

Introduction to Journalism & Mass Communication



Bachelor of Arts in Journalism & Mass Communication (BAJMC)

As per NEP - 2020

Message for the Students

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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:

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



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Dr. Babasaheb Ambedkar Open University
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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 from 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.

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
Society**

The way of living or belief of any 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.

MCQ

1. Which of the following is NOT a type of communication?
 - a) Verbal
 - b) Non-verbal
 - c) Emotional
 - d) Written
2. Which element is essential for communication to occur?
 - a) A message
 - b) A receiver
 - c) A sender
 - d) All of the above
3. Which of the following is considered an innate element of human behavior?
 - a) Social norms
 - b) Emotions
 - c) Cognitive biases
 - d) Language
4. What does the term "motivation" refer to in human behavior?
 - a) The ability to understand others' emotions
 - b) The physical actions of individuals
 - c) The internal drive that prompts individuals to act
 - d) The mental state of an individual
5. What role does effective communication play in society?
 - a) It helps build trust and understanding.
 - b) It allows for the efficient exchange of information.
 - c) It promotes collaboration and social cohesion.
 - d) All of the above
6. Which of the following is an essential communication skill for building a strong society?
 - a) Active listening
 - b) Speaking without interruptions
 - c) Persuasion

d) Non-verbal communication

7. Cultural differences in communication are primarily reflected in

a) Language and gestures

b) Clothing choices

c) Food preferences

d) Daily routines

8. Which of the following best describes the concept of "high-context" communication in cultural settings?

a) Communication that depends heavily on explicit verbal messages

b) Communication where much of the information is implied and understood through context

c) Communication that is universally understood

d) Communication that focuses on the written word

Answer

1. c) 2. d) 3. b) 4. c) 5. d) 6. a)

1.9 REFERENCES/ SUGGESTED READINGS

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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 in 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. David Berlo has mentioned 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-versa.

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.

❖ **MCQ**

1. Which of the following best defines communication?

- a) The exchange of ideas and information between people
- b) The act of speaking clearly and loudly
- c) The use of technology for transmitting data
- d) The use of non-verbal cues only

2. Which of the following is considered a means of communication?

- a) Written messages
- b) Oral speech
- c) Non-verbal gestures
- d) All of the above

3. The nature of communication refers to:

- a) The complexity of the message
- b) The way communication can affect relationships and behavior
- c) The tools used for communication
- d) The rules and structure of communication

4. Which of the following is NOT a characteristic of communication's scope?

- a) It is a continuous process
- b) It occurs only within close relationships
- c) It can occur through different channels
- d) It involves both verbal and non-verbal elements

5. Which of the following is a primary function of communication in society?

- a) To entertain the audience
- b) To help people achieve personal goals
- c) To inform, educate, and influence the audience
- d) To entertain people through humor

6. Communication serves which of the following functions in group settings?

- a) To build and maintain relationships
- b) To create confusion and misunderstandings
- c) To avoid decision-making
- d) To limit participation in discussions

7. In the communication process, the 'sender' is responsible for:

- a) Encoding the message and choosing the appropriate medium
- b) Receiving and interpreting the message
- c) Decoding the feedback
- d) Providing feedback to the message

8. Which of the following is NOT a key element of the communication process?

- a) Sender
- b) Medium
- c) Noise
- d) Emotion

Answer

1. a) 2. d) 3. b) 4. b) 5. c) 6. a) 7. a) 8. d)

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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 competing sound will distract the listener as well as may also affect the voice audibility of the communicator, thus, ultimately affecting the effectiveness of the communicated message. Physical barriers 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.
Rerades	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?

MCQ

1. Which of the following is a traditional form of communication?

- a) Email
- b) Social media posts
- c) Face-to-face conversation
- d) Instant messaging

2. Which traditional form of communication is primarily based on written messages delivered by postal services?

- a) Telephone calls
- b) Letters
- c) Radio
- d) News broadcasts

3. Which of the following is an example of visual communication?

- a) A spoken presentation
- b) A written email

- c) A chart or graph
 - d) A podcast
4. What is the primary purpose of using visual elements in communication?
- a) To entertain the audience
 - b) To make information more engaging and easier to understand
 - c) To hide important details
 - d) To reduce the need for verbal communication
5. Why is understanding the audience important in communication?
- a) It helps tailor the message to meet their preferences and needs
 - b) It allows the communicator to dominate the conversation
 - c) It makes the message longer
 - d) It eliminates the need for feedback
6. Which of the following factors should be considered when understanding an audience?
- a) Their cultural background
 - b) Their age and education level
 - c) Their interests and attitudes
 - d) All of the above
7. Which of the following is a common barrier to effective communication?
- a) Noise
 - b) Clear language
 - c) Feedback
 - d) Active listening
8. How can emotional barriers affect communication?
- a) They can help clarify the message
 - b) They can prevent individuals from receiving or understanding the message
 - c) They ensure accurate decoding of the message
 - d) They make communication more efficient

Answer

1. c) 2. c) 3. b) 4. c) 5. b) 6. a) 7. d) 8. a)

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UNIT : 4 : COMMUNICATION CLASSIFICATION

STRUCTURE

- 4.0 Objectives**
- 4.1 Introduction**
- 4.2 Types of Communication**
- 4.3 Verbal and Non-verbal Communication**
- 4.4 Audio-Visual Communication**
- 4.5 Formal and Informal Communication**
- 4.6 Let Us Sum Up**
- 4.7 Key Words**
- 4.8 Check Your Progress**
- 4.9 References/ Suggested Readings**

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.

4.3.2 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.

MCQ

1. Which of the following is NOT a type of communication?

- a) Verbal communication
- b) Non-verbal communication
- c) Audio-visual communication
- d) Emotional communication

2. Which type of communication involves the exchange of information through body language, facial expressions, and gestures?
- a) Verbal communication
 - b) Non-verbal communication
 - c) Written communication
 - d) Audio-visual communication
3. Which of the following is an example of verbal communication?
- a) A facial expression
 - b) A handshake
 - c) A spoken conversation
 - d) A raised eyebrow
4. Which of the following is considered non-verbal communication?
- a) Using sign language
 - b) Speaking clearly
 - c) Writing a letter
 - d) Giving a presentation
5. What is a key characteristic of audio-visual communication?
- a) It involves only written text
 - b) It uses both sound and visuals to convey information
 - c) It is limited to verbal communication
 - d) It requires no equipment
6. Which of the following is an example of audio-visual communication?
- a) A written report
 - b) A TV news broadcast
 - c) A phone call
 - d) A public speech
7. Which of the following is a characteristic of formal communication?
- a) It is typically casual and spontaneous
 - b) It follows established protocols or systems
 - c) It is only used in personal relationships

d) It avoids the use of written communication

8. Which of the following is an example of informal communication?

a) An email from a manager to employees

b) A conversation between friends during lunch

c) A corporate report

d) A formal presentation

Answer

1. d) 2. b) 3. c) 4. a) 5. b) 6. b) 7. b) 8. b)

4.9 REFERENCES/ SUGGESTED READINGS

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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".

Maclver 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.

MCQ

1. Which of the following best defines socialization?

- a) The process of learning new skills
- b) The process by which individuals learn and adopt the values, norms, and behaviors of their society
- c) The process of earning an income

- d) The process of teaching others about culture
-
- 2. At which stage of socialization do children learn about gender roles, language, and basic social norms?
 - a) Primary socialization
 - b) Secondary socialization
 - c) Tertiary socialization
 - d) Adult socialization
-
- 3. Which of the following is an element of the socialization process?
 - a) Family
 - b) Peer groups
 - c) Media
 - d) All of the above
-
- 4. Which of the following is a critical process of socialization in childhood?
 - a) Learning to negotiate in business settings
 - b) Understanding societal expectations through interaction with family and peers
 - c) Memorizing laws and regulations
 - d) Managing professional responsibilities
-
- 5. How does communication contribute to socialization?
 - a) It helps individuals understand and adopt societal norms through interaction
 - b) It encourages the rejection of societal values
 - c) It isolates individuals from their peers
 - d) It hinders understanding of social roles
-
- 6. Which of the following is an example of communication playing a role in socialization?
 - a) A teacher explaining classroom rules to students
 - b) A child learning how to dress from their family
 - c) A group of friends discussing their favorite movies
 - d) All of the above

7. Which of the following is a characteristic of a primary social group?

- a) It includes large, impersonal groups such as political organizations
- b) It is characterized by direct, face-to-face relationships and deep emotional ties
- c) It has temporary memberships with no long-term impact
- d) It operates based on formal, structured rules

8. Which of the following is an example of a secondary social group?

- a) A family
- b) A work team
- c) A group of close friends
- d) A church congregation

Answer

1. b) 2. a) 3. d) 4. b) 5. a) 6. d) 7. b) 8. b)

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UNIT : 6 SKILLS FOR COMMUNICATION

STRUCTURE

6.0 Introduction

6.1 Objectives

6.2 Formal Speaking Assignments

6.3 Informal Speaking Assignments

6.4 Writing and Listening

6.5 Understanding Visual Production and Prestation

6.6 Let us Sum up

6.7 Check Your Progress

6.8 Suggested Readings

6.0 INTRODUCTION

Speaking is an art which few possess. A good speaker or orator is liked all in the society. Every human being has to speak in order to lead day to day life but to be a leader one has to be a 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. Like 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 a 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.

6.1 OBJECTIVES

Young aspirants are the future of our nation. And if they are in the field of communication they have to have a 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 is 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.

6.2 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 “communicate” 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 results. 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 positiveness.

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 know 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 beloved ones is an attempt to stimulate all the senses.

Communication has certain key dimensions along which it can be defined and understood. There include 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.

1. All communication is purposeful. There is always some objective that is to be achieved through communication.
2. All communication is meaningful. This refers to the intension behind every communication.
3. 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.

4. All communication is structured by the rules of grammar, syntax and regulations.
5. 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.

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

Objectives of Communication

1. To disseminate Information
2. To foster change
3. To facilitate suitable attitudes
4. To motivate people
5. To instruct or educate
6. To give suggestions
7. To prevent misinformation/rumours etc.
8. To counsel/advice
9. To express emotions
10. To engage in social interactions
11. To negotiate or resolve conflicts
12. 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.

1. It is not controlled by management
2. It is perceived by most employees as being more believable and reliable than formal communiques issued by top management.
3. It is largely used to 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 senders 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:

1. The most recent news is the most likely to be talked about.
2. Factors that affect people's work, are most likely to be discussed.
3. People talk about those people, whom they know.
4. Proximity at work is factor that facilitates people being on the same grapevine.
5. 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 have 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 the 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 a 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 opinion 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:
(Prepare with receiver mind)

1. 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 needs and desire then the purpose of the communication defeated.
2. 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. 'I' & '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 involved in communication. Listening is a very important component of communication to achieve desired results. If someone has said something then listener has to listen to it carefully. e.g- if teacher is discoursing imp. Lecture in class and students or few students do not pay attention to lecture then aim of teacher to teach is not achieved as student or listener were not attentive in class. So, in order to achieve the desired 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.

1. 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.
2. 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.
3. Interpreting: Here the meaning implied in any communication should be understood correctly for effectiveness. Many a message is lost due to misinterpretations.
4. 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.
5. 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 ones are processed properly.

Types of Listening

1. Active listening
2. Passive listening
3. Superficial listening
4. Empathetic Listening
5. Projective Listening

1. 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.
2. 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.

3. **Superficial Listening:** this is generally the result of indifference to what is being communicated. Sometimes information overload could also result in marginalizing, listening. Fatigue and boredom also contribute to this kind of entire communication process is hampered by this type of listening. The message is listened to, only partially.
4. **Empathetic Listening:** This indicates the listener being able to take on the perspective of the sender or speaker. Here, the feelings underlying the messages are also sensed, besides the content of the message. The greater the similarity between perceptions of the sender and the receiver.
5. **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.

6.4 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 a 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 creating video by capturing moving images and creating combination of parts of this video in live production and post production. The captured video is then stored and recorded on electronic devices. The video can 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:

Pre-Production

Production

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 include 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 think of presume anything. Like editing; listening is also an art. If one has achieve 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

Q1. Describe the characteristics of formal communication.

Q2. Why informal communication is called grapevine.

Q3. Make a diagram of process of communication.

Q4. What are the elements of formal communication.

Q5. Writing and listening is an art. Discuss.

Q6. Why good listening is necessary before writing.

Q7. What are basic skills required to become good writer.

Q8. Why most of the business communication is written.

Q9. Letter writing is s very vital part of corporate business. Why?

Q10. Enumerate the all phases of production process in visual production.

MCQ

1. Which of the following is a characteristic of formal speaking assignments?

- a) Informal tone and conversational language
- b) Structured presentation with a clear introduction, body, and conclusion
- c) Spontaneous, unprepared speech
- d) Casual audience engagement

2. In formal speaking assignments, the speaker typically:

- a) Uses humor to engage the audience
- b) Follows a detailed script and delivers a professional message
- c) Freely engages in personal stories without preparation
- b) Follows a detailed script and delivers a professional message

3. Which of the following is a key feature of informal speaking assignments?
 - a) Strict adherence to a script
 - b) Casual tone and conversational style
 - c) Presentation of highly technical content
 - d) Use of formal jargon and technical language
4. Informal speaking assignments are typically characterized by:
 - a) A high level of preparation and formal language
 - b) Spontaneous speech that is often interactive with the audience
 - c) The use of complex slides and visual aids
 - d) A focus on delivering detailed, technical information
5. Which of the following is an important skill for effective writing?
 - a) The ability to use only complex vocabulary
 - b) The ability to structure ideas logically and clearly
 - c) Focusing on speaking without interruptions
 - d) Relying on visual aids to communicate ideas
6. What role does listening play in effective communication?
 - a) It helps the listener to passively receive information without needing to respond
 - b) It allows the speaker to complete their message without any interruptions
 - c) It enables the listener to fully comprehend, analyze, and respond to the speaker's message
 - d) It hinders the understanding of the speaker's message
7. In the context of visual production, which of the following is a key factor in creating effective visuals for presentations?
 - a) Including as much text as possible
 - b) Using bright colors and large fonts
 - c) Ensuring visuals support and enhance the message without overwhelming the audience
 - d) Relying heavily on animations and transitions

8. What is the primary goal of visual presentation in communication?

- a) To distract the audience from the message
- b) To make the presentation appear visually attractive without focusing on content
- c) To clarify and reinforce the message being delivered
- d) To replace the need for a speaker entirely

Answer

1. b) 2. b) 3. b) 4. b) 5. b) 6. c) 7. c) 8. c)

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 :07 : EARLY MODELS AND THEORIES

STRUCTURE

7.0 Introduction

7.1 The Media-Society Relationship

7.2 Relationship Between Models And Theories

7.3 Mainstream Analysis Of Communication

7.4 Models of Communication

7.5 Criticisms of Aristotle's Model of Communication

7.6 Some Other Important Models of Communication

7.7 Check Your Progress

7.7 Reference

7.0 INTRODUCTION

The media and society both have an interdependent relationship. The media reflects and influences the beliefs and values of society, while society influences the media by dictating what types of content are seen as acceptable and what gets attention. As the media landscape continues to evolve and new forms of media gain prominence, the relationship between the media and society will continue to be an integral part of our lives.

7.1 THE MEDIA-SOCIETY RELATIONSHIP

Media is the voice of society. There are channels and types of media. Media is so important that a known scholar Marshall McLuhan says that the 'Medium is the Message'. If there is no medium, no message can be communicated. Medium is more important than the message. In absence of a medium message has no meaning and on top of all messages will never reach the required audience without the medium.

If the message is communicated then only it can be evaluated by society whether the message is good or bad. Media hype and over-commercialization of media is not a good trend that we see developed as a trend today. Media hype can enhance the number of the audience but it can never serve the purpose of the message.

As far as the relationship between media and society is concerned, media gives voice to the voiceless. Most powerful Pillar of

democracy. Democracy can't survive without media and even media is an important source of democracy. Thus, media and democracy walk together hand in hand.

Society even can maintain law and order. The existence of media we can see in even primitive societies. Folk dance, folk music, nautanki (drama), etc. From entertainment to dissemination media plays a catalyst role in society. Thus, it is the medium that communicates with the audience, not the message, as the message is just a deliverable consumed by society.

Media evolves according to the requirement of society. If media don't function according to the requirement of society, media would lose their importance and become obsolete. For example - the emergence of social media. Social media emerged because main streamed media raised questions with several allegations, and lost their glittering overtime over the past years. Mainstreamed held a monopoly over society and in many cases did not publish the story of what society liked but published the story of what media houses and powerful people liked. As result, social media emerged powerfully and posed a challenge to the main streamed media. And social media ran parallel to the main streamed media.

Nonetheless, social media connected straight with ordinary people in society. It provided a tool for society to extend its voice and show a mirror to the mainstream media. We can see, even the powerful and influencing mainstream media people are searching for their identity and existence on social media. I can give an example here- NDTV is a popular TV channel in India and so an anchor of this channel and their program prime time.

The anchor was recently given the prestigious Magsaysay award, lost popularity and the same anchor started coming on social media (Facebook) to communicate with the audience.

This gives a very strong message to the whole media of the world that if the media is not obliged to society and doesn't care the society, society also won't care about media, and then media will lose relevance and develop another source. That will straight pose a challenge to the existence of media.

Generally Models are closely related to theory and the difference between a theory and a model is not always clear. Models can be described as theories with a more narrowly defined scope of explanation; a model is descriptive, whereas a theory is explanatory as well as descriptive.

7.2 RELATIONSHIP BETWEEN MODELS AND THEORIES

Model and Theory are two related terms, but a difference can be observed between the two. A theory is a conceptualized framework. It is a generalized phenomenon which is accepted by many people in the society. Model, on the other hand, is a physical, symbolical, or verbal representation of a concept which has been found in order to make the understanding of something clearer. The main difference between model and theory is that theories can be considered as answers to various problems identified especially in the scientific world while models can be considered as a representation created in order to explain a theory. In this article, we are going to look at the difference between model and theory in detail.

1. Theory

Theory is a generalized thinking or conclusion of something which is a consequence of an analysis. A theory is always proven scientifically with evidence. Both social and physical scientists engage in theorizing knowledge which helps humans to understand things clearly. Hypothesis, on the other hand, is a mere idea or a concept, which is not scientifically analysed. This is an assumption made by scientists before a research. However, once the hypothesis is analysed and proved to be correct, it is recognized as a theory. But not all hypotheses become theories. In addition, a theory can be used as a tool for understanding, explaining and making predictions over a concept. However, theories are just conceptual frameworks. There is no any practical aspect included in them. Theories can be proven to be wrong as well, depending on the proof. However, theoretical knowledge is important in understanding different concepts and situations.

When formulating theories, most scientists use a proper scientific methodology so that the theory holds validity. Also, theories can be tested in order to check this validity. Theories usually do not remain the same in a field for a long period of time. Very often theories become disproven as scientists expand their horizons.

1. Model

Model is a physical, verbal or a graphical representation of a concept or an idea. Models can be developed depending on the theoretical aspects. Models have been made in order to simplify the theoretical concepts, and these are used in many fields in the modern world. For example, a person can imagine what his/her dream house should be like. If he/she goes to an architect and explains his imaginative ideas, the architecture can make a graphical representational model. Then, it would be easier for the person to understand and see well his/her dream house's structure. However, a model is used to facilitate a clear understanding of phenomena, eliminating unnecessary details. A complex concept can easily be explained by using a model of the particular concept. Usually, a model contains only the most necessary parts, and it can also be made verbally, visually or using graphics. Models can be sketches as well as a particular code and depending on the need, we can decide the structure of the model.

When speaking of models there are various types. There are mathematical models, analytical models, conceptual models, statistical models, etc. Having a model makes it easier for students to gain a better understanding of the concept.

7.3 MAINSTREAM ANALYSIS OF COMMUNICATION

Until about the early 2000s, mainstream media, which simply refers to where most Americans get their news, generally included a person's local newspaper, local TV affiliate, and one of three national broadcast news programs. Nowadays, the media landscape is more complex. It has broadened from traditional news sources (print, TV, and radio) to video, AM/FM radio, podcasts, satellite radio, and social media. It also now includes news producers and aggregators. And as it has expanded, it's become more fragmented, so that even traditional media can have narrower and narrower audiences.

Alongside these changes in news delivery is the polarization of the American citizenry. Today, rather than a shared news landscape in which the facts of an event can be agreed upon, each community receives and shares its own version of news and editorial commentary. News that goes viral is subject to confirmation bias, in which people share stories that confirm their political and cultural values and often denigrate the values of others.

The term Fourth Estate has been used to describe the role of journalism as a pillar of democracy since the 1840s. A free press that prioritizes accuracy ensures that government at all levels remains accountable to its citizens. It also provides a platform for diverse editorial and commentary. However, the combination of political polarization, growing media distrust, and the rise in fake and falsified news puts pressure on both mainstream and alternative media outlets. Newspapers, television news networks, cable news, and radio are generally considered mainstream media outlets. In a study by the Pew Research Centre, most Americans agreed the following news organizations were examples of mainstream media: ABC News, The New York Times, MSNBC, Fox News, and the aforementioned CNN and WSJ. All of these organizations have the following in common: They hire trained journalists to cover the news, editors to ensure quality and accuracy, and media staff to present the news across channels. Separate from the news team are other departments — editorial and op-ed for opinion and commentary, such as political endorsements; features (non-news pieces); and the advertising sales department. Mainstream media uses multiple channels to reach their audience, which may include: print, video, broadcast, digital, podcasts, live recordings, etc.

It's easy enough to determine what is considered mainstream media, right? Big companies under corporate umbrellas with trained journalists and vast resources that report on news stories and disseminate stories through a variety of channels, from print to podcast, are mainstream media.

7.4 MODELS OF COMMUNICATION

It should be clear by now that public speaking happens all around us in many segments of our lives. However, to truly understand what is happening within these presentations, we need to take a step back and look at some of the key components of the communication process.

The main models of communication can be split into three categories:

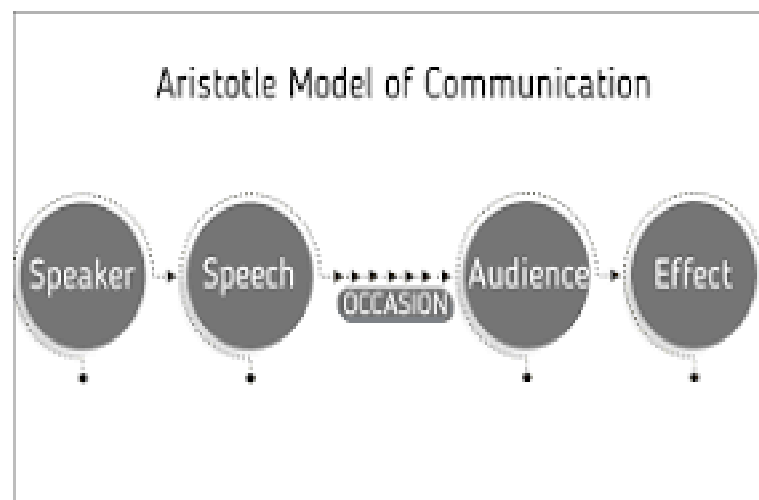
1. **Linear models** – only looks at one-way communication. (Aristotle's Model, Lasswell's Model, Shannon-Weaver Model & Berlo's S-M-C-R Model)
2. **Interactive models** – looks at two-way communication. (Osgood-Schramm Model & Westley and Maclean Model)
3. **Transactional models** – looks at two-way communication where the message gets more complex as the communication event progresses. (Barnlund's Transactional Model & Dance's Helical Model)

1. Linear models

I. Aristotle's Model

Aristotle was the first to take an initiative and design the communication model. Aristotle's Model of Communication is a unique communication tool proposed before 300 b.c by the Greek philosopher Aristotle. It is a linear model that puts a greater onus on public speaking instead of interpersonal communication that other models do.

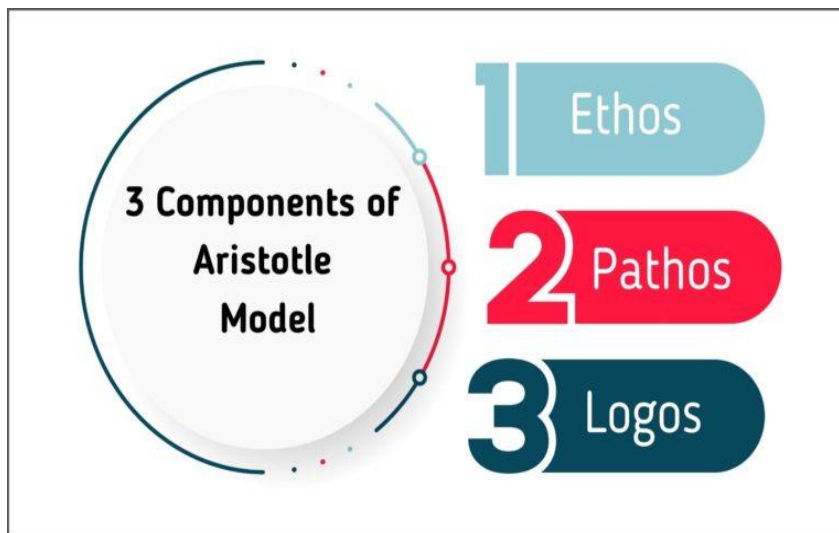
Aristotle's Model of Communication is the first model of communication and is considered very simple and straightforward. It is shown in a diagram form and in current times is used while preparing speeches, lectures, and seminars. Aristotle's model of communication is mainly a speaker centered model where the speaker and speech are very important. It is broadly divided into **5 primary elements Speaker, Speech, Occasion, Audience, and Effect**.



The speaker's role to deliver a speech is considered as the first element of the 5 primary elements. In this model, the speaker gives the speech whereas the target audience is passively influenced.

Elements of Aristotle's Model of Communication

Aristotle's model of communication is mainly categorized into three components that are related to each other and are considered a must to become a good communicator. These elements of communication are as follows:



1. Ethos

Ethos is the characteristic that defines the credibility of the speaker in a communication model. It is a fact that without credibility the words of the speaker will hold no power over its audience and thus fail to impress and persuade them. Remember it is the position and expertise in a specific field that gives the speaker credibility, authority, and power. The speaker plays an important role and must maintain eye contact so that his speech is widely accepted by the target audience. This is referred to as Ethos and is one of the important elements of Aristotle's Model of Communication.

2. Pathos

When there is an emotional bond it becomes easy to make a connection. Pathos in the communication model helps the speaker to connect with the audience through various emotions like anger, sadness, happiness, confidence, etc. Profit and non-profit organizations, politicians, etc. capitalize on Pathos to address and connect with the emotion of the target audience. In the above-mentioned scenario, politician Anand will take the help of Pathos and refer to his good deeds to create a connection with his audience.

3. Logos

Logos is considered an important element of Aristotle's communication model that signifies logic. The audience will not only be influenced by the speech but also the logic behind it. The speaker has to take the help of Logos in Aristotle's communication model and

present statistics and facts so that the audience can believe and ultimately relate with him. Persuasion will work only to a certain degree but when it is backed by rational thoughts and factual information then the combination is awesome. In the above-mentioned example, if the politician Anand highlights his good deeds with facts and figures, for instance, the number of hospitals or schools he has helped to build then his chance of connecting with the audience will automatically rise.

7.5 CRITICISMS OF ARISTOTLE'S MODEL OF COMMUNICATION

Aristotle's Model of Communication has faced condemnation from other well-known personalities in this field.

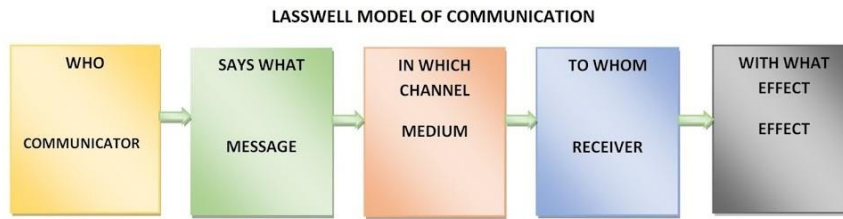
- One of the major criticisms of Aristotle's model is that it is considered a communication process one-way where the model is mainly focussed from speaker to receiver. It starts from the speaker gives a speech and ends at the receiver or the audience.
- Exploring human nature is not a criterion of this communication concept as the Aristotle model is mainly focused on the speaker
- The model is used in public speaking and this limits its usefulness
- Aristotle's Model makes the communication process useless as it lacks the concept of feedback
- The first model of communication does not include the concept of barriers and noise that are considered a major part of interpersonal communication.

II. Lasswell's Model

The Lasswell communication model is a linear framework for explaining the communication process through segmentation. Lasswell proposed media propaganda performs three social functions: surveillance, correlation, transmission. Lasswell believed the media could impact what viewers believed about the information presented.

The Lasswell communication model is named after American political scientist and communication theorist Harold Lasswell.

This model of communication tries to understand a communication event by asking five important questions. It looks at who created the message (and what their bias may be), what they said, the channel they said it through (e.g. TV, radio, blog), who they said it to, and what effect it had on the receiver. This model is effective as it provides a very simple and practical way of critiquing a message and exploring five important elements that can help explain the event under analysis in more detail.



This model is about process of communication and its function to society, According to Lasswell there are three functions for communication:

1. Surveillance of the environment
2. Correlation of components of society
3. Cultural transmission between generation

Lasswell model suggests the message flow in a multicultural society with multiple audiences. The flow of message is through various channels. And also this communication model is similar to Aristotle's communication model.

In this model, the communication component:

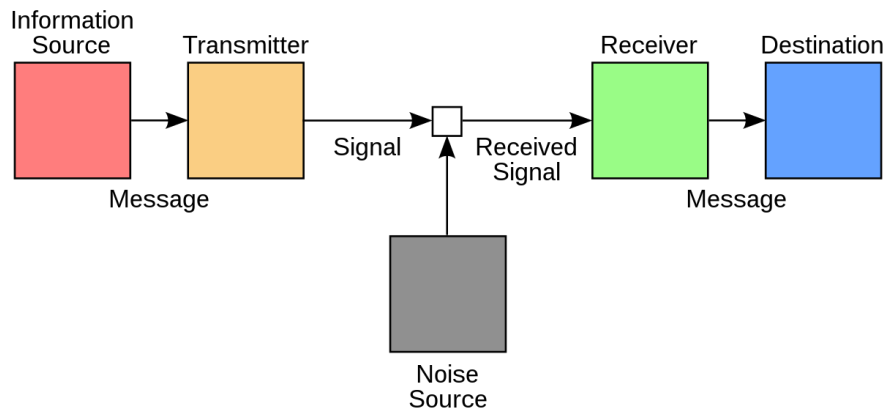
- Who refers the research area called "Control Analysis",
- Says what is refers to "Content Analysis",
- In which channel is refers to "Media Analysis",
- To Whom is refers to "Audience Analysis"
- With What Effect is refers to "Effect Analysis"

III. Shannon-Weaver Model

In 1948, Shannon was an American mathematician, Electronic engineer and Weaver was an American scientist both of them join together to write an article in "Bell System Technical Journal" called "A Mathematical Theory of Communication" and also called as "Shannon-Weaver model of communication".

This model is specially designed to develop the effective communication between sender and receiver. Also they find factors which affecting the communication process called "Noise". At first the model was developed to improve the Technical communication. Later it's widely applied in the field of Communication.

The model deals with various concepts like Information source, transmitter, Noise, channel, message, receiver, channel, information destination, encode and decode.



Sender: The originator of message or the information source selects desire message.

Encoder: The transmitter which converts the message into signals.

Decoder: The reception place of the signal which converts signals into message. A reverse process of encode.

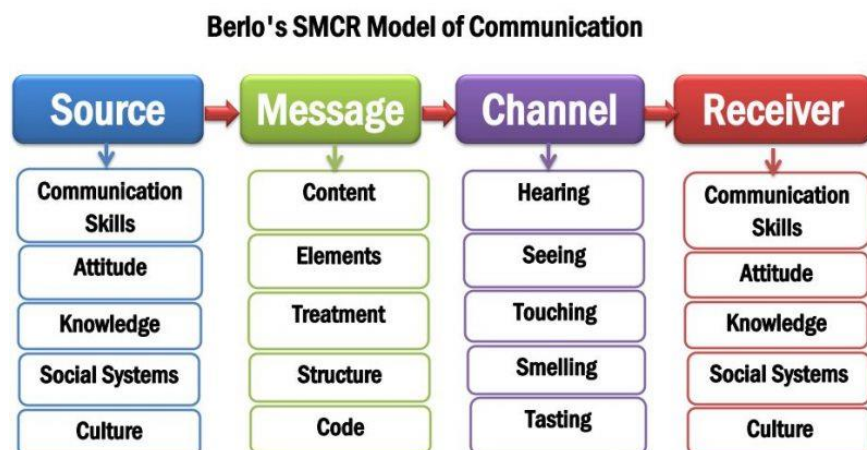
Receiver: The destination of the message from sender.

Noise: The messages are transferred from encoder to decoder through channel. During this process the messages may distracted or affected by physical noise like horn sounds, thunder and crowd noise or encoded signals may distract in the channel during the transmission process which affect the communication flow or the receiver may not receive the correct message.

IV. Berlo's S-M-C-R Model

SMCR communication model refers to the Source-Message-Channel-Receiver model of communication developed by David Berlo in 1960. In 1960, David Berlo designed the SMCR communication model with four elements: Sender, Message, Channel, and Receiver. SMCR refers to the Source-Message-Channel-Receiver, which are essential elements of any communication process. Therefore, the SMCR model of communication is known as Berlo's Source-Message-Channel-Receiver model. Berlo invented this model based on the Shannon-Weaver communication model (1949). He described some factors that make the communication process more effective.

Elements of Berlo's Model of Communication



The Four Elements of Berlo's Model of Communication are:

1. Source

The source means the message's sender who initiates the communication process by sending information to the Receiver. David Berlo describes five factors related to the source: Communication Skills, Attitude, Knowledge, Social Systems, and Culture.

i. Communication skills

Communication skills refer to the ability to speak, read, write, and listen effectively. It also indicates the ability to use verbal and nonverbal communication cues during the interaction. Communication will be more effective if the senders and receivers both have excellent communication skills. The most common nonverbal communication examples are eye contact, facial expression, body language, gesture, posture, and so more. The communication skill of the source or sender increases the effectiveness of the communication process.

ii. Attitude

Attitude is the psychological factor of the sender and Receiver that affects the meaning of the message. It is also an established perception of a person in which they think or feel about something. Thus, the meaning of the message depends on the source's attitude and the Receiver.

iii. Knowledge

Knowledge indicates the level of actual information, familiarity, and experience on the discussion topic. Actually, the discussion topic is the message of the communication process. Therefore, the communicator feels comfortable discussing if the topic is familiar to them. However, knowledge does not imply the educational qualification or degrees of the sender or receiver.

iv. Social Systems

Social systems refer to the values, beliefs, behaviors, rules and regulations, locations, and religions. These factors influence the method of the communication process as well as the meaning of the message.

v. Culture

Culture refers to the social background of the Sender and Receiver. The meaning of the same message might be identical when people from different cultures interpret it. It is a significant factor from the perspective of nonverbal communication cues.

2. Message

The message is the primary substance conveyed by the source or sender of the communication to the Receiver. David Berlo proposed another five factors related to the message: Content, Elements, Treatment, Structure, and Code.

i. Content

Content refers to the entire body of the message from beginning to end. It is the actual information of the discussion. Content is the whole script of the conversation.

ii. Elements

Elements refer to nonverbal communication cues such as facial expression, eye contact, gesture, posture, and body movement. It makes the conversation more effective and productive. So, the communication might get boring without elements.

iii. Treatment

Treatment refers to the communication way in which the message is conveyed to the audience. The communication way affects the communication system. It represents the message packaging. The examples of treatment in communication are delivering messages formally and casually.

iv. Structure

The structure of the message describes the arrangement of the information. The effectiveness of the message depends on the message structure.

v. Code

Code in the message refers to the form of message transmitting. The examples of the code are text, audio, video, visual, and so more.

3. Channel

Channel refers to the medium that carries the message from sender to Receiver. There are many types of channels in communication, such as radio, newspapers, TV, phone call, and social media. Berlo highlighted the five senses as the communication channel, such as hearing, seeing, touching, smelling, and tasting. These five channels are a crucial part of the human communication process.

i. Hearing

People receive messages through listening. It is the most significant channel in the communication process. For example, students hear lectures in the classroom.

ii. Seeing

People accept messages through seeing. It is one of the crucial channels in nonverbal communication. People take less than one second to judge others through seeing their physical appearance. The audiences form a conception about the speaker based on the body movement, facial expression, eye contact, and gesture. A proverb says that people can lie but eyes never lie. It means people believe what they see more than what they hear.

iii. Touching

Touch refers to a significant nonverbal communication channel that conveys messages through touching. It is also known as Haptics in Nonverbal Communication. The most common example of touching channels in communication holding hands, hugging, tickling, also kissing. These touching styles represent different messages.

iv. Smelling

Smelling is another channel of the intrapersonal communication process. The intrapersonal communication process means

communicating with yourself. It is also known as olfactics nonverbal communication. People judge others based on the Fragrance they have used. A good smell creates a positive attitude toward the person. The perspiration odors form a negative perception of the person.

v. Tasting

Tasting refers to nonverbal communication channels through tasting something. For example, people test food to identify its deliciousness.

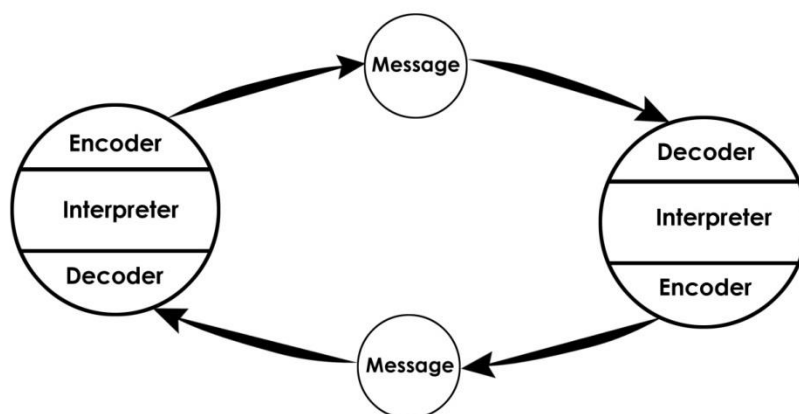
4. Receiver

Finally, R-Receiver is the person who receives the message or information in the communication process. David Berlo adds the same factors of the sources to the Receiver, such as Communication skills, Attitudes, Knowledge, Social Systems, and Culture, to the Receiver. Communication gets more effective when senders and receivers have similar skills, attitudes, and knowledge. Communication among people from the same culture and social system reduces communication noise during the interaction.

2. Interactive models

1. Osgood-Schramm Model

Osgood-Schramm's model of communication is known as a circular model because it indicates that messages can go in two directions. So that communication is something circular in nature. This model breaks the sender and receiver model it seems communication in a practical way. It is not a traditional model. It does not differentiate between the sender and receiver, but sees each as being in an equal position as message encoders and decoders.



Elements of Osgood-Schramm Model of Communication are:

- a) **Encoder** – Who does encoding or Sends the message (message originates)
- b) **Decoder** – Who receives the message
- c) **Interpreter** – Person trying to understand (analyses, perceive) or interpret.

It can happen within our self or two people; each person acts as both sender and receiver and hence use interpretation. It is simultaneously take place e.g. encoding, interpret and decoding.

Semantic noise is a concept introduced here it occurs when sender and receiver apply different meaning to the same message. It happens mostly because of words and phrases for e.g. Technical Language, So certain words and phrases will cause you to deviate from the actual meaning of the communication.

Advantage of Osgood- Schramm model of communication

- Dynamic model- Shows how a situation can change
- It shows why redundancy is an essential part
- There is no separate sender and receiver, sender and receiver is the same person
- Assume communication to be circular in nature
- Feedback – central feature.

Disadvantage of Osgood- Schramm model of communication

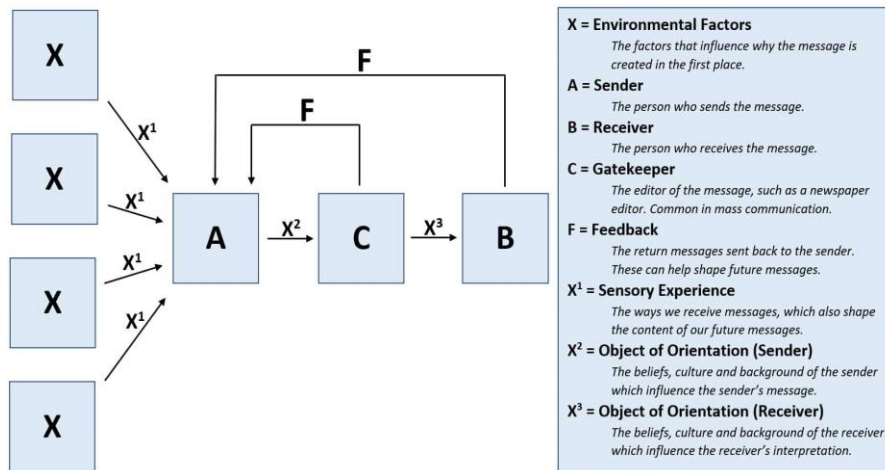
This model does not talk about semantic noise and it assume the moment of encoding and decoding.

II. Westley and Maclean Model

In 1957 Westley and MacLean's model of communication is proposed by Bruce Westley (1915-1990) and Malcolm S. MacLean Jr (1913-2001). Being one of the creators of journalism studies, Westley served as a teacher at the University of Wisconsin, Madison, between 1946 and 1968. Malcolm was director of University of Journalism School (1967-74) and co-founder of the University College at University of Minnesota.

This model can be seen two contexts, interpersonal and mass communication. And the point of difference between interpersonal and mass communication is the feedback. In interpersonal, the feedback is direct and fast. In the mass, the feedback is indirect and slow.

The Westley and Maclean Model of Communication



Westley and Maclean realized that communication does not begin when one person starts to talk, but rather when a person responds selectively to his/her physical surroundings. This model considers a strong relation between responses from surroundings and the process of communication. Communication begins only when a person receives message from surroundings. Each receiver responds to the message they received based on their object of orientation.

Example:

A Daily News Papers will receive many Press releases from Many Public Relations Agencies on behalf of their clients. In this case, Newspaper will publish the selected Press release due to the space constraints. Then, Readers can directly respond to the client or they can respond to the News daily which published in the Newspaper. If Readers responded to daily Newspaper, it will communicate the feedback to concern PR Agency.

Merits and Demerits:

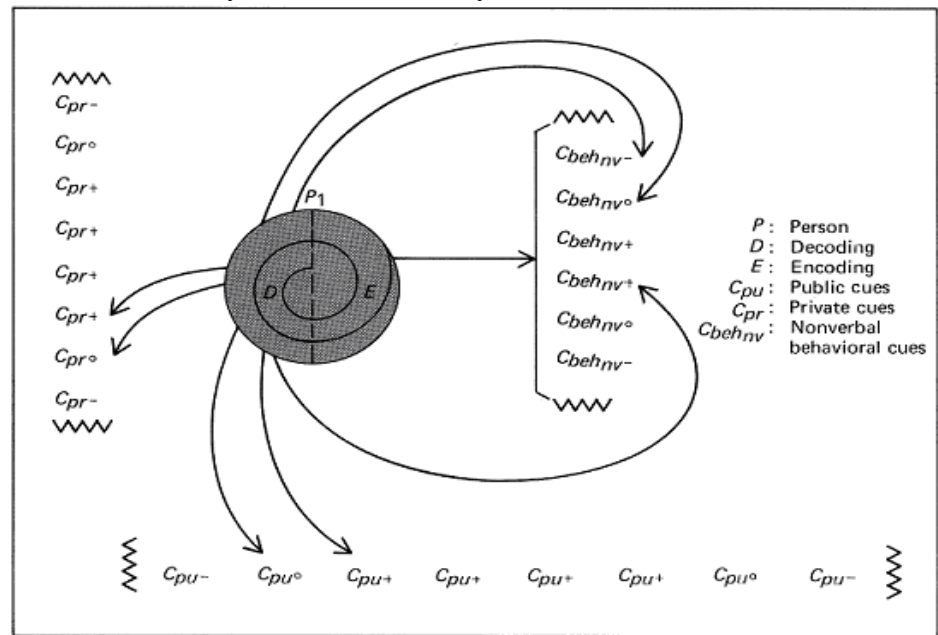
- This model accounts for Feedback.
- It can account for different modes of communication, i.e., for both interpersonal communication and Mass communication.
- It is a predictive model of communication and very descriptive also.
- It also account for non-binary interactions, this means that it will remain good even for communications involving more than two sources.
- Westley and Maclean communication model is Two Dimensional.
- It cannot account for multi dimensions; this means this model will not be applicable for typical communication events that involve broader context and wide range of communication messages.

3. Transactional Models

I. Barnlund's Transactional Model

Dean Barnlund proposed a transactional model of communication in 1970 for basic interpersonal communication which articulates that sending and receiving of messages happens simultaneously between people which is popularly known as Barnlund's Transactional Model of Communication.

The model has been further adapted and reformed by other theorists as General Transactional Model. The model shifted from the trend of linear model to dynamic and two way communication model.



Barnlund's Transactional Model is a multi-layered feedback system. This is a continuous process where sender and receiver interchanges their places and both are equally important. The message passing takes place with a constant feedback being provided from both parties. A feedback for one is the message for the other.

Components of Barnlund's model

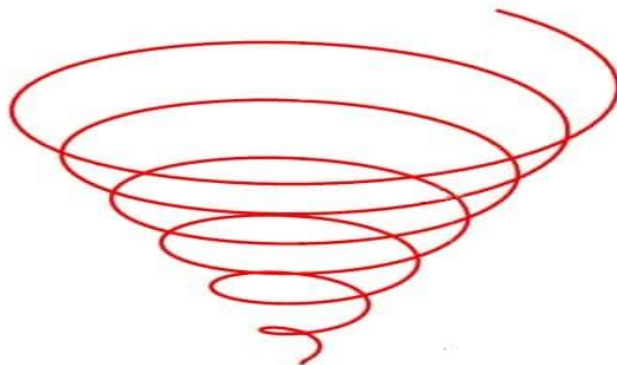
Cues refers to the signs for doing something. As per Barnlund there are: public cues, private cues and behavioral cues. In the model diagram shown above, spiral lines gives graphic representation to the assumptions like public cues and private cues.

- **Public cues (Cpu)** are physical, environmental or artificial and natural or man-made.
- **Private cues (Cpr)** are also known as private objects of orientation which include senses of a person. Both these cues can be verbal as well as non-verbal. Another set of cues are behavioral cues.
- **Behavioral cues** can be **verbal (Cbehv)** as well as **non-verbal (Cbehnv)**.

II. Dance's Helical Model

In 1967, Frank Dance has proposed the communication model called Dance's Helix Model for a better communication process. The name

helical comes from “Helix” which means an object having a three-dimensional shape like that of a wire wound uniformly around a cylinder or cone. He shows communication as a dynamic and non-linear process.



DANCE'S HELICAL MODEL depicts communication as an endless spiral of increasing complexity.

Frank Dance explains the communication process based on this Helix structure and compares it with communication. In the Helix structure, the bottom or starting is very small then it gradually moves upward in a back and forth circular motion which forms the bigger circle in the top and it is still moves further. The whole process takes some time to reach. As like helix, the communication process starts very slowly and defined small circle only. The communicators shared information only with a small portion of themselves to their relationships. Its gradually develops into next level but which will take some time to reach and expanding its boundaries to the next level. Later the communicators commit more and shared more portions by themselves.

For Example-

When a child is born the only means of communication for him is crying, he cries for everything like hunger, pain, cold etc.. As the child grows the means of communication become wider and broader. He learns to make noises then he learns a language to obtain attention and to fulfil his needs. As a Helix, the process of communication, in this case, started as crying and later it developed into a complex and compound means.

The Helical model of communication is largely dependent on its past. A child learns to pronounce a word in his elementary classes and throughout his life he uses that word in the same way he learnt. Just like that, we used to react to certain things in a certain way in our childhood and such reactions and habits lasts with us forever. The communication evolves in the beginning in some simple forms then the same process of communication functions and develops based on past activities. Thus, his way of communication or his reactions may also different from the past behavior and experiences. It develops further with modifications according to the situations.

Therefore the model concludes that the process of communication is like a continuous curve with some changes or flexibility. The base of the helical curve (lower level) can be affected and/or altered at any time accordingly the experience of an individual.

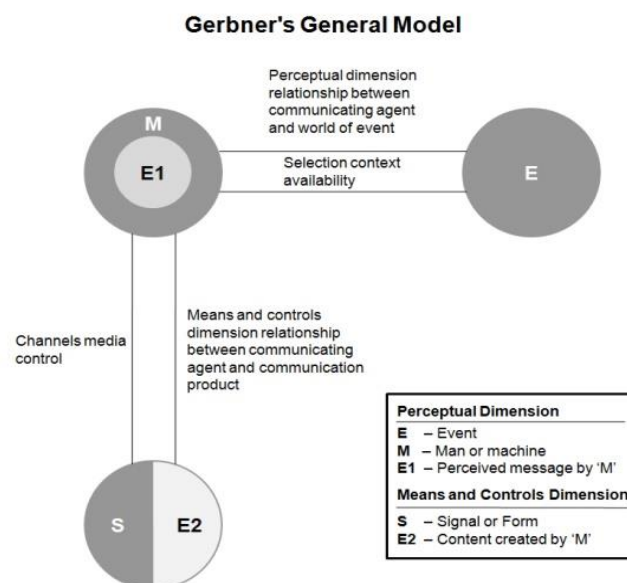
Frank Dance included the concept of time in his theory. The lifetime experience gained over the issue will always be based on the similar event/incident happened in the past according to him. This theory of communication was subject to a number of experimental researches. Even though this model of communication clarifies everything there is a problem of oversimplification. According to this theory, a communication process is the product of what we learnt.

7.6 SOME OTHER IMPORTANT MODELS OF COMMUNICATION

1. George Gerbner Model of Communication

The George Gerbner Model of Communication is a general communication model developed by George Gerbner in 1956. George Gerbner is known for cultivation theory, among other things.

Mr. George Gerbner is one of the pioneers in the field of communication research. His works are descriptive as well as very easy to understand any other before. He is working as a professor and head of the Annenberg School of Communications in the University of Pennsylvania. In 1956, Gerbner attempted the general purpose of communication models. He stressed the dynamic nature of communication in his work and also the factor which affecting the reliability of communication.



(i) Perceptual Dimension:

An 'E' is an event happens in the real life and the event content or message is perceived by 'M' (Man or a Machine). After Perceives the message from "E" by "M" is known as "E1". E1 is not same as like

‘E’. Because any man or machine can’t perceive the whole event and they perceive only the part of the event (E1). This is known as “Perceptual Dimension”.

These 3 factors are involved between ‘E’ and ‘M’

- Selection
- Context
- Availability

M (man or machine) cannot perceive the entire content of the event “E”. So M selects the interesting or needed content from the entire event and filtering the others. The context occurs in the event and Availability is based on ‘M’s attitude, mood, culture and personality. (For eg. How a journalist perceives the messages from the event and also can’t focus the whole event so they filter the unwanted or unrelated content from the event. This filtered content is not same as like the actual event content because the journalist edits the content based on his attitude, mood and cultural background or press policies).

(ii) Means and Controls dimension:

E2 is the event content which is drawn or artified by M. Here M becomes the source of a message about E to send someone else. M creates a statement or signals about the message and Gerbner termed its Form and content as “SE2”. S (Signal or Form) it takes and E2 (Man’s content). Here Content (E2) is structured or formed (S) by ‘M’ and it can communicate in a different ways or based on the structured ways.

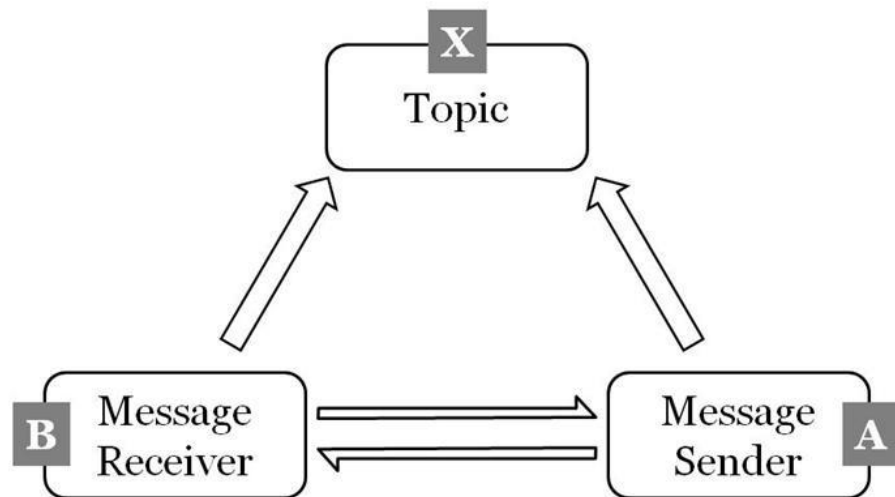
M has to use channels (or media) over to send the message which he has a greater or lesser degree of control. The question of ‘control’ relates to M’s degree of skill in using communication channels. If using a verbal channel, how good is he using words? If using the Internet, how good is he at using new technology and words?

This process can be extended to infinitum by adding on other receivers (M2, M3etc.) who have further perceptions (SE3, SE4 etc.) of the statements about perceived events.

(Note: Message at every level is altered or changed.)

2. Newcomb's Model

The New Comb’s model of communication was introduced by Theodore M Newcomb of the University of Michigan in 1953. He gives different approach to the communication process. The main purpose of this theory is to introduce the role of communication in a social relationship (society) and to maintain social equilibrium within the social system. He does not include the message as a separate entity in his diagram, implying it only by use of directional arrows. He concentrates on the social purpose of communication, showing all communication as a means of sustaining relationships between people. Sometimes it’s called as an “ABX” model of communication.



The Newcomb's Model

The Newcomb's model works in a triangular format or A-B-X system

A – Sender

B – Receiver

X – Matter of Concern

The relationship between A and B is like student and teacher, government and public or newspaper and readers. Sender and Receiver may work in a same flow but the same time some factor like “X” may affect their flow of relationship. “X” it may be third persons, issue, topic or policy.

For Example:

Teachers introduce a new policy to increase the college timing from 6 hours to 8 hours.

A – Teachers B – Students X – Policy or issue

If both students and teachers are satisfied with this policy then the communication maintains its equilibrium status between them. Otherwise the flow of communication between “A” and “B” becomes trouble in the social system. If “A” or “B” is not ready to accept the policy then it will directly affect the social system and can't maintain the equilibrium status. So Teachers “A” can convince students “B” as much as possible. Otherwise they have to make some adjustments in the Policy “X” and convince them towards the policy.

7.7 CHECK YOUR PROGRESS

1. How does the media influence society?

- a) By isolating individuals from societal issues
- b) By shaping public opinion and cultural norms
- c) By preventing social change
- d) By avoiding political discussions

2. Which of the following is an example of the media's role in society?
 - a) Limiting access to information
 - b) Promoting commercial products only
 - c) Providing a platform for social discourse and political participation
 - d) Preventing access to different perspectives
3. Theories in communication are primarily focused on:
 - a) Predicting how communication occurs in different contexts
 - b) Explaining the causes of communication failure
 - c) Describing random communication processes
 - d) Outlining the technicalities of media systems
4. How are communication models related to communication theories?
 - a) Models are often used to explain and illustrate the principles of communication theories
 - b) Models are independent from theories and have no connection
 - c) Models are only used for entertainment, not education
 - d) Models replace theories completely
5. What is the focus of mainstream analysis of communication?
 - a) Understanding communication through alternative and non-mainstream channels
 - b) Examining how communication is structured within traditional media and societal contexts
 - c) Analyzing communication through personal, non-digital media
 - d) Emphasizing the importance of individualized communication methods
6. Which of the following is an approach typically used in mainstream analysis of communication?
 - a) Focus on abstract and untestable ideas
 - b) Emphasis on empirical research and quantitative data
 - c) Study of only non-verbal communication
 - d) Ignoring technological influences on communication

7. Which of the following is a key feature of the Shannon-Weaver Model of Communication?
- a) It focuses on the emotional appeal in communication
 - b) It emphasizes the linear process where a message is sent from a sender to a receiver
 - c) It excludes the feedback process in communication
 - d) It represents communication as a cyclical process
8. What is a unique aspect of the Transactional Model of Communication?
- a) It views communication as a one-way process
 - b) It emphasizes the roles of both sender and receiver simultaneously
 - c) It ignores non-verbal communication
 - d) It only applies to digital communication
9. Which of the following is a criticism of Aristotle's Model of Communication?
- a) It does not account for feedback from the audience
 - b) It focuses too much on the receiver's role in communication
 - c) It excludes verbal communication
 - d) It emphasizes non-verbal cues over speech
10. Aristotle's model of communication primarily focuses on:
- a) A two-way interaction between the speaker and audience
 - b) The process of message encoding and decoding
 - c) A linear one-way transmission from the speaker to the audience
 - d) The use of technology in communication
11. Which communication model includes the concept of "noise" affecting the transmission of a message?
- a) Aristotle's Model
 - b) Shannon-Weaver Model
 - c) Berlo's SMCR Model
 - d) Transactional Model
12. Which of the following is emphasized in Berlo's SMCR Model of communication?
- a) The linear process of sending a message
 - b) The importance of source, message, channel, and receiver in communication
 - c) The cyclical nature of communication

d) The exclusion of fee

Answer

1- b), 2-c), 3- a), 4- a), 5- b), 6- b), 7-b), 8-b), 9 - a), 10- c), 11- b), 12- b)

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UNIT : 8 : EMERGENCE OF THEORIES

STRUCTURE

- 8.0 Introduction**
- 8.1 Propaganda: Meaning, Definition And Concept**
- 8.2 History Of Propaganda**
- 8.3 System Theory**
- 8.4 Historical Overview**
- 8.5 Abelson's Extension Of Balance Model**
- 8.6 Connectedness VS. Separateness**
- 8.7 Check Your Progress**
- 8.8 Reference**

8.0 INTRODUCTION

The earliest theories were those propounded by Western theorists Siebert, Paterson and Schramm in their book "Four Theories of the Press (1956)". These were termed "Normative Theories" by McQuail in the sense that they "mainly express ideas of how the media ought to or can be expected to operate under a prevailing set of conditions and values". Each of the four original or classical theories is based on a particular political theory or economic scenario.

i. Authoritarian Theory

According to this theory, mass media, though not under the direct control of the State, had to follow its bidding. Under an Authoritarian approach in Western Europe, freedom of thought was jealously guarded by a few people (ruling classes), who were concerned with the emergence of a new middle class and were worried about the effects of printed matter on their thought process. Steps were taken to control the freedom of expression. The result was advocacy of complete dictatorship. The theory promoted zealous obedience to a hierarchical superior and reliance on threat and punishment to those who did not follow the censorship rules or did not respect authority. Censorship of the press was justified on the ground that the State always took precedence over the individual's right to freedom of expression.

This theory stemmed from the authoritarian philosophy of Plato (407 - 327 B.C), who thought that the State was safe only in the hands of a few wise men. Thomas Hobbes (1588 - 1679), a British academician, argued that the power to maintain order was sovereign and individual objections were to be ignored. Engel, a German thinker further

reinforced the theory by stating that freedom came into its supreme right only under Authoritarianism.

The world has been witness to authoritarian means of control over media by both dictatorial and democratic governments.

ii. Libertarianism or Free Press Theory

This movement is based on the right of an individual, and advocates absence of restraint. The basis of this theory dates back to 17th century England when the printing press made it possible to print several copies of a book or pamphlet at cheap rates. The State was thought of as a major source of interference on the rights of an individual and his property. Libertarians regarded taxation as institutional theft. Popular will (vox populi) was granted precedence over the power of State.

Advocates of this theory were Lao Tzu, an early 16th century philosopher, John Locke of Great Britain in the 17th century, John Milton, the epic poet ("Aeropagitica") and John Stuart Mill, an essayist ("On Liberty"). Milton in Aeropagitica in 1644, referred to a self-righting process if free expression is permitted "let truth and falsehood grapple." In 1789, the French, in their Declaration of the Rights of Man, wrote "Every citizen may speak, write and publish freely." Out of such doctrines came the idea of a "free marketplace of ideas." George Orwell defined libertarianism as "allowing people to say things you do not want to hear". Libertarians argued that the press should be seen as the Fourth Estate reflecting public opinion.

iii. Social Responsibility Theory

Virulent critics of the Free Press Theory were Wilbur Schramm, Siebert and Theodore Paterson. In their book Four Theories of Press, they stated "pure libertarianism is antiquated, out dated and obsolete." They advocated the need for its replacement by the Social Responsibility theory. This theory can be said to have been initiated in the United States by the Commission of The Freedom of Press, 1949. The commission found that the free market approach to press freedom had only increased the power of a single class and has not served the interests of the less well-off classes. The emergence of radio, TV and film suggested the need for some means of accountability. Thus the theory advocated some obligation on the part of the media to society. A judicious mix of self-regulation and state regulation and high professional standards were imperative.

Social Responsibility theory thus became the modern variation in which the duty to one's conscience was the primary basis of the right of free expression.

iv. Soviet Media/Communist Theory

This theory is derived from the ideologies of Marx and Engel that "the ideas of the ruling classes are the ruling ideas". It was thought that the entire mass media was saturated with bourgeois ideology. Lenin thought of private ownership as being incompatible with freedom of press and that modern technological means of information must be controlled for enjoying effective freedom of press.

The theory advocated that the sole purpose of mass media was to educate the great masses of workers and not to give out information. The public was encouraged to give feedback as it was the only way the media would be able to cater to its interests.

8.1 PROPAGANDA: MEANING, DEFINITION AND CONCEPT

The word propaganda is often used in a negative sense, especially for politicians who make false claims to get elected or spread rumors to get their way. In fact, any campaign that is used to persuade can be called propaganda.

Propaganda is the more or less systematic effort to manipulate other people's beliefs, attitudes, or actions by means of symbols (words, gestures, banners, monuments, music, clothing, insignia, hairstyles, designs on coins and postage stamps, and so forth). Deliberateness and a relatively heavy emphasis on manipulation distinguish propaganda from casual conversation or the free and easy exchange of ideas. Propagandists have a specified goal or set of goals. To achieve these, they deliberately select facts, arguments, and displays of symbols and present them in ways they think will have the most effect. To maximize effect, they may omit or distort pertinent facts or simply lie, and they may try to divert the attention of the reactors (the people they are trying to sway) from everything but their own propaganda.

Comparatively deliberate selectivity and manipulation also distinguish propaganda from education. Educators try to present various sides of an issue—the grounds for doubting as well as the grounds for believing the statements they make, and the disadvantages as well as the advantages of every conceivable course of action. Education aims to induce reactors to collect and evaluate evidence for themselves and assists them in learning the techniques for doing so. It must be noted, however, that some propagandists may look upon themselves as educators and may believe that they are uttering the purest truth, that they are emphasizing or distorting certain aspects of the truth only to make a valid message more persuasive, or that the courses of action that they recommend are in fact the best actions that the reactor could take. By the same token, the reactor who regards the propagandist's message as self-evident truth may think of it as educational; this often seems to be the case with "true believers"—dogmatic reactors to dogmatic religious, social, or political propaganda. "Education" for one person may be "propaganda" for another.

8.2 HISTORY OF PROPAGANDA

The fact that wars give rise to intensive propaganda campaigns has made many persons suppose that propaganda is something new and modern. The word itself came into common use in this country as late as 1914, when World War I began. The truth is, however, that propaganda is not new and modern. Nobody would make the mistake

of assuming that it is new if, from early times, efforts to mobilize attitudes and opinions had actually been called “propaganda.” The battle for men’s minds is as old as human history.

In the ancient Asiatic civilization preceding the rise of Athens as a great center of human culture, the masses of the people lived under despotisms and there were no channels or methods for them to use in formulating or making known their feelings and wishes as a group. In Athens, however, the Greeks who made up the citizen class were conscious of their interests as a group and were well informed on the problems and affairs of the city-state to which they belonged. Differences on religious and political matters gave rise to propaganda and counterpropaganda. The strong-minded Athenians, though lacking such tools as the newspaper, the radio, and the movies, could use other powerful engines of propaganda to mold attitudes and opinions. The Greeks had games, the theater, the assembly, the law courts, and religious festivals, and these gave opportunity for propagandizing ideas and beliefs. The Greek playwrights made use of the drama for their political, social, and moral teachings. Another effective instrument for putting forward points of view was oratory, in which the Greeks excelled. And though there were no printing presses, handwritten books were circulated in the Greek world in efforts to shape and control the opinions of men.

From that time forward, whenever any society had common knowledge and a sense of common interests, it made use of propaganda. And as early as the sixteenth century nations used methods that were somewhat like those of modern propaganda. In the days of the Spanish Armada (1588), both Philip II of Spain and Queen Elizabeth of England organized propaganda in a quite modern way.

On one occasion, some years after the Spanish Armada, Sir Walter Raleigh complained bitterly about the Spanish propaganda (though he didn’t use that name). He was angry about a Spanish report of a sea battle near the Azores between the British ship *Revenge* and the ships of the Spanish king. He said it was “no marvel that the Spaniards should seek by false and slanderous pamphlets, advisoes, and letters, to cover their own loss and to derogate from others their own honours, especially in this fight being performed far off.” And then he recalled that back at the time of the Spanish Armada, when the Spaniards “purposed the invasion” of England, they published “in sundry languages, in print, great victories in words, which they pleaded to have obtained against this realm; and spread the same in a most false sort over all parts of France, Italy, and elsewhere.” The truth of course was that the Spanish Armada suffered a colossal disaster in 1588.

The Spanish claims, though described in the language of Queen Elizabeth’s time, have a curiously modern ring. Make a few changes in them, here and there, and they sound like a 1944 bulletin from the Japanese propaganda office.

The term “propaganda” apparently first came into common use in Europe as a result of the missionary activities of the Catholic church.

In 1622 Pope Gregory XV created in Rome the Congregation for the Propagation of the Faith. This was a commission of cardinals charged with spreading the faith and regulating church affairs in heathen lands. A College of Propaganda was set up under Pope Urban VIII to train priests for the missions.

In its origins “propaganda” is an ancient and honourable word. Religious activities which were associated with propaganda commanded the respectful attention of mankind. It was in later times that the word came to have a selfish, dishonest, or subversive association.

Throughout the Middle Ages and in the later historic periods down to modern times, there has been propaganda. No people have been without it. The conflict between kings and Parliament in England was a historic struggle in which propaganda was involved. Propaganda was one of the weapons used in the movement for American independence, and it was used also in the French Revolution. The pens of Voltaire and Rousseau inflamed opposition to Bourbon rule in France, and during the revolution Danton and his fellows crystallized attitudes against the French king just as John Adams and Tom Paine had roused and organized opinion in the American Revolution.

World War I dramatized the power and triumphs of propaganda. And both fascism and communism in the post-war years were the centres of intense revolutionary propaganda. After capturing office, both fascists and communists sought to extend their power beyond their own national borders through the use of propaganda.

In our modern day, the inventive genius of man perfected a machinery of communication which, while speeding up and extending the influence of information and ideas, gave the propagandists a quick and efficient system for the spread of their appeals. This technical equipment can be used in the interests of peace and international good will. Hitler, Mussolini, and Tojo preferred to seize upon this magnificent nervous system for selfish ends and inhumane purposes, and thus enlarged the role of propaganda in today’s world. While the United Nations were slow at first to use the speedy and efficient devices of communication for propaganda purposes, they are now returning blow for blow.

The modern development of politics was another stimulus to propaganda. Propaganda as promotion is a necessary part of political campaigns in democracies. When political bosses controlled nominations, comparatively little promotion was needed before a candidate was named to run for office, but under the direct primary system the candidate seeking nomination must appeal to a voting constituency. And in the final election he must appeal to the voters for their verdict on his fitness for office and on the soundness of his platform. In other words, he must engage in promotion as a legitimate and necessary part of a political contest.

In democracies, political leaders in office must necessarily explain and justify their courses of action to an electorate. Through the use of persuasion, those in office seek to reconcile the demands of various groups in the community. Prime ministers, presidents, cabinet members, department heads, legislators, and other officeholders appeal to the citizens of community and nation in order to make a given line of policy widely understood and to seek popular acceptance of it.

In peacetime the promotional activities of democratic governments usually consist of making the citizens aware of the services offered by a given department and of developing popular support for the policies with which the department is concerned. The purpose is to make these services “come alive” to the everyday citizen, and in the long run official information and promotion tend to make the average man more conscious of his citizenship. If the public is interested in the work done in its name and in its behalf, intelligent public criticism of governmental services can be stimulated.

Recent economic changes have expanded the volume of propaganda. Under the conditions of mass production and mass consumption, techniques of propaganda and public relations have been greatly developed to help sell commodities and services and to engender good will among consumers, employees, other groups, and the public at large.

8.3 SYSTEM THEORY

Systems theory, at its origins, was proposed by Ludwig von Bertalanffy (a biologist) in 1928. Until that point the scientific method had suggested that any system could be broken down into its component parts, and each piece could be analyzed on its own in a vacuum. These parts could then be placed in order to create the system which one was studying. Bertalanffy claimed this approach was wrong – his theory was that these components take on their meaning due to their place in the system, definition by context – they were defined by their meaning in relation to the rest of the system and could not accurately be studied alone.

The study of systems can follow two general approaches:

A cross-sectional approach – with a focus on the interactions that take place between two systems

A developmental approach – with a focus on the changes in a system over time (or you know... the development of the system, hence the name)

Subsystems

There are 3 ways to understand subsystems:

Holistic approach – examine the system as a complete functioning unit

Functionalist approach – evaluate the role the subsystem fulfills in the larger system

Reductionist approach – inverse of the functionalist approach – examines the subsystems within the system

Talcott Parsons, drawing on research from Norbert Weiner (the father of systems theory) among others, theorized a sociological systems theory. Suggesting that systems in society are related to either: 1) the internal environment of other social systems or 2) the external non-social environments (biological, cultural, etc. environments).

Through his research he developed that there are 4 distinctions in systems:

Adaptive systems: Those relying on an external reference and oriented toward the future (the economy, financial markets, advertising, etc.)

Goal Attainment systems: these systems have an internal orientation and a focus on the future (the political system in the United States, career path, etc.)

Integration systems: thirdly systems focused on integration of system elements or disparate systems (societal institutions, church groups, etc.)

Maintenance systems: systems that maintain long-term patterns (the military-industrial complex, etc.)

All of these systems are part of each other and create a massive venn diagram. You can't silo a specific system into one of these classifications – it's all in the definition and paradigm from which you approach the system you're studying.

Open vs. Closed Systems

All systems have boundaries that isolate that system from its environment depending on the type of systems these can be closed boundaries or a loose concept of the edge of the system. A system is often influenced by its environment and in turn may be influenced it.

The system's relationship with the environment is often used a point of definition. Systems, on a high level, are divided into two broad categories – open systems + closed systems. At the very base level – an open system interacts in some way with its environment while a closed system does not – it is closed to the environment. In social science there are obviously no systems that are absolutely closed – there is always some level of interactions with the environment. In mass communication systems that have a relatively limited set of interactions with their environments are often terms as closed systems. While those with a high level of interdependence with their environment are considered open systems.

Systems theory, as we know it today has two variants:

Scientific Systems Theory: Mainly used among biologists, chemists, physicists, and mathematicians – these systems contain much more easily measurable systems that operate in the physical universe.

Societal Systems Theory: A way of looking at sociological research (via Parsons and Luhmann) as to make sense of social systems from the same viewpoint as biological systems – systems within systems, looking at the object/action/communication/person within the context of the system in which it operates.

2. Information Theory

Information theory is the mathematical treatment of the concepts, parameters and rules governing the transmission of messages through communication systems. It was founded by Claude Shannon toward the middle of the twentieth century and has since then evolved into a vigorous branch of mathematics fostering the development of other scientific fields, such as statistics, biology, behavioural science, neuroscience, and statistical mechanics. The techniques used in information theory are probabilistic in nature and some view information theory as a branch of probability theory. In a given set of possible events, the information of a message describing one of these events quantifies the symbols needed to encode the event in an optimal way. ‘Optimal’ means that the obtained code word will determine the event unambiguously, isolating it from all others in the set, and will have minimal length, that is, it will consist of a minimal number of symbols. Information theory also provides methodologies to separate real information from noise and to determine the channel capacity required for optimal transmission conditioned on the transmission rate.

I. Cognitive Consistency Theory

Cognitive consistency is the agreement, coherence, or fit among related beliefs. It is a fundamental topic in psychology research, with a long history that has recently returned to prominence. Over almost a century, cognitive consistency has played an active role in research, if sometimes under such other labels as coherence, compatibility, congruence, balance, and consonance (although usually its negative, dissonance). The diversity of labels was compounded by a dispersal of interest across several subareas of psychology and across multiple domains of application. If the phenomenon of cognitive consistency has received multiple labels, all the paradigms that we review are united by a core overall objective: to understand how, why, and when human beliefs are influenced by a desire for consistency. The goal of understanding cognitive consistency has led researchers to employ methods not previously used or not available until recently, such as those of neuroscience. We conclude our bibliography by considering the question of the rationality of cognitive consistency, an issue that has received considerable attention but whose complexity remains largely unresolved and actively debated.

8.4 HISTORICAL OVERVIEW

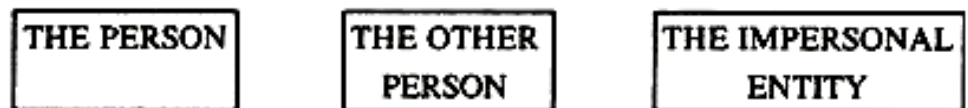
Psychologists' interest in cognitive consistency originated with Gestalt theory in the 1920s, developed in the 1950s, and thrived in the 1960s, impelled by the theory of cognitive dissonance attributed to Festinger *inter alia*. Festinger 1964 and Abelson 1968 review at length the variations of cognitive dissonance theory, its derivative theories, and the main research questions of this period. The substantial interest that cognitive consistency theories received in the 1960s waned in the 1970s, which mainly saw the development of multiple refinements of the original theory of cognitive dissonance (reviewed in Greenwald and Ronis 1978). However, the topic continued to play an active role in research, if sometimes under other labels, some of which are reviewed by Aronson 1992. Recent developments in cognitive psychology, social cognition, and research methods have allowed cognitive consistency theories to return to prominence, as described by Cooper 2007 and Gawronski and Strack 2012.

The cognitive consistency theories are concerned with inconsistencies that arise between related beliefs, bits of knowledge and evaluation about an object or an issue. Though various consistency theories differ in several respects, all of them have a common object that is reducing the inconsistency and returning the individual to the equilibrium state. There are four important theories under this grouping:

(A) Balance Theory

F. Heider provided the basic model of balance theory. The theory is basically concerned with the consistency in the judgment of people and/or issues that are linked by some form of relationship.

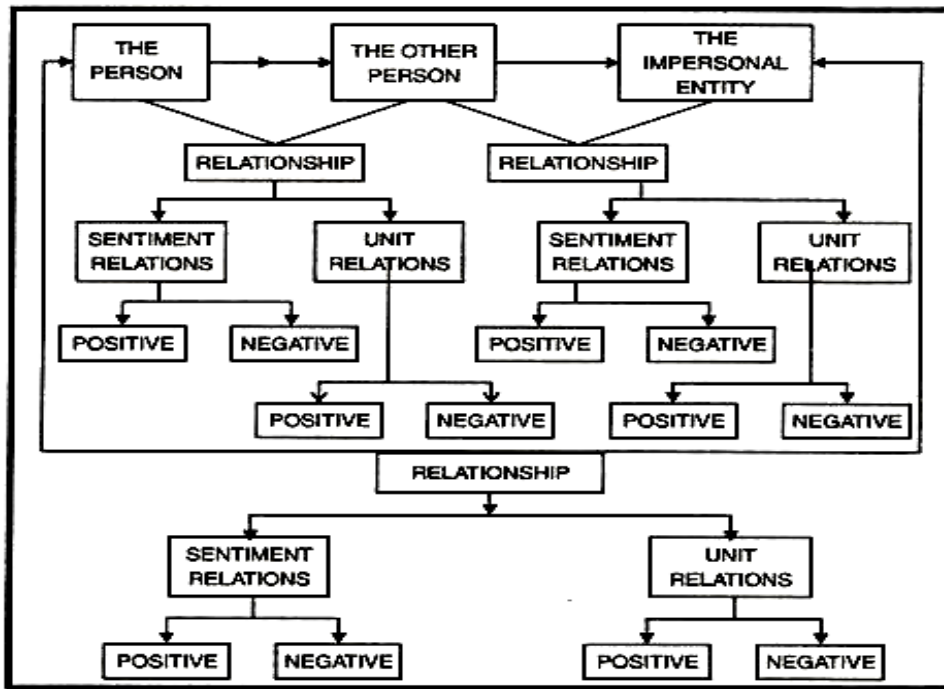
According to this theory there are three elements in attitude formation:



Between these three elements two generic types of relationships are considered to exist: Sentiment relations and unit relations.

The sentiment or linking relations include all form of sentiments or effect and the unit relations express the fact that two elements are perceived as belonging together. Both sentiment relations and the unit relations can be positive and negative.

All these elements and relations are illustrated with the help of the following figure:



In this three elements system balance exists if all three relations are positive or two relations are negative and one positive. There will be imbalance if all three relations are negative or if two relations are positive and one is negative. People tend to perceive others and objects linked to them so that the system is balanced. This theory assumes that balanced states are stable and imbalanced states are unstable. When imbalanced state occurs, the psychological tension which is created motivates the person to restore the balance cognitively by changing the relations. Thus a person's attitude towards an object depends on his attitudes towards a source who is linked with the object.

Example:

A person consistently argued that the quality of Indian cars is not up to that of the imported cars and that he would never own anything other than an imported car. His father gifts give him a latest model Maruti car. In this situation there are three elements the person, his father and the car. To bring the balance in this situation he will either change his negative relation with the Maruti car, he can ask his father to change his attitude and give him an imported car. Thus if that person starts saying that the Maruti car is not so bad, it means he has changed his relation and brought the balance in the situation.

Criticism:

The basic model given by Heider has been criticised on the following grounds:

- (i) The theory does not consider the degree of sentimental or unit relationships nor the relevance to the perceiver of the elements and relations.

- (ii) As a consequence, there are no degrees of balance or imbalance and it is not possible to make quantitative predictions about the degree of attitude change.

8.5 ABELSON'S EXTENSION OF BALANCE MODEL

In an extension of balance model, Abelson has suggested four methods in which a person can resolve imbalance in cognitive structures:

- (i) **Denial-** Denying a relationship when imbalance occurs.
- (ii) **Bolstering-** Adding elements in the structure. In other words adding another issue in the main issue.
- (iii) **Differentiation-** Splitting one of the elements into two elements that are related in opposite ways to other elements in the system and negatively related to each other.
- (iv) **Transcendence-** Combining elements into larger, more super ordinate units from a balanced structures.

These processes occur in hierarchy so that a person's attempts to resolve imbalance in the ordering are discussed. The ordering is based on the assumption that the person will attempt the least effortful resolution first. This theory helps in understanding the role of persuasive communication and interpersonal attractiveness in changing the attitudes.

(B) Congruity Theory

C.E. Os good and P.H. Tannenbaum have proposed the congruity theory of attitudes which is similar to the balance theory. This theory focuses on the changes in the evaluation of a source and a concept that are linked by an associative or dissociative assertion. Congruity exists when a source and concept that are positively associated have exactly the same evaluations and when a source and concept that are negatively associated have exactly the opposite evaluations attached to them.

Congruity is a stable state and incongruity is an unstable one. As a result, incongruity leads to a change of attitude. This theory states that how much change should be there in the attitudes towards the source and the concept so that incongruity is resolved.

(C) Affective Cognitive Consistency Theory

M.I. Rosenberg has suggested the affective-cognitive consistency theory which is concerned with the consistency between a person's overall attitude or effect towards an object or issue and his beliefs about its relationship to his more general values. This theory is concerned mainly with what happens within the individual when an attitude changes. It assumes that the relationship between the affective

and cognitive components of the attitude change when an attitude is altered.

The theory postulates the following points:

- (i) A person's effect towards or evaluation of the attitude object tends to be consistent- with this cognitive structural component.
- (ii) When there is inconsistency beyond a certain level of tolerance, the individual is motivated to reduce the inconsistency and thereby to change one or both components to make them more consistent.
- (iii) The theory, thus, suggests that changes in the affective component produce changes in the cognitive component in order to bring about consistency between the two.
- (iv) The theory also suggests that persuasive communication can also be used to change the attitudes, by revaluating the goals themselves.

(D) Cognitive Dissonance Theory

Leon Festinger, in the late 1950s proposed the theory of cognitive dissonance. Dissonance means an inconsistency. Cognitive dissonance refers to any incompatibility that an individual might perceive between two or more of his attitudes or between his behaviour and attitudes. Festinger argued that any form of inconsistency is uncomfortable and that individuals will attempt to reduce the dissonance and hence the discomfort.

Therefore, individuals will seek a stable state where there is a minimum of dissonance, because an individual cannot completely avoid dissonance.

The desire to reduce dissonance is determined by three factors:

- (i) Importance of the elements creating the dissonance
- (ii) The degree of influence the individual believes he has over the elements.
- (iii) The rewards that may be involved in dissonance.

If the elements creating the dissonance are relatively unimportant, the pressure to correct this imbalance will be low. But if the elements are important then a person will have to correct this imbalance. He can either change his behaviour, or he can change his dissonance, or he can change his attitude. Another choice can be to find out more consonant elements to outweigh the dissonant ones.

The degree of influence the individuals believe they have over the elements will have an impact on how they will react to the dissonance. If they perceive the dissonance to be an uncontrollable result, something over which they have no choice, they are less likely to be receptive to attitude change. While dissonance exists, it can be rationalized and justified.

Rewards also influence the degree to which individuals are motivated to reduce dissonance. High rewards accompanying high dissonance tend to reduce the discomfort inherent in the dissonance because it increases the consistency side of the individual's balance sheet.

These factors suggest that just because individual experiences dissonance, they will not necessarily move directly toward consistency, that is, toward reduction of this dissonance. This theory helps to predict the propensity of an individual to engage in attitude and behavioural change, if individuals are required.

For example, by the demands of their jobs to do or say things which contradict their personal attitude, they will tend to modify their attitude in order to make it compatible with the cognition of what they have said or done.

Further, the greater the dissonance, after it has been moderated by the above mentioned factors, the greater the pressures to reduce it.

II. Attitude Change Theory

The research work of researchers led by Carl Hovland was recognized as attitude change theory. The chief contributors to this theory were Hovland, Lumsdaine, and Sheffield. It concentrates on two concepts or theories. Firstly, Dissonance Theory states that when people are bombarded with new sets of information, they experience what is called Mental Discomfort. This discomfort is also called Dissonance. As a result of this dissonance, people consciously or subconsciously work to limit this discomfort through three selective process that are interrelated to one another.

Secondly, the result of dissonance in the minds of people, as already mentioned, leads to the initiation of Selective Processes. These processes help them select what information to consume, remember, and interpret these three processes are as follows:

Selective Exposure: It is a process, which people expose themselves to or attend to those messages that are in tune with their already present attitudes and beliefs. It is also called Selective Attention.

Selective Retention: In this process, people remember best and longest such messages as are in tune with their previously existing attitudes and beliefs.

Selective Perception: In this process, people plausibly predict messages in a manner that is in tune with their already existing attitudes and beliefs.

When dissonance theory was propounded, the dominant paradigm was the limited effects theory. Hence, the selective processes were viewed as the ones that limited the effects of the media. That is because content is selectively filtered to produce as little attitudinal change as feasible. Modern mass communication researchers accept the process

of selective processes to limit the influence of media content when this content is chiefly informational. However, most of the content is symbolic and not informational. Other researchers aver that selective processes are not of much importance when the vital cultural effects of the media are under our focus.

So the attitude change theory suggests that targeting these emotions can help the media or the sender to actually change the attitude of general public and create a brand new dimension in terms of consumer perception.

III. Interpersonal Mass Communication Theories

Interpersonal communication is an exchange of information between two or more people. It is also an area of research that seeks to understand how humans use verbal and nonverbal cues to accomplish a number of personal and relational goals.

Interpersonal communication research addresses at least six categories of inquiry: 1) how humans adjust and adapt their verbal communication and nonverbal communication during face-to-face communication; 2) how messages are produced; 3) how uncertainty influences behavior and information-management strategies; 4) deceptive communication; 5) relational dialectics; and 6) social interactions that are mediated by technology.

1. Uncertainty reduction theory

Uncertainty reduction theory, developed in 1975, comes from the socio-psychological perspective. It addresses the basic process of how we gain knowledge about other people. According to the theory, people have difficulty with uncertainty. You are not sure what is going to come next, so you are uncertain how you should prepare for the upcoming event. To help predict behavior, they are motivated to seek information about the people with whom they interact.

The theory argues that strangers, upon meeting, go through specific steps and checkpoints in order to reduce uncertainty about each other and form an idea of whether they like or dislike each other. During communication, individuals are making plans to accomplish their goals. At highly uncertain moments, they will become more vigilant and rely more on data available in the situation. A reduction in certainty leads to a loss of confidence in the initial plan, such that the individual may make contingency plans. The theory also says that higher levels of uncertainty create distance between people and that non-verbal expressiveness tends to help reduce uncertainty.

Constructs include the level of uncertainty, the nature of the relationship and ways to reduce uncertainty. Underlying assumptions include the idea that an individual will cognitively process the existence of uncertainty and take steps to reduce it. The boundary

conditions for this theory are that there must be some kind of trigger, usually based on the social situation, and internal cognitive process.

According to the theory, we reduce uncertainty in three ways:

Passive strategies: observing the person.

Active strategies: asking others about the person or looking up information

Interactive strategies: asking questions, self-disclosure.

Uncertainty reduction theory is most applicable to the initial interaction context. Scholars have extended the uncertainty framework with theories that describe uncertainty management and motivated information management. These extended theories give a broader conceptualization of how uncertainty operates in interpersonal communication as well as how uncertainty motivates individuals to seek information. The theory has also been applied to romantic relationships.

2. Social exchange theory

Social exchange theory falls under the symbolic interaction perspective. The theory describes, explains, and predicts when and why people reveal certain information about themselves to others. The social exchange theory uses Thibaut and Kelley's (1959) theory of interdependence. This theory states that "relationships grow, develop, deteriorate, and dissolve as a consequence of an unfolding social-exchange process, which may be conceived as a bartering of rewards and costs both between the partners and between members of the partnership and others". Social exchange theory argues that the major force in interpersonal relationships is the satisfaction of both people's self-interest.

According to the theory, human interaction is analogous to an economic transaction, in that an individual may seek to maximize rewards and minimize costs. Actions such as revealing information about oneself will occur when the cost-reward ratio is acceptable. As long as rewards continue to outweigh costs, a pair of individuals will become increasingly intimate by sharing more and more personal information. The constructs of this theory include disclosure, relational expectations, and perceived rewards or costs in the relationship. In the context of marriage, the rewards within the relationship include emotional security and sexual fulfillment. Based on this theory Levinger argued that marriages will fail when the rewards of the relationship lessen, the barriers against leaving the spouse are weak, and the alternatives outside of the relationship are appealing.

3. Symbolic interaction

Symbolic interaction comes from the socio-cultural perspective in that it relies on the creation of shared meaning through interactions with others. This theory focuses on the ways in which people form meaning and structure in society through interactions. People are motivated to act based on the meanings they assign to people, things, and events.

Symbolic interaction considers the world to be made up of social objects that are named and have socially determined meanings. When people interact over time, they come to shared meaning for certain terms and actions and thus come to understand events in particular ways. There are three main concepts in this theory: society, self, and mind.

Society

Social acts (which create meaning) involve an initial gesture from one individual, a response to that gesture from another, and a result.

Self

Self-image comes from interaction with others. A person makes sense of the world and defines their "self" through social interactions that indicate the value of the self.

Mind

The ability to use significant symbols makes thinking possible. One defines objects in terms of how one might react to them.

Constructs for this theory include creation of meaning, social norms, human interactions, and signs and symbols. An underlying assumption for this theory is that meaning and social reality are shaped from interactions with others and that some kind of shared meaning is reached. For this to be effective, there must be numerous people communicating and interacting and thus assigning meaning to situations or objects.

4. Relational dialectics theory

The dialectical approach to interpersonal communication revolves around the notions of contradiction, change, praxis, and totality, with influences from Hegel, Marx, and Bakhtin. The dialectical approach searches for understanding by exploring the tension of opposing arguments. Both internal and external dialectics function in interpersonal relationships, including separateness vs. connection, novelty vs. predictability, and openness vs. closedness.

Relational dialectics theory deals with how meaning emerges from the interplay of competing discourses. A discourse is a system of meaning that helps us to understand the underlying sense of a particular utterance. Communication between two parties invokes multiple systems of meaning that are in tension with each other. Relational dialectics theory argues that these tensions are both inevitable and necessary. The meanings intended in our conversations may be interpreted, understood, or misunderstood. In this theory, all discourse, including internal discourse, has competing properties that relational dialectics theory aims to analyze.

The three relational dialectics

Relational dialectics theory assumes three different types of tensions in relationships: connectedness vs. separateness, certainty vs. uncertainty, and openness vs. closeness.

8.6 CONNECTEDNESS vs. SEPARATENESS

Most individuals naturally desire that their interpersonal relationships involve close connections.[citation needed] However, relational dialectics theory argues that no relationship can be enduring unless the individuals involved within it have opportunities to be alone. An excessive reliance on a specific relationship can result in the loss of individual identity.

Certainty vs. uncertainty

Individuals desire a sense of assurance and predictability in their interpersonal relationships. However, they also desire variety, spontaneity and mystery in their relationships. Like repetitive work, relationships that become bland and monotonous are undesirable.

Openness vs. closeness

In close interpersonal relationships, individuals may feel a pressure to reveal personal information, as described in social penetration theory. This pressure may be opposed by a natural desire to retain some level of personal privacy.

8.7 CHECK YOUR PROGRESS

1. How do media platforms shape and influence societal values, norms, and behaviors?

2. Explain the relationship between communication models and theories.

3. What is mainstream analysis of communication, and how does it differ from alternative or critical approaches to communication studies?

4. Describe the different types of communication models.

5. Critically analyze Aristotle's model of communication.

6. Discuss some important communication models, such as the Shannon-Weaver Model, Berlo's SMCR Model, and the Transactional Model of Communication.

7. How do media platforms act as agents of socialization, and how do they influence public perception of social norms, values, and behavior?

8. Provide practical examples where these models and theories play a key role.

MCQ

1. How does the media influence society?

- a) It creates and reinforces social norms, values, and public opinion
- b) It isolates individuals from societal issues
- c) It does not affect society's cultural norms

- d) It only entertains people without influencing their beliefs
2. Which of the following is a significant impact of the media on society?
- a) Limiting the public's access to information
 - b) Promoting homogeneous cultures across the world
 - c) Shaping public opinion and influencing political decisions
 - d) Reducing the diversity of cultural expressions
3. How are communication models related to communication theories?
- a) Models are used to predict communication behavior, while theories describe the abstract concepts behind them
 - b) Models replace theories entirely in communication research
 - c) Theories are used to define practical techniques in communication models
 - d) Models and theories are unrelated and do not work together
4. Which of the following is an example of a communication theory?
- a) Shannon-Weaver Model
 - b) Berlo's SMCR Model
 - c) Uses and Gratifications Theory
 - d) Aristotle's Rhetoric
5. What is a key feature of mainstream analysis of communication?
- a) Focus on alternative and non-dominant forms of media
 - b) Emphasis on qualitative research methods
 - c) Study of how communication operates within established social systems and media structures
 - d) Criticism of media power and control
6. Mainstream communication analysis often relies on which of the following methods?
- a) Introspection and personal anecdotes
 - b) Empirical and quantitative research techniques
 - c) Non-traditional communication forms

- d) Critiquing political media content
7. In which model of communication is the flow of information seen as a one-way process from sender to receiver?
- a) Transactional Model
 - b) Shannon-Weaver Model
 - c) Interactive Model
 - d) Berlo's SMCR Model
8. Which of the following models of communication focuses on the roles of both sender and receiver as active participants in a continuous exchange?
- a) Linear Model
 - b) Transactional Model
 - c) Interactional Model
 - d) Aristotle's Model
9. What is one of the main criticisms of Aristotle's Model of Communication?
- a) It overemphasizes feedback in the communication process
 - b) It assumes communication is only one-way and lacks feedback
 - c) It focuses solely on non-verbal cues
 - d) It ignores the sender's role in message encoding
10. Which model of communication emphasizes the importance of the context in which communication takes place, including the roles of the sender, message, channel, receiver, and feedback?
- a) Shannon-Weaver Model
 - b) Berlo's SMCR Model
 - c) Interactive Model
 - d) Transactional Model
11. Which of the following is a feature of the Transactional Model of Communication?
- a) One-way communication with no feedback
 - b) Focus on the roles of both sender and receiver simultaneously
 - c) Linear process without consideration of noise
 - d) Emphasis on only verbal communication

Answer

1-a), 2-c), 3-a), 4-c), 5- c), 6- b), 7- b), 8- b), b), 9- b), 10- b), b), 11- b)

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UNIT : 9 : ADVANCE THEORIES

STRUCTURE

- 9.0 Introduction**
- 9.1 Agenda Setting Theory**
- 9.2 Types of Agenda Setting**
- 9.3 Benefits Of Agenda-Setting**
- 9.4 Criticism of Uses and gratification theory**
- 9.5 Knowledge gap theory of communication**
- 9.6 Media Hegemony Theory**
- 9.7 Check Your Progress**
- 9.8 Reference**

9.0 INTRODUCTION

There are several advanced theories of communication that have been developed over the years. Some of the most notable theories include:

1. **Social Learning Theory:** This theory suggests that people learn through observation and imitation of others.
2. **Social Exchange Theory:** This theory argues that communication is a transactional process in which people exchange messages with each other in order to achieve their goals.
3. **Uses and Gratifications Theory:** This theory posits that individuals use communication to fulfill specific needs and desires.
4. **Social Cognitive Theory:** This theory emphasizes the role of cognition, or mental processes, in communication. It suggests that people use their knowledge, attitudes, and beliefs to understand messages.
5. **Semiotics:** This theory explores the ways in which people use symbols to communicate meaning.
6. **Cybernetic Theory:** This theory applies the principles of control and feedback from systems theory to communication. It suggests that communication is a process of feedback and control in which people use messages to regulate their behavior.
7. **Cultural Theory:** This theory focuses on the role of culture in communication, and how cultural norms, values, and beliefs influence the ways in which people understand and interpret messages.

8. **Agenda Setting Theory:** Agenda Setting Theory is based on the idea that the media has the power to influence public opinion and shape our understanding of what issues are important.

These theories provide a rich understanding of the complexities of communication and the various factors that influence the way messages are created, transmitted, and received.

9.1 AGENDA SETTING THEORY

Agenda Setting Theory is a mass communication theory that was first proposed by Maxwell McCombs and Donald Shaw in 1972. It suggests that the media has a powerful influence on what issues the public considers to be important and relevant, hence the “agenda-setting” function of the media.

According to the theory, the media's coverage of an issue determines how much prominence it is given in the public's consciousness. In other words, the media sets the agenda for what topics are important to the public and how they should be viewed. This is because the media has the power to determine what topics are covered, how they are covered, and how much attention they are given.

The theory applies to both traditional mass media, such as newspapers, television, and radio, as well as newer forms of media, such as the internet and social media.

It's important to note that the Agenda Setting Theory doesn't suggest that the media has the power to shape people's opinions or beliefs, but rather it influences the issues that are important and relevant to the public. In this way, the media can have a significant impact on public opinion and policymaking.

9.2 TYPES OF AGENDA SETTING

There are three types of agenda setting:

- I. **Public agenda setting:** when the public determines the agenda for which stories are considered important
- II. **Media agenda setting:** when the media determines the agenda for which stories are considered important
- III. **Policy agenda setting:** when both the public and media agendas influence the decisions of public policy makers

Agenda setting occurs through a cognitive process known as “accessibility”. Media provides information which is the most relevant food for thought, portrays the major issues of the society and reflects people minds.

These are the levels of agenda setting theory:

First Level:

The first level is usually used by the researchers to study media uses and its objectives or the influences that media creates on people and

the most proximal thought that people will have on the exposure to the information given by media house.

Second level:

At the second level, the media focuses on how people should think about the nature of the issues. Thus, sensationalization of news reports may happen to bring in the interest of the audience. In fact, media wants to grab attention and implant thoughts in people minds about some serious issues. That's why media turn certain issues viral.

Agenda setting theory is used in a political ad, campaigns, business news, PR (public relation) etc. The main concept associated with the theory is gatekeeping. Gatekeeping is in charge of and has control of the selection of content discussed in the media. It is assumed that the public cares mostly about the product of a media gatekeeping. Editors are the main gatekeepers of media itself. The news media decides 'what' events to broadcast and show through the media 'gates' on the basis of 'newsworthiness'.

For e.g.: News Comes from various sources, editors choose what should appear and what should not that's why they are called as gatekeepers.

Gatekeepers are the powerful authority who ensure the right material is disseminated to mass. Because some issues are important to media but not to masses. Also they are much concern on not to distort peace and public stability.

Priming

The responsibility of the media in proposing the values and standards through which the objects gain a certain amount of attention can be judged. The media's content will provide a sufficient amount of time and space to certain issues, making it more vivid.

In simple words, the media gives the utmost importance to a certain event such that it gives people the impression that that particular news is the most important one. This is done on a daily basis. The selected news report is carried on as a heading or covered regularly for months. For example, terms such as headlines, special news features, discussions, expert opinions are used. Media primes news by repeating the news and giving it more importance like, for example, Nuclear Deal.

Framing

Framing is a process of selective control. It has two meanings.

1. The way in which news content is typically shaped and contextualized within the same frame of reference.
2. Audience adopts the frames of reference and to see the world in a similar way. This is how people attach importance to a piece of news and perceive its context within which an issue is viewed.

Framing deals with how people attach importance to certain news. For example, in the case of an attack, defeat, win and loss, the media

frames the news in such a way that people perceive from a different angle.

We can take the Kargil War between India and Pakistan as an example. In both the countries, the news reports were framed in such a way they show their own country in a positive light and the other in the negative. So depending on which media people have access to, their perception will differ.

9.3 BENEFITS OF AGENDA-SETTING

Here are some prominent advantages of agenda-setting:

1. **Generates awareness:** Agenda-setting can be beneficial as it highlights important societal issues by actively discussing them. The recurrence of specific news raises awareness among people about the issue and how to solve it.
2. **Helps create a structured discussion:** Agenda-setting provides a well-defined framework for the discussion around a piece of information. This helps create a nuanced debate covering all relevant aspects that highlight the pros and cons.
3. **Assesses the prevailing sentiment:** Agenda-setting can be beneficial in gauging the widespread opinions among the masses. Understanding the public views can help media and other businesses operate favourably with the public's opinion and increase their profitability.

Drawbacks of Agenda-Setting

Here are some key disadvantages of the theory:

1. **Can lead to media bias and distortion of news:** Media agencies often decide what news stories to report and how to report them to influence people. When they influence the reportage as per their belief systems, it can result in bias and lead to distortion of factual and accurate news.
2. **May not influence the people who have a specific mindset:** Agenda-setting may not influence people with a predetermined notion about a particular issue, even if the media objectively explains the challenges associated with it. So, agenda-setting might not always positively influence the thought process of people.
3. **May miss out on important information:** By choosing to focus only on specific news stories, the media may inadvertently or consciously suppress information that may be beneficial to the public. For instance, focusing on political developments or sporting events instead of promoting a limited-time social security scheme that can benefit people.
4. **Can be difficult to measure its impact:** Agenda setting commonly influences the mind-set of people by influencing their thought processes. The degree to which they can effectively influence people's thinking capabilities is unknown, making it difficult to measure the effects and results accurately.

Factors affecting Agenda setting

- Gatekeepers, editors and managers and other external influences.
- Non-media sources like government officials and influential personnel.

For example “if the media has close relationship with the elite society, that class will probably affect the media agenda and the public agenda in turn”.

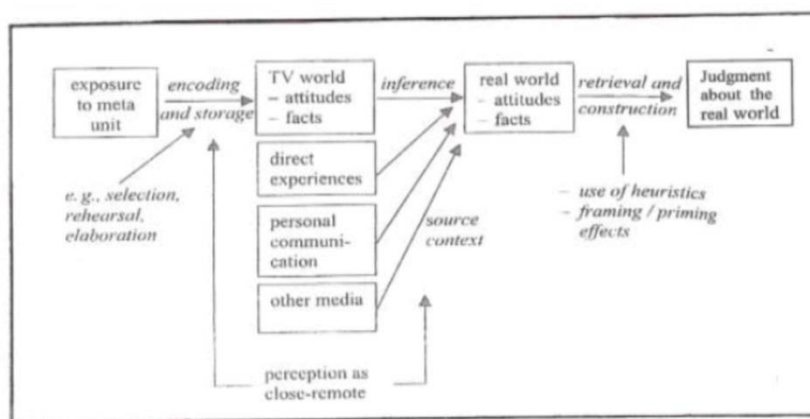
Criticisms of Agenda setting theory

- Media users are not ideal. The people may not pay attention to details.
- The effect is weakened for people who have made up their mind.
- Media cannot create problems. They can only alter the level of awareness, priorities, importance, etc.

Overall, Agenda Setting Theory highlights the power of the media in shaping public opinion and the importance of media literacy in understanding how media influences our perceptions of the world.

• Cultivation Theory

Cultivation theory is a sociological theory that explains the relationship between media exposure and an individual's perceptions of reality. Cultivation theory examines the long-term effects of television viewing on viewers' conceptions of social reality. Developed by George Gerbner in the late 1960s, the central hypothesis of cultivation analysis is that people who spend more time watching television are more likely to perceive the real world in a way as most commonly depicted in television messages, as compared to those who watch less television, but are otherwise comparable in major demographic features.



According to the theory, the repetitive and consistent messages presented in media can create a "mainstream" culture and a "mean world" view in which people believe that the world is a more dangerous place than it actually is. This perspective can lead to increased fear, anxiety, and a greater willingness to support the use of force to address social problems.

Cultivation research has explored a range of topics, including the relationship between television viewing and political attitudes, crime

and violence, health issues, and gender roles. While the theory has been widely debated, many studies have supported the idea that media exposure can influence an individual's attitudes and beliefs.

It's important to note that the effects of media exposure are not uniform across all individuals, as factors such as age, gender, education, and cultural background can moderate the effects. Additionally, cultivation theory should not be seen as a deterministic approach to media effects, but rather as a perspective on how media can contribute to shaping our beliefs and attitudes.

- **Uses and Gratification Theory**

The Uses and Gratifications Theory is a Mass Communication theory that focuses on the needs, motives and gratifications of media users. The theory states that media consumers are passive consumers of mass communications; rather, they play an active role in media consumption.

The theory is attributed to researchers Jay G. Blumler and Elihu Katz. In 1974, they published “The uses of mass communication: Current perspectives on gratifications research”, which painted a complete picture of the Uses and Gratifications Theory. The theory originated, however, with the research of Harold Laswell.

The Uses and Gratification theory discusses the effects of the media on people. It explains how people use the media for their own need and get satisfied when their needs are fulfilled. In other words, it can be said that the theory argues what people do with media rather than what media does to people. Also, this theory is in contradiction to the Magic Bullet theory, which states that the audience is passive. This theory has a user/audience-centered approach. Even for communication, say – interpersonal, people refer to the media for the topic to discuss among themselves. By referring the media, they gain more knowledge and exposure to the world beyond their limited eyesight.



There are several needs and gratification for people. They are categorized into five needs.

1. Cognitive needs
2. Affective needs
3. Personal Integrative needs
4. Social Integrative needs
5. Tension free needs

1. Cognitive needs

People use media for acquiring knowledge, information, facts, etc. Among the audience, some have the thirst to acquire intellectual and academic knowledge. This is not a very common phenomenon. Different people have different needs. For example, quiz programs on television give on factual knowledge; to know about current affairs people need to watch the news regularly; search engines on the internet are also very popular since people can browse for any topic easily under the run with no time restriction.

2. Affective needs

It includes all kinds of emotions, pleasure and moods of the people. People use media; say television, to satisfy their emotional needs.

The best example would be when people get emotional or sometimes even they cry for a sad scene while watching the movie/soap opera.

3. Personal Integrative needs

This is the self-esteem need. People use media to reassure their status, gain credibility and stabilize. So people watch television and assure themselves that they have a respectable status in society. For example, people watch advertisements in the media like jewellery ads, furniture ads, apparel ads, etc. and buy these products so that they can change their lifestyle. Hence the media helps them to do so.

4. Social Integrative needs

It encompasses the need to socialize with family, friends and relations in society. For social interaction nowadays, people do not seem to gather socially during weekends instead they have turned to social networking sites on the internet such as Facebook, Twitter, and Tumblr etc. to satisfy their needs.

5. Tension free needs

People sometimes use the media as a means to escapism from the real world and to relieve from tension and stress.

For example, people tend to relax while watching television, listening to the radio, surfing the internet, etc. In fact, media has the power to grab audience mind since it makes them feel connected with the situation and characters emotionally.

Note: The needs are specific in nature to the individual and how the media satisfies the need is subjective. For example, some people may watch the news to relax while others may get tensed or agitated by the same. The media is the same, but people use it for different needs.

On television, most people watch reality shows nowadays not only its popular, but because of the following reasons:

- It is more realistic.
- It provides entertainment.
- It is more interesting.
- There are new concepts cropping up every now and then.
- Viewers can participate as well in many ways while sitting at home.
- Controversies are extensively covered.
- Sensationalism brings in more viewers.

9.4 CRITICISM OF USES AND GRATIFICATION THEORY

- The uses and gratification theory does not bring into consideration the power of media.
- It is more audience-oriented study.
- Positive point of the uses and gratification theory is it focuses attention on individuals in the mass communication process.
- It mainly focuses on people's selectivity on media content rather than its unintended effects in their minds.
- Researches of this theory conclude the results are subjective rather than objective.

9.5 KNOWLEDGE GAP THEORY OF COMMUNICATION

The Knowledge Gap Theory of Communication is primarily concerned with the unequal distribution of information throughout society and the correlating access to knowledge pertaining to socioeconomic status. The Knowledge Gap Hypothesis was first proposed in 1970 by three University of Minnesota researchers: Phillip J. Tichenor, then Associate Professor of Journalism and Mass Communication, George A. Donohue, Professor of Sociology, and Clarice N. Olien, Instructor in Sociology (Yoo Ri & Southwell).

They defined the Knowledge Gap theory, "as the infusion of mass media information into a social system increases higher socioeconomic status segments tend to acquire this information faster than lower socioeconomic status population segments. Hence the gap in knowledge between the two tends to increase rather than decrease." In simple words, as the access to mass media increases those particular segments of population inevitable gain information faster and hence the wide gap increases with the lower economic status of the population. The world is yet to see the complete effect of the new technologies but as the globe turns out more technological and the expense rises, it more goes out of the league of the poor. As a result the knowledge gap also widens and the people of the higher economic class gain the benefits more. If the Information services are not made equal for the entire society, this gap of information will increase over the years.



In this theory knowledge is treated as any other commodity which is not distributed equally throughout the society and the people at the top of the ladder has more easy access to it. This theory was used in the presidential election and it is seen that when a new idea invades in the society, the people of the higher strata understand it better and hence the gap expands. But, events such as debates, free talks may help to reduce this gap.

Few reasons have been stated of why this pattern of gap exist

1. **Communication Skills**– As a person receives more education, his communication skill increases and hence gathering information becomes easier for him. Along with this reading, understanding and memory skills also become better and thus he understands the issues of various spheres better.
2. **Stored information**– Via classrooms, textbooks, discussions, educated person is exposed to much more topics than a less educated person and hence his awareness is more.
3. A person with more education has more social integration.
Relevant Social Contact– This helps him to counter various perspectives, diverse stories etc which makes his understanding of public issues better.
4. **Selective Exposure**– An educated person knows well of how to use optimum use of a medium while on the other hand a person with no knowledge is unlikely to know it. Hence he will be less aware of the issues around the world and less interested and may not also know of how it may affect him.
5. **Media Target Markets**– For every product, news or any commodity a certain segment is targeted and it is usually the higher strata of the society who is targeted and hence the lower strata remains unaware.

Ways of Reducing the Gap

George A. Donohue and his other colleagues by the end of 1975 came up with three variables after a survey on local and national issues, which will help to reduce the gap and that failed this theory upto a certain extent.

1. **Impact of local issues**– It was seen that local issues that directly impacted the people had aroused more of social concern than

national issues that did not have such a great impact and hence in these issues widened gap could be reduced.

2. **Level of social conflict surrounding the issue**– Until a communication breakdown, issues with more perceived conflict tends to grab more attention and weakening the knowledge gap hypothesis.
3. **Homogeneity of the community**– If it is a homogeneous community, the gap tends to be lesser than a wider heterogeneous community.

9.6 MEDIA HEGEMONY THEORY

Media Hegemony Theory is a concept in media and communication studies that examines the relationship between the media, power, and ideology. The theory posits that the media, particularly dominant media organizations and their owners, exercise a significant degree of power and influence in shaping public opinion, beliefs, values, and attitudes.

According to this theory, the media works to promote the interests and perspectives of dominant groups and reinforces the existing power structures in society, creating a "dominant ideology" that serves the interests of the ruling class. This dominant ideology is often presented as common sense and natural, but it serves to maintain the status quo and reproduce existing power relations.

The concept of media hegemony was first developed by Italian Marxist Antonio Gramsci, who argued that the ruling class uses various forms of cultural and ideological domination, including the media, to maintain its power and control over society. The theory has been further developed by scholars and media analysts who examine the ways in which media ownership, content, and representation contribute to the creation and maintenance of media hegemony.

While commenting on media hegemony, Adelheid says that it seems to involve at least three assumptions that could be treated with evidence:

1. The socialization of journalists involves guidelines, work routines and orientations replete with the dominant ideology.
2. Journalists tend to cover topic and present news reports that are conservative and supportive of the status quo.
3. Journalists tend to present pro-American and negative coverage of foreign countries, especially Third World nations.

Critics of media hegemony theory argue that the media is not a monolithic entity and that alternative voices and perspectives are represented in the media, albeit to a limited extent. However, proponents of the theory argue that the media remains heavily influenced by corporate and government interests, and that alternative perspectives are often marginalized or suppressed.

Finally, if the mass media are in general giving support, to the status quo and corporate values, someone should inform Senator Jesse

Helms, and his Fairness in Media group, of this fact. Senator Helms has been involved in efforts to buy the CBS television network because he thinks CBS News is too liberal.

The existence of fairness in media may be one of the best arguments that the mass media are ideologically neutral, since they are criticized by the left for presenting a conservative point of view and by the right for presenting a liberal point of view.

Frankfurt School Emergence of Critical Theory

Critical theory is a theoretical framework that emerged in the early 20th century as a response to the social and political changes brought about by modernity. It has its roots in the work of German philosopher and sociologist Max Horkheimer, who founded the Institute for Social Research in Frankfurt, Germany, in 1923.

The critical theorists of the Frankfurt School sought to understand and critique the social, economic, and political structures of modern societies, and to imagine a more just and equitable future. They were influenced by Marxist thought, but they went beyond traditional Marxism to develop a more comprehensive and interdisciplinary approach to social critique.

Critical theory was concerned with the role of ideology in shaping people's perceptions and beliefs, and with the ways in which social, economic, and political institutions served to reinforce existing power structures and maintain the status quo. They sought to unmask the ideological and institutional forces that maintained social inequality and oppression, and to promote the development of a more democratic and equitable society.

Scholars distinguish between Critical Theory (capitalized) as the product of several generations of German philosophers and social theorists of the Frankfurt School on the one hand, and on the other any philosophical approach that seeks to liberate people from all forms of slavery and actively works to create a world in accordance with human needs (usually called "critical theory", without capitalization). Philosophical approaches within this broader definition include feminism, critical race theory, and forms of postcolonialism.

Max Horkheimer first defined critical theory (German: Kritische Theorie) in his 1937 essay "Traditional and Critical Theory", as a social theory oriented toward critiquing and changing society as a whole, in contrast to traditional theory oriented only toward understanding or explaining it. Wanting to distinguish critical theory as a radical, emancipatory form of Marxist philosophy, Horkheimer critiqued both the model of science put forward by logical positivism, and what he and his colleagues saw as the covert positivism and authoritarianism of orthodox Marxism and Communism.

Over time, critical theory has evolved and expanded, incorporating insights from fields such as psychology, anthropology, and cultural studies. Today, critical theory continues to be a vibrant area of inquiry, with scholars using its insights to study a wide range of social

and political issues, from globalization and neoliberalism to the intersections of race, gender, and sexuality.

9.7 CHECK YOUR PROGRESS

1. Explain the Agenda Setting Theory of mass communication.

2. Provide examples of how media has influenced public priorities in different historical contexts.

3. What are the benefits of agenda-setting in the context of media and public communication?

4. Critically analyze the Uses and Gratification Theory in communication studies.

5. Explain the Knowledge Gap Theory of communication.

6. Discuss the concept of Media Hegemony Theory.

7. How does the media's ability to set the agenda impact public opinion?

8. Discuss the interaction between Knowledge Gap Theory and Agenda-Setting Theory.

MCQ

1. Which type of agenda-setting refers to the priorities that media outlets give to particular issues, influencing public perceptions of their importance?***

- a) Policy Agenda
- b) Media Agenda
- c) Public Agenda
- d) Political Agenda

2. One of the benefits of Agenda Setting in mass communication is:

- a) It helps media control all aspects of public opinion.
- b) It shapes public priorities and influences policy decisions.
- C) It eliminates public debate on key issues.
- d) It encourages the public to ignore media messages.

3. A primary criticism of the Uses and Gratification Theory is:

- a) It assumes audiences are passive receivers of media messages.
- b) It overlooks the active role of audiences in media consumption.
- c) It focuses too heavily on media producers and not enough on

consumers.

4. According to Media Hegemony Theory, media:

- a) Is a neutral platform that reflects all societal views equally.
- b) Reinforces and perpetuates dominant ideologies and power structures in society.
- c) Promotes cultural diversity and equality.
- d) Has no influence on public political views.

5. The Agenda Setting Theory suggests that the media:

- a) Directly dictates the opinions of the public.
- b) Has little effect on public opinion or behavior.
- c) Primarily informs the public but does not influence opinions.

Answer

1- b), 2- b), 3- b), 4- b), 5- d)

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UNIT : 10 : ALTERNATIVE MODELS OF COMMUNICATION

STRUCTURE

- 10.0 Introduction**
- 10.1 Objectives**
- 10.2 Normative Theories**
- 10.3 Community Media**
- 10.4 Indian Perspective/ Context of Communication**
- 10.5 Macbride Comission Report**
- 10.6 Let Us Sum Up**
- 10.7 Check Your Progress**
- 10.8 Suggested Readings**

10.0 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 about communication problems.

10.1 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 is heavily dominated by distinct socio-cultural-linguistic regions.

10.2 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 in 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.

10.3 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 are 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 of 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.

10.3 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.

Communication 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 within 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 go beyond individual behaviours and consider social norms, current policies , culture and general development context.
5. Communication for social change strives to strengthen cultural identity, trust, commitment, voice ownership and generally community empowerment.

UN's Steps Towards Communication for Change

The United Nations Development Program (UNDP) has created an officially set of universal goals, called as Millennium Development

Goals (MDGS) . 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.

10.4 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.

10.5 MACBRIDE COMMISSION 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 an separable relationships 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 noting 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 regimens 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 principle 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.

10.6 LET US 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.

10.7 CHECK YOUR PROGRESS

Q1. Why normative theories are necessary for hypothesis formation.

Q2. Explain why normative theories are extremely controversial.

Q3. Explain how development communication can be used to educate people to deal with pollution in urban areas.

Q4. What is role of electronic media in development communication.

Q5. What does the report of McBride Commission and International Commission stresses on.

MCQ

1. Which of the following is NOT a normative theory of the press?
 - A) Social Responsibility Theory
 - B) Authoritarian Theory
 - C) Libertarian Theory
 - D) Economic Determinism Theory

2. Which of the following is a key characteristic of community media?
 - A) It is owned and operated by commercial enterprises.
 - B) It is focused on profit maximization.
 - C) It serves the needs and interests of specific communities or local groups.
 - D) It broadcasts content to a global audience.

3. Which of the following communication channels has been most crucial in shaping the mass communication landscape in India?

- A) Social Media Platforms
- B) National Newspapers
- C) Television and Radio
- D) Direct Mail

4. The Macbride Commission Report, released in 1980, focused primarily on which of the following issues?

- A) Global economic reforms
- B) International communication and the media
- C) Climate change and environmental communication
- D) Media ownership and control

5. Which normative theory argues that the media should operate freely with minimal interference from the government, and that the press serves as a watchdog?

- A) Social Responsibility Theory
- B) Authoritarian Theory
- C) Libertarian Theory
- D) Developmental Theory

6. Which of the following best describes the role of community radio in India?

- A) To provide government-controlled propaganda
- B) To serve urban and global communities
- C) To provide entertainment and information relevant to rural and local populations
- D) To broadcast only political content

7. The "Prasar Bharati" Corporation in India primarily focuses on which type of media?

- A) Digital media platforms
- B) Satellite television
- C) Public broadcasting via radio and television
- D) Print media

8. The Macbride Commission Report advocates for a **New World Information Order** (NWIO). What was its primary aim?

- A) To reduce state censorship on media
- B) To promote global news agencies
- C) To rectify the imbalance in the flow of news between the global North and South
- D) To encourage free-market media policies

Answer

1-d), 2-C), 3-d), 4-b), 5 C), 6-C), 7-C), 8-C).

10.8 SUGGESTED READINGS

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UNIT : 11 : JOURNALISM

STRUCTURE

- 11.0 Objectives**
- 11.1 Introduction**
- 11.2 Concepts, Dimension And Function of Journalism**
- 11.3 Nature of Media and Content**
- 11.4 Journalism as Profession**
- 11.5 Indian Society**
- 11.6 Let Us Sum Up**
- 11.7 Check Your Progress**
- 11.8 Suggested Readings**

11.0 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 or 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 towards 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.

11.1 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.

11.2 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 of 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 days, 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's 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- editorials 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 editorials talk about the controversial topics like election issues, some opinion page editors will run dealing editorials, with each staking out a respective side of the issue.
8. News features- news features explore 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 explores it by interviewing the people involved and drawing conclusions from that information. A writer selects an important issue and explains

11.3 NATURE OF MEDIA AND CONTENT

Nature of Print Media

Print media is one of the older forms of media on earth and it has very strong roots which no other media can unearth. In fact it is the very basis of very modern media. Print constitutes 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 is very low in cost which every person can afford. It is available in every language and gives news on a grass root level.

This is the most popular form because it is delivered directly at home. It has access to reach masses in a cheap price.

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

Newspaper's primary function is to inform the readers about the news events at local, state and national level.

Newspapers usually employ reporters who go on field to bring news; in other words we can also say that every reporter has to act as a 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 a beat. A reporter covering an area of crime is that he is covering a crime beat.

There are other forms of specialised reporting as well such as Court reporting, Parliamentary reporting. Doing court and parliament reporting is a highly specialized job and one needs years of considerable experience in it. Usually such type of reporter has a P.I.B card (press

information bureau). P.I.B card holders 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 tells 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 see n tv news is few minutes but in newspaper you get to have detailed information regrading the subject matter.

Now days newspapers is 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 world wide. 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 days. Even if you are in your house, you simply have connect 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. Infact we can say that viewer is simply surfing the whole world by Tv or smartphone.

When ever a story break, electronic media delivers at a very fast speed. On the other hand electronic media very much 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 stand alone 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 news papers. 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; what ever has been published on newsprint is printed for 24 hours. Another story or update will 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.

Reference book for this topic is

11.4 JOURNALISM AS PROFESSION

Role, Responsibilities and Challenges, Objectivity and Fairness, Careers In Journalism, Training Problems, Perceptions and Response of The Industry.

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 extraordinary 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 days, 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 enlighten masses on various issues. Journalists 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 a journalist is to inform, to educate and persuade the masses for common good which in turn helps them to make decisions. Today, the work of a journalist is not merely to give news and information; he has to act as a watchdog of society in every respect. A journalist's duty is also to tell the government about the wrong policies made by the government. He has to act vice versa. The biggest challenge before a journalist is of being aware of the happenings around. For this, he has to conduct certain interviews, meet 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, a journalist is nothing. Making sources in media is a job of creativity. It is such a thing which a journalist must imbibe in himself. If he cannot, he has to learn at any cost.

The duties of a journalist are to tell truth to masses, nothing but truth. If he is covering a crime beat, he has to go to the spot as soon as possible, meet eye witnesses, law enforcement officers and to perform other documentation. He has to work in close collaboration with the team. Without the team he is just zero. In fact, team coordination is 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 to masses. He has to write his stories in such a way that may not incite communal violence, hatred for a particular community or religion.

Careers in Journalism

Now a days 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 a 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.

11.5 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 rememberable 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 other 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 come 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 overview of a 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 who belong to particular Gujarati community of businessmen. Basically, Gujaratis is business community in our country. It is a perception that Gujaratis and Marwari and Baniya Community are from business clan. They follow a certain faith but do not get involved in business environment to make living.

Responsibility of the press

Independent press is 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. Journalists 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 a balanced manner in order to not incite anxiety among listeners or viewers. News organisations must maintain independence in working. It has not to go against any person, place or place and not to be 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.

11.6 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.

11.7 CHECK YOUR PROGRESS

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

Q2. What is newsworthiness and what are the elements of news.

Q3. What are the functions of Journalism in democratic setup. What journalism is called fourth pillar of democracy.

Q4. What is newsprint. From where it is imported.

Q5. Why newspapers are called walnut of intellect.

Q6. Describe the scope and future of print media.

Q7. What are the current trends in electronic media industry.

Q8. What is demography in society in India society.

Q9. Without demography no society can exist discuss.

MCQ

1. Which of the following is NOT considered a fundamental function of journalism?

- A) Promoting political ideologies
- B) Shaping public opinion
- C) Informing the public
- D) Entertaining the audience

2. Which of the following is a key characteristic that differentiates journalism from other forms of communication?

- A) It focuses on delivering commercial advertisements.
- B) It is regulated solely by the government.

- C) It seeks to entertain and divert audiences only.
- D) It is governed by ethical standards and principles to inform the public truthfully.
3. Which of the following is a major challenge faced by journalists in India?
- A) Complete government control of media content
- B) Lack of access to global media platforms
- C) Threats, violence, and intimidation from powerful interest groups
- D) Excessive focus on social media over traditional journalism
4. Which of the following is a dimension of journalism that focuses on explaining complex issues to the public?
- A) Investigative journalism
- B) Opinion journalism
- C) Interpretive journalism
- D) Tabloid journalism
5. Which of the following best describes the role of media in society?
- A) To maintain a monopoly on information and news
- B) To deliver only entertainment content to the audience
- C) To act as a watchdog, inform, and educate the public
- D) To be controlled exclusively by political parties

Answer

1-A), 2-D), 3-C), 4-C), 5-C).

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STRUCTURE

- 12.0 Introduction**
- 12.1 Definition and Concept of News**
- 12.2 News Values**
- 12.3 News Objectivity**
- 12.4 Origins of “Inverted Pyramid**
- 12.5 Importance of News In Society**
- 12.6 Check Your Progress**
- 12.7 References**

12.0 INTRODUCTION

Man has always been alert to keep himself safe and forward. For which a person keeps watching what is happening around him? What kinds of events are happening in and around the world? Man gets information about all these things through communication mediums .Because the media has to make the society aware of various activities along with the social surveillance. Because the media has originated to alert, entertain, educate, aware and motivate the society. Media keeps spreading news to alert people. The main objective of the media is to spread such news so that humans can protect themselves.

12.1 DEFINITION AND CONCEPT OF NEWS

Concept of News

NEWS is the one of the best known commodities in today’s world. Everybody who understands a language and has access to mass media recognizes it. The concept of NEWS must have existed even before the beginning of the era of mass media.

“Mass media” in India is that part of the Indian media which aims to reach a wide audience. Besides the NEWS media, which includes print, radio, TV. The internet is playing an increase role, along with growth of the Indian blogging community.

The word “news” is plural form of the word ‘new’. It denotes new things i.e., fresh things.

**“If a dog bites a man – it is not news, but
If a man bites a dog – it is news”.**

The first one is natural (A dog bites a man); it happens in every place; it had happened in the past; it is happening in all the countries. But the second one is (A man bites a dog) unnatural. It is a contrary happening. It is a new event, so it is called news.ⁱ

Definition

News has become an important part of our daily lives as a result of the growth of the news media, such as newspapers, news channels, and news portals. It has been impossible to come up with a universally accepted and universally accepted definition of news. This is due to the fact that the meaning and scope of news has evolved over time and varies according to the political structure of the state. But the simplest definition of news is that it is all that is happening around us in all directions, north-east-west-south, and when all of these things are added together, they form news.

"News" is defined as "something new, something relevant and important, something immediate, or something unusual that occurs in our world and affects us or our society in some way.

The word "NEWS" is derived from the four directions as indicated below:

N = North
E = East
W = West
S = South

Some most common definitions of news:

- According to the Random House Dictionary of English Language, the meaning of 'news' is: "a report of a recent event; intelligence, information.
- According to the Oxford Dictionary: News is the report of recent events, or occurrences brought or coming to one as new information; new occurrences as a subject of report or talk."
- According to the famous British editor Lord Northcliffe: News is something that somebody somewhere doesn't want to print, wants to suppress. All the rest is advertising.
- According to the Chilton R. Bush: News is the report of an event that a reader can and will understand.
- According to the William Metz, professor of journalism, University of Nevada, US: "While it may not be possible to describe it precisely in words, every news reporter must come to a personal understanding of nature of news, must reach some conclusion about its essence before it is possible to recognise 'news' when it happens."
- According to the Evelyn Waugh: "news is what a chap who doesn't care much about anything wants to read. And, it's only news until he has read it. After that it's dead."
- Here, it's also important to know as to what we mean by 'news sense', or 'news judgment'. "Being able to identify what will interest readers is called having news sense," said a noted American professor of journalism, Wyford Hicks.

So we can say that News is information about current events. That can provide through different media: word of mouth, printing, postal

systems, broadcasting, electronic communication, or through the testimony of observers and witnesses to events.

12.2 NEWS VALUES

News values are general guidelines or criteria which determine how much prominence a media outlet gives a news story. They explain why a story interests its audience; and how editors and other journalists decide that one piece of information is news while another is not. Media outlets include newspapers, magazines, radio, television, and the Internet. News values are also called news criteria or news factors.

Journalists are looking out for news stories that attract a significant audience or readership. They must discover which information is newsworthy and filter out that which is of little interest. By applying a set of guidelines or criteria, they can identify what material will make the best stories. We call these guidelines “news values”.

News values are central to this process because they identify the ingredients of a story that will engage people’s attention.

➤ News Elements

The newsworthiness of a story is determined by these ten guiding principles:

1. Impact
2. Timeliness
3. Prominence
4. Proximity
5. Conflict
6. Oddity
7. Currency
8. Human Interest

1. Impact

Events are more newsworthy when they affect a greater number of people. The impact of the story quickly establishes the importance of the piece to the reader. It also inherently explains the consequences of the news itself. If the U.S. president or British prime minister announces his plans to sanction military aid to Pakistan, it’s bound to impact the Indo-US or IndoBritish ties, and also Indo-Pak relations. Similarly, if the Union Government increases income tax in its annual budget, or levies a tax on purchase of cars, that make all-India news. Or, if the chief minister of a state in India abolishes state grants for the private-aided schools, the children of lower middle class or poor parents availing fee concession may be hit adversely as the consequence of the new policy, thus, it will make big news for all citizens of that state.

2. Timeliness

The time of occurrence of an event is the most important element of a news story. People want to know about the event as quickly as possible. Report of an event that happened yesterday or the day before yesterday is generally deemed stale and often not considered fit for publication, unless it is of extra ordinary nature, or extremely significant in some

manner. So, the time of the event's occurrence is immensely crucial for it to be considered news. News may cease to be news after 24 or even after 12 hours in today's race against time and the age of Internet and smartphones. Readers, listeners or viewers now a day, very well recognise the immediacy and perishability as profusely vital factors in 'newsfall' and news reporting. It is said that stale news is abhorred as stale bread.

3. Prominence

If a well-known personality happens to be involved in the event, it will invariably make news. For example, if the prime minister strains his ankle while walking to the car, or a celebrity has a bathroom fall, it makes news. The important fact is that the famous, the infamous and even the eccentric command a special appeal for audiences. This is also due to the fact that high profile families enjoy privacy and often make news for any pleasant or unpleasant event.

4. Proximity

Closeness or nearness of an event or an incident to the audience has tremendous importance for reporters as well as for a newspaper. Proximity could be geographical or relevance to the audience. The more 'local' or closer the site where the event took place, the greater will be its importance to be termed as news. Occasionally experts can help localize a larger national story that impacts more than just a city or state. In these cases, it is important to be on the lookout for opportunities where subject matter experts can provide insight or where similar projects may be happening locally.

5. Conflict

Conflict of any type – political, social, cultural, communal, among some sections of society, difference of opinion among two or more political parties, conflict among some warring groups, or more of such conflicts always make news. By definition, these stories are almost always controversial to some degree. Fortunately, university staff and faculty are generally perceived as impartial experts. We can help mitigate potential reputational risk with these stories while also increasing the odds of generating coverage.

6. Oddity

Novel and rare incidents make news. When, for example, an Indian woman gave birth to eight children, each weighing about 200 grams, and they all survived, it made world news. Again, when an eight-year-old boy in Delhi competed in a marathon race with grownups, and won it, that became a novel event to be deemed as news.

7. Currency

Currency means that an idea's time has come. The Ice Bucket Challenge is a perfect example of "currency." This story generated a momentum completely of its own – and news outlets covered everything from the latest video of a celebrity dumping water on their head to the economics of the phenomenon.

8. Human Interest

While many of the above news values are interwoven, human interest stories often stand apart. These stories speak to our shared experience, emphasizing uniquely human elements such as personal growth or an unexpected act of kindness. Human interest elements can add news value to other stories that might appear to be lacking in the other values.

12.3 NEWS OBJECTIVITY

Objectivity in journalism aims to help the audience make up their own mind about a story, providing the facts alone and then letting audiences interpret those on their own. To maintain objectivity in journalism, journalists should present the facts whether or not they like or agree with those facts. Objective reporting is meant to portray issues and events in a neutral and unbiased manner, regardless of the writer's opinion or personal beliefs.

Some Objectives of Journalism:

1. Acting in the Public Interest

“The public interest” is a very broad term, but in the context of journalism, it has been explicitly defined. The Press Complaints Commission, which regulates British print media, defines the public interest as:

- (i) Detecting or exposing crime or a serious misdemeanour.
- (ii) Protecting public health and safety.
- (iii) Preventing the public from being misled by some statement or action of an individual or organisation.

Since the public is the ultimate source of income for media, acting in their interest is both an ethical and pragmatic concern for journalists.

2. Maintaining the Public's Trust

Journalists strive to keep the public's trust, because it is on the foundation of trust that information is collected and exchanged. The public must trust journalists to provide accurate and valuable information, or the journalists' works will be neither sought out nor believed. Sources of information must trust journalists to protect their identity, where applicable, and not to misrepresent them or their views. This can be seen as an ethical value, but it is also a pragmatic one: a media outlet cannot do business if it cannot obtain sources or be believed by the public.

3. Profit

No media outlet wants to have to choose between accurately presenting an important story and turning a profit, but these objectives sometimes conflict. Staying in business is, of course, the primary concern in such situations. When faced with a decision about what stories should be published, or how to portray a particular issue, the press is often more likely to publish a story that portrays events and issues unambiguously and straightforwardly (Galtung and Ruge,

1965). Often this results in an oversimplification of complex issues, or even a substitution of sensationalized stories for important ones.

12.4 TYPES OF NEWS

On the Basis of news circulations there are four types of news;

1. International News
2. National News
3. Regional News
4. Local News

Whereas on the Basis of news contents there are two types of news: Hard News and Soft News.

I. Hard New

A Hard news is a news item which states plain, simple facts as it has happened. It usually answers the basic questions of 5W's and H

Who

What

When

Where

Why & How

When writing hard news, a standard technique is usually used. The inverted pyramid style is used in print media, where the most important information is placed near the beginning of the story and the less important information is placed later. The less important information is simply ignored in the broadcast media. When reporting on major public events, government actions, international events, economic and social affairs, crime, science and technology, the environment, and so on, the hard newswriting style is typically used.

If a fire breaks out in any part of Mumbai, causing significant damage to residents' property, including human lives, immediate notification of this unprecedented devastation is required. Who, what, when, where, why, and how are the questions?

Similarly, when a bomb explodes, the news is immediately broadcast in the news media in the form of hard news, stating the facts as they are known, such as the location of the explosion, the number of casualties, and the actions taken.

Now day's lingo, Hard news is also known as spot news or breaking news because news organisations publish the information as soon as it becomes available.

II. Soft News

A Soft news covers a wide range of topics. This includes features, editorials, and articles, among other things. Soft news includes opinions and reactions in addition to the facts. Soft news is a term that describes stories that deal with human interest topics. The majority of soft news comes from the hard news. These are usually the follow-up stories to a

major event, highlighting angles not covered in the hard news, usually the human interest angle.

The goal of such news stories is to pique readers' or viewers' interest and heighten emotional appeal by presenting the information in an engaging manner. As a result, when dealing with soft news stories, the traditional news writing formula is not used. The writer has the freedom to be extremely creative in order to create an item that will appeal to as many readers as possible while also making an impression on the public's minds.

➤ **Human Interest News**

A story that discusses a person, or people, or a companion animal in an emotional way. It presents people and their problems, concerns, or achievements in a way that brings about interest, sympathy or motivation in the reader or viewer.

A Human Interest Story is a type of news story that focuses on a person, group of people, and/or culture in an emotional manner. The goal is to create empathy between the audience and the subject matter, often with the intent to garner sympathy and/or awareness in the process.

There are a couple forms a human interest story may take. The most common is the "story behind the story" approach, which takes a fairly pivotal moment in history and focuses on one or more of the background people. For example, a story about a woman whose husband was in the World Trade Center on September 11th, 2001 would be a human interest story. Another approach is to find somebody with an interesting but otherwise historically unimportant story and do an exposé on them.

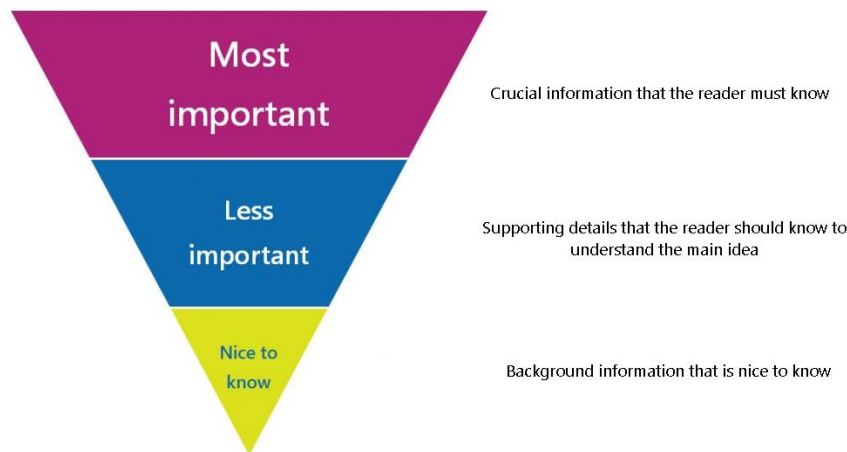
➤ **Story form**

Form is a term that means the style in which a text is written. Some examples of forms include news, scripts, novels and the various different types of poetry. Choosing a form is an important part of writing because it provides structure and helps writers communicate meaning. A news article always written in the special format which is called "Inverted pyramid structure".

➤ **Inverted pyramid structure**

In journalism, the inverted pyramid refers to a story structure where the most important information (or what might even be considered the conclusion) is presented first. The who, what, when, where and why appear at the start of a story, followed by supporting details and background information. This writing style is different than, for example, academic writing, where an abstract may summarize the main findings, but the content typically focuses first on the details, leading to the conclusion which appears at the end of the article.

The name "inverted pyramid" comes from picturing the broad facts at the top of the story, followed by smaller and smaller details, like a triangle balanced on one corner.



This writing style gets to the point quickly and supports all types of readers. Even those who have the time or inclination to read only a single paragraph, or even single sentence will still know what the story is about. The inverted pyramid also helps editors when they need to cut a piece at a certain length to fit a publication: if the paragraphs get less and less important as you advance in the article, the article can easily be trimmed at practically any point.

12.4 ORIGINS OF “INVERTED PYRAMID”

The inverted pyramid structure is the product of an old media technology—the telegraph. When news outlets would telegraph information over the wires, it made sense to use the inverted pyramid because the most vital information in the story was transmitted first. In the event of a lost connection, whoever received the story could still print the essential facts.

The inverted pyramid structure also benefits editors. If an editor needs to cut an article, they can simply cut from the bottom. If their reporter was writing in the reliable inverted pyramid structure, the most essential information would remain at the top.

Criticisms Inverted Pyramid Structure

Some in the media critique the inverted pyramid for being artless, and certainly, it is not right for every news story, as it removes a great deal of autonomy from the reporter. Others link inverted pyramid style to the decline in newspaper readership, arguing that, by giving away the ending first, the structure goes against the very fundamentals of narrative. Some scholars have theorized that the inverted pyramid structure might actually be more difficult for readers to understand.

With the emergence of online news writing, the inverted pyramid structure is not as prominent as it once was. In the online format, where editors are no longer bound by column inches, an article’s length is more flexible. Similarly, online journalism is increasingly influenced by the presence of bloggers, who typically eschew traditional news writing structure.

➤ **Intro**

News journalists call the first sentence of a story the 'intro', or introduction. The first sentence should summarise the story 'in a nutshell' and cover key information.

At least three of the six classic questions (5 Ws and 1 H) - Who, What, Where, When, Why and How – should be answered in the intro.

Intros should attract the reader's attention. News reporters don't try to build suspense - they do the opposite and give it all away in the first sentence. It can almost seem like starting at the end of the story, rather than the beginning.

➤ **Leads**

A lead is an opening paragraph that gives the audience the most important information of the news story in a concise and clear manner, while still maintaining the readers' interest. If a reader does not read beyond your first paragraph, they should still have an idea of what your article is about and the most important information from that article. There are many different strategies for writing a good lead as well as many differing opinions, but the strongest opinion is that they are hard and take time. Don't plan on rushing a good lead.

➤ **Types of leads**

There are many types of leads which are as follows:

Summary Lead

A summary lead is the most common and traditional lead in journalism. It is meant to give a quick summary in as few words as possible and is usually one sentence. It contains most of the 5Ws (who, what, when, where, why) and the H (how).

Single-Item Lead

This lead focuses on just one or two elements of a summary lead. The purpose is to pack a bigger punch than a summary lead.

Delayed Identification Lead

The "who" is not identified right away in this lead because it isn't deemed as important (for example, a member on the school board punched the president). Instead a descriptive pronoun is used to describe the person and his title and specific name is revealed in a later paragraph.

Creative Lead

The purpose of the creative lead is to capture the interest of readers where a summary lead might not.

Short Sentence Lead

A short sentence lead uses one word or a short phrase as a teaser with the rest of the lead appearing later. This is often considered gimmicky, so only use it now and then.

Analogy Lead

This lead makes a comparison between an issue or event and something else a reader may be more familiar with.

2. Types based on the mode

News can be categorized into different types based on the mode or platform through which it is delivered. Here are some common types of news based on mode:

Print News:

Print news refers to news content published in traditional print media, such as newspapers and magazines. It includes articles, editorials, features, and opinion pieces that are distributed in physical form. Print news typically follows a standardized format and is designed to be read in a sequential manner.

Broadcast News:

Broadcast news refers to news content delivered through electronic media channels, primarily television and radio. It includes news bulletins, live reports, interviews, and documentaries. Broadcast news often combines visuals, audio, and on-screen graphics to provide a comprehensive and engaging news experience.

Online News:

Online news refers to news content published and accessed through the internet. It encompasses news articles, videos, podcasts, and multimedia content available on news websites and digital platforms. Online news offers the advantage of real-time updates, interactive elements, and the ability to tailor news consumption according to individual preferences.

Mobile News:

Mobile news specifically refers to news content accessed and consumed on mobile devices, such as smartphones and tablets. With the proliferation of mobile apps and responsive web design, news organizations have optimized their content for mobile platforms to provide a seamless and user-friendly news experience on smaller screens.

Social Media News:

Social media news refers to news content disseminated through social media platforms, including Facebook, Twitter, Instagram, and YouTube. It includes news articles, videos, live streams, and user-generated content. Social media has become an influential platform for news distribution, enabling users to share, comment on, and engage with news stories.

Podcast News:

Podcast news involves the delivery of news content in an audio format, typically through episodic series that can be streamed or downloaded. News podcasts cover a wide range of topics and provide

in-depth analysis, interviews, and storytelling. They offer flexibility and convenience for news consumption, allowing listeners to access news while on the go.

Live News:

Live news refers to real-time reporting of events as they unfold. It can be delivered through various modes, including live television broadcasts, live streaming on websites and social media platforms, and live radio updates. Live news coverage allows audiences to stay informed about breaking news and major events as they happen.

Infotainment News:

Infotainment news combines elements of information and entertainment. It refers to news content that is presented in an engaging and entertaining manner, often incorporating lighter stories, celebrity news, and lifestyle features. Infotainment news aims to attract a broader audience and balance serious news with more light-hearted content.

Citizen Journalism:

Citizen journalism involves news content produced and shared by non-professional individuals who witness or experience events firsthand. It includes user-generated content, eyewitness reports, and social media posts that contribute to the news narrative. Citizen journalism provides a unique perspective and often covers local or niche stories that may be overlooked by mainstream media.

12.5 IMPORTANCE OF NEWS IN SOCIETY

1. **Informing the Public:** News provides individuals with up-to-date information about local, national, and global events. It covers a wide range of topics, including politics, economy, social issues, science, technology, culture, and sports. News keeps people informed about current affairs, enabling them to make informed decisions in their personal and professional lives.
2. **Promoting Accountability and Transparency:** News serves as a watchdog, holding individuals, organizations, and institutions accountable for their actions. Journalists investigate and report on issues of public interest, uncovering corruption, scandals, and abuses of power. By exposing wrongdoing, news media helps maintain transparency and ensures that those in positions of authority are held responsible for their actions.
3. **Facilitating Public Debate and Discussion:** News acts as a platform for public debate, enabling diverse perspectives and opinions to be expressed. It provides a forum for discussing social, political, and economic issues, allowing citizens to engage in meaningful dialogue and contribute to the democratic process. By presenting various viewpoints, news helps promote an informed and inclusive public discourse.
4. **Empowering Citizens:** Access to reliable news empowers citizens by providing them with the knowledge necessary to participate in

society effectively. It enables individuals to understand their rights, make informed decisions, and engage in civic activities. News equips people with the information they need to vote responsibly, voice their concerns, and take action on matters that affect their lives.

5. **Promoting Awareness and Social Change:** News coverage raises awareness about societal issues and challenges. It sheds light on marginalized communities, social injustices, and humanitarian crises, fostering empathy and inspiring collective action. News stories have the power to drive social change by raising public consciousness and mobilizing support for important causes.
6. **Counteracting Misinformation and Fake News:** In an era of widespread misinformation and fake news, reliable news sources play a critical role in counteracting falsehoods. Professional journalists adhere to ethical standards, fact-check information, and provide accurate and verified news. By promoting accuracy and accountability, news helps combat the spread of misinformation, ensuring that citizens have access to credible and trustworthy information.
7. **Nurturing Democracy:** News is an essential pillar of democracy, as it promotes transparency, accountability, and the exchange of ideas. Informed citizens are better equipped to participate in democratic processes, engage with their representatives, and make informed choices during elections. A robust and independent news media serves as a check on power, safeguarding democratic principles and institutions.
8. **Providing a Sense of Community:** News connects individuals and communities by sharing stories that reflect their shared experiences. Local news coverage keeps communities informed about events, developments, and issues that directly impact their daily lives. By providing a sense of belonging and shared identity, news fosters community engagement and social cohesion.

12.6 CHECK YOUR PROGRESS

1. Explain the concept and definition of news.

2. Discuss the concept of "news value."

3. What is meant by news objectivity and why is it important in journalism?

4. Discuss how the inverted pyramid structure has influenced modern news reporting, both in print and online media.

5. Analyze the positive and negative effects of news on society, particularly in the age of digital media and social media platforms.

1. What is the primary definition of "news"?

- a) A form of entertainment
- b) A detailed description of events
- c) Information about current events or happenings
- d) An opinion-based article

2. Which of the following is **not** a common news value?

- a) Timeliness
- b) Proximity
- c) Complexity
- d) Conflict

3. What does "news objectivity" primarily refer to?

- a) The reporter's opinion
- b) The neutrality of the news content, free from personal bias
- c) The emotional tone of a story
- d) The entertainment value of a story

4. The “inverted pyramid” style of writing originated in which context?

- a) In radio broadcasting
- b) In online journalism
- c) In print journalism, particularly for telegraphy
- d) In news photography

5. Which of the following is an example of news value related to "proximity"?

- a) A local earthquake reported in a national newspaper
- b) An international celebrity scandal
- c) A global environmental issue
- d) A political debate happening in another country

6. Why is news important in society?

- a) It helps keep the public entertained
- b) It helps to inform people about societal issues, guiding informed decisions
- c) It increases ad revenue for media outlets
- d) It only serves political agendas

7. Which of the following is *not* a characteristic of the inverted pyramid style of writing?

- a) Most important information is placed at the beginning
- b) The structure becomes less detailed as the article progresses
- c) The article begins with a detailed background story
- d) It allows readers to quickly gather the key facts

8. What is the role of "news value" in journalism?

- a) It helps determine which stories are published and their prominence
- b) It decides the political leaning of news outlets
- c) It focuses primarily on entertainment stories
- d) It evaluates the length of articles

Answer

1. c) 2. c) 3. b) 4. c) 5. a) 6. b) 7. c) 8. a)

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UNIT : 13 :THE REPORTER AND REPORTING

STRUCTURE

13.0 Introduction

13.1 Professional Reporter and Social Knowledge

13.2 Ethics of Reporting And Professional Hazards

13.3 Professional Hazards

13.4 Kinds Of Reporting

13.5 Interview: Techniques For Interviewing For Gathering News

13.6 Check Your Progress

13.7 Reference

13.0 INTRODUCTION

Reporting is the art, business, skill, profession of gathering information for immediate use. It is the part of collection and selection of information of a reporter. The collection of information is the major aspect of reporting. Sometimes, the process of gathering news may involve risk of life. The process of selection of news starts in the newsroom on scheduled time. Specific desks are responsible for editing the specific type of news like political, commercial, sports and so on. This process is supervised by the news editor. Reporting is the dynamic of the news.

13.1 PROFESSIONAL REPORTER AND SOCIAL KNOWLEDGE

A journalist is an individual that collects/gathers information in form of text, audio, or pictures, processes them into a news-worthy form, and disseminates it to the public. The act or process mainly done by the journalist is called journalism. A reporter is a type of journalist who researches, writes and reports on information in order to present using sources. This may entail conducting interviews, information-gathering and/or writing articles. Reporters may split their time between working in a newsroom, or from home, and going out to witness events or interviewing people. Reporters may be assigned a specific beat or area of coverage.

A professional journalist's job revolves around researching, writing and reporting news stories. As a journalist you may be assigned general news topics or you may work in various specialty areas such as politics, celebrity news or sports. Much of your job will involve

traveling to local or distant destinations to gather information for a story. You may have to interview people to gather facts or get first-hand accounts of an event. Deadlines are a regular part of the job, and journalists frequently work odd hours and weekends.

Reporters, correspondents, and broadcast news analysts inform the local, national, and international public about events or news that is currently happening. They report the news or events for television, radio, newspapers, magazines, and websites. They perform their jobs mostly in the field gathering information by conducting interviews and investigating stories. This occupation is fast-paced with high stress to meet deadlines and be first to break a news story.

In making journalistic choices to achieve the greatest possible good, the press has a moral responsibility to address the general demands of society. While there had been "codes of ethics" for journalists for decades, some scientists deemed the Commission's report a watershed; they thought it was a key reaffirmation of the role of modern media in a democratic society.

The principle of social responsibility in the press says that the press should not be used to encourage fear or other feelings of social harm. In other words, information, the opinions of writers and editors, etc., should be relayed in the press, but should be done in a way that does not alarm the general people. Social responsibility is not standard in the US journalism. The American press is not even standard accurate.

There has been much discussion on the media's role in a democratic system. India has the world's largest democracy and the media have a strong presence here. Indian media have been widely criticised in recent times for the way they have ignored their duty to social responsibility. The Indian democratic fabric has been harmed by dangerous corporate practises in the media sphere. The existence of pluralism has been threatened by large industrial conglomerates within the media industry. Transnational media organisations have extended their wings with their own global interests on the Indian market after liberalisation. This has been done at the expense of Indian media, which was first seen as agent of social transformation through development programmes for those portions of society who were not privileged and marginalised. Although the media sometimes played the role of a guard of the government officials successfully and have also helped participative communication, much more needs to be done.

13.2 ETHICS OF REPORTING AND PROFESSIONAL HAZARDS

Ethical reporting is a process of transparency. Foundational to proper, professional, and ethical conduct is the intent to be honest, accurate, and complete when providing required information.

1. Truth and Accuracy

Journalists or Reporters cannot always guarantee 'truth' but getting the facts right is the cardinal principle of journalism. We should

always strive for accuracy, give all the relevant facts we have, and ensure that they have been checked. When we cannot corroborate information, we should say so.

2. Independence

A Reporter must be independent voices; we should not act, formally or informally, on behalf of special interests whether political, corporate or cultural. We should declare to our editors – or the audience – any of our political affiliations, financial arrangements or other personal information that might constitute a conflict of interest.

3. Fairness and Impartiality

Most stories have at least two sides. While there is no obligation to present every side in every piece, stories should be balanced and add context. Objectivity is not always possible and may not always be desirable (in the face for example of brutality or inhumanity), but impartial reporting builds trust and confidence.

4. Humanity

A Reporter should do no harm. What we publish or broadcast may be hurtful, but we should be aware of the impact of our words and images on the lives of others.

5. Accountability

A sure sign of professionalism and responsible journalism is the ability to hold ourselves accountable. When we commit errors, we must correct them, and our expressions of regret must be sincere not cynical. We listen to the concerns of our audience. We may not change what readers write or say but we will always provide remedies when we are unfair.

13.3 PROFESSIONAL HAZARDS

According to a UNESCO report over the past decade, a journalist has been killed every four days on average. Each year since 2016, more journalists have been killed outside of conflict zones than in countries currently experiencing armed conflict. A total of eighty-six killings of journalists worldwide have been reported between 2020 and the end of June 2021.

Impunity for crimes against journalists continues to prevail, with nine of ten killings remaining unpunished. The year 2020 saw a slight improvement, however, with thirteen per cent of cases worldwide reported as resolved, compared to twelve per cent in 2019, and eleven per cent in 2018. In many cases, impunity results from bottlenecks within the justice system itself.

While fewer women journalists are among the victims of fatal attacks, women are particularly targeted by offline and online gender-based threats and harassment. These attacks have increased significantly in recent years. Women journalists have identified political leaders, extremist networks and partisan media as some of the biggest instigators and amplifiers of online violence against women,

according to the UNESCO discussion paper *The Chilling: Global trends in online violence against women journalists*, 2021, based on a major interdisciplinary study produced by the International Centre for Journalists (ICFJ).

In the context of the Covid-19 pandemic, media workers around the world have also been subject to harassment, persecution and detention as a result of their work to keep citizens informed about the health crisis.ⁱⁱ

13.4 KINDS OF REPORTING

Reports are documents detailing the results or findings from a process, project, or investigation. They can also refer to a well-detailed analysis of specific data sets or situations. Depending on the situation, there is a classification of reports.

- **Investigative Reporting**

According to Professor Steve Weinberg investigative journalism as ‘Reporting, through one's own initiative and work product, matters of importance to readers, viewers, or listeners’. In many cases, the subjects of the reporting wish the matters under scrutiny to remain undisclosed. There are currently university departments for teaching investigative journalism. Conferences are conducted presenting peer-reviewed research into investigative journalism.

According to British media theorist Hugo de Burgh: ‘An investigative journalist is a man or woman whose profession is to discover the truth and to identify lapses from it in whatever media may be available. The act of doing this generally is called investigative journalism and is distinct from apparently similar work done by police, lawyers, auditors, and regulatory bodies in that it is not limited as to target, not legally founded and closely connected to publicity.’

American journalism textbooks point out that muckraking standards promoted by McClure's Magazine around 1902, have become integral to the character of modern investigative journalism. Furthermore, the successes of the early muckrakers continued to inspire journalists.

Investigative journalism is finding, reporting and presenting news which other people try to hide. It is very similar to standard news reporting, except that the people at the centre of the story will usually not help you and may even try to stop you doing your job.

The job of journalists is to let people know what is going on in the community, the society and the world around them. Journalists do this by finding facts and telling them to their readers or listeners.

In much of their work, the facts are easy to find in such places as the courts and parliaments, disasters, public meetings, churches and sporting events. People are usually happy to provide journalists with news. Indeed, in many countries, thousands of people work full time in public relations, giving statements, comments, press releases and other forms of information to journalists.

Throughout the world, though, there are still a lot of things happening which people want to keep secret. In most cases these are private things which have no impact on other people - such as relations within a family or a bad report from school. These personal things can remain secret.

In many other cases, governments, companies, organisations and individuals try to hide decisions or events which affect other people. When a journalist tries to report on matters which somebody wants to keep secret, this is investigative journalism.

- **Interpretative Reporting**

Interpretative reporting interprets facts. Reporter tries to balance the writing with reasons and meanings of a development. Reporter provides the information along with an interpretation of its significance. He uses his knowledge and experience to offer the reader an idea of the background of an event and explain the results it could lead to.

Besides his own knowledge and research, the reporter also takes the opinions of specialists to support the report.

According to Curtis D. MacDougall, author of book Interpretation Reporting, the first important inputs to interpretative reporting was provided by World War-I. When the First World War broke out, most Americans were taken by surprise. They were unable to explain its causes. This resulted in changes in the style of reporting. In 1939, when the Second World War started, an overwhelming majority of the Americans expected it or at least knew it was possible.

MacDougall says an interpretative reporter is aware of the fact that a news item is not an isolated incident, but an inevitable link to a chain of important events. An interpretative reporter cannot succeed if he is hampered by prejudices and stereotyped attitudes, which would bias his perception of human affairs. Interpretative reporting thus goes behind the news brings out the hidden significance.

He says a successful journalist should be more than a thoroughly trained journeyman with his reading of history, economics, sociology, political science and other academic subjects.

- **In-Depth Reporting**

In-Depth reporting is what makes readers aware of all aspects of a given subject by giving them all possible information, including background and atmosphere.

In-Depth reporting treats a story with a kind of thoroughness of details and background that a 300-words story cannot. It tells the reader not only what happened but why it happened.

In-Depth reporting is simply good reporting with an eye for accuracy and detail.

Depth reporting is digging beneath the surface and coming up with facts that aren't immediately visible, but which nevertheless contribute to an understanding of story.

13.5 INTERVIEW: TECHNIQUES FOR INTERVIEWING FOR GATHERING NEWS

Nowadays about 90 percent of everything in a news story is based on some form of interviewing - either in person, by telephone, or occasionally, by correspondence.

Types of Interviews

A distinction must be made between news stories that are merely based on interviews and actual interview stories. Very seldom is a journalist present at the scene of an accident as it takes place - for example, at a collision between two automobiles. A story of this type must be based entirely on interviews - either in person or by telephone - with the police, with eyewitnesses, with the victims themselves, and depending upon the gravity of the accident, with the garage mechanics, hospital attendants, relatives of the victims and others.

In news stories of this kind, the journalist is concerned with a news event that requires interviewing people to learn the facts. The interview story, on the other hand, is essentially a feature built around the views, personality or exploits of an individual or group of individuals. The difference, in most cases, is largely in the emphasis. In writing the interview-based news story, you stress the news, whereas in the interview story, you place the stress on the person being interviewed.

Interviews are as varied as the people who grant them, the journalists who conduct them and the news that suggests them. Rarely are interviews so mechanical that they can be reduced to standard formulas or categories. Several types, however, deserve special attention because they are the ones that occur most frequently. They are as follows:

1. News interview
 2. Telephone interview
 3. Casual interview
 4. Personality interview
 5. Symposium interview
 6. News Conference
1. **News interview:** The news interview is based on "hard news," some event or development of current and immediate interest. Suppose you are a journalist assigned to the staff of Commander, Naval Air Force, U.S. Atlantic Fleet (COMNAVAIRLANT), and a new super carrier has been launched for the Navy. Later, you learn the carrier will be assigned to the Atlantic Fleet, and you are assigned to write the story. The original news announcement released by the shipyard or naval authorities would most likely contain only the broad, straight facts - cost, size and construction details.
- A story of this scope is of major interest to the local community of the super carrier's home port. Media want more information than is offered in the initial report. By interviewing competent news

sources, such as key officers on COMNAVAILANT's staff, and asking well-defined, carefully considered questions, you can localize, illuminate, expand and add depth to the original story. When will the ship be commissioned? How will the ship's presence affect the local economy? What will its mission be? When is it expected to join the fleet? To which carrier division will it be assigned? Will there be a flag officer embarked? Has a prospective CO been selected? How will this new carrier strengthen our national defence effort?

2. **Telephone interview:** The telephone interview, a modified version of the news interview, has a number of obvious advantages, and at the same time, it has several limitations that challenge a resourceful journalist. Ingenuity and clear thinking are sometimes needed to locate a news source when a big story breaks; the power of persuasion is often necessary to elicit information from a reluctant person who can easily hang up the receiver, and a sympathetic telephone voice is important when you are talking to a family where tragedy has struck.
3. **Casual interview:** An accidental encounter between a journalist and a news source on the street or at a social gathering can often result in a tip that arouses the curiosity of a writer. A major news story may be the result after you do some digging.
4. **Personality interview:** In the personality interview an effort is made to let the reader see the appearance, mannerisms, background and even the character of the subject. Magazines like the New Yorker have developed this type of interview, called "a profile," into a high art not easily attained by daily newspapers under the pressure of deadlines. However, with preliminary research on an interviewee's background, intelligent planning of questions and skilful interviewing, a good journalist can let a person's words and mannerisms bring that individual vividly to life in an interesting newspaper feature story.
5. **Symposium interview:** From time to time, news developments of current interest require a journalist or a team of journalists to seek information not from one or two sources but from a dozen, or perhaps a hundred or more. For example, which of the two presidential candidates in the television debate made the best impression on the public? How do the residents of a city feel about their football team winning the Super Bowl? For some stories - as in a pre-election poll - all of the techniques of a scientific opinion sampling may be required. In other instances, reactions and comments may result in a lively feature story. Depending on the subject, the symposium (or group) interview may bring out opinions of importance, entertainment or merely the views of the "man on the street" on some subject of general interest.
6. **News Conference:** In recent years, an increasingly popular phenomenon of journalism has developed - the news conference. By presenting news conferences "live" on television, President Kennedy raised them to one of the most potent forces in the public

exchange of opinion between the people and their government. For close to 70 years, in a different format, the news conference has been an important source of news. The person interviewed at a news conference may be the President of the United States, the Chief of Naval Operations, a senior government official, and the manager of a big league team, a movie star plugging a new motion picture or any other person promoting what is believed to be a news story of interest to the public. As in every interview story, preliminary groundwork pays off; knowledge of the interviewee's background is indispensable. During the interview, an alertness to story possibilities often leads to unexpected results.

13.6 CHECK YOUR PROGRESS

1. Discuss how social knowledge and awareness of current affairs are important for a reporter's success.

2. Discuss the ethical responsibilities of reporters in the modern media landscape.

3. What are the different professional hazards that journalists and reporters face while performing their duties?

4. why it is important for journalists to specialize in or be versatile in multiple forms of reporting.

5. What are the essential techniques for conducting a successful interview in journalism?

MCQ

1. What is one of the key characteristics of a professional reporter?

- a) They focus primarily on entertainment news
- b) They have a broad social knowledge and understanding of various issues
- c) They report news without verifying sources
- d) They avoid interviewing people for stories

2. Which of the following is an example of a professional hazard for reporters?

- a) Working from home
- b) Exposure to hostile environments during war or protest coverage
- c) Editing articles
- d) Attending press conferences

3. Which ethical principle is most important for a reporter when handling sensitive information?

- a) Sensationalism
- b) Accuracy and fairness
- c) Entertaining the audience
- d) Speed of publication

4. What is the purpose of "confidentiality" in reporting?

- a) To withhold the identities of sources when requested
- b) To avoid sharing any information with the public
- c) To only report positive news
- d) To keep all information private, regardless of its newsworthiness

5. Which of the following is a common type of reporting?
- a) Entertainment reporting
 - b) Investigative reporting
 - c) Science fiction reporting
 - d) Editorial reporting
6. What is one major challenge a reporter might face when working in a conflict zone or dangerous environment?
- a) Lack of stories to report
 - b) Increased exposure to physical harm or violence
 - c) Limited access to the internet
 - d) Shortage of equipment
7. Which of the following is an essential technique for conducting an interview to gather news?
- a) Asking only yes/no questions
 - b) Maintaining a passive attitude during the interview
 - c) Asking open-ended questions to encourage detailed responses
 - d) Ignoring the interviewee's body language
8. What is the primary goal of a reporter when conducting an interview for news gathering?
- a) To express their own opinions on the subject
 - b) To collect quotes that support their personal views
 - c) To gather accurate and diverse information from the interviewee
 - d) To entertain the audience with the interviewee's anecdotes

Answer

1. b) 2. b) 3. b) 4. a) 5. b) 6. b) 7. c) 8. c)

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UNIT : 14 : WRITING

STRUCTURE

14.0 Objective

14.1 Introduction

14.2 Writing Style Needed For Journalism

14.3 Kinds of Media Writing

14.4 Art Of Writing Features, Reviews, Profiles, Obituaries, Letter to The Editor

14.5 Editorial and Column Writing

14.6 Magazine Writing

14.7 Let's Sum Up

14.8 Key Words

14.9 Check Your Progress

14.10 Suggested Readings

14.0 OBJECTIVE

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

14.1 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.

14.2 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 a 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.

14.3 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? When? 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 a 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 can not 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 a issue objectively, with no emotional burden, to choose proper and right infromation for the reader. A writer has to judge the situation and need of the reader before writing any story.

14.4 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 humour 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 be 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 covered 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, economical physical or mental.

- **News Feature:** This feature is based on a news story where the writer finds a human angle 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 entertainment 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.

Some time 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- Explain 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.

14.5 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 an 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 a 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 monetary 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 honourable 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 honoured.

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. Some time 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.

14.6 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.

14.7 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.

14.8 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 organisation's opinion on an current issue.
Background	Information which is not part of the news story but which facilitate further explanation about the situation and the news story.

14.9 CHECK YOUR PROGRESS

1. Discuss the essential writing style needed for journalism.

2. Explain the different kinds of media writing and their respective purposes.

3. Discuss news writing, feature writing, investigative journalism, and opinion writing.

4. How does the writing style for each differ in terms of tone, structure, and content?

5. Compare and contrast editorial writing and column writing in journalism.

6. What is the purpose of an editorial, and how does it reflect the stance of the publication?

7. How does column writing allow for more personal expression and analysis by the writer?

8. Discuss the unique aspects of magazine writing, particularly long-form features and in-depth storytelling.

MCQ

1. What is the primary characteristic of writing style needed for journalism?

- a) Complex and formal language
- b) Short, clear, and to-the-point language
- c) Highly descriptive and flowery language
- d) Use of jargon and technical terms

2. Which of the following is a type of media writing that involves covering immediate events in a concise and factual manner?

- a) Feature writing
- b) Investigative reporting
- c) News writing
- d) Opinion writing

3. What is the primary goal of writing a feature article in journalism?

- a) To report news in a straightforward manner
- b) To provide a personal opinion on an issue
- c) To provide an in-depth, human-interest perspective on a topic
- d) To entertain the audience with a fictional story

4. Which of the following is a key element when writing a profile in journalism?

- a) A detailed analysis of global events
- b) A personal look at an individual's life, achievements, and character
- c) A discussion of economic or political theories
- d) A critical review of a book or movie

5. Which of the following best describes the purpose of an obituary in journalism?

- a) To review a recent movie or book
- b) To provide a detailed report on an event
- c) To commemorate and summarize the life of a deceased person
- d) To offer opinions on current political issues

6. What is the primary difference between editorial writing and column writing in journalism?

- a) Editorials represent the opinion of the individual writer, while columns represent the viewpoint of the publication
- b) Editorials reflect the publication's official stance on an issue, while columns represent the individual opinions of a writer
- c) Columns are longer than editorials
- d) There is no difference; they are the same thing

7. In magazine writing, what is the most important consideration when writing a feature article?

- a) To ensure it is as brief as possible
- b) To present an engaging story with detailed background and rich context
- c) To use complex language and technical terminology
- d) To write from a strictly objective point of view

8. Which of the following is a critical skill for writing effective letters to the editor?

- a) Writing in a highly formal and academic tone
- b) Stating personal opinions on a controversial topic concisely and respectfully
- c) Writing long, detailed reports
- d) Focusing on entertainment and humor

Answer

1. b) 2. c) 3. c) 4. b) 5. c) 6. b) 8. b)

14.9 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 Henry 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 : 15 : EDITING

STRUCTURE

15.0 Introduction

15.1 Objectives

15.2 Editing

15.3 Sub Editor- Skills, Duties And Responsibilities of Sub Editor

15.4 Editing Process: Editing Tools, Copy Writing and Re Writing Copy, Space & Typography

15.5 Newspaper Production

15.6 Let Us Up

15.7 Key Words

15.8 Check Your Progress

15.9 Suggested Readings

15.0 INTRODUCTION

The chapter deals in assessing the quality of news as not every information can become news. There are few qualities that every information must possess to become news. News is everywhere but every journalist 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 re-examines 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 be 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 as reporting department, editing department and others.

15.1 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 amalgamate and balance the content in a readers 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 depend 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.

15.2 EDITING

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

News is some thing 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 may 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 if it 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 also promotes 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 greater the degree of oddity in a story, the greater it has news value.

9. Progress

It stresses on significant change that 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 what ever 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 contain 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. At 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.

15.3 SUB EDITOR- SKILLS, DUTIES AND RESPONSIBILITIES 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 journo who usually are responsible for preparing sports bulletin. Similarly other news like education, health, crime, politics has to be allotted to the concerned journo 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 be 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 has to be 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 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.

15.4 EDITING PROCESS: EDITING TOOLS, COPY WRITING AND RE WRITING COPY, SPACE & TYPOGRAPHY

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 deriver 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 posses farsightedness.

An editor of the news paper must be cut above the edge to unroot 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 posses 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 journals prepare and write scripts along with other supporting details and send 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 informs your users, optimizes readability and accessibility and ensures an excellent user experience. It builds brand recognition and personality and trust. It influences decision making, it holds the attention of readers.

15.5 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 contains news material. Here, we can say grass looks green on the other side of the edge. In-fact, News paper 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 send 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 started. 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 to 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 are another advancements 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 help 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.

15.6 LET US UP

From the above topic, young aspirants will be able to understand that information is not news. A good journalist have 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.

15.7 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 guideline which all sub editors and seniors has to follow.

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

15.8 CHECK YOUR PORGRESS

Q1. What qualities turns an information into news.

Q2. What are 5w's and 1H. What is inverted pyramid style of writing.

Q3. What is copy editing. Criteria of copy editing and proof reading.

Q4. How a good news story is selected from jungle of information.

Q5. Who is a sub editor. What is the role of sub editor in handling stories related to religion.

Q6. Describe the coordination of sub editor and photo editor.

Q7. Define various stages of newspaper production on national daily.

MCQ

1. What is the primary role of an editor in journalism?
 - a) To write original stories
 - b) To ensure the accuracy, clarity, and coherence of content
 - c) To manage the newspaper's finances
 - d) To conduct interviews for news stories
2. Which of the following is a key skill required of a sub-editor?
 - a) Graphic design
 - b) Proficiency in photography
 - c) Attention to detail and language proficiency
 - d) Directing news broadcasts
3. Which of the following is a primary duty of a sub-editor?
 - a) Conducting investigative reporting
 - b) Writing headlines and editing stories for grammar and clarity
 - c) Editing photographs for layout
 - d) Managing advertising content

4. What is the editing process that involves reviewing and rewriting the original content for better flow and accuracy called?
- a) Proofreading
 - b) Rewriting copy
 - c) Fact-checking
 - d) Layout designing
5. Which of the following is considered an essential editing tool for a journalist?
- a) Audio recording equipment
 - b) Editing software (e.g., Adobe InDesign, Microsoft Word)
 - c) A camera
 - d) A microphone
6. What does "space and typography" refer to in the context of editing and newspaper production?
- a) The design of the front page
 - b) The arrangement and formatting of text and images to fit in a layout
 - c) The headlines used in articles
 - d) The choice of colors for the newspaper's logo
7. Which of the following is part of the newspaper production process?
- a) Writing news stories
 - b) Editing content for clarity and accuracy
 - c) Designing newspaper layouts
 - d) All of the above
8. Which of the following best describes the relationship between a sub-editor and the chief editor?
- a) The sub-editor is responsible for the overall editorial decisions
 - b) The sub-editor only writes stories without any editing responsibilities
 - c) The sub-editor works under the chief editor to ensure stories meet editorial standards
 - d) The sub-editor is only responsible for proofreading, not editing

Answer

1. b) 2. c) 3. b) 4. b) 5. b) 6. b) 7. d) 8. c)

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UNIT : 16 : NEWS AGENCY AND PHOTO JOURNALISM

STRUCTURE

16.0 Introduction

16.1 News Agency: Purpose, Function, Structure and Importance In Mass Communication

16.2 Various Services of News Agency

16.3 Photojournalism: Science And Arts of Photography

16.4 Photo Editing Styles, Software and Caption Writing Etc.

16.5 Photo Caption Writing

16.6 Check Your Progress

16.7 Reference

16.0 INTRODUCTION

A news agency is an agency that collects information or news in multimedia or text format and then sells them to different media organisations. The organisations which purchase the content include television broadcasts, radios, government organisations, etc. The news agencies are also known as newswires, news services, or wire services. The term wire services have its roots in the former times when agencies would use telegraphs to send their stories. News agencies do not generally publish news themselves for mass consumption. They sell it to the mass media outlets that are very much dependent on these agencies for news and updates.

While Photojournalism is journalism that uses images to tell a news story. It usually only refers to still images, but can also refer to video used in broadcast journalism. Photojournalism is distinguished from other close branches of photography (such as documentary photography, social documentary photography, war photography, street photography and celebrity photography) by having a rigid ethical framework which demands an honest but impartial approach that tells a story in strictly journalistic terms. Photojournalists contribute to the news media, and help communities connect with one other.

16.1 NEWS AGENCY: PURPOSE, FUNCTION, STRUCTURE AND IMPORTANCE IN MASS COMMUNICATION

News agency, also called press agency, press association, wire service, or news service, organization that gathers, writes, and distributes news from around a nation or the world to newspapers, periodicals, radio and television broadcasters, government agencies, and other users. It does not generally publish news itself but supplies news to its subscribers, who, by sharing costs, obtain services they could not otherwise afford. All the mass media depend upon the agencies for the bulk of the news, even including those few that have extensive news-gathering resources of their own.

- **Purpose of a News Agency**

The news agency has a variety of forms. In some large cities, newspapers and radio and television stations have joined forces to obtain routine coverage of news about the police, courts, government offices, and the like. National agencies have extended the area of such coverage by gathering and distributing stock-market quotations, sports results, and election reports. A few agencies have extended their service to include worldwide news. The service has grown to include news interpretation, special columns, news photographs, audiotape recordings for radio broadcast, and often videotape or motion-picture film for television news reports. Many agencies are cooperatives, and the trend has been in that direction since World War II. Under this form of organization, individual members provide news from their own circulation areas to an agency pool for general use. In major news centres the national and worldwide agencies have their own reporters to cover important events, and they maintain offices to facilitate distribution of their service.

- **Functions of a News Agency**

1. News agencies are establishments that supply news and current happenings to the press organizations from in and around the world.
2. They transmit the gathered news to media channels and do not directly supply them to the customers.
3. All India Radio, television channels, newspapers, and other media sources are supplied the news from the agencies.
4. They aim at gathering information also from other countries and abroad.
5. The news updates and other information must always be correct and backed by facts and research. Naturally, the reporters associated with the agencies report from the grassroots by talking to their sources. Press organisations generally circulate information from country to country.
6. News agencies basically work as information suppliers to media outlets. News agencies mostly break major news.

- **Structure of a News Agency**

The agency is run by a General Managers-cum-chief-editor, who is assisted by Deputy General Managers or Deputy Editors.

The Editorial Desk, which we loosely refer to as the Desk, is under the charge of a News Editor, while the reporting section is under the charge of a Chief of Bureau. The reporting staffs are divided into two groups: the Reporters who deal with day-to-day reporting are under a Chief Reporter and the Correspondents who deal with Ministerial or Legislative reporting are under the Chief of Bureau. Thus, the Chief Reporter is also answerable to the Chief of Bureau.

Apart from this, there are the transmission, technical, administration and account, from where it is immediately sent to the subscribers. Meanwhile, one or two reporters rush to the scene, and collect whatever facts they can get from eyewitnesses and police, and then either file the story by telephone or rush back to give their stories. (All the reporters are expected to know how to type.) Thus, within two or three minutes of the phone call by the caller, the first report would go out to the world. The other reports may also be on the wire within hours.

The agencies have offices in all the state capitals, and full-time or part-time (stringers) reporters in almost all the districts. They also have correspondents in many world capitals and at the United Nations. News agencies do not generally accept contributions from freelancers unless commissioned by the agency for particular event.

The news agencies are generally the first to get wind of a news break, be it disaster, announcement, or election result. Each agency takes pride in being the first to break the news to its subscribers; thus beating the other agency. For instance, PTI was the first to break the news of former Prime Minister, Rajiv Gandhi's assassination. Similarly, UNI was the first to report that Mr Premdasa of Sri Lanka had been killed in the blast in the island country. UNI also reported the magnitude of the earthquake of September 30, 1993, to the world about an hour before PTI. The news of the Sati by Roop Kanwar which shook the nation some years ago was also highlighted by the UNI.

So fast is the functioning of the agencies that a news report on the bomb blast at the Youth Congress office in Delhi was on the teleprinters within fourteen minutes of its occurrence in September 1993.

Profile of news agencies

1. THE PRESS TRUST OF INDIA (PTI)

The Press Trust of India Founded in 1949, PTI has, with largest domestic newspaper clients with 450 Indian newspapers. PTI provides news coverage in both English and Hindi Language Press Trust of India disseminate news with high tech technology end by using own satellite, , to broadcast news and information Agency offering computerized operations. The agency has news exchange arrangement with the with 100 news agencies of nation like the U.S., U.K., gulf region, European nations, Caribbean nations, African nations and also deployed agency correspondence on major international country capital., It has tie-up with 100 news. The news agency for cost cutting

mechanism has tie up with a IT company for storage of news agency database.

- PTI is India's premier news agency, headquartered in New Delhi and is a nonprofit cooperative of more than 500 Indian newspapers. It employs more than 400 journalists and 500 stringers to cover almost every district and small town in India. Collectively, they put out more than 2,000 stories and 200 photographs a day. It's Hindi service is called Bhasha.
- PTI correspondents are based in all important news centers around the world. It also has tie-up with several foreign news agencies. Currently, PTI commands 90% of new agency market share in India.
- PTI was registered in 1947 and started functioning in 1949. PTI is run by a Board of Directors with the Chairmanship going by rotation at the Annual General Meeting. The day-to-day administration and management of PTI is headed by the CEO, who is also the Editor-in-Chief. Its board of directors includes owner/editor of most of the leading publications in India like, Vineet Jain, Aveek Sarkar, Viveck Goenka, N Ravi etc.

2. UNITED NEWS OF INDIA (UNI)

UNI Established in 1961, UNI became one of the leading news agency in Indian domestic market but have distinction that first Indian agency to generate revenue from international subscriber and pan Indian presence and international foot print in for news flow its Hindi version also a very good reputation in the area of Hindi news agencies journalism.

3. IANS (INDO-ASIAN NEWS SERVICE)

IANs an internationally news content supplier platforms, an news resource on India and South Asia. It is a leading a south Asian region news agency delivered the news from India, South Asia region. IANS is an intergraded news agency with presence of publishing outsources, a multimedia content provider services.

- IANS was established in 1986, initially to serve as an information bridge between India and its diaspora in North America. Today it is a full-fledged, 24X7 agency based in Delhi-NCR (Noida), putting out the real-time news from India, South Asia and news of this region around the world.
- IANS is divided into six strategic business units: IANS English, IANS Hindi, IANS Publishing, IANS Business Consultancy, IANS Solutions, and IANS Mobile.
- Its client list includes a range of print publications, television news channels, websites, ethnic publications abroad, government ministries, foreign missions, private sector players, and multilateral institutions.

4. ASIAN NEWS INTERNATIONAL (ANI)

Asian News International ANI is has hundred news bureau in India. To deliver news content to television channels, radio stations, newspapers, websites with excellent input in form of video-audio, text and picture content. Agency also provides

service to foreign and domestic channels to package their reports in India and uplink via satellite.

- ANI is South Asia 's leading multimedia news agency with over 100 bureaus in India , South Asia and across the globe.
- ANI has established itself as a 'complete content house' providing text, video and picture content for TV, print, mobile and online media.
- ANI also provide a range of facilities for foreign and domestic channels to package their reports in India and uplink via satellite. These include provision of professional crews, editing and post production facilities, access to archives, uplinking facilities, coordinators, producers and correspondents, as per requirement.
- ANI services includes loosely edited news feeds and customized programmes for television channels, audio bytes for radio stations, live web casting and streamed multimedia / text content for websites and mobile carriers, and news wire services for newspapers, magazines and websites.

5. HINDUSTAN SAMACHAR

The Hindusthan Samachar was formed on 1st Dec. 1948, and provide news in 14 Indian languages. It's subscribers includes AIR, Doordarshan, various State Governments, Nepal Radio and a number of regional papers.

- Presently the service is being provided in Hindi, Marathi, Gujarati, Nepali, Oriya, Asamiya, Kannad, Tamil, Malayalam, Telugu, Sindhi, Sanskrit, Punjabi and Bangla. The service is fully based on the web internet technology. The subscriber can either download the next or convert it into E-mail format.
- In India this agency has offices in all the states. The news circulated in all the Indian languages by Hindusthan Samachar could be checked on the Website www.hindusthansamachar.com.

6. ASSOCIATED PRESS

American multinational agency established in the year 1846. It is an nonprofit news agency. Associated Press network is exists in all major international city & country around the all continental.

- AP is a non-profit cooperative organization established in 1846 in New York.
- AP was created by the coalescing of 5 dailies and is now owned by a large number of US newspapers and radio and T.V. Stations.
- It operates 243 bureaus in nearly 120 countries, with an international staff located worldwide.
- It is sustained by the subscription fees that it charges its media clients spread all over the world.
- Its website claims that on any given day more than half of the world's population consumes the news provided by AP.
- Associated Press also operates the Associated Press Radio Network, which provides newscasts twice an hour and offers news and public affairs features, feeds of news sound bites, and long form coverage of major events. It also operates

Associated Press Television News (APTN), a global video news agency.

7. REUTER

The Reuters news agency has been an outcome of Thomson Reuters. Reuters was established in 1851 & it footprints in 250 nations most of the top language of the world. Reuters 'agency has built a dominant image in the news agency journalism worldwide . Reuters has very strong subscription base in all the continent in Reuter started news service initially as electric telegraphy, carrier pigeons in his network.

- Founded by the Paul Julius Reuter (A German National) in 1851.
- From the 1860 -1914; Reuters was an imperial organization, the semi-official institution of the British Empire.
- From the American Civil War to the assassination of Abraham Lincoln, Reuters was the first to break the news and thereby it established a reputation of being a credible deliverer of information in real time.
- It is a major provider of commercial information like foreign exchange rates, stock exchange prices, commodity prices etc.
- Reuters is listed on both the London and New York stock exchange.
- Reuters receives only 10% of its revenues from the subscription, whereas the 90% of it comes from the clients of its financial services.
- Headquartered in London, the organization was acquired by the Thomson Corporation in 2008 and is now owned by Thomson Reuters.

8. UNITED PRESS INTERNATIONAL

United Press International it is founded in 1907 and leading news agency of USA. United Press International is one of the leading news agencies of the world and delivers quality news content in multimedia format at all major world destination. The analytical outcome of economic so much practical as policies of certain company are formulate on the news input of agency. UPI is integrated news agency as it has its newspapers, radio and news websites.

9. AGENCE FRANCE PRESSE (AFP)

AFP is France based leading news agencies of the world founded in 1835. It is the largest and leading news agency based in France. It covers almost 180 countries under its news content delivery network in multilingual mode.

- AFP is an oldest international news agency headquartered in Paris.
- AFP has regional offices in Nicosia, Montevideo, Hong Kong, and Washington, D.C., and bureaux in 150 countries.
- It transmits news in French, English, Arabic, Portuguese, Spanish & German.

- AFP is a non-profit autonomous public corporation chartered under a specific 1957 law, operating commercially and independently of the French government.
- AFP is administered by a CEO and a board comprising 15 members; among them 8 are representative of the French Press, 2 are AFP personnel, 2 are from public services of Radio and Television and 3 are from the public service subscribing to the agency, named by prime minister, minister of finances and minister of foreign affairs. The board elects the CEO for a renewable term of 3 years.
- The primary client of AFP is the French Government, who purchases subscription for its various services. In practice, those subscriptions are somewhat a subsidy to AFP.

Importance of a News Agency in Mass Communication

News agencies are the heart of the journalism industry, and they can be found in many forms. In most large cities, the mass media, which consists of newspapers, radio and television stations, has a mutual deal of interest with news agencies, and they bring coverage of news about various city-dealing subjects such as the police, the government, and other.

Many media websites too rely on news agencies to gather news about their own countries, as well as the world scene. One such digital news website is Kwt Today, founded by Clinton Misquitta; which delivers content to its readers via digital spectrum, social media, and video platforms, on dealings related to latest activities and trending events worldwide.

National agencies deploy reporters to cover everything from sports coverage to national election reports.

Worldwide news agencies are specialized in delivering content that revolves around dealings from around the world. The content can be anything from news interpretation, news photographs, special columns related to a set subject, audio recording for radio broadcast, and video for television broadcast.

The point of these news agencies is to be cooperative with most mass media, and this form of news gathering has worked ever since the Second World War. This makes the organization very easy since every member contributes to a large shared pool of information, which everyone can swim in.

A news agency is an organization aimed at distributing news for customers, generally media outlets, and not to the public.

Main roles of news Agencies:

- 1) To circulate information from one country to another.
- 2) To gather news all around the world that newspapers could not afford individually.
- 3) To work as a supplier of news (mainly foreign news) to media.
- 4) To be the first to report breaking news.

16.2 VARIOUS SERVICES OF NEWS AGENCY

The service has grown to include news interpretation, special columns, news photographs, audiotape recordings for radio broadcast, and often videotape or motion-picture film for television news reports. Many agencies are cooperatives, and the trend has been in that direction since World War II. Under this form of organization, individual members provide news from their own circulation areas to an agency pool for general use. In major news centres the national and worldwide agencies have their own reporters to cover important events, and they maintain offices to facilitate distribution of their service.

16.3 PHOTOJOURNALISM: SCIENCE AND ARTS OF PHOTOGRAPHY

Photojournalism is journalism that uses images to tell a news story. It usually only refers to still images, but can also refer to video used in broadcast journalism. Photojournalism is distinguished from other close branches of photography (such as documentary photography, social documentary photography, war photography, street photography and celebrity photography) by having a rigid ethical framework which demands an honest but impartial approach that tells a story in strictly journalistic terms. Photojournalists contribute to the news media, and help communities connect with one other. They must be well-informed and knowledgeable, and are able to deliver news in a creative manner that is both informative and entertaining.

Similar to a writer, a photojournalist is a reporter, but they must often make decisions instantly and carry photographic equipment, often while exposed to significant obstacles, among them immediate physical danger, bad weather, large crowds, and limited physical access to their subjects.

Most of us are familiar with the old adage “a picture is worth a thousand words”. Well this is the theory behind photojournalism. News publications are willing to pay top dollar to those photojournalists who can capture the most dramatic images on film or their CCD chip.

A Brief History of Photojournalism

Photos have been used to accompany news articles since the start of the American Civil War, though they were then seen more as enhancements than as the main focus of a piece.

Photojournalism entered a Golden Age beginning in the 1920s, with the arrival of smaller cameras like the 35 mm Leica, which was invented in Germany in 1925. These cameras were seen as revolutionary by photographers everywhere, as much less equipment was required for them to set up and take their pictures.

Not only were the inventions of the Leica and Kodak cameras important in creating worldwide access to photography; another related breakthrough occurred at the time — the popularization of magazine journalism. Magazines were coming to prominence in Europe as a means for telling stories with images, and because they were considered much more creative and visually appealing than newspapers, consumers went wild.

By the time the fever made it to American shores, popular pictorial magazines such as *Life* and the French language *Vu* required well-chosen images to complement their stories, allowing for this new form of journalism to thrive.

What Is the Purpose of Photojournalism?

Simply speaking, a photojournalist's role is to relate a story through photography. The goal is not only to take pictures, but to hold the images up to the highest journalistic standards in an effort to convey the truth. Not every one of a photojournalist's images will pass the test, just as every traditional journalist has to pitch multiple stories before one is accepted.

All in all, photojournalists are simply trying to expose the average person to new and different stories in an arresting and digestible way.

The Art of Photography

The question of whether or not photography is an art has always been the subject of debate since it first emerged. The issue arose primarily because of using a mechanical device to capture reality, in whatever form it takes. Today, however, it is acknowledged as a form of art. As earlier mentioned, the very definition of art shows what photography is all about. Photography is an effective means of expressing feelings and emotions. Many indeed use their photography skills to earn a living, which other artists do. Still, they are works of art because of how they were taken by the photographer. The artist inside allows them to capture just the right moment and create something that evokes memories or draws out different emotions. There is something they see in the subject that most people cannot imagine. If you look at some portraits by famous photographers, you will notice certain expressions on the face of the subject that you never did before. These expressions catch your eye because the photographer took them at the perfect moment. A photograph tells a story, sends a message, and makes you experience unique feelings. You can tell when a photograph was taken by an artist when you understand what it is trying to tell you. The choices of colors, the backdrops, and how the pictures come to life, are all part and parcel of this art form. Their challenge is that they depend on their surroundings to provide them with the best subject, colors, lighting, and other environmental factors. Still, it is their creativity that brings out the best in the photographs they take.

The Science of Photography

The use of a camera is the difference between photography and painting, their chosen medium. The camera works much like the human eye. Each part plays the role of the lens, iris, and retina. The difference is that a camera can capture moments that the human eye did not perceive. The photographer took the picture at the specific time the subject blinked, perhaps. There are many technicalities

involved in professional photography. Photography all started with science in mind. It soon evolved into artistic expression.

There is no denying that photography has a profound effect on people. It is reality artfully presented through the talent of the artistic photographer.

16.4 PHOTO EDITING STYLES, SOFTWARE AND CAPTION WRITING ETC.

Photo editing styles

There are seven most popular editing styles as:

1. Retro/Vintage Style

Picture, like from another age. The main feature of this look are the accentuated red, blue, yellow and green tones, which appear particularly rich. Soft and warm light determines the images. In some cases, a slight overexposure, blur, lens flare and/or noise is added. This style is often combined with the muted colours style.

2. Muted Colours Style

Instead of intense and bright, the colours in this style are rather toned down. By desaturating the colours, they appear faded and slightly washed out. To ensure that the image does not look too grey, it is important to not completely remove the colour saturation. A uniform desaturation affects all colours in the picture equally. Selective colour editing isolates the effect to specific colours and areas and is adjusted individually.

3. Black-and-White Style

This look removes any colour of an image. What remains are the colours black and white in different levels of brightness. It is not just about simply converting a coloured image into black and white. Only the fine-tuning of brightness, contrast and the colour curves, brings the desired outcome with all the details. Depending on the editing, the black-and-white style achieves very different results. From soft shadows and highlights to strong contrasts.

4. Monochrome Style

Monochrome means one colour. This style turn an image into one with just one colour and the different shades of that colour. The colour shades result from the lighting and reflect the various shadows and highlights of the image. Dark colours or pastel shades. Depending on the desired mood of the picture, each colour is suitable for this look and is edited individually.

5. Coloured High Contrast Style

This style stands out for its striking colours. The goal is to make the colours of an image stand out as much as the subject itself. A high colour saturation gives the images a movie-like look. But we see this style also often with desaturated colours. The end result should not look overexposed or oversaturated. Instead of just changing the

brightness and contrast of the whole image, many adjustments are made directly using for example the colour curves.

6. Dark & Moody Style

Dark with atmospheric light accents. This style stands for a string contrast between light and dark and fascinating, sometimes dramatic image moods. Rich colours, intensified contrasts and the emphasised contrast between shadows and lights characterise the look. The selective editing of individual areas and elements pushes them to the foreground. The careful fine-tuning of all settings ensures that skin tones and lights do not look unnatural.

7. Light & Airy Style

Soft contrasts, warm highlights and a natural lighting result in bright, fresh and “light” images with this look. The counterpart to Dark & Moody is reminiscent of traditional film photography. A slight overexposure increases the brightness of white and colours. Lightened shadows give the image an overall soft look. The fine-tuning of contrasts and colour saturation ensures that details do not get lost and the picture does not look too washed out.

Some Photo Editing Software for Photographers is:

1. Adobe Photoshop
2. Affinity Photo
3. PhotoDirector 365

16.5 PHOTO CAPTION WRITING

A caption is text that appears below an image.[a] Most captions draw attention to something in the image that is not obvious, such as its relevance to the text. A caption may be a few words or several sentences. Writing good captions takes effort; along with the lead and section headings, captions are the most commonly read words in an article, so they should be succinct and informative. Not every image needs a caption; some are simply decorative. Relatively few may be genuinely self-explanatory.

Even if a picture is worth a thousand words, it still needs a caption to draw readers, provide context and tell the story. Here are some tips for writing effective captions. 6 tips for writing photo captions are:

1. Check the facts. Be accurate with credit lines, details and anything else that might catch a reader’s eye.
2. Captions should add new information. Don’t merely repeat the story headline or summary, and avoid stating the obvious elements that are captured in the image. The caption should add context to the image, not just duplicate what the reader already sees.
3. Always identify the main people in the photograph.
4. A photograph captures a moment in time. Whenever possible, use present tense. This creates a sense of immediacy and impact.
5. Conversational language works best. Write the caption as though you are talking to a family member or friend.

6. The tone of the caption should match the tone of the image. Don't try to be humorous when the photo is not.

16.6 CHECK YOUR PROGRESS

1. Explain the purpose and function of news agencies in the modern media landscape.

2. How do news agencies serve as a vital link between the events happening worldwide and the media outlets that report these events?

3. Discuss the structure of a news agency, including its global network of journalists, correspondents, and editors.

4. Discuss the various services provided by news agencies to media outlets and other subscribers.

5. What challenges do photojournalists face in the field, and how do they balance artistic expression with factual reporting?

6. How can the balance between artistic editing and factual integrity be maintained in photojournalism?

7. Discuss the role of photo caption writing in photojournalism.

8. How do captions provide context to photographs and ensure that the audience understands the story behind the image?

MCQ

1. What is the primary purpose of a news agency?

- a) To entertain the public with celebrity gossip
- b) To gather, process, and distribute news to media outlets
- c) To create advertisements for newspapers
- d) To design and print newspapers

2. Which of the following is a function of a news agency?

- a) Writing editorial columns
- b) Producing and selling advertisements
- c) Collecting news stories and distributing them to subscribers
- d) Publishing newspapers independently

3. What is a common structure of a news agency?

- a) A single editorial team that writes all stories
- b) A network of correspondents and journalists working globally, reporting news from various regions
- c) A group of designers and photographers only

d) A local news team working within one country

4. Which of the following is an important service provided by a news agency?

a) Providing legal advice to newspapers

b) Conducting market research for media outlets

c) Offering a 24/7 stream of national and international news updates

d) Developing TV shows for networks

5. What is the role of photojournalism in mass communication?

a) To sell photographs to magazines and advertisers

b) To provide artistic expressions through visual images

c) To capture events and convey news through photographs that complement written stories

d) To take portraits for celebrity magazines

6. Which of the following is a common software used in photo editing for journalism?

a) Microsoft Word

b) Adobe Photoshop

c) Google Docs

d) Final Cut Pro

7. Which of the following best describes photo caption writing?***

a) A detailed analysis of the history behind a photo

b) A brief description that explains what is happening in a photo, including key details like who, what, when, and where

c) Writing a personal story about the photographer's experience

d) A creative narrative that gives artistic meaning to the photo

8. What is an important aspect of photo editing in journalism?***

a) Enhancing the colors to make the image more vibrant

b) Removing all imperfections in the image

c) Ensuring the image accurately represents the event without misleading the audience

d) Altering the photo to create fictional stories

Answer

1. b) 2. c) 3. b) 4. c) 5. c) 6. b) 7. b) 8. c)

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UNIT : 17 : IMPACT OF COMMUNICATION TECHNOLOGY

STRUCTURE

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17.0 INTRODUCTION

Modern technologies have changed our life. People have constant access to the internet where they spend a lot of time working, studying and communicating with each other. Technologies make communication easier and let people communicate at long distances. There has been a movement away from face-to-face meetings to virtual communication. Technology has brought a revolutionary transformation in the way we communicate with each other.

Technology is a fast-paced market, and every pioneer is in a race for first place on the podium. New innovations are piloted every day in a desperate attempt to sell what the masses will buy—tools to make our daily lives easier. As older generations warm to the idea of utilizing technology in the face of a pandemic, we move eerily closer to a world where social interaction is primarily digital.

17.1 SOCIAL, RELIGIOUS AND CULTURAL

Social Impact of Communication Technology

Computing technologies, like most other forms of technology, are not socially neutral. They affect and are themselves affected by society. Computers have changed the way people relate to one another and their living environment, as well as how humans organize their work, their communities, and their time. Society, in turn, has influenced the development of computers through the needs people have for processing information. The study of these relationships has come to be known as ‘social informatics.’

Computing technology has evolved as a means of solving specific problems in human society. The earliest kinds of computational devices were the mechanical calculators developed by Blaise Pascal (1623–1662) in 1645 and Gottfried Leibniz (1646–1716) in 1694 for solving the navigational and scientific problems that began to arise as Europe entered a new and heightened period of scientific development and international commerce. In 1801 Joseph-Marie Jacquard (1752–1834) invented perhaps the first type of programmed machine, called Jacquard's Loom, in order to automate the weaving of cloth with patterns. Jacquard was motivated by the desire of capitalists in the early Industrial Age who wanted to reduce the cost of producing their goods through mass production in factories.

The twentieth century saw the development of scientific research and engineering applications that required increasingly complex computations. Urgent military needs created by World War II spurred the development of the first electronic computers; the devices in use today are the descendants of these room-sized early efforts to streamline military planning and calculation. The needs and desires of society have subsequently influenced the development of a vast array of computing technologies, including super computers, graphics processors, games, digital video and audio, mobile computing devices, and telephones.

In the twenty-first century, computers are used in almost every facet of society, including (but not limited to) agriculture, architecture, art, commerce and global trade, communication, education, governance, law, music, politics, science, transportation, and writing. In general, computing technologies have been applied to almost every situation falling into one of two categories. The first category covers applications that require the organization, storage, and retrieval of large amounts of information such as library catalogs or bank records. The second category includes applications that require the coordination of complex processes, like the control of machinery involved in the manufacture of cars or the printing of books and newspapers.

One of the ways that computers have made an impact on society is in how people have organized themselves in workplace groups in relationship to computers. The earliest computers were developed to perform specific tasks in science, engineering, or warfare that had previously been done by hand. Soon general-purpose computers could automate almost any information processing task required to manage an organization, such as payroll processing and record management. However, since early generation computers were relatively expensive, all of an organization's information processing tasks were typically centralized around the one large computer it could afford. Departments and people in such organizations would likewise be organized in a centralized fashion to facilitate their access to the computer. Companies with centralized information processing, for example, usually had most of their administrative offices in the same geographic location as their computer resources.

Religious Impact of Communication Technology

People nowadays use mobile phones to access religious texts such as e-books, unlike the tradition whereby one would move around with heavy books. There are also mobile Apps that can give members easy access to the bible and other holy books such as Koran. Some religious leaders use such Apps to carry out their sermons.

Technology is a collection of techniques, methods used in the accomplishment of certain objectives or goals. It involves the use of various information technology tools such as computers and mobile phones that accelerates the flow of information from one place to another or from one individual to another. The aim of technology in any organization is to change the way we communicate with one another. It has affected the way of living among human beings in various aspects of life which includes: education, religion, health, transport and communication, industry etc.

Religious organization should also embrace technology in their day to day activities. The publication and translation of the Bible into various languages has enabled more people to be literate. People could read and understand the scriptures themselves unlike the tradition whereby they depended on the clergy to interpret for them. Technology can be beneficial to religion in the following ways.

The impact of technology on religion can be argued both positively or negatively. Positively, technology for example the internet has helped religious organizations to gather faithful's from the digital droves. Unlike in the past when it was considered to be a robber of people's faith. According to Pew Research, 79 percent of those active in religious organizations also actively use internet and for those who don't belong to religious organization is lower at 76 percent. Many people search church services on the internet. That's why religious organization should take advantage of the internet to gather more faithful's. To be able to reach such large number of people, you need to be present online.

Creating social media accounts for example Facebook, twitter, YouTube, WhatsApp and e-mail, gives a platform whereby a religious organizations can serve its congregation in various ways. Through this, the congregation can share their thoughts and insights. The clergy can use it to share with the members as a group or personally. It can also be used to announce social service events.

Technology can bring more advantages; hence one cannot single it out when it comes to religion. It is not evil; it is just a tool that can be used to make things better in our day to day life. It cannot be thrown away because technology in religion has more pros than cons and may be because some few individuals use it for the wrong reasons.

17.2 CULTURAL IMPACT OF COMMUNICATION TECHNOLOGY

Digital technologies like social media have allowed us to communicate and share in real time around the globe and across

traditional cultural boundaries. The digital divide, however, may in fact create an even greater separation between cultures that are connected from those that are not.

Technology brings cultures ever closer. However, only half the world's population has internet access. This is the digital divide, which is the ability to access technology.

The digital divide is not just developed versus developing countries, but also about the rich and the poor, and the quality of technologies available to people. Even in wealthy countries, the digital divide exists when rural areas lack the communication infrastructure of urban areas, and lower-income people cannot afford higher speed access and devices. So what does this mean for culture and communication?

Culture expresses itself in many ways, but a common thread is that culture represents a shared view of the world and shared values. Until the 20th century, we rarely were exposed to other cultures because communication technology limited who we could communicate with, where we could communicate, and even what we could communicate. With advances in technology, our world and our view of cultures has become larger because we have the potential to interact with anyone, anywhere. As digital technologies have allowed us to expand our communication circles, we have developed relationships and shared experiences and values, different from those of previous generations. Effective communication is ultimately about human interactions. Communication occurs in both verbal and nonverbal forms. Verbal forms are the words that we speak and write. Nonverbal communication revolves around the facial expressions and gestures we may use, how we employ silence to convey meanings, and our tone of voice. Our cultures dictate what is and isn't acceptable, the relative importance of nonverbal versus verbal communication, and how specific we are in our communications, as well as the degree to which we show emotion.

Digital communication employs technologies such as computers, mobile devices, and even television sets to communicate. The form of the communications can be emails, social media platforms like Twitter and Facebook, or video technologies like Skype and YouTube. Technology is providing the connection instead of face-to-face interactions. Especially in written digital communications, the context of communications, including emotions and nonverbal cues that play such an important role in cultures, can be missed or absent. The culture of a society is reflected in values, norms and practices. Culture observes itself through individuals to reflect their perception, practices, values and in transfer of technology. Technology has a crucial impact on fundamental aspects of all our cultures including language, art, mobility, education and religion. Culture of a community acts as a standard for perceiving, judging and evaluating the technology. As technology affects all the components of culture, it determines the direction of cultural development. To occupy the larger cultural dimension, technology should be in harmony with social and cultural conditions of community else there exists a friction

between technological development and preservation of cultural values. A rational balance allows people to exercise freedom of expression in technical world which is beyond one's ethnicity, age, or level of education. People use it for fulfilling their fantasies but a cultural downfall may occur due to lack of restrictions, regulation and/or consequences.

17.3 ECONOMIC: WORLD ECONOMY AND MARKET; GLOBAL CITY

Information technology impacts the economy through e-commerce, redefined organizational boundaries, marketing, privacy, globalization, job redesign, and security.

The last decade has seen incredible changes to the economy due to electronic commerce. The landscape is now dominated by large commercial retailers such as Amazon.

Entrepreneurs have harnessed technology and changed the way we conduct and transact business, and even individual businesses now make transactions using Amazon's platform.

Electronic commerce, or e-commerce, enabled by information technology, has fueled many changes and created a new economy. E-commerce is the buying and selling of products over the Internet.

E-commerce eliminates barriers such as time, geography, language, currency, and culture. Just think how the pandemic of 2020 would have progressed without the ability to buy almost everything through an online storefront.

Information technology has redefined organizational boundaries. Transactions such as payments can be conducted over the Internet. Relationships with customers, suppliers, and partners can be strengthened and streamlined. Inventory can be kept electronically. Purchase orders can easily be exchanged among different companies electronically.

Consider the popularity of Cyber Monday. Cyber Monday is the term used to describe the Monday after Thanksgiving, in which companies offer great deals to persuade consumers to purchase products. It is the official kick-off to the holiday shopping season. It is growing in popularity and is in strong competition with Black Friday, the day after Thanksgiving, which is often cited as the biggest shopping day of the year in the United States.

It is accepted by the economy that the growth of the economy has only become possible because of technology. It increases the efficient production of more goods and services in the organization. The new technology is codified knowledge in the form of routines and protocols. Technology helps to get enough knowledge about the use of economic resources to produce goods and services more efficiently. The economic growth has increased and is becoming efficient due to the advancement of technologies. In business, starting from production to the profit of the business got advanced due to

technologies. It has also helped in spreading the business all over the world. Technological advancement also brings a change in the total productivity of the business which is positive. A good change is good for the business for the productivity and the profit of the business. An improvement in technology results in a requirement for less costly inputs. Rapid growth can be achieved through high technology levels. Technology is the primary source of economic development and the development of various technologies is very important for the growth of underdeveloped countries. Economic development also deals with the social well-being of people and the economic growth of market production. Technology development is important in economic growth at the macro level and profits of the firm at the micro-level. Social development can take place when there is sustainable growth in society.

17.4 IMPACT ON EDUCATION: GLOBALIZATION

Information and Communication Technology (ICT) increase motivation, achievement and students' learning opportunity. Information and Communication Technology (ICT) can also assist the students in acquiring essential occupational skills.

Technological resources that are available for teaching and learning include computer hardware and software in addition to CD-ROM and electronic communication media. The rapidly changing the nature of computer technology continues to a wide range of resources available for any subject-specific learning. Technology has an important role in every aspect of modern life. The technological device finds its usage every day. The use of Information and Communication Technologies (ICT) has become universal. Information and Communication Technology (ICT) is connected with various fields like business, transport, schools, etc. It uses Blogs, social websites, web pages and so on. It supported that majority of present day's formal learning is delivered using one or more of the following methods; a) the classroom model of learning, b) technology-based learning and c) blended learning (Richardson, 2002).

The use of computers in the learning environment has been growing and its applications are indispensable to computers in education today and into the future. Information and Communication Technology (ICT) is changing the face of the contemporary World. Liberalization, Privatisation, Globalization are closely related to the Information and Communication Technology (ICT) and its strategy of a nation is very crucial to put it on a global map. Introducing Information and Communication Technologies into a rural area though got disrupted at times, happened smoothly at every site.

Though India is all set to widely utilize the Information and Communication Technology (ICT) related services, there are a few crucial aspects to be improved;

- The requirement of paying the attention to e-security in India that covers the cyber forensics, computer, and cybersecurity, etc.

- The cyber law in India also imposes certain restrictions and their violations could take the form of offenses and the contraventions.
- The establishment of a digital evidencing base is the absolute requirement in India. The same is missing for the time being.
- There is also a need for judicial reforms in India keeping in mind the requirements of information and communication technology.

Information and Communication Technology (ICT) based educational communication has enormous advantages in the education sector. Most importantly, Information and Communication Technology (ICT) eradicates the barriers of time and place in the learning situation. The selection of Information and Communication Technology (ICT) in education is due to its user-friendliness, speed, accuracy, high reliability, high storage capacity, integrity, consistency, logicity, versatility, low failure rate, durability, and the probability; above all, it has the special characteristic of interactivity which gives the control to the students.

Hence, with Information and Communication Technology (ICT) based educational communication, the student decides when, where and how much content of the subject to receive on par with the availability of time. The learners take their own time for learning concepts depending upon their ability with information and communication technology (ICT) based technology. In short, it encourages student autonomy. This Grey Revolution is matched with real-life teaching-learning situations in the field of education. The entire educational activity becomes learner-centric and learning-centric.

According to Delor's Commission Report (1996), To be in tune with the paradigm shift that world of education has witnessed, any teacher at any level of education must adapt his/her relationship with the learners, switching roles from the 'soloist' to 'accompanist' and shifting the emphasis from dispensing information to helping the learners seek, organize and manage knowledge, guiding them rather than the molding item".

At present, the modern teachers are entrusted with two crucial roles: one that of use of the overabundance of materials and services available on the net for effective teaching and that of a developer of e-content, Blog and e-resources for the learning of the student community of present and the future.

Today the teachers have to aware of services like search engines, e-mail, chat, e-libraries, and digital libraries, e-journals, e-books, e-dictionaries, and digital dictionaries, e-forum, an e-learning portal, maintaining social websites like Facebook, Twitter, Blog, downloadable software, online storage, etc.

If a teacher needs to evolve into an e-content developer, the teacher could make use of authoring tools, integrating tools,

dissemination tools, and on-line storage and preservation tools of the infinitive services available on the internet.

17.5 LEADING EQUALITY OR DISPARITY

For women the world over, information and communication technologies (ICT) can be leveraged for personal security, better access to education and jobs, financial inclusion or to access basic healthcare information. But benefits such as these rely on women having meaningful access to ICT which can be facilitated or prevented by several factors, including affordability, relevant content, skills and security.

Through innovation, investment and development of products and services, the private sector plays an important role in advancing gender equality and improving the lives of women. While women make up more than 50% of the world's population, they also represent 70% of the world's poor. According to research, women reinvest 80% of every dollar made back into her family, meaning that practical support for the economic empowerment of women is a crucial step towards eradicating poverty and promoting prosperity.

Here are 3 reasons why ICT matters for gender equality:

1. Opportunity

The Internet is a great enabler, creating unprecedented opportunities for female entrepreneurs to enter global markets for the first time. ICT provides opportunities to boost small business growth by establishing an international, level-playing field that enables all businesses, regardless of size, location or sector, to compete on an equal footing in global markets. Programmes through partnerships can help realise the opportunities ICT can offer, by boosting skilling, equipping women with digital devices and providing training that helps women teach their respective communities how to make the most of these tools. Today's side event will highlight the importance of multistakeholder collaboration in these efforts and showcase business initiatives that are using ICT to support women's participation in the workforce and aid financial inclusion.

2. Capacity

ICT can give women access to basic needs such as healthcare and education. The private sector plays a pivotal role in investing in community-oriented training, deploying infrastructure and delivering a wide range of ICT services to meet these needs. A recently published ICC policy paper on ICT, Policy and Sustainable Economic Development, to be shared at the event, underscores that for countries to enhance the use of enabling technology for the goal goals they must create an enabling environment for sustainable investment.

3. Understanding

Women are currently less likely than men to use or own digital technologies, with gaps larger among youth and those over 45 years old. ICT improves efficiency, enhances coordination and improves the quality of information gathered and shared for development planning. For countries to leverage ICT to promote the empowerment of

women, governments need to be well-informed about how the ICT ecosystem works in practice, the barriers to access and how challenges can be overcome. ICC aims to raise awareness of the impact that policies on infrastructure, applications, services and user-engagement have on the ICT ecosystem and believes greater understanding of these issues can equip policymakers with a framework to identify appropriate policy approaches.

17.6 CHECK YOUR PROGRESS

1. How has the advent of the internet, social media, and mobile technology reshaped social interactions, religious practices, and cultural exchange?

2. Examine the cultural impact of communication technology, particularly in the context of globalization.

3. How has technology facilitated the spread of cultural ideas and practices across the world?

4. Discuss the concept of "global culture" and the role of mass media, social media, and digital platforms in shaping global cultural trends.

5. Analyze the concept of a "global city" and its role in the modern world economy.

6. Discuss the impact of globalization on education systems worldwide.

1. How does communication technology impact social interactions?

- a) It isolates people from each other
- b) It enhances real-time communication and global connectivity
- c) It decreases the importance of face-to-face interaction
- d) It leads to the loss of traditional cultural practices

2. Which of the following is an example of the cultural impact of communication technology?

- a) Increased global trade and economic growth
- b) The spread of cultural practices and globalized media content
- c) Lowering the cost of consumer goods
- d) The shift to a cashless economy

3. Which of the following best describes the concept of a "Global City"?

- a) A city with a local economy and self-sufficient resources
- b) A city that serves as an international hub for finance, culture, and politics
- c) A city with a population less than 1 million people
- d) A city that only caters to its national market

4. How has globalization affected the world economy?

- a) By isolating markets and reducing trade between countries
- b) By encouraging free trade and integration of economies worldwide

- c) By making local economies more self-sufficient
 - d) By decreasing the importance of multinational corporations
5. What is one of the primary impacts of globalization on education?
- a) Standardized education systems that ignore local cultures
 - b) Increased access to education through digital technologies
 - c) Reduction in the number of universities worldwide
 - d) Decline in international student exchanges
6. How does communication technology impact religious practices worldwide?
- a) It restricts religious expression and practice
 - b) It facilitates the spread of religious ideas and virtual participation in religious events
 - c) It diminishes the role of religion in society
 - d) It encourages people to abandon religious traditions
7. Which of the following is a concern related to the economic impact of globalization?
- a) Equal distribution of wealth across countries
 - b) Increased competition leading to market dominance by a few large corporations
 - c) Greater access to information for everyone
 - d) Reduced cultural diversity in media content

Answer

1. b) 2. b) 3. b) 4. b) 5. b) 6. b) 7. b)

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યુનિવર્સિટી ગીત

સ્વાધ્યાય: પરમં તપ:

સ્વાધ્યાય: પરમં તપ:

સ્વાધ્યાય: પરમં તપ:

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 મહેકે;
બંધન નહીં કો સ્થાન સમયના જવું ન ઘરથી દૂર
ઘર આવી મા હરે શારદા દૈન્ય તિમિરના પૂર.

સંસ્કારોની સુગંધ મહેકે, 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