
- Hopper, R. (1976). Human Message Systems.

EMERGING MEDIA

– – – – – – – – – –
STRUCTURE
– – – – – – – – –

11.0 Objectives

11.1 Introduction

11.2 Emerging Media

11.3 What is Emerging Media

11.4 Types of emerging media

11.5 Key Words

11.6 Check Your Progress

11.7 References/ Suggested Readings

11.0 OBJECTIVES

You must be either knowingly or unknowingly using some forms of emerging media in your daily lives. So let us learn more about this emerging media. This unit seeks to explain what are "Emerging Media" and various types of emerging media we are using in the current scenario. We shall also discuss how these upcoming media are going to change the way people communicate with each other.

After successfully completing this unit, students should be able to:
• define emerging media
• describe various types of emerging media
• explain the integration of digital technology into various media forms

11.1 INTRODUCTION

The way people communicate with each other in a society is changing. Starting from the time of stone carving to the present age of

Internet, the tools and means of communication are changing. Media in our society has always been evolving. We have already known about the development and growth of various forms of mass media such as print, radio and television.

We have seen the growth of print media in India. The print media has passes through various stages such as from printing of religious literatures to the present format of newspapers, magazines, pamphlets, brochures and others. We have seen the growth of radio clubs to the present state of Digital radio stations in case of radio. In the television segment from late 1959 till date we have seen the growth in terms of technology (from analogue to digital) and in terms of numbers (from one channel to over 900 plus).

So far the technology has changed a lot. The media industry also has been able to coop with the changing taste of the audiences. With the coming up of online technology and the advent of World Wide Web the whole media scenario world over has changed. Convergence of computers with the telecommunication has changed the whole media industry operation. The media industry is now witnessing a plethora of digital technologies which has changed the way news was made and consumed.

Media is increasingly including the interactive components. These interactive components demand more attention from the viewers or readers. The introduction of social networking sites, blogs, instant messaging and smart phones are used vehemently to share information in new and innovative ways. These are also known as new media or emerging media.

11.2 EMERGING MEDIA

So far we have learned and discussed about the traditional media such as print and electronic media. We have also learnt about their style of functioning. The print media includes both newspaper and magazines along with brochures, pamphlets and others.

As far as radio is concerned, we meant it as All India Radio. Just a decade ago we have started listening to various private FM channels. These days we are very much used to with the news and entertainment television channels. These are otherwise known as mainstream media.

With the emergence of online technology, the production, distribution and consumption process of news has been changed. Newspapers and television channels have shifted their importance to the online editions. Each and every media houses in India now have their own websites. Especially the electronic communication with the internet driven technology has brought lots of innovations. The new forms of media have created opportunity for interactions between the producers and consumers of news.

These new forms of media are known as emerging media. Journalism is moving slowly into interactive mode. Readers are now relying on online versions to get instant information rather than on traditional media. They are also reactingand engaging with news like never before. Newspape rs are not only carrying text but also uploading videos and graphics in their websites. Online communities and Blogs are made to discuss the current affairs. Journalists are posting news, features and columns in their blogs. Personal blogs are linked to the websites of media houses. On television News anchors are giving feedback to the news sources. News anchors are at times becoming news makers. They are the active commentators. Opinion journalism, collaborative journalism and crowd-sourced journalism are new concepts found in the field of journalism.

11.3 WHAT IS EMERGING MEDIA?

In common parlance, by "emerging" we mean "upcoming". So in journalism, by "emerging media" we mean the upcoming media used to access information. It is very difficult to define exactly what the emerging media is meant by. As media is evolving in nature so also its various forms. World Wide Web, Internet and digital technology have influenced both print and electronic media.

American Journal of Business defines that any definition of emerging media is difficult. The most commonly applied 'shorthand description' of emerging media is that it is communications – of all types – based on digital technologies, and increasingly with interactive components. Neuman (1991) has defined the concept of emerging media more than a decade ago. He argued that what we define as emerging media will a)alter the influence of distance, b) increase th e volume and speed of communications, c) enable interactive communications and d) permit the merging of media forms.

Thus we can define emerging media as "media used to share and exchange information with the use of emergent digital technologies having the feature of interactivity, on- demand and faster speed." Thus emerging media not only contain new medium of communication but should also have the faster speed of delivery of information. New media definitions remain fluid and are evolving, with some definitions of new media focusing exclusively upon computer technologies and digital content production whilst others stress the cultural forms and contexts in which technologies are used (Dewdney & Ride, 2006).

In other words, emerging media is the one that employs of digital technology to communicate message to the masses in a new and innovative ways. It has altered the influence of distance. Emerging media

enables interactive communication and permits the merging of various media forms. We are also seeing the convergence of media forms.

11.4 TYPES OF EMERGING MEDIA

We are now living on a virtual world. We are communicating with people without knowledge on their physical presence in the virtual world. While browsing the websites we can now interact with the content of the website. You must have seen websites where you can watch live or recorded videos or audio files. There are features available now, that allows you to upload your own video in these websites. With smart phones you are communicating with friends resided in a far off place within fraction of seconds.

All these are happening with digital technology enabled emerging media. Now traditional media outlets are deploying emerging media to create a new user experience. Communication with the help of emerging media is the next big thing we are going to witness. Let us know about the different types of emerging media either available or coming up in the near future.

11.4.1 INTERACTIVE WEBSITES:

All of us must be visiting hundred of websites every day. We are either reading news and entertainment stuff or shopping our favourite products or updating information about ourselves in various websites. Schools, colleges, universities and institutes are going online. The students are accessing the websites of their respective institutes to fill up the forms, accessing the course materials or any other work related to courseware.

Here a question might be rising in our mind that what a website is. So a website is a collection of pages which include text, images, videos and links to other websites. And the most important point is that it is linked to the internet.

But now these static websites have lost their ability to attract the attention of the visitors. Visitors are expecting more from the websites. Therefore the need of the hour is the interactive websites. An interactive websites is a collection of interactive web pages. These interactive web pages not only provide information to the visitors but also can collect contents from the visitors to create a more interactive experience. In an interactive web pages users can comment, post information or can share video or audio files. We are seeing more user-friendly environment in various websites. On demand content is another advantage of the interactive web pages. Journalists are taking advantage of these websites to get information on

their demand. The interactive web pages are more personalised. They also offer localised content.

The interactive websites includes interactive features like instant comment box, live chat, timeline tools, clickable maps, images with the option of zoom in and out, calculators and others. These features are easy to use and help the users to have a more dynamic experience while browsing. These web pages help the visitors to create or alter the basic pages as per their preferences. The interactive websites help the visitors to have more control over the content. You can feel like an owner of the website which you are visiting. The web pages provide us a rich visual and sound experience. Now readers can upload news and other relevant information through interactive features. This has created the concept of citizen journalism. You will learn more about citizen journalism in the next block.

11.4.2 3D ANIMATION:

While watching news on television channels on train accidents, court proceedings or weather updates you must have seen moving images or graphics. If visuals are not available with the news channels on any news item then channels are carrying animated graphics to explain the story in a better way. These images/visuals are made with the help of animation tools. Animation is a technology that takes the help of software and hardware. Animation is used to explain visually an event or a sequence. You must have seen films or cartoons on television made with the help of animation tools. Here still images are displayed rapidly to create an illusion of movement. Animation was there for the last couple of years but 3D animation is a new one. 3D animation has replaced the use of 2D animation technique. 3D stands for 3Dimensional animation which creates moving images.

It is a process of digital manipulation that takes the help of 3D software in the digital environment. The animation specialist creates graphical images with the help of computer in x, y and z dimensions. In 2D animation, there are only x and y axes. Modelling, layout and animation and rendering are three important sections in the 3D animation process. Videos made with 3D techniques looks more realistic and have more depth also. Increasing power of computers with high quality animation software is used for making high quality films. The combination of various tools and techniques are used to construct complex 3D videos. A 3D model of a simple object can change its position, surface style and rotation to such an extent that viewers would not recognise it.

Films such as Kung Fu Panda 3, Ice Age and The Jungle Book are made with the help of 3D animation. Blender, 3D Plus, DAZ Studio and some other software are available free of cost on internet. You can

download them in your computer to make animation files. Animation is a different ball game and requires knowledge on computer hardware and software. News organisations are hiring animation professionals to create high quality animated videos or graphics. Animation is now considered to be an important section in the media, advertising, gaming, mining, architecture and other industries. 3D animation is considered as the best technique to attract and retain the attention of the viewers.

11.4.3 PODCAST:

Everybody loves to listen songs. Earlier we listen songs from radio, music player or television. But in the traditional formats we can't create our own list of music files. Listening music from the internet is the latest craze. On various websites we are creating our own list. We can ask for songs as per our requirements. These things could be possible with the help of Podcast. Podcast is a different and popular media that create your own list depending on your interest. It's kind of on demand radio. You can not only download but also upload your own audio files to reach millions of people. It is much more than a radio broadcast in the sense that you can choose or create what you want to listen. With internet reaching every nook and corner of the world, this interesting technology is going to be a big player in the coming years.

"Podcast" is a combination of two terms, i.e. 'pod' and 'cast. The word 'pod' has been taken from the iPod (a digital music player from Apple) and 'cast' has been taken from broadcast (https://internationalpodcastday.com/what-is-podcast/). While browsing various websites you must have seen/heard audio files that contain news, show episodes and others. So a podcast is basically a digital audio file available in the websites which can be downloaded to any device such as computer, portable media players or smart phones or tablets with the help of internet. We can otherwise call it as on demand broadcast. Once you sync your device via internet with the website, files will be automatically downloaded. Anyone can create a podcast, only you need a mic, internet and a computer. Podcasts may be made on news, talk shows, movie reviews or on any other topic or simply music. A number of podcast feeds are available in various websites. You only need a podcatcher to subscribe and receive podcasts. But podcast is different from streaming video or audio files. You can subscribe to podcast on the topics which interests you. Another point to be noted here is that you have full control over your listening. Once downloaded you don't need an internet and you can listen it at any point of time unlike streaming audio files.

11.4.4 INTERACTIVE VIDEO:

Every organisation is thinking of interacting with its target audience in this highly competitive world. Instant interaction is the buzz word we are listening everywhere. Starting from the corporate houses to

the media outlets, everyone is interested to get instant feedback. It is said that a picture speaks more than thousand words. Therefore visuals have more importance in the communication world. You must have seen the increasing usage of videos in various websites. On the internet world text has been replaced by images and videos. Most of the people love to see the visuals rather than reading long texts on internet. Netizens are focusing on so many things at a time that they cannot concentrate on one thing. The attention span of the viewers is getting shorter day by day. So in this fast changing world in order to keep their attention to the website, the designers are using lots of interactive videos in their pages. This is also another reason for the increasing demand for video content on internet. Videos are considered as the most consumable content in different websites. You can see that even the newspaper websites such as www.timesofindia.indiatimescom or www.indianexpress.com and others are carrying more video stories. So you must be thinking about what is an interactive video. It is basically a video content available on digital platform where the viewers can avail the option of direct interaction. Interactivity features are added to the video. The users can interact directly through clicks, touch or voice. The users while watching video can fill up forms, play games or can participate on live chats. It is a type of video that uses digital platform to provide rich visual experience. Computer assisted instructions are simultaneously provided to the user to get a clear understanding. These videos are very user friendly.

Other advantages of interactive video are its quick navigation tool, clickable links to get more information and multi view. Multi view means you can see the video from various perspectives.

You can find interactive videos on YouTube website. Educational institutes are also using interactive videos for online education programmes. Interactive videos are used to teach the lessons to students. Another important feature of interactive video is that users have control over the video. This might be the reason behind the increasing demand for this particular emerging media. Viewers can have better viewing experience of interactive videos even on smart phones.

You must have noticed that if we want to download some videos from a website, it will ask you to connect to one of your social media account. It is another way of integrated marketing techniques. Therefore Call to action is another merit of the interactive video.

This means that it will ask the users to further act on the video in the form of either providing personal information through forms or to connect through your account or any such type of interaction. The future of interactive video is very bright with the development of more advanced version of smart phones.

11.4.5 VIRTUAL REALITY:

Another emerging media technology on which there are lots of discussions going around is virtual reality. Though the word seems new but it has been there since quite long.

The word virtual reality is a combination of two words, 'virtual' which mean near and reality means truth or what is actually happening around us. So it is basically a technology which is using both software and hardware components of a computer. It creates a three-dimensional environment which human beings can interact. A person can do a lot of actions and is in a position to manipulate objects with virtual reality. Virtual reality creates an artificial environment where sensory experiences can be achieved.

It is a kind of digital world where illusion of reality is created for the human senses. Video games are perfect examples of virtual reality. When we are playing racing car or bike games, it feels like that we are driving the vehicle. Virtual reality has applications in different fields such as sports, entertainment, medicine, architecture, media and others.

Virtual reality has been used in films and television programmes. The Matrix and Vanilla Sky are some of the films where virtual reality has been used. Books writers, publishers and art work designers are using virtual reality to create a 3D environment to communicate with their target audience. Virtual reality has been used to explain any historical instances also. Application of virtual reality is found in the medical and architecture education. It creates a more flexible environment to work and thus helps to reduce time and cost for many organisations. Virtual reality is considered to be a prime technology behind the development of various advanced technical products such as motion tracking, movement sensors and others.

(PC: https://pixabay.com/en/virtual-reality-oculus-technology-1389033/)

The above image depicts an eyewear available in the market to experience the virtual reality. In order to feel the virtual reality, a person need to wear a pair of special types of gloves and a head mounted display. The gloves will help to receive the computer input. Apart from these two, there are other types of tools available in the market for the users. We can say that virtual reality is a reality.

11.4.6 PHYSICAL-DIGITAL INTEGRATION:

People around the world have shown their increasing interest on internet. Therefore whether it is a new media organisation or any product selling company while entering their respective markets want to have their digital presence. In the digital revolution era, companies who have traditional method of doing their business (physical presence) are now going for digital presence to cater the diversifying needs of their target audience.

Business houses cannot ignore the changes brought out by digital advancements. Therefore the integration of physical world with the digital world is the next big thing we are going to witness.

You must have seen several full page advertisements of online merchants like Amazon, Snapdeal, Flipkart and others on national and vernacular newspapers during festivals.

These websites are just acting as the middlemen between the manufacturers and customers. These are examples of physical-digital integration. Another perfect example of physical-digital integration is our own Indian Railways bookings. You can book your tickets at the reservation counters located at the stations and also through IRCTC (Indian Railway Catering and Tourism Corporation) website. Booking railway tickets online not only saves your time but also money. It is easier too. Customers are shopping online or booking a ticket while on the go. This has been possible due to two reasons.

One is the increasing penetration of internet and the other one is the availability of cheaper accessing devices. Here we are talking about the physical as well as online presence of an entity or set up. Physical-digital integration is considered as an emerging media in the present scenario. The traditional media outlets such as print and television channels have also felt the need for digital presence. Therefore they have already started distributing content over the digital platform. Digital presence of any company can provide them an edge over their competitors. Media organisations are taking pioneer role in digital innovations in the current scenario.

This emerging media technology will definitely help to realise the idea of a cashless India as vision by the present government. Customers are considered as the king of any business houses. So their convenience is the top most priority of any company.

The business houses should recognise the prompt adoption of new technology by the customers. Most of the business houses are going for a combination of digital and physical advertisements too.

11.4.7 VIDEO AND AUDIO STREAMING:

Earlier you have to download a video or audio file if you want to watch or listen. But now watch a video or listen an audio file as and when you want. For this you need a faster internet connection, a computer and speakers or a headphone. You can now pause, rewind or fast forward a video while watching it live. Video/audio streaming is a compressed digital content provided on the internet to the user and it can be played immediately. You can view or listen live or recorded streaming files. It can be played as it derives to the user device. The concept of encoding

and decoding in the communication process works well here. The content provider sends encoded data which decoded into a user understandable file in the receiver's computer.

With media streaming you can watch films, songs, tutorial lessons and web discussions. Here the content provider keeps a close watch on the type of content a particular user want and provides content as per his or her interests. You can create your own playing list also. The streaming technology was there for couple of years. The advancement of streaming technology has brought rich visual and audio experience. Streaming files uses real-time streaming protocol. You need to install an application to run streaming file in your computer. Live streaming, more specifically, means taking the media and broadcasting it live over the internet. The process involves a camera for the media, an encoder to digitize the content, a media publisher where the streams are made available to the potential end-users and a content delivery network to distribute and deliver the content. The media can then be viewed by end-users live.
This kind of technology provides more control for the content provider as well as for the user. This kind of file can be viewed by the user but can't be stored in his or her device. You can call it as on demand video or audio. The content generators can have information on the watching habits like frequency and time of watching as well as the type of content. With the increasing internet speed in the coming days we hope to see more High |Definition quality audio and video files over internet. Websites such as YouTube, Netflix and some news websites are providing streaming audio and video files. An important advantage of the streaming media is that it reduces the waiting time for online content. Unlike downloading a movie or music file which requires lots of time or slow buffering, streaming media is much faster. But for a smooth viewing experience of streaming files you must need a faster internet connection.

11.4.8 DIGITAL MODELLING:

Digital modelling is a technology that uses design software like 3D modelling or computer aided design to produce physical models. Web designers, architectures, construction industry experts and music industry experts are taking the help of digital modelling. The digital model is applied here to create various end products. Computer programmes are used to built a modern studio for a music industry. Digital modelling is also used to build up the acoustics in the studio and the physical spaces in the studio room. Digital models are created beforehand to test the success of a design. The concept of digital modelling has been used mainly by the web designers and digital advertisers.

They are using digital designs to create different elements of a websites or products with the help of animation and interface design. Digital modelling helps the designers to build their end product at

reduced cost and time. 3D printing is another upcoming technology used by the digital modelling experts.

(PC: https://pixabay.com/en/elephant-modeling-3d-digital-image-480516/)

The above image is a digital model of an elephant prepared with the help of digital modelling and 3D animation software. This technology is also used by the architecture for the restoration of old heritage sculpture or building. Now automobile manufacturing
industry is also taking the help of digital modelling to bring out more sophisticated vehicles. In the area of information and communication technology, digital modelling is considered to be the next big thing.

11.4.9 SOCIAL MEDIA:

You all must have heard and used social media tools in your daily lives. We all are using various tools and techniques to communicate not only with our known friends but also unknown persons around the world. Here internet is playing a big role to communicate and socialise. We are also part of different online communities where we are raising our voice, commenting on any issue and also creating information for others. Social networking is the talk of the town now. Starting from students, entrepreneurs, politicians and other professionals are taking the help of social media to reach masses. We can have an elaborate discussion on social media in the next block.

11.4.10 SMART PHONE:

Mobile phones are the best communication tool in the present society. We communicate with others through voice calls by using a mobile phone. But along with voice calls it is now considered as a device for accessing news, listening music, watching movies and playing games along with communicating with the outside world. With the advancement in technology we are seeing several versions of mobile phones. Now we are seeing smart phones. As the name says, smart phones are capable of many functions which the simple mobile phone can't. We can consider a mobile phone as a smart phone only when it has an operating system like computer, we can access internet and typically it has many functions similar to a computer. Playing animated games on smart phone is also gaining momentum. Various applications and software are available in the smart phones.

The mobile phone industry is growing at a faster pace in India. There are lot of innovations taking place in the smart phone segment. We are seeing some smart phones which are capable of detecting retina movements or your finger prints. Around 220 million users in India are using smart phones surpassing the US market. Most of the global smart phone brands are available in the Indian market.

(http://www.thehindu.com/news/cities/ mumbai/business/with-220mn-users-india-is-now-worlds-secondbiggest-smartphone-market/article8186543.ece).With the introduction of Make in India, BHIM app and Digital India concepts we are expecting more in the smart phone segment. In the coming years we will see more advanced feature enabled smart phones. Advanced technologies like Augmented Reality(AR), flexible screen, 3D screen, in built projector, water proof and other new technologies will be found in smart phones in the coming days.

Mobile phones are considered as an important mass media tool with its wide database and exponentially growing usage. Mobile phones have become the fastest and one of the economic modes of generating awareness. Educational institutions, real estate, new product launch, exam alerts, insurance and banking sectors etc. are highly appreciating and using the mobile services for branding and advertising. 'Moblogging' or mobile phone blogging is another trend catching today. Photo sharing and instant publishing are possible through the smart phones.

11.4.11 CONTENT/NEWS AGGREGATORS

A content aggregator or a news aggregator is an individual or an organisation that collects content or news from other sources and provides on demand content to the users. It is basically a website which collects news stories and headlines from other websites and distribute to the readers. The concept of aggregator has got its popularity recently. Various websites are engaged in the content aggregation segment. Google is the perfect example of content aggregator. These websites are focusing on presenting news in a more customised and user centric ways. News items are made or tailored as per the requirements of each individual.

Along with websites, apps are also coming up in this segment. Google News, Huffington Post, Daily Hunt are some of the examples of news aggregator app. News aggregators are providing links through the headlines to know further about the story. News aggregation is not a new concept in the field of journalism. The role of a typical journalist is to select news and to present it to the public. But what we see today in the news aggregation segment is that the increase in usage of visuals, social integration, personalisation of news content. Now the reading experience with the aggregators has been added with viewing and listening as well.

11.5 KEY WORDS

Emerging media	In common parlance, by "emerging" we mean "upcoming". So in journalism, by "emerging media" we mean the upcoming media used to access information.
Animation	Animation is a method where figures are manipulated to appear as moving images.
Streaming	Streaming is the continuous transmission of audio or

	video files from a server to mass.
Social media	Social media is a collective term for websites and applications which focus on communication, community-based input, interaction, content-sharing and collaboration.

11.6 Check Your Progress

1. What is Emerging Media?

   …………………………………………………………………

   …………………………………………………………………

   …………………………………………………………………

   …………………………………………………………………

   …………………………………………………………………

2. What are the various types of Emerging Media we are seeing?

   …………………………………………………………………

   …………………………………………………………………

   …………………………………………………………………

   …………………………………………………………………

   …………………………………………………………………

3. How are smart phones different from mobile phones?

   …………………………………………………………………

   …………………………………………………………………

   …………………………………………………………………

   …………………………………………………………………

   …………………………………………………………………

11.7 REFERENCES/ SUGGESTED READINGS

- Hasan, S. (2013). *Mass communication principles and concepts*. CBS Publishers.
- Kumar, K. J. (2000). *Mass communication in India* (Vol. 741). Jaico publishing house.
- Narula, U. (2006). *Handbook of communication models, perspectives, strategies*. Atlantic Publishers & Dist.
- Kuppuswamy, B. (1976). *Communication and Social development in India*. New Delhi: Sterling Publishers.
- Lasswell, H. D. (1948). The structure and function of communication in society. *The communication of ideas*, *37*(1), 136-39.
- Hopper, R. (1976). Human Message Systems.

UNIT:12   JOURNALISM

- - - - - - - - -
STRUCTURE
- - - - - - - - -

12.0 Objectives

12.1 Introduction

12.2 Concepts, Dimension and Function of Journalism

12.3 Nature of Media and Content

12.4 Journalism as Profession

12.5 Indian Society

12.6 Let Us Sum Up

12.7 Check Your Progress

12.8 Suggested Readings

12.0 OBJECTIVES

In this chapter will study, what journalism is. Importance of journalism in society, role of journalism towards society, impact of journalism on democratic society. Different dimensions such as articles, columns, editorials etc. In the area of nature of print and electronic media. The study is to tell young aspirants the importance of both print and electronic media, qualities and limitations of individual medium. Importance of each medium varies from person to person whether illiterate of qualified.

In the chapter of role of journalist and challenges; media aspirants about present day journalism. To imbibe the qualities, roles, responsibilities and functions. The hardships that modern day journalist face in day to life. The core duty to wards society as whole in democratic setup. Modern training parameters for newcomers. The main difference basic and professional training.

In the chapter of demography; young aspirants will be explained why there is need to maintain records for future use. Demography is needed to analyse all minutes' details. It will also tell the importance of socio economic profile and importance of responsible press in democratic setup.

12.1 INTRODUCTION

The coming chapters will deal with collection of raw information by reporters and by other news agencies and to convert them in creative readable material. Unearthing social evils prevailing in the society.
The of the study the scope of both print and electronic medium. Each of the medium has its own importance. Though electronic media is dominating, but print media has respectable and secured place in modern journalism.

Professional skills required to become a good journalist. What is news, inculcating news sense, importance of news sources, how to disseminate news under the frame work of law. How both print and electronic media industry reacts in recruiting young professionals. The demographic structure which deals in keeping recording of population. The main role to be played in independent country.
Importance of demography will be explained in thorough way.

12.2 CONCEPTS, DIMENSION AND FUNCTION OF JOURNALISM

Concept of Journalism
Journalism points out the production and distribution of news reports and events prepared by the broadcast media. It is the occupation of gathering information news events and disseminating to public. The main aim if journalism to inform, to educate, to persuade, to form common opinion, to unearth evils prevailing in the society. Journalism is forth pillar of democracy. Journalism has wider dimensions in the society. In today's world journalism is not remain a profession; not a day, it a passion. With help of smart phones; people are more aware of day to day happening in the world and are ready to give and post comments online. Whatever wrong they see on videos on smart phone; it is immediately forwarded or shared further. What policies today's government are preparing; gets immediate response from public as every person can immediately post their far and against views and comments. This has created a shift in the consumption of print media channels, as people increasingly consume news through e-readers, smartphones and other personal electronic devices as opposed to the more traditional formats of newspaper, magazines or television news channels.

In-fact, we can say that history is the evidence; that countries who give 'balanced freedom to media' enjoys true democracy. The main purpose of journalism is to provide true, accurate, balanced information to public so that they can make best true and honest decisions about their and regarding their future.

This statement is almost correct because it has been observed by various scholars that in India democracy is being distorted upon and media is being dominated by the group of few politicians and bureaucrats.

Journalism is accountable to people as whole. In-fact we can say that journalism is for the people, by the people. Journalism is great responsibility in itself as it accountable to the society, to people, to nation. Any wrong or misleading information can lead to disasters.

Functions of journalism is to inform, to educate, to persuade the public for common good which in turn help them to take independent decisions.

Dimensions of Journalism

Journalism helps to explain the events that impact people live and is developed in number of forms and style. There are various principle types of journalism

1. Investigative Journalism- it aims to unearth the truth for a particular person, person or event. It is based on the principle underlying all journalism verification and accurate presentation of facts.
2. News- A typical news story often constitutes a headline with just enough explanation to orient the reader. News stories lack the depth of a feature story, or the question approach of an investigative story.
3. Inverted pyramid style of writing- A basic news story begins from the climax and records all additional information in order of declining importance. If jokes were told like news stories, they will start with the punch line. This is commonly known as inverted pyramid style of story structure because the order of precedence of facts can be illustrated as an upside down pyramid. The 5 w's and 1 h should be found in the first few paragraphs of such a story.
4. Column Writing- column command dedicated readerships and are very different from other forms of writing. A columnist is followed when his readers feel they can gain knowledge, insight and entertainment from reading his writings. A regular columnist is a honour, but to do well as a columnist requires dedication.
5. Column Writing- the main purpose of an article is to find the root cause of an event or happening and provide background information. An article analyse and interprets and provides arguments and counter arguments. It is not necessary that an article follows the past, present, future course.

6. News Release – the main task of news release is to tell who, what, where, when, why & how (5w's & 1H). the goal of news release is merely to inform, praise, denouncing, objecting and agitating can be done in other types of writing.
   Writer must start with inverted pyramid style of writing to explain the most important facts in the beginning.

7. Editorial Writing- editorial are mostly printed on their own page of a newspaper or in a specifically marked off column and are labelled as editorials. They are concerned with current events or public controversies. Editorials can be divided into four categories news, policy, social and special. When editorial talk about the controversial topics like election issues, same opinion page editors will run dealing editorials, with each staking out a respective side of the issue.

8. News features- news features explores an issue; they are less time- sensitive in comparison to hard news but are no less newsworthy. It is an effective way to write about the complex issues. A feature takes a certain angle and explore it by interviewing the people involved and drawing conclusions from that information. A writer selects an important issue and explains

12.3 NATURE OF MEDIA AND CONTENT

Nature of Print Media :

Print media is one of the older form of media on earth and it has very strong roots which no other media can unearth. In-fact it is very basis of very modern media. Print constitutes of newspapers, magazines, monthlies, weeklies, bill boards, displays ads, letters, post cards, books, journals and many more. It is the most effective medium of communication because it very in cost which every person can afford. It is available in every language and gives news on grass root level.
This is most popular form because it is delivered directly at home. It has access to reach masses in cheap price.

Print media has its deep roots because in India it was used as tool to fight against British in pre- independence era. Moreover, approximately in the history of whole world print media has its own specific importance.

Newspaper primary function is to inform the readers about the news events at local, state and national level.
Newspapers usually employs reporters who go on field to bring news; in other words, we can also that every reporter has to act as marketing person. Bringing news from the field is just like a marketing job. To bring news is the sole responsibility of a news reporter. There are different areas of news such as crime, sports, politics, education, health,

entertainment, social etc. each of this particular area is called beat. A reporter covering area of crime is that he is covering crime beat.

There are other forms of specialised reporting as well such as Court reporting, Parliamentary reporting. Doing court and parliament reporting is highly specialized job and one needs years' considerable experience in it. Usually such type of reporter has P.I.B card (press information bureau). P.I.B card holder's reporters are only authorised to interviews of Prime Minister and other cabinet Ministers. Apart from the reporters there are special correspondents who have an expertise in special area or different areas.

Newspapers also advice people for common good and - to make their own opinion. Role of newspapers have gone one step ahead in opinion making also. Usually letter the editor page does this thing. We can say in easy words we can say that newspaper also perform the work of critical analysis also. Not only this; newspapers also tell new findings in the field of science and technology and other medical researches.
Modern newspapers have acquired such a status that that it deep impact on the minds of the readers.

It does the bring the whole bio data of a particular person, place or a thing. It works as travelogue also who explores news places and persuades readers to explore. You might be surprising that; all this work is done by electronic media also but here it is necessary to inform you that electronic media has its limitation of time. The stories you seen to news is few minutes but in newspaper you get to have detailed information regarding the subject matter.
Now days newspapers are also helping people in buying affordable houses by telling adding property page. Most of the famous newspapers have doing this.

Nature of Electronic Media :

It is the media which uses electricity as power to run.
Electronic media is dominant form of media in disseminating news and other information. Electronic media took its pillar in early 1950's in the world much after the advent of print media, since then it has engulfed the mass audience worldwide. Electronic media is very easy to access; simply you have to switch on your television set. You can simply do your desired work for side by listening or watching or both. The access is very easy. Electronic media has made life very simpler for the busy person to remain updated in all spheres of news. One of the biggest advantage to electronic media is that news are presented in bulletin systems which are repeated after frequent intervals. Graphs and animation gives all the supporting details in an easy manner. Another biggest advantage of electronic media is that it provides visuals that gives very realistic impact in the mind of audience. Here in this case; electronic media is one up as

compared to print media. Every electronic media organization keeps its morgue updated so that every visual can be retrieved when required. With the advent of electronic media; lot of job opportunities are opened up for young professionals. Another one of the biggest advantage of this medium is that it requires only very less space as compared to print media. Long scripts can be written on computer desktops or laptops; visuals can be stored on CD ROMs. It is cost effective medium; one can visuals and news of foreign countries by just in bedroom or drawing room. This medium is easily accessible for illiterate people who cannot read or write. It is mobile medium; you can simply watch news or simply just by connect your smart phones now a day. Even if you are in your house, you simply have connected yourself with your television.

You simply have to give less energy in watching the content because every media men tries to use as many simple words as he can in order to make you understand. People can watch different channels without spending much. Infect we can say that viewer is simply surfing the whole world by TV or smartphone.

Whenever a story break, electronic media delivers at a very fast speed. On the other hand, electronic media very mush eco-friendly as there no wastage of paper.

Nature of Online Newspapers :

Newspaper is one of the oldest elements of contemporary media. It is an online version of newspaper, either as standalone publication or as the online version of a printed periodical. Newspaper is the media that disseminates news and other information in a printed format; and for that it uses tons and tons of newsprint. In-fact, cost of newsprint takes 50% income of newspapers. It has been into practice since ages. But, today, in the modern era, online newspapers have come. It is the latest trend in the media industry. Through online newspapers you can have access to news and other information on computer or smartphone. There is zero wastage of physical paper in. in-fact, online newspapers can also be called smart newspaper. One of the features of online newspaper is that; every new happening around the world can be updated at once as compared to traditional newspapers. In those newspapers; whatever has been published on newsprint is printed for 24 hours. Another story or update will have published next day. But here in online newspaper it is not so; in-fact we can post direct feedback and views and opinions on it as it has internet connectivity and can post our comments in the comment box.

12.4 JOURNALISM AS PROFESSION

Journalism is a profession of courage; it is the fourth pillar democracy in any democratic country. A person who is taking up this as profession has to be cut above the edge in the field of writing skills, critical analysis, he must be a very good speaker as well as listener.
He must possess extra ordinary common sense.

He has to analyze that every information he receives is not news. He has to foresee newsworthy content in every information he receives. Now a day, journalism is not just about dissemination of news and other information; it is interpreting of an information and making critical analysis. It is about making for and against statements of the things happened, happening or about to happen. Its core purpose is to inform, to educate and persuade and enlightened masses on various issues. Journalist are more than just reporters, editors. It requires a special bent of mind. The first requirement is to have keen interest in this field. A journalist must understand political, social and economic movements going on in the country and abroad. He must have original thinking for events, that take place from time to time. He has to interpret and comment on events.

Role and responsibilities of journalist :

The first and the foremost duty of journalist is to inform, to educate and persuade the masses for common good which in turn help them to make decisions. Today, the work of journalist is not merely to give news and information; he has to act as watch dog of society in every respect. A journalist's duty is also telling revert to govt. about the wrong policies made by the govt. he has to act vice versa. The biggest challenge before a journalist is of being aware of the happenings around. For this; he has conduct certain interviews, meets people of different mindset. It is a 24*7 job. Another biggest challenge before a journalist is to make sources. A good journalist is known by the sources he keeps. Without good sources journalist is nothing. Making sources in media a job of creativity. It is such thing which a journalist must imbibe in himself. If he cannot; he has to learn at any cost.

The duties of journos are to tell truth to masses, nothing but truth. If he is covering crime beat, he has to go to spot as soon as possible, meeting eye witnesses, law enforcement officers and to perform other documentation. He has to work in close collaboration with team. Without team he is just zero. In-fact team coordination extremely important.
Whatever he is doing, he must perform the work by keeping himself under law. He must respect and maintain secrecy and privacy of the person he is meeting.

He must strive to present ethical, balanced, accurate explanation of the story.
Whatever a journalist is covering must be relevant masses. He has to write his stories in such a way that may not incite communal violence, hatred for particular community or religion.

Careers in Journalism :

Now a day's journalism is as equally important as that of other fields. Off course, you need to have professional qualification of bachelor degree in journalism and Mass Communication. Master's degree in an added advantage. However, these professional qualification does not guarantee that aspirant will become good journo or not because journalism require a cut above passion and willingness to serve the masses. Journalism is more than disseminating information and news.

Aspirant must have curious mind, will power and aptitude for presenting accurate and precise information. He must be diplomatic, confident and structured. He must able to arrange thoughts and express them clearly in writing, speaking and listening. In layman language we can say that he has to jack of all trades and at least master of one.

In the area of training in this field, one of the biggest problems is that no college, no university can imbibe in the mind the real aptitude required in this field. In this stream of print media, the main task of space selling newspaper page production is there; which no can easily teach young aspirants; though there are few institutes which provide practical knowledge but lacks professionalism. Same is the case with electronic media; the thorough technical knowledge required for the field is completely missing. Colleges, universities offering such training in Journalism and Mass Communication courses are just basic one. In spite with such problem, aspirants with go and getter attitude finds the place for himself.

Response of industry is very overwhelming, in the age of smartphones young aspirants makes a way of professional competency in work which is posted on social media platform is easily recognizable by the industry men. Reference book on topic is Reporting and Editing by Ambreesh Saxeena.

12.5 INDIAN SOCIETY

Demography, socio economic & political profile and responsibility of press.

DEOGRAPHY :

Stands for people living in the particular area. It is about writing about birth, deaths and miscellaneous things about people. The concept of demography is prevailed in almost every civilization of the world. The main aim of demography is to keep records for future use. Demography tells joyful, sorrow and other remember able memories to store it for history.

When Hiroshima and Nagasaki were bombed in year 1945, 90,000 to 146000 people were killed and 80,000 Nagasaki. These records were only available because civic authorities of that particular area had records of the number of inhabitants in that area. Demography also covers number of people migrated to another area for particular cause and causes of migration, whether health, occupational or educational reasons. In others words we can say it is a study which deals with population of that particular area. e.g. we take the case of Delhi State. Delhi is having population of more than 1.5 crores. This information comes under demographic structure. But, half of the people living in Delhi are migrants of other state. These migrants from another state also comes under 1.5 cr population cover.

The demographics structure also covers the total population. % of migrants from another state, reasons. of migration of people from another state. And same vice versa paper work is done in another state; why the people migrated to another state for what reason.

Socio-Economic & Political profile

This profile is a tool which provides an over view of group of people belonging to particular communities.
In socio economic profile; the perceptions are influenced by socio economic factors. These factors include caste, age, marital status, education. Social role of a person and his contribution to the society is based on his socio economic background. E.g.- Reliance group is a multi-crore group in our country. The company is owned by Ambani's are belong to particular Gujrati community of businessmen. Basically, Gujratis is business community in our country. It is a perception that Gujratis and Marwari and Baniya Community are from business clan. They follow a certain faith bad does involved in business environment to kame living.

Responsibility of the press

Independent press id the backbone of Indian press. The main role of press is to inform, to educate and persuade. Free speech and a free press together allow to make decisions, develop options and communicate to government.
The first and foremost duty of press is to present truth, nothing but truth. Journos must be in providing information and check and double check the errors. If there are any it must be immediately rectified.
It is the duty of the press to maintain freedom in working. When press is guaranteed freedom; it is the responsibility of the press to disseminate information in balance manner in order to not incite anxiety among listeners or viewers. News organisations must independence in working. It has not to go against any person place or place and not to in favour of any. It has to be unbiased.

Press is fourth pillar of democracy in any democratic setup.
Press has also major role to play in the context of demography because it is the duty of the press to collect or retrieve relevant data from the concerned authorities and present before public.

12.6 LET US SUM UP

By reading above material young aspirants will be able to understand the production of news. How a raw news can be converted into creative readable material with help of good and interesting content in form of news, columns, articles, editorials.
Principles and issues in modern Journalism and Media in the modern Age. Young aspirants will be able to understand the that both print and electronic media are inseparable part of journalism and has their own role to play in dissemination of news and information. Media aspirants will be able to understand the importance of record making practices, importance of socio economic and social political profile. Young aspirants will also get to know be able to understand the current scenario and latest trends in journalism. Roles and responsibilities of modern day journalist. Importance of fairness and balance in imparting news.

12.7 CHECK YOUR PROGRESS

1 Explain the role and responsibilities of news reporters and that of journalist.
…………………………………………………………………………
…………………………………………………………………………
…………………………………………………………………………
…………………………………………………………………………
…………………………………………………………………………

2. What is newsworthiness and what are the elements of news.
…………………………………………………………………………
…………………………………………………………………………
…………………………………………………………………………
…………………………………………………………………………
…………………………………………………………………………

3. What are the functions of Journalism in democratic setup? What journalism is called fourth pillar of democracy.
…………………………………………………………………………
…………………………………………………………………………
…………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

4. What is newsprint. From where it is imported.

…………………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

5. Why newspapers are called walnut of intellect.

…………………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

6. Describe the scope and future of print media.

…………………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

7. What are the current trends in electronic media industry?

…………………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

8. What is demography in society in India society.

…………………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………………

…………………………………………………………………………

…………………………………………………………………………

9. Without demography no society can exist discuss.

…………………………………………………………………………

…………………………………………………………………………

…………………………………………………………………………

…………………………………………………………………………

…………………………………………………………………………

12.8 SUGGESTED READINGS

- Hasan, S. (2013). Mass communication principles and concepts. CBS Publishers.
- Kumar, K. J. (2000). Mass communication in India (Vol. 741). Jaico publishing house.
- Narula, U. (2006). Handbook of communication models, perspectives, strategies. Atlantic Publishers & Dist.

UNIT: 13   WRITING FOR PRINT

STRUCTURE

13.0 Objectives

13.1 Introduction

13.2 Writing Style Needed for Journalism

13.3 Art of Writing Features, Reviews, Profiles, Obituaries, Letter To The Editor

13.4 Editorial and Column Writing

13.5 Magazine Writing

13.6 Let's Sum Up

13.7 Key Words

13.8 Suggested Readings

13.0 OBJECTIVES

This unit is set with the objective to inform students about the various style of writing required in journalism. You will learn the art and craft of feature writing, letter to editor, review, editorials etc.

In the end, the student should be able to understand:
ABCD of media writing
Basic rules and structure of various media writing
Fundamentals of editorial, feature, profile, letter to editorial etc.
Do's and don'ts of various media writing formats

13.1 INTRODUCTION

This unit deals with the art and craft of media writing. The unit will talk about the basic of media writing. Also, how to write various formats like feature, editorials, and letter to editor and column etc. It is

vital for a journalist to well aware of these media writing formats with the basic 5 W 1H format of news writing. We have to understand that if the news is the body of the newspaper, editorials are the face and feature is the soul. News talks about current events, editorial gives insight and features are all about human interest.

13.2 WRITING STYLE NEEDED FOR JOURNALISM

First, let's understand if media writing is an art or we should consider it as craft.

IS WRITING A CRAFT OR AN ART?

Definition of Craft: It is a talent, particularly involving practical arts. It may refer to a trade or particular art.
Definition of Art: Art is the process or product of consciously arranging elements in a way that attracts to the senses or feeling.
Media writing as Craft
One can be taught how to write news, features stories or editorial etc. Same rules can be followed to write a proficient piece of writing, whether you are writing a fictional book or an any specific communication. All that it requires is skill to create a piece of text one word after another and one sentence after another. It takes proficiency to put everything in a way that makes people wish to read more. It takes talent to paint a verbal picture just with your words.
Media writing as Art
The things that touch us, that move us emotionally, many of these could be pieces of writing. Even if these are hundreds of years old, they still have the power to bring forth a powerful response.
So now we have to understand that media writing is an art as well as a craft.

KINDS OF MEDIA WRITING

Writing to inform
Writing to inform is like explaining/ informing about the facts. It answers the basic questions 5 Ws and 1H. It stands for Who? What? When? Where? Why? How?
The key is that you stick to the information
Don't Show many of your feelings
Don't tell your reader how they should feel
Writing should Easy to understand, with a comprehensible structure
Information needs to be given in ways that is easy to take in
Sentences and paragraphs should be fluent and smoothly linked
The major difference between informing and persuading is that persuasion is intended to be biased whereas information is intended to be balanced. Readers expect information to be based upon facts or on balanced and worthwhile opinions

Writing to Describe

Description is used to maintain some point, such as narration (story-telling), clarification, influence, argument, etc.

• Efficient descriptive writing makes its reader experience as if he/she is really presented in the scene described by the author

Writing to Persuade:

When you are writing to persuade you are trying to persuade reader to be in agreement with your view. Examples of persuasive writing are newspaper editorials, reports, speeches, advertisements, reviews, etc.

• Persuasive writer should present strong proof to support his/her point of view, consider outlook that are against his/her point of view, and present a well-built ending.

When writing to persuade you should include the following:

• Evidence like statistics, particulars, quotes from specialist and examples

• take into account viewpoints that are against you: try to consider of the opinion or concerns that others may have about your viewpoint. And enlighten the reader that why your viewpoint is the finest one.

The two key arguments in writing to persuade are logical and emotional.

• Logical arguments use data and proof to persuade

• Emotional arguments use emotional approach to persuade reader.

ABCD OF MEDIA WRITING

Remember that the acronym ABCD stand for the four fundamental elements of media writing: Accuracy, Brevity, Clarity and Discernment.

Accuracy

Accuracy stands for accuracy of information as well as the accuracy of expression. Writer has to confirm the accuracy of the facts and data. Any factual mistake can raise question on the trustworthiness of media writing and thereby reduce its effectiveness.

Method of accuracy:

• Use simple, well-known, and precise words

• steer clear of tricky and unusual words

• Use words cautiously with proper judgment

• Avoid too much jargon

Brevity

Brevity stands for being brief and complete at the same Time. Writer should aim to give to maximum information in minimum words. No one has the time to read long write ups. long papers or communication with unnecessary information bore readers.

Media writing should be made brief and to the point by avoiding long-windedness and repetition.

Repetition: Repetition is a frequent issue in the media writing. Writer may go over an idea or an information to reiterate however he/she should always remember that brevity cannot be forgo for sake of persuasiveness in media writing.

Example:

Wordy Style: A computer performs several important functions, which include performing fast and accurate calculations. (13)

Concise Style: A computer performs fast and accurate calculations. (7)

Checklist for Conciseness

• keep away from repetition

• stay away from using wordy phrases and expressions

• Do not include unnecessary details

• Revise your document thoroughly in order to make it concise

• Avoid exaggeration

Clarity

Clarity in media writing is the quality of being exact and simple to understand. In technical writing, clarity adds to effectiveness. Without clarity writer cannot achieve its goal. Remember Clarity not only stand for clarity of expression but also clarity of thoughts. The tools for clear expression are clear thoughts. Careless, irrational, or incomplete thinking results in lack of clarity in media writing.

The different techniques that you can use to make your expression clear include using

(a) Direct language, and

(b) precise words and expressions

For example, examine the sentence: I will contact you later. What does the speaker mean by the word 'contact'? Will he call, send an email, write a letter, or make a personal visit? What does the word 'later' mean? Does it mean next week, next month, or next year? A better version of this sentence would be: I will visit your office on Monday, or, I will send you an email next week.

Example: He will meet you soon. What does the word soon mean here? Does it mean tomorrow, or the day after tomorrow, or the next month? The reader will definitely be confused. A better version will be: He will meet you by March 15.

Checklist for Achieving Clarity

• Do not use indirect expression

• Use specific word and phrases

• Avoid Exaggeration

• Avoid ornamentation

• Use direct sentence

Discernment

It is the quality of being able to grasp and understand what is obscure. It is the act or process of demonstrate keen insight and excellent judgment. Discernment is about evaluating an issue objectively, with no emotional burden, to choose proper and right information for the reader. A writer has to judge the situation and need of the reader before writing any story.

13.3 ART OF WRITING FEATURES, REVIEWS, PROFILES, OBITUARIES, LETTER TO THE EDITOR

A feature is a key competent of Journalistic writing. It is similar to wring a news story at some level but different in some aspects.

Like news stories, a feature also works with facts and truth. However, in feature writing do not follow 5 W 1H in the same pattern and length also vary from a news story? The feature has a conclusion whereas the new story just has lead and body. While writing feature the lead introduces the subject matter, the body deals with explanation and the conclusion conclude the whole idea for its readers. Feature writer enjoys far more artistic freedom as compared to a news reporter.

Below are the three main components of a feature: Lead: While writing lead the writer enjoys a great deal of liberty, unlike a reporter. The feature is a lead is not limited to 5W 1H. There are a few types of lead a writer can choose from.

News Summary Lead: This is very close to news writing and writer employ the 5 Ws and 1 H similar to news story lead.
Short Sentence Lead: This consists of a single prominent sentence. The sentence should have some kind of shocking value to draw or the reader attention at once.

Quotation Lead: As the name suggest it start with the quote of a famous personality. This person could be from any field like cinema, literature, politics, sports etc.
Question Lead: When the feature starts with an interesting question. The question which makes the reader curious to know the answer.
Contrast Lead: Conflict and contrast often make the reader curious which inspire them to read further. This type of lead talks about controversial issues in an interesting manner.

Picture Lead: It is like painting a picture for the reader with words. This lead is mostly used in a travel feature where the writer draws a vivid picture of the reader about the said place.
Humorous lead: It uses the humor to set the tone of the feature. Sometimes the reader looks for relaxed reading and this kind of lead attract him/her for reading further.

Body : Writing feature is somewhat similar to narrative writing. Body writing needs the same logical and coherence building up as any media writing. ABCD of media writing should be followed. However, we should remember unlike news, the feature has to informative, entertaining and engaging. While writing for the body for feature one has to be careful and not go overboard in terms of ornamenting words in the name of

beatification of language. The feature writing has to engage and force the reader to read till the end.

Conclusion: Unlike news feature does need an appropriate ending. It could be the sum up of the lead and body or reiterate the lead idea. Sometimes feature also needs a climax like a story.

Types of the feature : The feature can be written on any topic under the sun. An artist, a painting, weather, old street, food anything and everything can be covered in a feature. Anything unusual which could interest the reader can be cover as a feature. The feature has no specific length and can be as short as 500 words or as long as 1500 words. Feature writing gives a lot of scope for creative writing.

Let's talk about types of feature : Human Interest feature: A feature should strike the emotional side of the reader. A human interest feature could be on any topic but should have a unique emotional/ human angle. These types of feature deal with issue an emotional way. For Example, the doctor turned IAS officer from Bangal treats poor patients on her off time.

Personal sketch: covering any famous personality whose life story is worth telling. The feature can be written of personalities who are no more in the world. Any antidote or series of antidotes about Rabinder Nath Tagore is still worth writing and reading. A writer can cover personal stories, achievements, disappointments, contribution to the society and nation.

Personal experience feature: Any human with extraordinary life story can be covered here. For example, a story of peepal baba, the man who has planted over 20 million trees

Travel Sketches: Give information about the place the reader wants to visit or would never be able to visit. This kind of feature gives its reader information about various places Around the worlds and things to see and do there.

Historical Feature: This type of feature deals with people, event, and moments from the past which still holds relevance. Mainly timeless pieces of history are chosen as a topic here.

Interpretative: This type of features enlightens, educate and help the reader understand the background or root of problems. Problems covered could be anything from social, political, economic physical or mantel.
News Feature: This feature is based on a news story where the writer finds a human angel to write about. Unlike other types of features story, this is a time-sensitive piece of feature writing. The topics of this feature become important only because a current news story is related to it.

Readers would like to read a more in-depth story and a different angle than the news given.

Instructional Feature: These features instruct the reader to do things on their own. It is like DIY. It usually covers repairs, art & craft etc.
Miscellaneous: The list of topics that can be covered under feature is endless. Culinary Art, Hobbies, rearing kids, medicine, yoga anything and everything can be written about.

Things to remember while writing a feature :
Feature writing is all about creativity and the personal choice of a writer. No fix rules like 5W 1H can be applied here. The writer can use any rule and at the same time break any rule. This all depends on the requirement of the piece he/she is writing. However, remember a feature has to be based on solid facts and imagination of writer can only be used to how to present those facts. A feature writer should not falsify the facts in the name of creativity.

Feature writers enjoy a great amount of creative freedom as compared to a news reporter. However, he/she should remember that it is not fiction writing. And all the imagination and creative freedom should be exercised to give a new and interesting angle and not fabricating facts.
Always maintain high standards of writing with good taste and courtesy. Do not get confused with humorous and fun writing with despicable writing.

Review Writing : As per the dictionary, the meaning of review is "to think or talk about something again, to make changes to it or to make a decision about it". A review is an assessment of a book, service, a movie, musical piece or anything which is for public consumption.
We all watch the movie for entrainment as come with simple judgments like it was good, it was not that great etc. However, when a critic watches a movie with his/her critical glass on, it is a different ball game. He/she has to analyze the movie from various perspectives and give statements about it with some solid information
Here are a few things one should keep in mind while writing a movie review:
Watch the film: Watching film once is compulsory but watching it twice is preferable. Take notes while watching as it helps later while writing.
Describe the plot: Do tell the outline of the movie but to give spoilers
Pass judgment: Put across your opinion but give reason to support it by specific terms like wonderful cinematography, beautiful storyline, apt background music etc.

Remember your audience: Be aware of your readers. Always remember what readers want to know and highlight that fact about the movie.
Rate the actors: People like to know what to expect in terms of acting
Technical elements: What makes you different from every other movie viewer is that you can comment on the technical aspect of the film like

cinematography, background score, special effects, lighting etc. You can comment on direction both the good and bad part.

Give your recommendations
Last but not the least Write and rewrite
As a reviewer, you can talk about what worked and what didn't, what shined and what failed. And to be able to do the entire above things one has to read and watch a lot of cinema. Find your voice among other critics.

Profile : A profile primarily focuses on a person and what's significant or appealing about that person which could interest the reader. Usually, a profile focuses on public figures like film stars and sports personalities, business owners, and politicians etc. However, anyone can be cover while writing a profile if he/she is interesting and has a unique story. For example, a lot of publication covers Ranu Mondal, a local train singer who turned into a celebrity after a viral video on social media. While writing the feature keep in mind the news angle of the person and his/her life. Always talk about profile relevance and keep it interesting. Include all the elements of the newsworthy story with personal details of the celebrity you are profiling.

Profiles disclose a person's lifestyle and describe diverse facets of his/her personality. After reading the profile, the reader should feel as if they know the person they just read about. To put it simply we can say that profiles are personal sketches written creatively. The word 'profile' comes from 'profilare', which means one side of the face.

While writing profile you can follow the following steps:
Research about the subject(person)
Interview the Subject
Record the interview
Organize Your Data
Review the Transcript
Narrow Your Focus
Write the first draft
Read, re-read, edit and re-edit
Read final draft before submitting
You should always research on your subject before planning the interviewing. Follow the organization's policies and write the first draft as soon as you come back from the interview. Keep your profile under given word limit and if necessary edit it.

Obituaries : It is notice of death typically published in a newspaper. It normally includes the name, birth and death date with a brief profile and relative's name.

It is rather difficult to write an obituary about someone you loved. This should be handled with utmost care and sensitivity. It is a mixture of loss and sense of love which should reflect in writing.

Steps involved in Obituary writing

Announcement of Death- It included name, age, home town and sometimes the reason for demise can also be given.

Biographical Sketch- It is not detailed information but important milestones in the life of the deceased.

Family: Remember that the obituary is for a living being. People like to write the name of immediate family members

Funeral details: write the details of the funeral or any other service that will take place in the event of a death in the religion or community of the deceased person.

Photo: Sometimes people want to add the photo of the deceased person, it is a choice made by family and can be accommodating (price goes high for space)

Letter to editor : Letter to the editor is a way for an ordinary citizen to reach a large number of audiences through the newspaper. The writer of the letter can take up a socially relevant issue and persuade the authorities to take action.

Letters to the editor are typically short and concise, hardly ever longer than 300 words.

Using a few carefully placed letters, one can create ample of discussion or sanitize the community. One can also keep the momentum about an issue and stop it from fading from the public eye. These letters can inspire news media and generate further coverage for the same issue.

Sometime letter to the editor is a kind of feedback its reader gives to the newspaper. An editor cannot publish all the letters with different opinion and suggestions. It is his responsibility to give his best and public the letter without being biased.

While writing to the editor keeps the following things in main:

Keep it brief and to the point

Keep the timing in mind while sending the letter

If possible, keep your issue close to the newspaper distribution area

Be formal and respectful

Don't take out grudges against anyone

Should be for the public benefit and not for single person or organization

Steps to follow:

Simple greeting – If you do not know the name just write a simple to the Editor of XYZ or to the Editor is adequate. However, it is better to know the name of the editor to give the letter a personal touch

capture the reader's interest- Write to stir them to read further

elucidate what the letter is about – Be quick to be on the point that to in minimum words

reason why this matter is significant- Explaining the significance of the issue and how it affects a large number of people in your proximity

Provide facts for any praise or condemnation- If you are praising or condemn someone or some action, please provide solid facts.

State your view about a solution or needed action – Letter can be used to just vent or praise someone, however, one should use it to give some kind of constructive solution

Keep it concise- Don't drag the letter with unnecessary words or explanation.

Sign the letter- Write your name, designation, contact details etc.

Sometime the newspaper might want to reconfirm some facts with you before publishing the letter. A letter without name seldom goes for publishing.

13.4 EDITORIAL AND COLUMN WRITING

Editorial

Editorial is an official expression of opinion in the print on behalf of newspaper or other periodical editor. It often represents the views of the owners or management of the publication. Editorial come out on a newspaper's editorial pages stand for the views of the newspaper's editor, editorial board and/or Management

A fine editorial should communicate a view without being biased. It should educate without being academic. It should overwhelm without sinking. It should inspire reader to act without being demanding. It should enlighten without making you rigid, biased and narcissistic. And most importantly an excellent editorial should be concise.

The editorial comes on the edit page of a newspaper. The edit page of a newspaper is an opinion page. It is the page where you can find the opinion of the newspaper organization. This page gets the focused attention of the editor and enjoys an intellectual status. All the newspaper shows extra care and importance to the editorial page as it reflects the views and opinion of the news organization on significant topics.

The author of "Modern Journalism" Carl Miller, "Editorial is an essay written in some urgent matter whose aim is to bring about conformity between the opinion of the reader and that of the editor".

A typical editorial can be defined as a critical and intellectual interpretation of any foremost, usually current happening from an editor's perspective. Editorials give in-depth perspectives and same time update, educate and influence the reader. Every editorial tries to explain, persuade or stimulate insight on any important current phenomenon. In a

few words, we can say that it is a comment by the newspaper on those events which matters for nationally or internationally.

Editorial writing is the only where the news organization can share its perspective, unlike news story which only state facts. You must have noticed, news stories, features etc. usually have a by-line. The view presented in an article or features is the views of the writer and not the whole newspaper. Whereas editorial often does not carry bylines as it the view of the newspaper and not of the editor.

The leading editorial on edit page should be intellectually stimulating instead of propagating personal agenda. It should be fair and truthful interpretation based on facts and not monitory profit. The new era editorial page employee social science and is backed by survey reports, the study of public capital and write a sharp and inclusive analysis of perplexing situations.

Types of Editorial
Criticism
When the editorials take a strong position on a problem or situation and try to persuade the reader. Sometimes these editorials propose a solution or recommend some clear-cut action.

Information
This editorial informs, explain and sometimes attempts interpretation to explain recent news or any current issue. The editorial uses facts and figures to the interpretation of the issue in hand.

Appreciation
When editorials give tribute or appreciate something or someone. Editorial praises or gives acknowledgement to an individual or institution that has achieved something honorable and worth mentioning.

Entertainment
This kind of editorial deals with topics in two ways. One is Satire and other is a humorous treatment to the relatively light topic. As we all know satire is quite useful to make any topic light to read and at the same time hard-hitting and persuasive.

Most newspapers carry at least 2-3 editorials as per the newspaper policy and style. The total length also varies and normally do not go beyond 1000-1400 words. However, always remember there are no hard rules for the type or length of the editorial.

Things to remember
The editorial has to follow the policy of the newspaper organization and not the editor alone.

Newspaper writing standards have to be maintained while writing an editorial. No defamatory or derogatory personal comments, maintaining decorum and following guidelines set for media writing etc. should be honored.

Extra care should be shown while writing on sensitive topics like riots, communal tension etc.

Show respect to the parliamentary proceedings and decisions by a court of law

Always check and double-check the facts and fig. before criticizing the reputation of an individual or institution.

Editorials should not use casual, mucky or insulting comments.

Every statement against any organization or individual must be based on truth and facts, the truthfulness of which should be cautiously checked and confirmed from valid sources. And even after authentication, the statement should be embedded in a well-mannered, dignified and controlled language.

Editorials written in bad taste with a motive to put someone down leaves a bad taste and cannot be regarded as a good piece of editorial writing.

Disagreement pertaining to offensive articles containing personal allegations should be published at the appointed time with due prominence.

Column Writing

A column is like an extended form of a new story. But it is as time-sensitive as news and has a better comparatively longer shelf life. It answers questions like how and why in-depth. A column is often about view and writer take on the issue. Columns come with by-line and usually, the writer is not a regular paid employee of the organization. Sometime columns are like open letters.

While writing column one should keep in mind the Reader, content, structure and policies of the organization he/she is writing for.

Reader

Who is going to read this? This will help you to decide on the vocabulary, and standard of writing.

Content

What information should be included and what can be avoided. Keep in mind that whatever you include should be solid facts which can be proved if required. You can be a little creative with language but not with facts.

Structure

How do you want to send information out? There are many ways like personal column, political, satire etc.

Policies of the organization

Always follow the policies of your publication. For example, some of the publication do not entertain religious column
Do's and Don'ts of column writing:
Well-timed information.
Follow a structure and keep following it in your next column
Keep it simple and short
Use only facts no fabrication on truth
Use of quotes and references
Remember you are writing a column on current issues but still it is not a news story.
Don't use jargons
Avoid repeating the same topic
Don't overburden the reader with information.
Use the third person when you address yourself.

13.5 Magazine writing

The word "magazine" is derived from the Arabic word makhazin which mean "storehouse," which contains a collection of facts. In 1731, "magazine" word was first time used as a term in the publication in London as the title of the Gentleman's Magazines. The early magazines were mostly about essays, rhymes and diverse topics.

With the development of News magazine, the publication of detailed coverage of news event came in trend. The Link magazine tried to follow the trend of Time Magazine to publish not only features and articles but detailed coverage of news events. This added a new facet to magazine media writing. Now magazine writing has incorporated not only reviews, interviews, features etc. but news analysis, backgrounders, socio-political development etc.

There is various kind of magazine you can find in the market both online and hard copies. Some of the magazine types are given below:

1) General interest: The week, India Today, Outlook Forbes India etc. are the extreme of general Interest magazine. Sometimes these are also called Consumer magazine

2) Specialized: Also known as trade magazine these magazine cover special area like business, Technical or agriculture. International Journal of Animal Biotechnology, Architect & Interiors India English Magazines, India Water Trade Journal Magazine, Monthly Statistics of Foreign Trade of India –Exports etc. are examples of such magazine

3) Elite magazine – These magazine caters to the elite class of the society and it can cover a plethora of topics and issues. Some examples are Cosmopolitan, Femina, Health, GQ etc. These magazines are glossy and expensive

Few tips while writing for the magazine:
Choose the subject as per the readers of the particular magazine
Draw outline
Write lead
Try and write 1000 plus words
Don't put every idea in one write up
Be specific
Complete the write-up and read after a day or two
Edit and re-read before sending

You can have an idea from anywhere but if you need help there are few sources which can help the bingers.
PR Firms
Newspapers stories
Editorials
To sum up we can say that follow all the rules of media writing, like ABCD of media writing, 7 C's of communication etc. Stick top one idea and divert too much, Make it interesting with unusual facts and stories. Just remember too much of anything is bad, so have a balanced approach.

13.6 LET'S SUM UP

While writing for media all the rules of good writing and communication should be kept in mind. Other than news writing almost every other media writing needs some level of creativity and discernment. Features can be written on anything under the sun. reviews are about writer perspective which should be backed by facts. Profiles can be done on anyone from well-known celebrity to a common man with uncommon life. Obituaries are a kind announcement and invitation for attending the final rituals. Letter to the editor is very useful when a common person wants to be heard. Editorials are the opinion of the newspaper as an organization on any current topic.
Last but not the least topic for column writing is little time more sensitive as compare features.

13.7 KEY WORDS

Angle	an aspect of a feature or new story
5 W's 1 H	Who, Where, What, When and Why and How
Lead	introduction to a feature
By-Line	Name of the writer/author
Editor	In charge of the editorial content
Editorial	An article written by an editor on behalf of management stating the news organization's opinion on a current issue.
Background	Information which is not part of the news story but which facilitate further explanation about the situation and the news story.

13.8 SUGGESTED READINGS

- Narula, U. (2006). Handbook of communication models, perspectives, strategies. Atlantic Publishers & Dist.
- Saville-Troike, M. (2008). The ethnography of communication: An introduction (Vol. 14). John Wiley & Sons.
- The professional Journalist by John Holenberg by Henery Holt & Co. New York
- The Press and America by Edwin Emery
- The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide by William E. Blundell
- The Associated Press Guide to News Writing by René J. Cappon

UNIT:14	EDITING

STRUCTURE

14.0 Objectives

14.1 Introduction

14.2 Editing

14.3 Sub Editor- Skills, Duties and Responsibilities of Sub

Editor

14.4 Editing Process

14.5 Newspaper Production

14.6 Key Words

14.7 Check Your Progress

14.8 Suggested Readings

14.0 OBJECTIVES

To imbibe and inculcate extraordinary sense or we can say to develop have common sense to assess the importance of news from the jungle of information gathered from reporters and news and news agencies.

News is something which is news and unique and which is known earlier. training young aspirants to carefully read and write the content of news and maintain high standard of writing and reasoning. Young aspirants will be able to understand that the responsibility of Sub- editor is to alma-gate and balance the content in a reader's friendly manner.

It very necessary for any professional to understand editing, copy writing are essential and inseparable part of any publication. A good publication always depends upon the quality of good pre-production process of editing and copy writing and editing. Spacing in words has its own

importance in recognition of words and typography is heart of all publication. In today's world no publication can afford to survive without typography.

It is necessary to understand young aspirants about the power and importance of team work.

14.1 INTRODUCTION

The chapter deals in assessing the quality of news as not every information can become news. There are few qualities that every information lust posse to become news. News is everywhere but every journo must possess sixth sense to judge the importance of news.

Modern day media houses are flooded with news. News comes from everywhere and reaches assignments desk. This desk forwards content to news desk. News desk personals prepare raw information into meaningful piece of news. In order to make more meaningful, beautiful, precise sub editor reexamines the product written by news desk. It is the duty of sub editor to check the quality of content and does proof reading.

Today's modern publication is facing information overload. Every information has to processed for checked for grammar, spellings, copy writing and proof reading. In-fact we can say that editing is an art. Typography is the need for creative designing. Not even single establishment is thought without typography. Production of newspaper is lengthy, cumbersome process which needs inputs from various units such reporting department, editing department and others.

14.2 EDITING

News values: basic Norms, Criteria for testing a copy and Selecting News Stories

News is something which is new, which is current, which is known earlier, which is unique, which is mass interest, which affects many.
News is information that is published in newspaper and broadcast on Radio and television about recent events in the country or world or in particular area of place. It is information about current events. It is provided by many channels: word of mouth, printing, postal systems, broadcast medium and the eyewitnesses, sources say the primary and secondary sources.

There are many Elements of news

1. Timeliness or immediacy
2. Proximity

3. Human Interest
4. Conflict
5. Consequences
6. Prominence
7. Drama
8. Oddity
9. Progress

1.	Timeliness or immediacy	Immediacy is an important requirement of any news. A reporter usually places emphasis on the latest angles of an event.
2.	Proximity	It refers to geographical nearness. A viewer or listener is more interested in listening the news to the area from he or she belongs. E.g.: Malaysian Airline plane went missing. It was just news for the world but it was of great prominence to the people of that country to whom the passengers belonged
3.	Human Interest	A news is considered newsworthy of has news values which interest larger number of people. E.g.: If a dog bites a man, it not news but when a man bites a dog, it is news.
4.	Conflict	It is one of the most important news element. It is there in nearly in all news of sports, war, crime, violence and other disputes.
5.	Consequence	A reporter must stress on the angle of attack of a story that will interest readers, listeners or viewers.
6.	Prominence	It means people, places, things and situation known to the public for their weather, social position.
7.	Drama	it is also promoting the values of a news story. A reporter always tries to find picturesque background and dramatic action for his news.
8.	Oddity	It tries to make the storyline interesting. The grater the degree of oddity in a story, the greater it has news value.
9.	Progress	stresses on significant change t better for people or for society, industry or country.

Selection of News Story

Selecting a news story for to be published in newspaper and broadcast in radio is slightly a technical aspect. It is old saying that ever media person has smell news. It is duty of every journalist to assess the importance of news. He has to see that whatever

information they are having is worth making for news because every information is not news.

Here; we again use the word if a dog bites a man is not news but when a man bites a dog is considered news.

A good story is about something the audience decides is interesting or important. A good news story always contains new, unique element in it, in fact which is not known earlier.

The public is exceptionally diverse. Though people may share certain characteristics or belief, they have an untold variety of concerns and interest.

Journalism is a process in which a reporter uses verification and storytelling to make a subject newsworthy. An its most basic, level news is function of distribution. A good news does more to inform and value to a particular topic. Creating a good story means finding and verifying the results. We can also say selecting a good news story is slightly complex and technical work which needs expertise and common sense to recognise.

4.3 SUB EDITOR- SKILLS, DUTIES AND RESPOSIBILITIES OF SUB EDITOR

Sub Editor is person who receives the news from reporters and assignment desk. He selects the input to be run as news according to its importance and news values. As previously told that every journalist must have nose for news. He has to smell news according to its importance. This trait is also beneficial for sub editor in selecting news copy. It is his duty to allocate different news stories to staff sitting on news desk. Stories related sports has to be given to desk journos who usually are responsible for preparing sports bulletin. Similarly, other news like education, health, crime, politics has to be allotted to the concerned journos sitting on desk. In some organizations he is also known as shift in-charge. It is his duty to receive all the inputs according to its importance. As we know all information is not news. So, it the duty of Sub- Editor to recognize news from the jungle of information. He must know when a dog bites a man is not news but when a man bites a dog is news. In-fact, Sub- Editor also has to work of administration apart from allocation of news material. e.g.- checking the availability of present man power in news room, giving leaves etc.

In today's working scenario; it also the duty of sub- Editor to see the technical aspect of news production. E.g.- in print media; space

management is big thing. All the news material has to prepared in such a way that it fits in all the area of page of newspaper.

Similarly, in electronic media, time has great importance; in fact, every Nano second counts. So, the news stories have to prepared by keeping in view of time constraint.

The other responsibilities of Sub-Editor
Writing and rewriting and editing and proof reading of the news content. Rewriting is the process organizing the words on news content in a beautiful and stylish manner. Proof reading is the process reviewing the written content.

Writing the headlines and captions for news is also one the major duties of the sub editor.
Sub- Editor makes sure that house style is adhered to convention of publications

Sub- editor is responsible to ensure the dispense of correct vocabulary, grammar & use of words in news capsules. He has to ensure that there writing and language must be free from any sarcasm, slang and taunt or which lower the image of a particular person & community.
Editing is the process of removal of unwanted, uncluttered, useless material to make a story meaningful in field of both print and electronic media. The person who is competent in this process to do so is called editor. We can also say it is a process of selecting and preparing written, visual, audible and film media used to convey in information. Editing requires great skills and practice at human end and needs precise methods to follow.
In editing report is read, correct, modified, value added and made better for broadcasting and to be for publication.

14.4 EDITING PROCESS

Editing Process
It is process in which raw, rough information is prepared in meaning, creative and meaningful visual, readable and Audible material. In editing process report is correct and modified, polished and value added. It is complex and creative laborious, time consuming but interesting job requiring creative human skills.

It is a job of great responsibility which every journalist has to face.
Editing clarifies the messages or story. It fit the fits the storyline in a logical manner.
Proof reading is another level of editing in which editor reads the story again to ensure that story is in logical manner or not. In proofreading editor has to examine the very carefully and have to rectify typographical errors.

Editing Tools
Though there are various written methods or we can say tutorials are available in the market and on internet which serve as tools to do editing of written work. But there is no one the in this world which serve you as tablet or mantra to be become a good editor. Accurate, precise and meaningful editing is something which comes with the mind of the editor. E.g.- you can learn driving the car from driving school or learn to fly an airplane from flying school but to manoeuvre the car and airplane in confident way manner depends upon the driver and pilot. Same is the case with editing.

To become a successful violence one needs years of good experience in the desired filed. You must have seen that journos of editors of different newspaper have several years in reporting, writing, interviewing various dignitaries and interpreting things in an appropriate way or with another perspective.

Editing is such thing in you have to visualize things and must possess farsightedness.
An editor of the newspaper must be cut above the edge to uproot the hidden truth or to see beyond what is being showed.

Some basic tips for Editing:
1. Try to write the sensibly from the very beginning.
2. You must possess the knowledge of the subject you are dealing with.
3. You must possess the good knowledge of language and their grammar.
4. You must prevail good common sense.
5. Try not to directly attack the person or community as whole.

Copy Writing and rewriting copy.
It creative science and craftsmanship in which written material is sent for broadcast and publishing.

Copy writing is another form editing. Usually the editors of newspapers and broadcast media have given much of their time copy writing. Copy writing is also creative writing of information just like editing.

When a news or information feed from assignment desk provided by reporters and news agencies is given to desk to prepare news stories or news capsules and special stories. The desk journos prepare and write scripts along with other supporting details and sends to sub editor. The sub editor passes the news information to copy writer for verification of script. The copy writer or we say copy editor reads the whole story again and writes in very creative, appealing manner. He has to write or

rearrange the whole script so that listener or reader gives full attention to the story or article.

Copy writer or copy editor must ensure about spelling, grammar, names and necessary and supporting information. It is he who gives shape to the raw information provided by reporter news story like a sculptor. It is he who visualize, edit and improves the quality of the content.

Space & Typography :

Space is blank area between words. It is area which separates words and other printed characters. Spacing vary from language to language. Every language has its own set of rules for spacing. Spacing help us understand the meaning each individual word.

Typography

Typography is the art and style of a particular written content in order to gain attention or popularity. It is also done to beautify the written text or content. E.g.-

If we write Mc Donald's. We all know that that mc Donald's in international food chain. If owner write plain simple words 'Mc Donald's'. will it look appealing. No, not at any cost but if we make or write it in a stylish way; it will look more appealing. Apart from this people will get to recognise from its logo that Mc Donald's outlet is right ahead.

Typography is the art and technique of arranging type to make written language legible, readable and appealing when displayed.

Now today, typography has become important part every day's life. We cannot even think of even small business or big business unit, educational institutes.

Every unit has its own recognition symbol in order to stand or look different. You can also see in media too. Every newspaper, every news channel has its own logo in order to stand different from each other.

Now, typography has become indispensable part of every industry.

It gives distinct identity to every unit as a whole. Typography is important because it is more than choosing beautiful fonts. It is a vital component of user interface design. It establishes strong visual domination. It guides and inform your users, optimize readability

and accessibility and ensure an excellent user experience. It builds brand recognition and personality and trust. It influences in decision making, it holds the attention of readers.

14.5 NEWSPAPER PRODUCTION

Team work is pre requisite for any work and production of news is the best example for that. It also tells aspirants that all the media houses run from revenue that is generated from advertisements. So, advertising department also has tremendous importance in all the media houses. So, every young aspirant must excel him or herself in marketing and advertising indirectly.

In-fact, getting news from market is also an indirect marketing. Newspaper production is the process of publishing and printing newspaper in the physical format which we read today. We can say it a process of collecting news stories, articles, opinions, letter to the editor, writing column, features, features articles to be printed in hard copy of folded physical paper called as news print.

Newspaper production may look easy and simple to layman as they may think that it is only just a piece of paper that contain news material. Here, we can say grass looks green on the other side of the edge. In-fact, Newspaper production is a big, long chain process which involves huge amount of money. Apart from monetary terms; this process demands the hard work and creative thinking of reporter, sub editors, cameraman, desk people and the people who are involved in production process on machines which we see in television.

On this process reporter and correspondent go out in the field to collect news on different beats. Their many reports who are expert in their respective beats (the area in which reporter work.) such as health, education, crime, politics, sports, court, parliament Etc. these reporters bring news in person or sends it electronically through mails t editors. News gathering and dissemination is paramount of newspaper as this is the responsibility of the newspaper media house.

Pre-Press
It is time when where all brought news material articles, columns, features are collected, prepared in proper scripts, scripts are checked, rewritten, copy edited by copy editors, photos are collected from photo journalists, photos are sent for editing.

Then each Sub editor of respective beat is expected to plan their pages if possible.

Marketing department also forwards the advertisements that have been paid for with specification of the pages allotted to the advertisements. After summing up all these will be forwarded to editorial department so as to add these pages in their planning process. The newspaper planning is done on a dummy sheet to give a sample of the outlook of each pages, this is called page planning. After the planning, the editorial department forwards the already planned pages to the graphics section where the dummy sheets are transformed to a meaningful form.

Printing of Newspaper

Here in this phase; physical printing gets stared. A newspaper media uses huge amount of newsprint for production. Newsprint is big rolls of paper on printed material is published. Every newspaper has to bear 50% of its total yearly income on newsprint as it is very costly and has be imported from Holland. Though; there are few Indian companies are there that produce newsprint and supplies to newspaper but the quality is not good as compared to newsprint imported from Holland.

The sample sheet or dummy of every page of newspaper is made of tin is placed on big roller of printing machine. The machine is filled with desired colours for printing. When the machine gets started; the dummy placed on rollers come in frequent contact paper which are moved on other rollers at a very high speed and production process gets completed.

There is another advancement on machine that papers can be folded serial wise pages.

Layout

It is a plan or we can say sample of final or finished product or page of newspaper. Layout is extremely important for any publication be it newspaper or magazine or any other publication. It helps us to see what will our final product look like. Layout also enables us to edit the matter before final production. It establishes overall appearance, relative importance and relationships between the graphics elements to achieve a smooth flow of information.

LET US UP

From the above topic, young aspirants will be able to understand that information is not news. A good journalist has to smell news as early as possible. A good journalist must have to make nose for the news. Students will understand the mental labor & stress in making and editing of different newspaper pages. Sub- Editor has to work in close collocation with editor. It is he who aligns and set news format on page. Understanding the importance of editing and typography and space is a prerequisite. Various stages involved in production process. The usage of news print and its cost. The use and importance of graphics in modern newspaper production.

14.6 KEY WORDS

Writing a story is not a big thing but writing the gist is very important. A good story always interests the readers; which holds the readers to read the story from. There is no scope of unwanted, superfluous and complex words and meaning in the field of journalism, especially in the editing, their few guidelines which all sub editors and seniors has to follow.

knowledge of subject is essential, perfect use of grammar has to be done. Practice must possess the knowledge.

Newspaper production is complex nut very interesting task. Their various steps and procedures which one has to follow. Each of procedure has to be precise and accurate. There is no scope of faults and errors.

14.7 CHECK YOUR PROGRESS

1. What qualities turns an information into news.
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………

2. What are 5w's and 1H. What is inverted pyramid style of writing.
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………

3. What is copy editing. Criteria of copy editing and proof reading.
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………………………
………………………………………………………………

4. How a good news story is selected from jungle of information?
………………………………………………………………………………
………………………………………………………………………………

…………………………………………………………………………………
…………………………………………………………

5. Who is a sub editor? What is the role of sub editor in handling stories related to religion?
…………………………………………………………………………………
…………………………………………………………………………………
…………………………………………………………………………………
……………………………………………………………

6. Describe the coordination of sub editor and photo editor.
…………………………………………………………………………………
…………………………………………………………………………………
…………………………………………………………………………………
……………………………………………………………

7. Define various stages of newspaper production on national daily.
…………………………………………………………………………………
…………………………………………………………………………………
…………………………………………………………………………………
……………………………………………………………

14.8 SUGGESTED READINGS

- Saxena Ambreesh (2013). Principles of reporting and Editing
- Kumar, K. J. (2000). Mass communication in India. Jaico publishing house.
- Sarkar, N.N (2017) Art and Print Production (second Edition)

******

યુનિવર્સિટી ગીત

સ્વાધ્યાયઃ પરમં તપઃ
સ્વાધ્યાયઃ પરમં તપઃ
સ્વાધ્યાયઃ પરમં તપઃ

શિક્ષણ, સંસ્કૃતિ, સદ્ભાવ, 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