



SYLLABUS

Class – B.A. (HONS.) MASS COMMUNICATION

I Year

Subject – History of Media (Paper-02)

Unit-I	News agencies – Origin and development in India.
Unit-II	Nature and importance of Press with due changes.
Unit-III	Origin and Development of Electronic Media in India.
Unit-IV	International Electronic Media.
Unit-V	Regional and Local Electronic Media, Major personalities – Ravish Kumar, Punyaprasun Vajpayi, Shekhar Gupta, Pranav Roy etc.



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UNIT – I – NEWS AGENCIES GROWTH AND DEVELOPMENT

News agency is wholesaler of News The innovative idea of news service was derived from pigeon courier between two cities for multipurpose objectives . Newspapers all over the world depend exclusively to a large extent on news agencies for news flow Larger media level. It is traditional chronic dependence on international news from news wire.(News agencies circulate important national , international news event and engaged media houses in the process of to transmission latest news updates. Functions Of News Agency News agency provide news reports of current events to newspapers and others who subscribe to its service A news agency in a democratic society should provide complete, impartial, objective, accurate, countrywide and competitive news service free from slant, pressure of interference from any source or quarter. It has to guard against the danger of being dominated by any vested interests - economic, social, communal or political In India . . Foreign news in the Indian English daily newspapers exclusively depended on agencies like Reuters and A.P.houses do not have their own abroad news network & porous news network at domestic

INDIAN NEWS AGENCY STRENGTHS: • Accumulative corporate knowledge • Local experience • Local content.

INDIAN NEWS AGENCY WEAKNESSES: • Not up to date with Technology and equipment • Marketing network are not strong • Competition from international news agencies • Competition from local portal • Competition from commercial agencies.

DEVELOPMENT OF NEWS AGENCIES IN INDIA

A YEAR BEFORE INDEPENDENCE,

Jawaharlal Nehru had envisaged an India – based international news agency. Addressing All India Newspaper Editors' Conference at Allahabad on February 16, 1946, he unfolded his vision of an Indian agency covering events, nationally and internationally, objectively, in an unbiased manner and reflecting Indian point of view. His words are worth recalling as the agency journalism, travelling a gruelling course, completes 60 years. This is what the would be Prime Minister of India said: “ In India one particular news agency (Reuter-API) has the monopoly of news, which is unfortunate. I should like news to come from all sources, but above all, I should like your Conference and owners of all newspapers present here to think of starting your own news service. A number of newspapers could combine for the purpose and appoint their agents. I would particularly like them to go to places, which are not sufficiently covered by other agencies. We live in such rapid times that it becomes very important for us to keep in touch with varying aspects of news in South East Asia, the Middle East and the rest of the World.” No story of the first totally Indian news agency, owned by newspapers, will be complete unless it records the efforts of Sardar Vallabhbhai Patel to give shape to the concept of a national news agency for India. This architect of India’s political unity was personally involved in this pioneering work. His support was the source of inspiration for many who he need for a national news agency which was so vital in preparing the people of India for a parliamentary democracy.

Among the news agencies of the pre- Independence era, the Associated Press of India (API), a wholly-owned subsidiary of Reuters, was the only agency to introduce, in 1937,the teleprinter



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technology for fast transmission of news. The Indian & Eastern Newspaper Society (consisting of publishers of newspapers—many of them British-owned—of undivided India, Burma and Ceylon) expressed interest in acquiring the API. But Reuters rebuffed the overtures taking the stand that any such scheme must await the restoration of normal conditions after the war. S. Sadanand of Free Press Journal and press baron Ramnath Goenka felt that the formation of an Indian news agency should not be delayed any longer, and it should certainly not wait on the pleasure of Reuters.

They drew up and presented to Indian & Eastern Newspaper Society (IENS) a memorandum outlining the steps for the creation of an agency, owned by Indian newspapers, for providing inland and foreign news services. Now almost forgotten, yet another agency United Press of India (UPI), a totally Indian venture, functioned in pre-Independence years and in the initial years after freedom. UPI used to send its messages by telegraph or mail. It was an unequal competition as UPI's rival, API, had teleprinter, yet it (UPI) scooped an interview of Gandhiji. The late Sailen Chatterjee, a Gandhian, was assigned to cover Gandhiji's activities on behalf of UPI. The Mahatma was released from imprisonment in June 1945 on account of poor health. He was recuperating at Panchgani near Pune. Sailen da, as he was later known in Delhi's press corps, was among the correspondents—and the youngest of them—covering Gandhi at the hill station. Besides reporting his remarks at the prayer meetings, Sailen da would accompany Gandhiji on his morning and evening walks. During one such walk he asked the Mahatma if he would give an exclusive interview. To his surprise it was granted. When Gandhiji learnt that Sailen da proposed to send his report by telegram since UPI had no teleprinter links, he wondered if it would not cost him a lot of money—apart from danger of distortion of the text in the course of telegraphy. Sailen da, therefore, left Panchgani, with Gandhiji's concurrence, by bus and from there by train to Bombay to deliver the interview copy to UPI office for distribution to subscribers. The interview, which included Gandhi's answer to the question why he wanted to live upto 125 years, caused quite a ripple when it was published on June 12, 1945. When Gandhiji was assassinated on January 30, 1948, API's P R Roy was on duty that evening at Birla House to cover the prayer meeting. Also there was Sailen da, who had been in the Gandhi press camp right from the day of the Mahatma's release from Ahmednagar Fort prison. When the assassin had fired at point blank range and Gandhi slumped to the ground, Roy rushed to the nearest telephone and informed his office. API flashed the news that Mahatma had been shot at, and the worst was feared. Sailen da moved towards the fallen martyr instead: where was the question of competing by telegraph with the teleprinter? UPI could not sustain and closed down soon after Independence. PTI eventually took over the operations from API on February 1, 1949 but it became a junior member of Reuters which retained the monopoly of distributing international news to Indian newspapers. A distinguished English journalist and a friend of India, Arthur Moore, as editor of The Statesman, had protested against the monopoly clause in the Reuters agreement with the Indian newspapers for the supply of world news. The experience of four years of junior partnership convinced Indian newspapers that the arrangement should not be renewed. Much-vaunted objectivity of Reuters proved to be an exaggerated claim. The proposal of Sadanand and Goenka to constitute a wholly Indian news agency took shape when IENS appointed a sub-committee, comprising the President H W Smith, K. Srinivasan (The Hindu), S. Sadanand and Ramnath Goenka to examine the



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feasibility of the proposed agency. The name Press Trust of India emerged during the course of discussions at the sub-committee's meeting in Madras on February 5 and 6, 1946. The company was incorporated under this name in Madras on August 27, 1947, within two weeks of Independence day. An important feature of PTI's constitution was that there would be no distribution of profits to shareholders. Profits, if there were any, would be spent entirely for expanding the range and improving the quality of the service to media and non-media subscribers. As far back as 1953 PTI emerged as a free agency. When IENS delegation met Sardar Patel to seek his blessings, he told them he would not only bless the setting up an Indian news agency but would insist that Reuters immediately transfer its business in India to the Indian news agency that is PTI. In the event of the failure of Reuters to do so, he would see to it that Reuters teleprinter line licence was not renewed. Reuters agreed to a total transfer and invited an Indian newspaper delegation to visit London to negotiate a new deal. Basic Norms Despite financial constraints, PTI continued to grow with its staffers adhering to three basic norms of agency journalism : speed, accuracy and objectivity. Most of PTI's subscribers were newspapers but, as a matter of fact, All India Radio made the agency sustain its operations financially. Newspapers were stingy in paying the subscription and some of them owed months of arrears. In spite of financial handicap, salaries to the staff were regularly paid. During fifties and sixties, PTI was firmly established and its credibility was rated high. The agency became financially viable with its massive five-storey building coming up in Parliament Street in the late sixties. It has been making profits and diversified its service, using the most updated technology For the first time, PTI faced competition when United News of India (UNI) began its operations on March 21, 1961 though it was registered as a company in 1959. Its head office is located in New Delhi. The agency grew at a fast pace, employing at one time approximately 325 journalists around India and 250 stringers covering news events in other parts of the world. Its services are currently available in three languages: English, Hindi and Urdu. The Hindi language service "UNIVARTA" was launched on May 1, 1982, while the Urdu service began in June 1992. UNI proved to be a formidable rival of PTI. Their competition resulted in faster and better quality of news coverage. Come emergency in 1975, the two agencies weremerged and the new agency was named "Samachar".

This was the worst period in the long years of growth of news agency journalism in India. Many opposition leaders called "Samachar" an extension of the Press Information Bureau (PIB). With the coming of the Janata Party rule, the unified agency was split and PTI and UNI were revived and thus fierce competition began again between the rival agencies. The neck-and-neck competition brought the best of reporting and subbing. From mid-nineties, UNI began to lose its ground. It lost most of its prime subscribers. Once having a first-rate team of journalists, the agency is now struggling to survive. It is sad indeed for which newspapers, which own both PTI and UNI, have to be blamed.

HINDI NEWS AGENCIES



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A word about Hindi news agencies is necessary to complete the 60-year long story of agency journalism. For the first time in fifties, a multi-lingual news agency, named “ Hindustan Samachar”, was set up to cater to the needs of language newspapers. It was a good experiment. Yet another Hindi news agency, Samachar Bharati, started later, did better but the lack of finances proved to be a big handicap. The two agencies were merged and PTI was given responsibility of running the Hindi agency which was named “Bhasha”. Government promised to finance it so that PTI could sustain its operations. UNI also started a Hindi agency which was named “Varta”. They have survived but have yet to become financially viable. With UNI on the decline, PTI, it appears, will again have a monopoly. PTI has virtually edged out UNI from the pages of most newspapers. This is too bad for agency journalism as competition brought out best of journalism. It will be a sad day if UNI has to shut down.

The IANS was founded by Indian American publisher Gopal Raju as the **India Abroad News Service**. It was later renamed the Indo-Asian News Service. The IANS has main offices located in New Delhi.

IANS reports about India with news, views and analyses about the country across a wide range of subjects. News, features and views from the subcontinent reach subscribers via the Internet.

United News of India (UNI) is one of the two primary Indian news agencies. Established in 1961, it works in collaboration with several foreign news agencies and partners, including Reuters and DPA.

Press Trust of India (PTI) is the largest news agency in India. It is headquartered in Delhi and is a nonprofit cooperative among more than 450 Indian newspapers and has a staff of about 2,000 writers spread 150 offices nationwide.^[2] It took over the operations of the Associated Press from Reuters soon after India's independence on August 15, 1947 . It provides news coverage and information of the region in both English and Hindi.

Time	Event
1910	Birth of Associated Press of India, PTI's forerunner floated by K C Roy , often called the first Indian news agency
1919	Reuters takes over operations of API but still uses API credit line
1945	API registered as a private limited Indian company wholly owned by Reuters
1947, August 27	Press Trust of India incorporated in Madras
1949, February 1	PTI begins news services, taking over operations from API but still maintains links with Reuters.
1953	PTI becomes a free agent, independent of Reuters
1976	PTI Economic Service is launched
1976, February	PTI, UNI, Samachar Bharati and Hindusthan Samachar merge under pressure during emergency to become ' Samachar '
1978, April	PTI and the other three news agencies go back to their original units to restart independent news operations
1980, July	PTI Feature Service launched
1981, October	PTI Science Service launched



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1982, November	PTI launches Scan, on-screen news display service
1984	PTI service launched for subscribers in USA
1985	Computerisation of news operations starts PTI service launched for subscribers in UK
1986, February	PTI-TV launched
1986, April	PTI-Bhasha launched, making it bi-lingual, a concept started by Samachar Bharati .
1986, August	Experimental broadcast of news and pix via Insat-IB begins, Computer system made fully operational
1987, August	Stockscan I launched
1987, October	PTI photo service launched
1992, August	PTI Mag launched
1993, August	PTI Graphics service launched
1995, March	PTI launches StockScan II
1996, February	PTI invests for the first time in a foreign registered Company, Asia Pulse , which provides an on-line data bank on economic opportunities in Asian countries
1997, December	PTI introduces photo-dial up facility
1999, March	PTI celebrates Golden Jubilee. PTI goes on internet
2003, September	PTI launches internet delivery of its news and photo services
2007, July	PTI KU-Band VSAT system for delivery of its news and photo services Launched
2010, March	PTI launches NewsView for delivery of its news (.txt and .xml) and photo services.

THE PRESS INFORMATION BUREAU

THE PIB is a nodal agency of government of India to provide information of the government policies, plans, programme initiatives and achievements to the print and electronic media. It is an agency of ministry of information and broadcasting. It works as a bridge between the government and the mass media. It has 08 regional and 34 branch offices and information centers. Its head office is in New Delhi. The official website of PIB is www.pib.nic.in. The information matter is provided in Hindi, English, Urdu and other regional languages.

Even during the British period in India, the need to publicize government plans and policies was felt very desperately. The Bureau of Public Information (BPI) was initially made to serve this purpose. The PIB was made after independence from the same parent organization. The basic work of PIB is to provide information to the media with the help of press releases, press conferences, press visits and tours, feature and article service, backgrounders, press briefings, database available on the website, photographs, interviews, audio-visual clippings etc. The PIB is made up of information cell, feedback cell, photo unit, feature unit and an audio-visual unit. With the help of these units, it performs following functions-

- Through the departmental publicity officers, the PIB is attached to various ministries and departments of central government and assist them in distributing information of the government activities via press briefings and releases.
- It advises the government on the issues related with the publicity activities.



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- With the help of the feedback cell, the bureau provides daily as well as special feedback to the concerned ministries. The cell prepares a daily digest on news and views based on news items as well as editorial comments. This digest is sent regularly to the offices of president, vice-president, PMO, cabinet secretariat cabinet ministers, other secretariats and functionaries of the government.
- The feature unit of the bureau provides photo features, backgrounders, updates, features, articles and graphics. The cell also takes services of expert writers, subject specialists and noted authors and make their features available to the media in its own language.
- It provides photo coverage of various government functions and activities by its photo unit. It also has a digitalized photo library which has more than 08 lakh rare photographs.
- The PIB gives accreditation to media representatives including foreign media at the head quarters. It facilitates them to access information to the government sources.
- The in house audio-visual unit of PIB provides A-V content to the media with the help of its official website. It also gives E-clippings to the media.

ADD ONS- DAVP, DFP AND DD IS NOW MERGED AND FORMERLY KNOWN AS B.O.C

The ministry of information and broadcasting (MIB) has integrated three media units Directorate of Film Publicity (DFP), Song and Drama Division (S&DD) and directorate of audio visual publicity (DAVP) into one consolidated unit Bureau of Outreach and Communication (BOC).

Post integration, the BOC will have three divisions, namely DAVP, DFP and S&DD. The DAVP, DFP and S&DD promote the programmes and policies of the government among the masses through different mediums.

According to an order by the ministry, all Regional Offices/Field units of S&DD and DAVP will be subsumed in the 22 Regional Offices and 147 Field Units of DFP.

Accordingly, S&DD and DAVP will have to close their existing Regional/Field Units and co-locate their Units in the Regional/Field Units closest to them.

The Integrated Regional Units will be re-named as Regional Outreach Bureaus (ROBs). The Additional Director General (Region) will be the Controlling Officer for all administrative and financial matters relating to the ROB concerned.

The order further stated that all the 147 Field units will be re-named as Field outreach Bureaus (FOBs) and will similarly have a designated head who will act as the Controlling Officer. Additional Director General (Region) concerned will be empowered to designate the Heads of respective FOBS.



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For greater synergy, the concerned Additional Director General (Region) shall undertake a detailed exercise of rationalization of human and infrastructural resources of these three Media Units i.e. (DFP, S&DD and DAVP) in a phased manner for complete integration.

The existing three Media Units (DFP, S&DD and DAVP) are carrying out their publicity related activities through the budget heads under the common schemes of the ministry including Development of Communication and Information Dissemination (DCID) and Media Infrastructure Development Programme (MIDP).

The present structure of the different budget components under the said Schemes will be retained with the exception that all expenditure that is Central Sector Schemes as well as Establishment Expenditure will be incurred with the specific approval of the Head of the BOC.

Under the integrated structure, all financial proposals regarding the conduct of publicity programmes, administrative expenditure etc. of BOC, which are covered under the delegated powers, will be approved by the designated Head of the BOC.

However, those proposals which are beyond the delegated powers shall be submitted to the Ministry by the Head of BOC.

A Committee comprising AS&FA, DG (DAVP) and JS (P&A) will oversee the process of complete integration and delineate all financial/contractual liabilities of the respective organisations.

The Committee will also define the protocols for administrative/financial matters related to the merged entities. The above tasks will be completed in a time-bound manner within a period of 6 months.

**NEWS AGENCIES AT A GLANCE – REVIVED
PRESS TRUST OF INDIA (PTI)**

- 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. It's board of directors includes owner/editor of most of the leading publications in India like, Vineet Jain, Aveek Sarkar, Viveck Goenka, N Ravi etc.



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UNITED NEWS OF INDIA (UNI)

- UNI started its commercial operations on March 21, 1961. It has News Bureaus in all state capitals and other major cities. The agency also has representatives in key world capitals.
- UNI was the first to start a multi-language news service UNIVARTA on May 1, 1982 that provides news services to Hindi newspapers.
- UNI remains the first and only news agency in the world to supply news in Urdu since June 5, 1992.
- The agency's subscribers include newspapers published in 14 languages, AIR, Doordarshan, the Central and State governments, corporate and commercial houses besides electronic and web based media



INDO-ASIAN NEWS SERVICE (IANS)



- 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.
- Tarun Basui is the Chief Editor and Director of the IANS.

ASIAN NEWS INTERNATIONAL (ANI)



- 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 provides 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 include loosely edited news feeds and customized programmes for television channels, audio bytes for radio stations, live web casting and streamed multimedia / text



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content for websites and mobile carriers, and news wire services for newspapers, magazines and websites.

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.

UNIT – II

CHANGING ROLE AND NATURE OF THE PRESS



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From its very inception, the trend of Indian journalism has been changed a lot. The initial commencement of journalism took place for a missionary objective. Later on it became an effective tool for social reform movement. Raja Ram Mohan Roy, Bhartendu Harishchandra, Bal Gangadhar Tilak and other contemporary journalists and social reformers used newspapers and magazines as a means for renaissance. At its flourishing age, the journalism became a weapon for freedom fight. Almost all freedom fighters including Mahatma Gandhi, Jawaharlal Nehru, Sawarkar, Bhagat Singh, Ganesh Shankar Vidyarthi, Makhanlal Chaturvedi etc. directly or indirectly used this weapon to fight against slavery. The layman were communicated through the press about the freedom fight and soon it became a mass movement. That was only because of the communication medium, i.e. media. Even soon after independence, the press was an effective medium to bring awakening and awareness. But gradually the press lost its initial fervor. The journalism which started with a missionary approach, soon became a profession. The main changes it saw during its long journey in India are as follows-

Language and writing style- The initial language of press was the language of a common man. Words of Khadi Boli were more prominent. The description was more of a conversational style. But today's language is more standard and refined. However some newspapers and magazines are using Hinglish to attract the youngsters.

New technology- Like any other field, the journalism saw a drastic technological revolution. The previous teleprinters and typewriters have become a history now. New editing software and computer technology including internet has made the process of reporting and editing very prompt and comfortable. The cyber journalism has literally changed the nature of traditional journalism.

Changing values- Initially the journalism had started with the objective of mission. Hence the level of moral values was more high. It was used as a tool for social and political reform. But gradually it became a profession rather than a mission. This mentality deteriorated its moral values.

Commitment- The previous journalists were committed towards the the readers and the missionary objective for social reconstruction. But later on the journalists became committed for their owners. Hence it became a job rather than a service.

Political interference- the direct political interference changed the transparency and credibility of the journalism. The ruling and powerful political parties have direct interference on the media hence its accountability and credibility has changed.

Downfall of the editor as an institution- Previously the editor used to be the ultimate authority to take the final decision in the favour of journalism. But soon the owners took over this authority and editor became like a puppet. The owners became the supermost authority for decision making which made journalism a profitable business not a mission for social reform.



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Personal ambitions- As the journalism became a career oriented full time job, the personal ambitions became more important for the journalists. The internal cut throat competition and war for name affected the feeling of service.

Advent of electronic media- The advent of electronic media changed the scenario completely. Now the visual media is available for 24 hours. It changed the meaning of press. Today it has become media which is available on finger tips. The concept of breaking news and TRP changed the credibility and authenticity of news. The sting operations deteriorated the sanctity of personal privacy. The news is being fabricated and the stories are being concocted. The fight to give news 24 hours has worsened the quality of news as the quantity came first in the priority list.

Glamorization- The inception of electronic media made the media more glamorized. Present journalists want to work only with the electronic media and that too on screen.
Downfall in credibility

Change in objectives and motives- The previous objective of press was social service which later on converted into self service as career in media industry became a profitable job opportunity.

Industrialization- Today's press is the media industry and the news is a product. The product which is sellable in the market is in focus. The news, which is not sellable, though important, loses its weight.

Journalism education- Present journalists are well educated and trained at the mass communication institutions. They pay fees to learn the basics of journalism and only after training could enter in this field. The media industry entertains only those journalists who have a minimum degree of journalism or mass communication. However this enhanced the standard of the press.

Capitalistic approach- Named businessmen are investing a handsome money in media industry. Moreover 26% FDI is also allowed in this industry. That created a capitalistic approach.

Consumerism- As media is an industry now, the readers and the viewers are now the consumers. It has become priority to serve the consumer at any cost. Hence entertainment came on priority than information and education.

MUST READ - THE EMERGENCY IN INDIA

The Indian emergency was a 21 month period that would always be known as a black time in the history of freedom of press and expression. It was imposed on June 25, 1975 and ended on March



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21, 1977. on the recommendation of the then prime minister Mrs. Indira Gandhi, the president Fakhruddin Ali Ahmed declared a state of emergency under article 352 of the Indian constitution. It is one of the most controversial times in the Indian history when the civil liberty and elections were suspended. The freedom of expression was the most affected factor and the press was the biggest victim of the Indian emergency. During emergency the fundamental rights were suspended and the censorship was imposed on the press. The prominent political leaders who were opposing the emergency were arrested and censorship was imposed on the newspapers. The PIB head office of New Delhi was made head quarter for the censorship and the Public Relation Officers were given charge to censor the newspapers. The electricity supply of the press offices was also hindered. Published newspapers were confiscated by the police from different states including Punjab. The intellectual journalists were in strong resistance for emergency. The famed journalist Kuldeep Naiyyer called the emergency period as ‘a journey of a blind and dark tunnel’ in an interview with magazine ‘Raviwar’. The Indian Express, on June 28, carried a blank first editorial to oppose the emergency and the Financial Express reproduced in large type Rabindranth Tagore’s poem “Where the mind is without fear and the head is held high” concluding with the prayer “Into that heaven of freedom, my Father, let my country awake.” Its electricity supply was cut and air conditioning plant was sealed. The proprietor of the newspaper Ramnath Goenka, explains the ordeal in his own words. “The government, acting under the personal directions of Indira Gandhi, abused its authority and subverted lawful processes to liquidate me and my group of companies economically and make me an object of public ridicule and shame. One of the prime minister’s first acts on 26th June 1975 was to remove her mild-mannered and democratically inclined Information minister I. K. Gujral and replace him with Vidya Charan Shukla, who she thought would better serve her Goebbelsian design.” Like Indian Express, the Naiduniya from Indore also left its editorial page blank to oppose the emergency. All the four news agencies including PTI, UNI, Hindustan Samachar and S Bharati were merged and a single government news agency was formed. Government banned more than 81 newspapers and stopped giving them advertisements. Registration and declaration letters of more than 2500 newspapers was cancelled. This censorship also had its dual standards.. Vinod Mehta, who edited the entertainment based magazine Debonair from Bombay, was asked to have his articles and pictures cleared before they were sent to the printer. The censor looked over the pages. When the content was not found politically influenced, It was quickly cleared. For the press, the emergency was a cruel reminder that the State can snatch its freedom arbitrarily. Hence, soon after the emergency ended, the Press Council of India was formed whose main aim was to safeguard the freedom of the press and to maintain and improve the standards of newspapers and news agencies in the country. But this is also true that the emergency period left a scar on the image of government and became a black chapter in the history of India.

THE FIRST PRESS COMMISSION



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THE 1st press commission was appointed by government of India on 25 September 1954. The Chairman was Justice **G.S. Rajadhyaksha**. The other members of this commission are as follows-

- Acharya Narendra Dev
- R. Bhatt
- P. Ramaswami Aiyer
- Dr. Zakir Hussain
- J. Natrajan
- Jaipal Singh
- M. Chalapati Rau
- P.H. Patwardhanrch
- T.N. singh
- V.K.R.V. Rao

The commission submitted its reports on 14 July, 1954. This report was in three parts-

Part I- contained analysis and major recommendations.

Part II- contained the history of journalism

Part III- contained appendices, memorandum, questionnaire, data on readership survey etc.

MAJOR RECOMMENDATIONS-

- Religious sentiments of any class by words (spoken or written) or by visible representations and intention to cause violence or knowledge of likelihood by the press would not be tolerated.
- The laws of contempt of legislature should be amended.
- The number of newspapers should be increased especially in small towns.
- The minimum price should be fixed for the sale of a newspaper.
- The publication of newspapers and periodicals should be made a central responsibility through a suitable amendment of the act.
- A strict code of conduct should be made compulsory for the associations of publishers, advertisers and the advertising agencies and objectionable advertisements must be prohibited. Moreover an advertising council must be constructed to advice on the ethics of advertising, organize marketing research and carry on readership survey.
- A press registrar of newspaper in India must be appointed.
- The press agencies should not be state-owned or state-controlled.
- There should not be any restriction in the flow of foreign news.
- The complete statement of the names of the proprietors and responsible executives should be included on a periodic basis.
- The diffusion of ownership should be practiced.
- The appointment of the editor should be done under a contract of employment.
- A press council should be made.

THE SECOND PRESS COMMISSION



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The second press commission was established on May 29, 1978. Its chairman was Justice P.K. Goswami. This commission was made by the Janata Party government but in the general election of 1980 this government could not continue. Hence all the members of the second press commission resigned and the commission was dissolved on January 14, 1980. The commission was reconstituted on April 21, 1980. Justice K. K. Mathew was its new chairman. Other members were S. K. Mukherji, Amrita Preetam, Madan Bhatiya etc. the commission submitted its reports on April 3, 1982. Its main recommendations are as follows-

The Registrar for Newspaper of India must publish name and circulation record of every newspaper.

There should be separate rules for registration of daily newspapers and magazines according to press registration act 1867.

- The journalists must be given residential facilities.
- The press sensor must be applied when in need indeed otherwise it should be avoided.
- The newspaper development commission should be appointed.
- The role of the press should be more democratic.
- The press council of India should be given responsibility for freedom of press and publication.
- The press should work for betterment of common people.

THE PRESS COUNCIL (PCI)

THE first press council was set up on July 4, 1966 on the recommendation of the first press commission by the Indian press council act 1965. The main objective of the press council is to preserve the freedom of the press and to maintain and improve the standards of newspapers and news agencies in India. It is a self regulatory body and its decisions act as codes of ethical operations for the journalists. But moreover it is a toothless organization. In most of the cases its role is only advisory which is not binding for the press.

The composition of the PCI-

It consists of a chairman and 28 other members. The chairman is nominated by a committee comprised of chairman of Rajya Sabha, Lok Sabha speaker and a person elected by the members of the council. The other members are –

- 13 working journalists of whom 6 shall be the editors of newspapers and 7 are working journalists other than the editors.
- 6 owners or the persons who carry on business of management.
- 01 from the news agency
- 5 are the members of parliament of whom 3 are from Lok Sabha and 2 from Rajya Sabha.
- 3 members respectively from UGC, Sahitya Academy and Bar Council of India.

FUNCTIONS OF PRESS COUNCIL-

- To help newspapers and news agencies to maintain their independence.



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- To build up a code of conduct in accordance with high professional standards for the press.
- To ensure the maintenance of high standards and foster a true sense of the rights and responsibilities.
- To encourage the growth of a sense of responsibility and public services among all those engaged in the professional journalism.
- To hear the complaints of the press and against the press.
- To undertake study of foreign newspapers, their circulation and impact.

The PCI is toothless because it only observes, suggests and reports and is not a decision making authority. The press council interacts only with the print media and TV, Radio, Internet are beyond its purview. Hence instead of a press council we rather need a media council which covers print, electronic and cyber media.

THE INDIAN NEWSPAPER SOCIETY (INS)



Its headquarters are at Rafi Marg, New Delhi.

(formerly **INDIAN AND EASTERN NEWSPAPER SOCIETY**)

The early beginnings of the Society can be traced back to October 11, 1927, when a Society bearing the name, The India, Burma & Ceylon Newspapers' London Committee came into being, the name of which was changed to Indian & Eastern Newspaper Society (IENS) on October 4, 1935. This was an organization based in London representing and acting solely under the authority of newspapers, magazines, reviews and other journals published in India, Burma, Ceylon and other countries of Asia.

The need, however, was felt for the establishment of a co-ordinating body in this country, comprising the proprietors of newspapers, which could deal directly and more expeditiously with the various day-to-day problems arising out of newspaper production. Thus The Indian & Eastern Newspaper Society came into being. It was inaugurated at a meeting of the representatives of the following founding publications on February 27, 1939, at the State

Presidents

Name	Company Name	Year
Arthur Moore	The Statesman	1939-43
Devdas Gandhi	The Hindustan Times	1943-45
H.W. Smith	The Times of India	1945-46
r. Kundan R. Vyas	Vyapar - Janmabhoomi Group,Mumbai	2010-11
Mr. Ashish Bagga	India Today	2011-12
Mr. K. N. Tilak Kumar	Prajavani	2012-13



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Functions of Indian Newspaper Society (INS)

Having celebrated its Diamond Jubilee, on completion of 60 years of existence in 1999, INS has entered the new millennium as a mature and well established organization serving the newspaper industry of the country.

Below mentioned are some of the functions and activities of INS.

1. Advertising
2. Newsprint
3. Industrial Relations
4. Press Freedom
5. Seminars
6. Modernization
7. INS Buildings

The objective of the Society which may be enlarged at any time as hereinafter provided are:-

- To act as a central organization of the Press of India, Burma and Ceylon.
- To promote and safeguard such business interests of members as are affected or are likely to be affected by the action of Legislatures, Governments, the Law Courts, municipal and local bodies and associations or organizations commercial or formed for any other purpose and to take such steps as may seem desirable to that end.
- To collect information upon all topics having a practical interest for members and to communicate the same to them.
- To promote co-operation in all matters affecting the common interests of members.
- To hold periodical conferences of its members to discuss and determine action on matters of common interest.
- To make rules to govern the conduct of its members, to provide penalties for the infringement thereof, and to provide means of determining whether there has been such infringement.
- To maintain a permanent secretariat in India to watch over the interests of members and to permit of a constant interchange of information and views.

THE EDITORS' GUILD

- The Editors' guild of India was initially formed in 1940. Its first chairman was Shri Kasturi Shrinivasan, who was the then chief editor of The Hindu. That was the time of Second World War and the guild had to give assurance to the British government that It would not allow its members to publish any such matter that would negatively affect the war strategy of Britain and its allies. On the other hand the British government assured it that it would not apply strict restrictions on publication of was related news.
- After independence the guild worked for freedom of press and its betterment. It organized a convention of editors of Indian and Pakistan media with an objective to remove misunderstanding and to create and atmosphere of mutual cooperation and harmony.

45, Anurag Nagar, Behind Press Complex, Indore (M.P.) Ph.: 4262100, www.rccmindore.com



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- The guild also worked to protect the rights of the working journalists.
- The Editors Guild of India on Monday expressed concern over the implications of the Supreme Court ruling rejecting a special leave petition seeking a stay against a High Court order for damages worth Rs.100 crore against Times Now television channel.
- “While recognising that the law of defamation is an important qualification of the fundamental right to freedom of expression, the Guild believes that the law of defamation has to be construed in such a manner that it does not constrain the normal functioning of the media,” a statement
- NEW DELHI: Editors' Guild press statement in response to remarks by Press Council of India chairman Justice Markandey Katju:

The Editors' Guild of India deplores the ill-considered, sweeping and uninformed comments on the media and on media professionals by the new chairman of the Press Council of India, Justice Markandey Katju. Mr Katju has been making negative statements on the media ever since he assumed office, but his comments in an interview to Karan Thapar on CNN-IBN, broadcast over the weekend, touched a new low. The Guild notes that Mr Katju thinks the media divides people on religious lines and is anti-people. He objects to TV channels that focus on cricket and other subjects he disapproves of. He believes that journalists have not studied economics, politics, literature or philosophy, and he has a poor opinion of the media and media people (some of whom, as it happens, are members of the Press Council that Mr Katju chairs). The Guild notes that Mr Katju, after expressing such sweeping negative sentiments, has asked the government for draconian powers to impose fines on the media, to withdraw advertisements and to suspend the licence to publish or broadcast.

The Guild strongly opposes such powers being given to the Council, especially a Council led by someone who it would seem wants to invoke "fear" in the media.

The Guild wishes to draw attention to the fact that its attempt to engage in dialogue with Mr Katju has been rendered futile by Mr Katju, who however continues to express his tendentious and offensive views. The Guild wishes to remind Mr Katju that the Indian media is as diverse as it is vigorous, and that while it has drawbacks and shortcomings, on the whole it contributes to the strength of the Indian system.

Press freedom is a bulwark for the Indian people against the onslaught of people in authority, and the Guild will firmly oppose the assumption of any draconian powers by a Press Council that was created with an altogether different purpose. Further, as the very name of the Council suggests, only the print media comes within the Council's ambit. The issues and drivers of the electronic media are such that they call for separate regulation. Therefore the Guild believes the Press Council should have its brief limited to the print media, as it is at the present.

- NEW DELHI, April 24, 2013, Wednesday



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- **N. Ravi**, director of Kasturi and Sons Limited, publisher of *The Hindu*, and a former Editor of the paper, was unanimously elected president of the Editors Guild of India.
- He succeeds T.N. Ninan, chairman and editorial director of *Business Standard*.
- Guild's general secretary Vijay Naik said, "Mr. Ravi's name was proposed by senior journalist H.K. Dua, and seconded by K.K. Katyal at an annual general meeting of the Guild in the Capital on Tuesday. He will serve a two-year term."

Responsibility of the Editors Guild

The Guild would reinforce the guidelines by initiating suitable steps to improve the credibility and quality of publications and channels, whenever it receives instances from its members of publication of misinformation, editorialized coverage of news, malicious use of anonymity by sources, inadequate correction or apology. The Guild would encourage its members and others to bring their complaints to the Guild, rather than taking them to organizations which are less directly professional. The Guild would develop a mechanism to encourage this process. The supportive and corrective role of the Guild would expand if more and more active editors join the Guild, and also the Guild expands its activities to all regions of India

UNIT – III





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ELECTRONIC MEDIA GROWTH AND DEVELOPMENT IN INDIA

Introduction to Electronic Media Rapid communication through latest technology has facilitated speedy information gathering and dissemination and this has become an essential part of the modern society. It was Marshall McLuhan who said that electronic technology is reshaping and restructuring patterns of social interdependence and every aspect of our personal life. Extraordinary information explosion have dramatically shrunk time and distance and have converted our world into a Global Village. Electronic media have transformed communication and our ability to share, store and gain information and knowledge. The widely available media services are changing the ways in which we live and work and also altering our perceptions and beliefs. It is essential that we understand these changes and effects in order to develop our electronic resources for the benefit of society. These changes are:

1. It has abolished distances and time in disseminating the information, events and ideas. People's access to information has become easy and universal.
2. External control of information flows has become more difficult. Information exchange has come cheaper and simple.
3. It has become easy to have two-way interaction and exchange of ideas. Wide reach and low reception costs encourage centralised information dissemination.
4. With multi-channels listeners and viewers have opportunity to pick and choose among the programmes of their likings?
5. Two-way media are democratic in which each party is equally empowered to raise new issues on electronic network.

Networks are not new. "Hard" networks such as road, rail, electric and water supply networks have been with us for ages. "Soft" networks such as computer programmes, radio and television are equally important in relations to our needs, usefulness to our culture.

BROADCASTING EVOLUTION – FLASHBACK

DEFINITION OF BROADCASTING - Broadcasting is the distribution of audio and/or video content to a dispersed audience via any electronic mass communications medium. Broadcasting is defined as the dissemination of message through transmission over radio and television that provides for reception by the public.

Broadcasting is usually associated with radio and television, though in practice radio and television transmissions take place using both wires and radio waves. The receiving parties may



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include the general public or a relatively small subset; the point is that anyone with the appropriate receiving technology can receive the signal. The field of broadcasting includes a wide range of practices, from relatively private exchanges such as Amateur (ham) radio and Amateur Television (ATV) and closed-circuit TV, to more general uses such as public radio, community radio and commercial radio, public television, and commercial television.

EVOLUTION PHASES

During the course of the twentieth century, humankind has marched from the 'Guttenberg Galaxy' to the 'Global Village' ushered in by information technology. In the first half, we had radio and then Television and the second half took us to the space age, as the first international satellite systems, Intelsat and Intelsputnik were in place by the mid sixties. Since then innovations have brought convergence of mass media, telecommunications, informatics and optical electronics leading to a wide variety of communication tools like cellular telephones satellite TV and internet. The internet has revolutionized the communications world as never before.

The invention of the Telegraph, Telephone, Radio and Computer set the stage for this unprecedented integration of capabilities. In fact, the internet has soon become a worldwide broadcasting capability, a mechanism for information dissemination, and a medium for collaboration and interaction between individuals and their computers without regard for geographic location.

The communications revolution has arrived and in fact, radio, television and Internet are fruits of the evolution of communication technology. Telegraphy was invented around 1840 by Sir Charles Wheatstone and Samuel Morse. The first telegraph message was transmitted in 1844. In 1876, Bell sent the first telephone message by wire. Around 1895, Marconi and Popoff succeeded independently of one another in transmitting and receiving wireless messages. In 1906, Fessender transmitted the human voice by radio. In 1839, Daguerre devised a practical method of photography. The first film was screened in 1894.

Already in 1904, the first photographs were transmitted by photo telegraphic apparatus (Belin system), while the first picture was televised in 1923. The first radio broadcasting networks were installed in the 1920s, television broadcasting began in the 1930s and regular transmission of color television began in 1954. Rapid intercontinental communication was initiated with the underwater telegraph cable between America and Europe, laid in 1857. While the first transatlantic telephone cable entered into service only in 1957, the intercontinental radio telephone and telegraph systems were already functioning regularly by the 1920s ; teleprinting became operational at the start of the 1930s. Finally Early Bird, the first commercial communication satellite was launched in 1962. Two big international satellite systems, Intelsat and Intelsputnic, were launched respectively in 1965 and 1971. The world's first domestic synchronous orbit satellite system for telecommunication purposes and for distribution and reception of TV programmes through low-cost earth stations and low power transmitters was inaugurated in 1973 in Canada. In 1977, the satellite system could carry voice facsimile and data directly to the end user. A gallium arsenide laser which may enable numerous TV programmes to be transmitted along a fiber was tested in 1970. Optical fiber cables were field-tested in 1976.



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In these analog technologies, the missing ingredient was processing. Digital systems, in contrast to analog, allowed one to work with and manipulate content.

Information processing thus needed another ingredient that arrived in 1958 when Robert Noyce and Gordon Moore created the integrated silicon chip, following on the work of William Shockley who had invented the transistor in 1948. The invention of the silicon chip has reduced the space required to minute proportions. Binary codes of transmission have created a new language; virtually eliminating delays. The company they founded was Intel that really broke the computing barrier in 1974 with the 8080nchip. It was virtually an entire computer on a single chip. In 1977 Apple produced the Apple II, and the desktop computer was born.

To all these developments, add memory (which evolves even faster than the microchip) and the software and we have the final ingredients of the information Age.

A fiber optic interactive computer - controlled network was designed in Japan to carry two-way video information, to and from households. In another field, videocassettes were invented in 1969, audiovisual cassettes became a marketable reality in 1971 and a first video disk system was available to consumers in 1979.

Computer systems working in parity with communications have spawned the Internet and the advanced networks today that fully integrate satellites, telephones, wireless devices, broadcasting and cable over fiber-optic, broadband, and wireless networks. The result is what we now call convergence.

Satellite technology has brought about major changes in broadcasting since the transoceanic relay of TV programmes between the US and Europe in the early 1960s. The use of Intelsat system for international distribution of TV signals in this mode made it possible for a very large international audience to see the first step of a man on the moon.

A major quantum leap in satellite technology was marked by the US satellite ATS-6, launched in 1974 that enabled the direct reception of satellite relayed TV signals by simple, low-cost receiving systems. In effect, it replaced the high cost earth stations with cheap Direct Reception System (DRS). The ATS-6 was thus able to bypass the coverage constraints imposed by the need to have a TV transmitter. The Satellite Instructional Television Experiment (SITE) in 1975-76 was a field demonstration of the capabilities of this system in India and the same technology is now an integral part of the Indian Satellite System (INSAT). It is important for a TV network to gather programme material at a central location especially for the purposes of news and current affairs programmes. Satellite News Gathering (SNG) has made this possible.

India has tried Direct Broadcasting Satellite (DBS) service during SITE and it was expected that direct broadcast TV service to very small rooftop/home dish antennae will be cost- effective in India in the 90s. The key to large scale introduction of DBS lies in establishing viable number of viewers. The concept is now called Direct-To-Home (DTH).



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High Definition Television (HDTV) is now talked about as a part of ISBD (Integrated Services Digital Broadcasting) which integrates it with conventional Television, enhanced teletext, audio services and new forms of interactive multimedia services.

Digital Video Broadcasting (DVB) is being implemented for satellite, cable and terrestrial transmission. At the end of 1995, the European DVB project finalized the specifications for channel coding and modulation of the broadband, digital TV transmission channels.

Digital satellite systems are in operation in the US since 1995 and the digital cable delivery has started in late 1996.

Digital television service was launched in the US on 1 November 1998, and more than 50 per cent of the US population had access to terrestrial DTV signals within one year. Nowadays, all the existing analog systems were likely to be replaced by the digital systems with added capabilities like HDTV, interactive programmes, full Internet access and Telephone services. DVB promises great expectations: pay TV, pay-per-view TV (PPV), Near Video On Demand (NVOD), Interactive Video On Demand (IVOD), video games, Services On Demand (SOD) including anything from teleshopping, telebooking, telebanking, telelearning, and true interactive TV with teleworking.

The future is broadband, a lightning fast means of data transmission that could revolutionize the way we all send and receive information.

KNOWLEDGE BANK

UPLINKING -The communication going from ground to a satellite is called uplink. Unlinking is a transmission path for data or other signals from an earth station to a communications satellite. It also referred as a communication channel through which a user transmits data to the internet. The process begins at an earth station--an installation designed to transmit and receive signals from a satellite in orbit around the earth. Earth stations send information in the form of high powered, high frequency (GHz range) signals to satellites which receive and retransmit the signals back to earth where they are received by other earth stations in the coverage area of the satellite. The area which receives a signal of useful strength from the satellite is known as the satellite's footprint.

DOWNLINKING- The communication going from a satellite to ground is called a downlink. When an uplink is being received by the spacecraft at the same time a downlink is being received by Earth, the communication is called two-way. If there is only an uplink happening, this communication is called upload. If there is only a downlink happens, the communication is called one-way. In short, the transmission system from the earth station to the satellite is called the uplink, and the system from the satellite to the earth station is called the downlink.



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RADIO

ORIGIN AND GROWTH OF RADIO

Samuel Morse's invention of Telegraph in 1842 prompted scientists to find out ways to transmit messages over air. Italian inventor Guglielmo Marconi succeeded in it in 1895. For further development of the mechanism, he started the Marconi Company in England and started commercial production of radio transmitters for military purpose. Marconi's device was sophisticated by Reginald Fessenden and started transmission of sound over radio transmitters, instead of textual signals.

It was US inventor, Lee De forest who made radio transmission much clearer with his Audition vacuum tube. He also envisaged stations sending continuous music, news and other programs over radio waves. The idea came to be known as broadcasting.

The earliest broadcast of speech was done by Professor Reginald Fessenden (US) in Brant Rock (Massachusetts) on December 24, 1906. In 1922, Dr. Albert H Taylor and Leo C Young (both of the US) invented the radar. During the years of 1930, radio broadcasting became a part of life in the West. The loudspeaker was invented by Rice Kellog (US) in 1940. In 1955, the radar was used for the first time by Sir Robert Watson-Watt (England)

The first radio stations were set up in Pittsburg, New York and Chicago in the 1920s. Following the USA, European countries also started radio stations for broadcasting news and entertainment content. The colonial powers like Britain and France set up radio stations in Asian and African countries in the early years of 20th century

MAJOR LANDMARKS IN THE HISTORY OF RADIO BROADCASTING

- Discovery of electromagnetic induction by Michael Faraday in 1831
- William Henry Ward in April 1872 ; received US Patent 126356 for radio development
- Maxwell equations were developed by James Clerk Maxwell and between 1861 and 1865; James Clerk Maxwell made experiments with electromagnetic waves. In 1873, as a result of experiments, Maxwell first described the theoretical basis of the propagation of electromagnetic waves in his paper to the Royal Society, 'A Dynamical Theory of the Electromagnetic Field'
- In July 1872, Mahlon Loomis received US Patent 129971 for a 'Wireless Telegraph'
- In 1878, David E Hughes was the first to transmit and receive radio waves
- In 1885, Edison took out US Patent 465971 on a system of radio communication between ships (which later he sold to Marconi)
- Between 1886 and 1888 Henrich Rudolph Hertz validated Maxwell's theory through experiment
- Nikola Tesla developed means to reliably produce radio frequencies, publicly demonstrated the principles of radio and transmitted long distance signals.

He holds the US Patent for the invention of the radio, defined as 'wireless transmission of data'. Tesla was the first to apply the mechanism of electrical conduction to wireless practices.

Oliver Lodge transmitted radio signals on 14th August, 1894 (one year after Tesla and one year before Marconi) at a meeting of the British Association for the Advancement of Science at



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Oxford University. On 19th August 1894, Lodge demonstrated the reception of Morse code signaling via radio waves using a ‘coherer’ radio wave detector by adding a ‘trembler’ which dislodged clumped filings, thus restoring the device’s sensitivity. In August 1898, he got US Patent 609154. ‘Electric Telegraphy’ that made wireless signals using Ruhmkorff coils or Telsa coils for the transmitter and a Branly coherer for the detector. This was key to the ‘syntonic’ tuning concept. In 1912, Lodge sold the patent to Marconi.

J C BOSE AND RADIO - In November 1894, the Bengali Indian physicist, Jagdish Chandra Bose demonstrated publicly the use of radio waves in Calcutta, but he was not interested in patenting his work. Bose ignited gunpowder and rang a bell at a distance using electromagnetic waves, proving that communication signals can be sent without using wires. The 1895 public demonstration by Bose in Calcutta was before Marconi’s wireless signaling experiment on Salisbury Plain in England in May 1897. In 1896, the Daily chronicle of England reported on his UHF experiments “The Inventor (J C Bose) has transmitted signals to a distance of nearly a mile and herein lies the first and obvious and exceedingly valuable”.

DEMONSTRATION OF RADIO TRANSMISSION

Alexander Popov was the first man to demonstrate the practical applications of radio waves. In 1894, the Russian physicist Alexander Popov performed a public demonstration of transmission and reception of radio waves used for communication at the Russian Physical and Chemical Society using his coherer. Around March 1896, Popov demonstrated in public the transmission of radio waves, between different campus buildings, to the Saint Petersburg Physical Society. (This was before the public demonstration of the Marconi system, around September 1896). In 1898, his signal was received 6 miles away and in 1899, 30 MILES AWAY.

In February 1893, Telsa delivers ‘On Light and Other High Frequency Phenomena’ before the Franklin Institute in Philadelphia. In 1895, Marconi receives a telegraph message without wires a short distance (below a mile), but he did not send his voice over the airwaves. In March 1895, Popov transmitted radio waves between campus buildings in Saint Petersburg, but did not apply for a patent. In 1896, Telsa detected transmissions from his New York lab of low frequency (50000 cycles per second) undammed waves with a receiver located at West Point, ‘ a distance of about 30 miles’.

RADIO BROADCASTING IN INDIA

Broadcasting began in India kicked off with the formation of radio clubs and a private radio service in Madras, in 1924. After the advent of wireless telegraphy and a combination of a number of discoveries by technicians and scientists from different countries, several attempts or radio broadcasting were carried out.

MILESTONES

- 1927- Organised broadcasting started in India at Bombay and Calcutta by The Indian Broadcasting Company (IBC)
- 1930-Govt takes over and forms the Indian Broadcasting service (IBS)
- 1936- Name changed to All India Radio (Lionel Fielden was the first controller of Broadcasting in India during this period)
- 1939- External service division inaugurated



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- 1957-Came to be known as Akashvani
- 1957- Introduction of commercial channel known as Vividh Bharathi
- 1977- FM broadcasts were introduced in Madras
- 1993- FM Channel was launched in Bombay
- 1997-Digital Audio broadcasting Technology was launched
- 2004- DTH service of AIR inaugurated
- 2012- Bangladesh recognizes Akashvani for its contribution in Bangladesh Liberation War.

A I R and Doordarshan are presently functioning under the Prasar Bharati Broadcasting Corporation. In Kerala radio broadcast started on march 12. 1943 from Trivandrum, once a week. By 1947 august a daily transmission of two hours was started. Kozhikode station was started in 1950.

RADIO: CHARACTERISTICS

Radio is everywhere as its signals reach every nook and cranny. Radio is a different medium. Physically it is different from any other media. It is a medium for ears not of eyes. Programmes designed for radio is to hear. Discovery of portable radio transistors revolutionized the sector. After the discovery, radio became most popular companion of radio consumers. This unique medium shares certain characteristics.

1. Radio is a cost-effective medium - Radio sets are not at all a luxury now, unlike olden days, when radio sets were not affordable for common people. Advancement of technology made radio production and transmission less expensive. Unlike other media, production format is sound which can be produced at a minimum rate.
2. Radio is a public medium - Radio can be accessed by any number of people simultaneously without much technical paraphernalia.
3. Radio is a blind medium- Radio is a blind medium. But this medium stimulates the imagination. The listener tries to visualize the sound source in the mind of the listener. Any size pictures are created corresponding to the emotional context of the speaker. Being an audio medium, radio is accessible for visually challenged.
4. Radio is accessible for illiterates -Literacy is not a pre requisite for listening radio. In developing and less economically developed countries, it becomes a popular medium because of these characteristics. Majority of the population in these countries are illiterate. They show a special affinity towards radio as they can overcome the deficiency of illiteracy through radio programs.
5. Radio is a mobile medium - Specialty of a background medium is that it can be used while doing other jobs. Radio listeners can enjoy radio programs while they are at work. Convergent media environment helped radio to be more hands free.
We can listen to radio while we are moving. As Vivian explained earlier, we can listen to radio while driving car, jogging, walking or doing any job.
6. Radio is a transient medium - Words uttered in radio have gone forever. It cannot be retaken. So the radio is considered to be as a highly transient medium.



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7. Radio needs less energy - Radio consumes very less energy. In that sense, it is an environment friendly medium. Since radio sets can also be operated with batteries, it became popular in remote villages where electricity is inaccessible.

8. Radio is a speedy medium -Radio is the fastest medium as it requires less time for preparation and transmission. Live broadcasting with a few equipments is possible in radio station.

9. Millions to hear There is no patch of land and ocean surface untouched by the electromagnetic signals. Immediate reach and wide network make radio more popular. Irrespective of social, economic and cultural backgrounds everybody can enjoy radio programmes. The range of audience varies from downtrodden to the elite.

10. Infotainment -People use radio for different purposes like to attain news, to inform, for entertainments, for education, to propagandize and to persuade are some of them. It provides both informative and entertainment programs. So it is an infotainment medium. Universal appeal infotainments with low cost and wide reach make radio a real mass medium.

11. Round Clock -Radio is a round clock activity. Radio casting adds millions of words every minute to the air.

12. Easy operations - Complex technicalities never becomes as a hindrance in radio operations. It is a medium which can very easy to handle and operate. Minimum technical knowhow is needed to switch on, to tune and to switch off the radio transistor.

SCOPE AND LIMITATIONS OF RADIO

Radio has played an important role in the communication industry and has also revolutionized it. Once, it was considered to be the back-bone of the industry and people used to tune to the frequencies and get the information from across the world.

Radio is an audio medium, so it does not require the listeners to be educated. Even an illiterate can listen and understand the information. This way, radio has made the whole communication process more effective and abstract.

Cost-efficient -Radio is an affordable mass communication device. One need not invest much to buy a radio. This is a boon for those, who cannot spend much because of limited funds. Once a transistor radio is purchased, messages flow constantly and no cost is involved for reception of messages.

Easy to handle -The size of radio is not big, hence, can be accommodated easily at any place.

Mobility -One can take radio with him, if he wishes to go somewhere. It is mobile medium of communication. Radio does not require captivity. Listeners can receive messages even when they are working.

Does not require electricity -Radio can be operated using batteries. This was reason why it got wide acceptance even in rural India, where there is limited electricity.



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Pan-Reach -Radio reaches virtually to everyone in many environments. Radio messages reaches to illiterates, neo-literates and highly educated receivers simultaneously

Greater reach -Radio has penetrated into the society at almost every level. Almost every family in the country has one radio set.

Pulse of community - Radio is more local than global. People listen to the radio to find out what is happening in their community such as special events, news, traffic updates, weather reports, sport, entertainment etc.

Influential - Radio influences consumers. It is the medium to build top-of-mind awareness

Theater of the Mind- Radio enables its listeners to picturise in their mind the scene according to vocal deliverance over it. The want of visual effect is compensated by sound effects, both natural and mechanical and so live effect is moderately high. The quality of voice and sound makes the communication fairly enjoyable.

A Competitive Medium - The growth of national talk and music station networks and growth in affair promotions has made radio more attractive to national advertisers and more competitive with national media. Radio can localize a national or even global issue.

Most Persuasive - Radio as a medium of communication has a great reach among the audiences and they rely upon the messages. Hence, it act as most persuasive medium for the people. Radio has the capacity to deliver instantaneous messages.

Cost of Production - The production cost of a radio program is pretty less than the production cost of other media.

LIMITATIONS OF RADIO

- No visuals. News stories accompanied by visuals are considered more credible. Radio lacks it. It is also not suitable for visual art programmes like dance etc.
- Information cannot be retrieved. We would not keep the record to radio programs. Although now-a-days this has become possible to record radio programmes, but it is available with a small number of audiences.
- One cannot go back and re-listen the message
- Radio programmes have lots of commercial in a row due to which the listeners loses interest
- Possibility of Misinterpretation in high. It solely depends upon the intelligence and mindset of the listeners that how they perceive the messages
- Cluttered Information: Sometimes the audiences listen to messages on radio and get confused. Listeners need lot of imagination and therefore understanding of message depends largely on the characteristics of the receivers.



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- Communication is time limited and presents tiny fragments of topics in a haphazard mosaic. The medium has also limitations because of its audio nature
- Receivers cannot put off listening parts of message for subsequent listening at their convenience.

ORGANIZATIONAL STRUCTURE OF ALL INDIA RADIO

All India Radio comes under the Ministry of Information and Broadcasting, Government of India. The Minister of Information and Broadcasting heads this ministry. A Secretary and four Joint Secretaries assist the Minister of Information and Broadcasting, in dealing with the following:

- Policy,
- Broadcasting,
- Financial Advisor, and
- Film.

In order to help the joint secretaries in the execution of above jobs, there are deputy secretaries and under secretaries also.

Radio stations come in all sizes and generally are classified as being either small , medium or large market outlets. The size of the community that a station serves usually reflects the size of its staff. That is to say, the station in a town of five thousand residents may have as few as six full-time employees. It is a question of economics. However, some small market radio outlets have staffs that rival those of rival market stations because their income warrants it. However, a few small stations earn enough to have elaborate staffs. But the key word at the small station is flexibility, since each member of the staff is expected to perform numerous tasks. Medium markets are set up in more densely populated areas and in this type of station; there are twelve to twenty employees. While an overlapping of duties does occur even in the larger station, positions usually are more limited to specific areas of responsibility.

Large market stations employ as many as fifty to sixty people and as few as twenty depending on the nature of their format.

As far as All India Radio is concerned, Director General is the head of the organization. This being a sensitive post, the requirements include: a wide cultural background, initiative, tact, administrative ability, sound judgement of men and matters, a deep commitment to broadcasting and qualities of leadership of a high order. Sometimes, Indian Administrative Service Officers are assigned an additional task of Director General of All India Radio. This is somehow not considered to be a healthy trend. However, since independence, there have been around many I.A.S. officers who have performed the task of Director General of All India Radio.



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There are Additional Director General and Deputy Director Generals also who help the Director General in the discharge of his vast duty. Director of Programmes assists the Deputy Director General. Other than that a Director whose rank is equivalent to Deputy Director General heads the News Division. Chief News Editor, News Editor, and Joint Director etc assist the Director.

Moreover, there are Translators, News Readers and Announcers also to help the News Division. The Engineering Division of AIR is looked after by Engineer-in-Chief and is assisted by Chief Engineer and Regional Engineers.

The Regional Stations of AIR is under the control of Station Director who is assisted by Assistant Station Directors and Programme Executives. In addition to that B. G. Verghese Committee has also proposed an organizational structure for AIR, which is given below:

The committee proposed the creation of the following posts of General Managers:

- GM Legal Services
- GM Planning
- GM Information

The committee also proposed a Central News Room consisting of following:

- General Manager
- Editor, Akashvani
- Editor, Doordarshan
- Foreign Editor

Editor Monitoring It also proposed the five Zonal Executive Boards, which are following:

- Zonal Director
- Controller Doordarshan
- Controller Personnel
- Controller Engineering
- Controller Finance
- Controller Akashvani

Regional Controller Moreover, this committee also proposed the creation of the posts of Station Manager, Accounts and Personnel Officer, Programme Officer, Extension Officer, etc.



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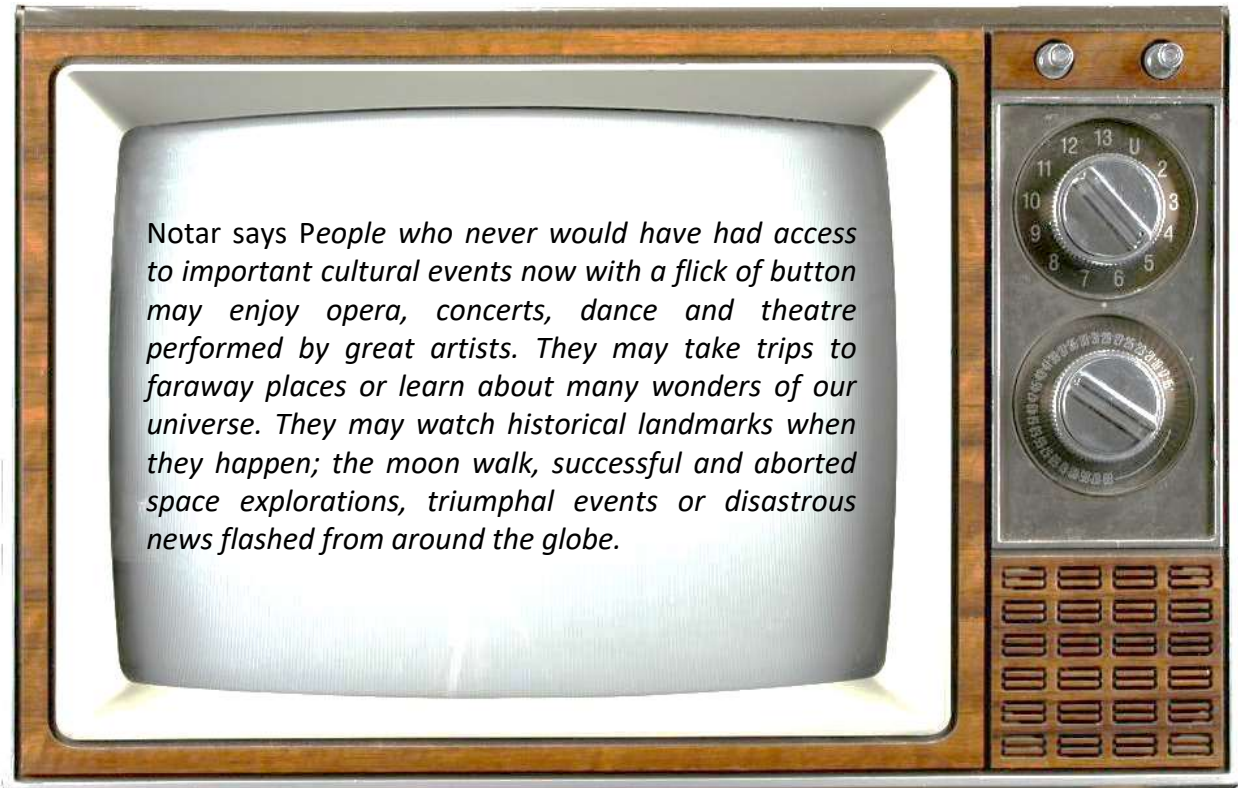
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TELEVISION

Television is the audio-visual media of communication. It offers a window to the outside world. Among all the mass media, television attracts the largest number of viewers. It is the most popular and has the greatest potential. This is because it is able to attract the audience of all age groups, literate and illiterate and of all the strata of the society. It is becoming increasingly available.



ORIGIN AND DEVELOPMENT OF TELEVISION

Television (TV) is a [telecommunication medium](#) that is used for transmitting and receiving moving images and sound. Television can transmit images that are [monochrome](#) ([black-and-white](#)), in [color](#) or in [three dimensions](#). [Television](#) was invented by John Logie Baird, Philo Fransworth, Charles Francis Jenkins and Vladimir Kuzmich Zworykin. The first television with moving images was invented in 1925.

A television set, also called a television receiver, is a device that combines a tuner, display, and speakers for the purpose of viewing television. Introduced in late 1920's in mechanical form, television sets became a popular consumer product after World War II in electronic form, using cathode ray tubes. The addition of color to broadcast television after 1953 further increased the



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popularity of television sets in 1960's, and an outdoor antenna became a common feature of suburban homes. The ubiquitous television set became the display device for the first recorded media in the 1970s, such as VHS and later DVD. It was also the display device for the first generation of home computers (e.g., Timex Sinclair 1000) and video game consoles (e.g., Atari) in the 1980s. In 2010's flat panel television incorporating liquid-crystal displays largely replaced cathode ray tubes. Modern flat panel TVs are typically capable of high-definition display and can also play content from a USB device.

Mechanical televisions were commercially sold from 1928 to 1934 in the United Kingdom, United States, and Soviet Union. The earliest commercially made televisions sold by Baird called Televisors in the UK in 1928 were radios with the addition of a television device consisting of a neon tube behind a mechanically spinning disk with a spiral of apertures first mass produced television set, selling about a thousand units.

The first commercially made electronic televisions with cathode ray tubes were manufactured by Telefunken in Germany in 1934, followed by other makers in France (1936), Britain (1936), and America (1938). Television usage in the western world skyrocketed after World War II with the lifting of the manufacturing freeze, war-related technological advances, and the drop in television prices caused by mass production, increased leisure time, and additional disposable income. By late 1960s and early 1970s, color television had come into wide use. In Britain, BBC1, BBC2 and ITV were regularly broadcasting in color by 1969.

By late 2000s, CRT display technology was largely supplanted worldwide by flat panel displays such as LCD. Flat panels television especially LCD has become all-dominant form of television since early 2010's.

TELEVISION IN INDIA

Television Broadcasting had a slow start in India where, initially it was regarded as an expensive toy for a developing country. On 15th September 1959 the television emerged in India. The first experimental transmission began at Delhi. The objective of the first transmission was to analyze as to what can be achieved with this tool of community development. The initial funding for the equipment was come from the United States. Within the range of 40 Kilometers of the transmitter 180 tele-clubs were set up. The television sets were provided by the UNESCO. The professional and engineering staffs were provided by the All India Radio. The Akashwani auditorium served as the studio from where regular programmes were put on air. Television programmes for teachers were started on 1961. In 1961 rural programmes like Krishi Darshan was started for the framers of the 80 tele-clubs in Delhi and Hariyana. The television services were extended to



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Mumbai in 1972. By 1975 the services were further extended to the cities of Calcutta, Chennai, Srinagar, Amritsar and Lucknow.

SATELLITE INSTRUCTIONAL TELEVISION EXPERIMENT (SITE- 1975-1976)

The usage of satellite technology in India started with world's first techno-social experiment, SITE. This experiment beamed satellite TV programmes for 4 hours daily, based on education, health, family planning and agriculture to 2400 villages scattered around six states in India. The satellite was loaned to ISRO by NASA for one year.

The UNESCO expert group along with the India Government observed the utility of satellite TV for the national and educational development in the country. The analysis suggested that such an experiment should be conducted for the betterment of communication. In 1969, the Department of Atomic Energy of Indian Government had entered into an agreement with National Aeronautics and Space Administration to use the satellite for this objective. The main purpose of this agreement was to confer a satellite free of cost for a year. SITE came into operation during the mid-seventies. It was launched with the assistance of American satellite, ATS 6.

The SITE programme was terminated in July 1976 and NASA shifted its ATS6 satellite away from India though it was extremely demanded by the villagers, Journalists and others in the society. But the SITE experiment was considered as a failure. It was observed that there was high viewership in the early months, but gradually it deteriorated. This decline was the result of various glitches in developing suitable programmes for television, poor electricity supply, hardware defects, poor maintenance of TV sets and villagers more interested in agricultural and domestic chores. Also one year is considered a very short period to bring about a social transformation. However it is an important milestone in the development of TV.

DOORDARSHAN

Television was separated from All India Radio on 1976 April 1st and constituted under a new body named as Doordarshan. It is one of the media units of the Ministry of Information and Broadcasting, Government of India. Regular satellite link between Delhi and other transmitters were established to facilitate the introduction of national programme. Doordarshan was established with the motive of public service broadcasting. Its aim was to inform, educate and entertain the masses.

The following are some of the major land marks in the history of Doordarshan:

1. 1976 January 1: commercials on TV

45, Anurag Nagar, Behind Press Complex, Indore (M.P.) Ph.: 4262100, www.rccmindore.com



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2. 1976 April 1: Doordarshan separated from All India Radio
3. 1982 August 15: color TV introduced
4. 1984 July 15: First sponsored serial- *Humlog*
5. 1984 November 19: Second channel at Delhi
6. 1986 August 9: First regional network
7. 1993 April 1: Metro entertainment channel
8. 1993 August 15: Five DD Satellite channels
9. 1994 August 15: Major restructure- DD1 to DD-13. Relay station service from state capitals.
10. 1995 March 14: DD-India-International channel
11. 1995 November 14: DD-3 Infotainment channel

Doordarshan has three –tier programme service- national, regional and local. The national programmes include news, current affairs, services, cultural magazines, sports, music, dance, drama, serial and feature films. DD4-4 to DD-13 channels is the 10 regional. Each channel telecasts two types of programmes. The channels DD-14 to DD-17 telecast programmes for the four Hindi speaking states. DD India comprises of 18 hours of transmission. The DD-CNI is the channel of news and current affairs.

Doordarshan started to appear in color during Asian Games. The success of 9th Asian Games and its live coverage by DD through satellite INSAT 1A led to the emergence of a new concept of live coverage in the nation especially regarding the sports events. After the accomplished reporting of Asian Games, DD also covered NAM summit in India. By the termination of 1970s decade the Cable TV has taken a lot of space in the entertainment sector. In order to give greater autonomy to Doordarshan, The Prasar Bharati Broadcasting corporation was formed.

Post Liberalization of Television

The economic reforms of the 1991 by the government allowed private and foreign broadcasters to engage in limited operations in India. Several foreign channels like CNN, Star TV and domestic channels like Zee TV, Sun TV started satellite broadcasts. The Cable TV industry witnessed a sharp ascent in the early 1990s. The time show the entry of foreign players like Rupert Murdoch's Star TV Network in 1991, MTV and others. Sun TV (1991) was launched in 1992 as the first private channel in South India. Five new channels like MTV, Star Plus, BBC, Prime Sports and STAR channel firmed its ground in the Indian market. Zee TV was the first private owned Indian channel to broadcast over cable. By 2001-2003 international channels like Nickeldon, Cartoon Network, VHI, Diseny and Toon Disney made quick impact in the Indian market.



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CHARACTERISTICS OF TELEVISION

- ❖ Attractive content: Television programmes are audio visual and attractive to watch.
- ❖ Audio visual medium: Includes both sound and visuals.
- ❖ Domestic medium: We can watch television in the comfort of our home with our family.
- ❖ Live medium: It is capable of being a live medium.
- ❖ Transitory medium: May be practically impossible to record every programme which appears on the television.
- ❖ Wide reach through satellite linkage: Satellite transmission makes it possible to reach for a wide geographical area.
- ❖ Immediate reach: Television transmission is immediately available to viewers.
- ❖ Can communicate with illiterates and deaf people: People who are unable to read, write or hear can watch television programmes.
- ❖ Facilitate live visual coverage: live visual coverage makes it more interesting.
- ❖ High receptivity of message content: Its visual appeal enables the viewers to remember things well.
- ❖ Informs, entertains and educates: Television programme gives information, entertainment and also educates us.
- ❖ No time limitations: 24 hour programmes are available.
- ❖ High cost and technology intensive: its cost is higher than the print media and radio. It is technology intensive.

SCOPE AND LIMITATIONS OF TELEVISION

- It has the intimacy of radio and believability of personal participation.
- It can be used to demonstrate process or physical skills.
- It can be used to show movements.
- It requires viewer's attention.
- It can be used by those lacking reading skills.
- It can be used to make distance learning process more personalized.
- It can be used to make teaching and learning more attractive.
- It is also called medium of communication for illiterates, as it is composed of both audio and visual content.
- It can be used as a socializing agent.
- It can be used for persuasion.
- It reaches a wide range of audience more effectively.



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LIMITATIONS

- It lacks instant feedback.
- It demands audience attention.
- It is a costly medium of communication.
- The production process is very lengthy.
- The production and transmission of programmes are costly.
- It makes people idle and the sedentary lifestyle creates health problems for couch potatoes.
- TV is called chewing gum of the eyes.
- It is not portable.

ORGANIZATIONAL STRUCTURE OF DOORDARSHAN:

The organizational structures of Doordarshan and All India Radio are more or less the same. But Doordarshan these days are growing bigger in terms of number of sections, sub-sections and staff of various kinds. The overall head of all the departments in Doordarshan is the Director General. The rank of the Director General of Doordarshan is equivalent to that of the Director General of All India Radio, while earlier it was not the case. Now as far as Doordarshan organizational services are concerned, it is crystal clear from chart-I and chart-II that there are mainly two departments — Department of Programme and Administration and Department of Engineering.

The Director General heads the Department of Programme and Administration. His main job is to supervise, guide, govern and control the entire functioning of the department.

Those who work under the Director General include the Additional Director General and Deputy Director General (Development), Deputy Director General (News and Current Affairs), Deputy Director General (Communication and Film), Deputy Director General (Production and Transmission), and Director (Finance and Personnel Control).

The Additional Director General looks after News and Current Affairs, Programme Policy, Programme Coordination, Planning, Public Relations, etc. The rank of Additional Director General is equivalent to that of Joint Secretary, Govt. of India. He is assisted by the Controller of Programme (Policy), Controller of Programme (Coordination), Controller of Programme (Development), Public Relations Officer, etc. The Deputy Director General (Development) looks after the proper and sequence-wise development of the programme and is supported by Director, Audience Research, Controller of Programme (Development) and Deputy Controller of Programme.

The Deputy Director General (News and Current Affairs) looks after the administrative part of current newsgathering, news selection, news processing, news evaluation and news presentation. He is supported by Chief Editor News, Chief Producer News and News Editor (Teletex). The



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Deputy Director General (Communication and Film) monitors the entire communication process of the organization. He is assisted by Controller of Programme (Communication) and Deputy Controller of Programme (Films).

The Deputy Director General (Production and Transmission) looks after the entire activities of Production and Transmission and is supported by Deputy Director Administration in the discharge of his vast duties.

The Director (Finance and Personal Control), guides, governs and controls the financial activities and personnel works and in the discharge of his vast duties, Deputy Director Administration and Senior Analyst support him. The Department of Engineering is headed by Engineer-in-Chief who is answerable to the Director General. The Engineer-in-Chief is responsible for the growth and maintenance of all the engineering and technical activities. In the discharge of his enormous duties, he is assisted by Chief Engineer (Project and Budget) and Chief Engineer (Maintenance and INSAT).

The Chief Engineer (Project and Budget) supervises and prepares various projects and budgets and is supported by Director Engineering (Study Design Coordination with ISRO and P&T), Director Engineering (Teletext), Director Engineering (Purchase), Director Engineering (Progress and Budget), Director Engineering (Estimates and NLF) and Director Engineering (Transmitter Design). In addition to that there is a large number of staff in Doordarshan which are directly associated with pre-production, production and post-production. These staff members are: Programme Producer, Programme Executive, Video Engineer, Vision Control Operation, Lighting Engineer, Cameraman, Vision Mixer, Studio Engineers, Make up Supervisors, Script Designer, Programme Assistant, Production Assistant, Audio Control Manager, Mic Boom Operator, and Script Writer.

THREE TIER SERVICE SYSTEM OF DD

Doordarshan is an Indian public service broadcaster, a division of Prasar Bharati. It is one of the largest broadcasting organisations in the world in terms of the studio and transmitter infrastructure. Recently, it has also started broadcasting on Digital Terrestrial Transmitters. Doordarshan has a three tier programme service – National, Regional and Local. The emphasis in the National programmes is on events and issues of interest to the entire nation. These programmes include news and current affairs, magazine programmes and documentaries on science, art and culture, environment, social issues, serials, music, dance, drama and feature films. The regional programmes are beamed on DD National at specific times and also on the Regional Language Satellite Channels, catering to the interests of a particular state, in the language and



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idiom of that region. The local programmes are area specific and cover local issues featuring local people Doordarshan celebrated its 50th anniversary. Doordarshan's DD FREE DISH is a multi-channel Free to Air Direct to Home (DTH) service. This service was launched in December'2004 with the modest beginning of 33 channels. This service was inaugurated by Hon'ble Prime Minister of India. DD FREE DISH has been upgraded time to time and at present Doordarshan's DTH platform has the capacity of 59 TV channels along with 22 Radio channels. DD FREE DISH is available in Ku-Band on INSAT-4B (at 93.5°E) having 5 streams of channels with Downlink Frequencies - 10990, 11070, 11150, 11490 and 11570 MHz This Ku-Band DTH service provides the TV coverage throughout the Indian territory (except Andaman & Nicobar Islands). DTH signals can be received through a small sized dish receive system The DD provides television, radio, online and mobile services throughout metropolitan and regional India, as well as overseas through the Indian Network and Radio India. For the London Olympics, live telecasts of the opening and closing ceremonies of the games were broadcast on its national channel. DD sports channel has provided round the clock coverage of sport events. Doordarshan had a modest beginning with an experimental telecast starting in Delhi on 15 September 1959, with a small transmitter and a make shift studio. The regular daily transmission started in 1965 as a part of All India Radio. Doordarshan began a five-minute news bulletin in the same year in 1965. Pitampura was the first newsreader. Salma Sultan joined Doordarshan in 1967 and later became a news anchor. The television service was extended to Bombay (now Mumbai) and Amritsar in 1972. Up until 1975, only seven Indian cities had a television service and Doordarshan remained the sole provider of television in India. Television services were separated from radio on 1 April 1976. Each office of All India Radio and Doordarshan were placed under the management of two separate Director Generals in New Delhi. Finally, in 1982, Doordarshan as a National Broadcaster came into existence. Krishi Darshan was the first program telecast on Doordarshan. It commenced on 26 January 1967 and is one of the longest running programs on Indian television. National telecasts were introduced in 1982. In the same year, colour TV was introduced in the Indian market with the live telecast of the Independence Day speech by then prime minister Indira Gandhi on 15 August 1982, followed by the 1982 Asian Games which were held in Delhi. Now more than 90 percent of the Indian population can receive Doordarshan (DD National) programmes through a network of more than 1416 terrestrial transmitters. There are about 67 Doordarshan studios producing TV programmes today.

ROLE OF ELECTRONIC MEDIA:

In a democracy, the role of electronic media is not confined to provide information, education and entertainment. It has to play a greater role. It has to promote citizens right to information. Further to secure the citizen's civil, political and social rights. It also has also to act as a public watchdog to reveal state abuses. Public Communication System has been recognized as a public sphere,



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where widespread debate and discussion can take place. This will provide people information necessary to make informed decisions, and facilitate the formation of public opinion and can thus enable the citizens to shape the conduct of government by articulating their views. Role of electronic media, both radio and television is to be conceived in terms of representing adequately different social interests also. They have to give adequate expression to the full range of cultural-political values in society. A UNESCO study has also highlighted the role of the media in socialization, cultural promotion and national integration for creating better understanding and appreciation of others viewpoints and aspirations. Media can help to democratize the relationship between government and governed.

REACH OF RADIO AND TELEVISION: REACH OF RADIO: All India Radio and Doordarshan are now part of the Prasar Bharati - the autonomous broadcasting corporation of India through an Act of Parliament in 1990. The Prasar Bharati Board took charge of the administration of All India Radio and Doordarshan with effect from 23rd November 1997. All India Radio presently has more than 200 Radio Stations including 183 full-fledged stations and nine relay centers and three exclusive Vividh Bharati Commercial Centers. In all AIR has 310 transmitters and provides radio coverage to a population of 97.3 per cent spread over 90 per cent area of the country. The External Services Division of All India Radio is a vital link between India and rest of the world, broadcasting in 25 languages. Of these 16 are foreign and 9 are Indian languages. The National Channel of All India Radio came on air on 18th May 1998. This Channel works as a night service from 6.50 p.m. to 6.10 a.m. everyday, covering 64% area and almost 76% population.

REACH OF DOORDARSHAN: Compared to Radio, Doordarshan's network expansion is impressive in shortest time possible. In March 1999, Doordarshan -1 had 1000 transmitters and DD-2 (the Metro channel) had 57 covering about 87.9 per cent of population and about 74.8 per cent of area. As on March 2006

1. Transmitters for DD-1 1050 (High, Low and very Low Power transmitters)
2. Transmitters for DD-2 67 (High, Low and very Low power transmitters).
3. Other Transmitters 3 (2 at the Parliament & one at Srinagar)

FUTURE OF RADIO AND TELEVISION: In a developing country like ours, a special function of broadcasting should be the coverage of development, its significance, achievements and problems. People's participation in development activities should be highlighted as also significant work being done by voluntary agencies. The style and methods of news reporting should reinforce the fundamental principles on which national policies are based. The primary purpose of the current affairs programmes should be to enlighten the people on various aspects of political, economic, social and cultural developments. FM and Privatization of Radio: In recent years two very important developments have taken place in the field of radio and television broadcasting in India. With the



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advent of television it appeared that the importance of radio had gradually diminished. This actually happened for some years and radio ownership and radio listenership decreased considerably. But it seems that radio is reappearing once again in the form of FM transmission. The FM transmission stations are working as local stations catering to the local needs of the listeners. The partial privatization of FM broadcasting has also made the radio an important medium of mass communication. The programmes broadcast on FM are becoming very popular with the urban youth as the programmes cater specifically to them. Moreover, FM broadcasts are also becoming popular in cars and other vehicles. They provide necessary information regarding the roadblocks, traffic, and weather etc. to the motorists. FM broadcasting has gained a lot of popularity in last few years.
