Introduction to Mass-communication

Paper 2

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Unit 1

Mass Media - Newspapers

History of Newspapers in India –

Indian print media is said to offer a good coverage in the media world and is doing a good business by covering majority of national and international news.

The first newspaper published was in 1780, the Bengal gazette in Kolkata. It was started by **James Augustus Hicky**, also considered the father of Indian press.

During the 1950s, 214 daily newspapers were published in the country. Out of these, 44 were English language dailies while the rest were published in various regional languages.

In 1960s, 27 percent of the market belonged to English newspapers. Hindi and Tamil newspapers used to be distant second and third respectively.

This is a list of the **top 10 newspapers in India** by circulation. These figures include both print and digital subscriptions, are compiled by the **Audit Bureau of Circulations, 2017.**

	Newspaper	Headquarters
1.	Dainik Jagran	Kanpur
2.	Dainik Bhaskar	Bhopal
3.	Hindustan	New Delhi
4.	TOI	Mumbai
5.	Amar ujala	Noida
6.	Malyala Manorama	Kottayam
7.	Enadu	Hyderabad
8.	Rajasthan PTRIKA	Jaipur
9.	Daily Thanthi	Chennai
10.	Mathrubhumi	Khozikode

Current Status of Newspapers in India

Newspapers are being replaced by the digital media around the world or the readership has been declining but what about its status in India?

It hasn't really declined here.

According to an Audit Bureau of Circulation (ABC) report (May 2017), India has bucked (stayed unaffected) the global trend of declining readership of print media.

Newspaper circulation has gone up 60 percent from 2006 to 2016 according to an article by parliamentarian Shashi Tharoor.

The reasons for this experts state could be the following, which worked well for newspapers in India –

- Rise in literacy levels in the last two decades
- Rise in disposable income
- Primacy or importance of written word or the credibility of printed form of news
- Home delivery - *The reason newspapers in their physical form started declining in the West is because volition (the act of making a choice) was involved – you have to go to a newsstand and buy a copy. In India we get it at our doorstep.*
- 50 percent of the country is middle-*aged or older and they out of habit rely on the written word*
- *With 24 hour news channels too, people tend to rely more on to the point news and less cluttered information, which is offered by newspapers.*

- *Growing urbanisation too may have played its part. A UN World Urbanisation Prospects report (2014) states that the annual rate of urbanisation in India between 2010 and 2015 was 1.1 percent, the highest among major global economies. India is expected to add over 400 million people to its urban population between 2014 and 2050. More people in the cities mean more readers for newspapers.*
- *Incidentally, between 2001 and 2011, growth in size of urban population – at 91 million – was more than that of rural population.*

Some media observers also say that many times these figures are faked up by the newspapers to increase sales.

There is a rise in the demand of Hindi Dailies.

The growth in circulation of Hindi dailies has been as swift as the rise in literacy levels in predominantly Hindi speaking states

Mass Media – Mobile

Definition -

Normally, mobile phones are defined as wireless devices that are used to make and receive calls while moving across various geographical areas as well as to send text messages. However, today mobile phones have moved beyond their primary role of voice communication and are used for other purposes such as surfing the internet, listening to music, watching videos, etc.

- The mobile phone industry is the fastest growing in the world and India adds more mobile connections every month than any other county and this trend is evident by the massive influx of handsets into the country.

There has been telecom boom in the country which has provided business opportunities for the handset manufacturers

According to wikibizpedia (web portal publishing tech reports) report -

- ❖ Indian brands lead the market when it comes to the most number of devices launched with 7 out of 10 of the top brands being Indian. Samsung, HTC and Sony were the only foreign companies that made it into the top 10.

- ❖ The Economic Times survey conducted in 2017 states that there are around 292 m people connected through smartphones in India making it the second largest market in the world

- ❖ It is expected to grow by more than 50percent in the next few years

- ❖ From samsung and apple to Chiina's Oppo, Vivo and Xiaomi are fighting with national brands like Micromax

- ❖ The Indian market for smartphones is still an attractive bet because there are still 1 billion people who do not have a smartphone and 900 m Indians are still offline.

History of Mobile -

In the world -

Motorola was the first company to produce a handheld mobile phone. On April 3, 1973, Martin Cooper, a Motorola researcher and executive, made the first mobile telephone call from handheld subscriber equipment, placing a call to Dr. Joel S. Engel of Bell Labs, his rival.

Mobile phone history In India-

In August 1995, then Chief Minister of West Bengal, Jyoti Basu made the first mobile phone call in India to then Union Telecom Minister Sukhram. Sixteen years later 4th generation services were launched in Kolkata.

Mass Media – Books

Top publishers in India –

- Penguin India
- Random House
- Wiley India
- Harper Collins Publishers India
- McMillan
- Seagull Books
- Hachette India Publication

Famous Indian books and their authors – (you can make your own list there..5 mentions are enough)

The Inscrutable Americans by Anurag Mathur –

A hilarious and poignant novel about an Indian exchange student's year at a small American university.

Maximum City by Suketu Mehta –

Suketu takes us through the life of a poverty stricken prostitute and a million other people who come to Bombay to fulfill their unrealistic dreams.

Untouchable by Mulk Raj Anand

This book was written in 1935 and takes you through a day in the life of Bakha, an 18-year-old sweeper. He has the responsibility of cleaning the public toilets of his city and is an untouchable. The book takes you through some really hard hitting moments and makes you wonder why people were treated such.

Train to Pakistan –

Singh highlights how things surrounding religion are over sensitive in India and probably will always be. Some accounts are unbelievably painful while others are a look inside the hearts of vulnerable and helpless human beings.

A suitable Boy by Vikram Seth –

First things first. You need a lot of patience to read this book because it is really very long. Moving on, Seth's writing leaves you mesmerized because his characters are ordinary people and his writing is so believable. He gives you a love story nicely woven in post partition India

Economic Aspect

Because of the govt. investment in education, the literacy rate has significantly improved. Around a quarter of the youth identify themselves as book readers.

This has a huge implication or consequences on the global book industry, India being the second most populous country in the world.

The economy is also expected to grow fast in the coming years, besides demographical growth, after it overcomes the effects of demonetization and the GST.

There's a body that looks after the govt. framework and policies on the book market, people's book buying behaviours, amended laws on book publishing, book consumer's characteristics etc. so whatever is being stated here is according to this body called Nielson Book.

School books account for the bulk of the country's overall book market. So the Nielson predicts the education book sector growing in the coming years. As the enrolment is elementary school is growing and kids are staying longer in schools.

Also India has tremendous opportunities for its book market in terms of demography and its youth population considering its regional languages and dialects.

But there is also a challenge to deal with such big demographic profile plus there is also competition which is offered by the e-commerce industry.

The online retailers are often, as in other countries, attractive on both range and price to an increasingly mobile population.

Another challenge is the publishing houses are poor in infrastructure and efficiency.

These make the distribution of large volumes of books to all parts of the country a logistical problem for publishers.

Despite the many challenges faced by the book market in India, however, the industry is fast expanding, creating jobs and contributing to the education and literacy of the country.

Those working in this vibrant, influential and significant sector believe it is now time to receive 'industry' status so that the book trade can gain financial support and work more closely with the government in furthering the overall development of the country.

Source: Nielson.

Mass Media : Magazines

History of magazines in india –

In India the first magazines were published by the British. The earliest to appear was the Oriental Magazine; or, Calcutta Amusement (1785–86); it was followed by a number of short-lived missionary publications. The first periodical founded and edited by Indians was the Hindustan Review, which commenced in 1900.

(source: Britannica.com)

Leading publications in India –

India Today

- is an Indian English and Hindi-language fortnightly news magazine and news television channel.

Publisher: Kallie Purie

Company: Living Media

FEMINA –

Femina is an Indian magazine, published fortnightly. It is owned by Worldwide Media, a 50:50 joint venture between BBC Worldwide and The Times Group

Editor – Tanya Chaitanya

Publisher - Times Group

Languages – English, Hindi and Tamil, Bengali

Filmfare –

Editor – Jitesh Pillai

Frequency – Biweekly

Publisher – World Wide Media

Business Today

Editor – Prosenjit Datta

Publisher – Living Media

Frequency – Fortnightly

Leading hindi publications –

- Grahshobha

- Pratiyogita Darpan

- Akhand Jyoti

- India today

- Meri Saheli

Market overview –

Considered by many as non-essential item post-demonetisation

- The publishers say that bringing back people's reading habits will take some time.

PWC which is a professional services firm and provides regulatory, tax-related and advisory services had produced a report before demonetization and had predicted that the consumer revenue is going to grow in the magazine market of developing economies like india.

Already the magazine market was down before demonetization as many consumer magazines had withdrawn from the market as the business was not considered profitable by the publishers

- Competition with the internet.

- Indian magazines have started exploring and distributing their content on the web and mobile platforms, but their efforts need to be stepped up through innovative marketing strategies and tie-ups.

- There is probably a demand for high quality English magazines with specialized content at the upper end of the market, but consumer magazines in Hindi and regional languages catering to the middle class need to look beyond print for their survival.

The AMMC (American Magazine Media Conference) report says that though globally the pace of growth of magazine industry has gone down, it still remains a good source of entertainment for the readers and of revenue for the consumer market.

- Magazine industry can't just count on the traditional advertising and subscription revenue streams. They have to go beyond the hard copies. They have to consider digital marketing, data and marketing services and events for higher revenue.

- It should not depend on the consumers to revert back to their old reading habits, but should take steps and develop strategies to go digital.

Mass Media : Television

The First Electronic Television was Invented in 1927. The world's first electronictelevision was created by a 21 year old inventor named Philo Taylor Farnsworth

Television as a mass media represents the rich cultural heritage of India and is a reflection of society just like films. But unlike films, it remains a personal medium, a family medium and that is the reason why it attracts a large audience. Also, it is a mass educator as it penetrates the remote and culturally diverse areas.

History of Television in India-

Terrestrial **television in India** started with the experimental telecast starting in Delhi on 15 September 1959 (official launch date) with a small transmitter and a makeshift studio. The regular daily transmission started in 1965 as a part of All **India** Radio.

In 1970s, when TV was not common at every household, we used to listen to BBC's Test Match Special, Binaca Geetmala or Forces' Request.

In 1980, TV became synonymous with Doordarshan but there was Krishi Darshan and no entertainment.

Mid-1980s, DD's sponsored programme brought television to life for the first time: we laughed (Yeh Jo Hai Zindagi), we cried (Buniyaad), we even worshipped the box (Ramayan and Mahabharat).

The economic reforms of 1991, and the liberalised access to communication technology, allowed foreign media companies entry into the country and Indian companies' entry into television.

24 hour news channels started in from 1998 and now it's LCD, satellite transmissions with cable and DTH HD telecasts, online, mobile, laptops and tablets, Netflix's House of Cards, pay per view, streaming, etc.

GROWTH PROSPECTS -

- It is estimated to grow even further with its increased penetration in semi-urban and rural area through DTH services and also due to increased ad-spend

- The growing middle class with higher disposable income has become the strength of the media sector and specifically television.

- Technological innovations like online distribution channels, webstores, multi and megaplexes are complementing the on-going revolution and the growth of the sector

- A low cost of production and high revenue ensure a good return on investment for TV sector.

Censorship in television –

There is no separate body to check for the content for television, but we have self-regulatory mechanisms in India.

Though Under the Cable Televison Networks Regulation Act of 1995, we have certain advertising and programming codes and we have a monitoring body called EMMC – Electronic Media Monitoring Centre, which keeps track of these codes for TV content. But these are just guidelines for the overall content.

The Indian Broadcasting Foundation (IBF) has formed self-regulatory guidelines and a complaints redressal mechanism through the Broadcasting Content Complaints Council (BCCC).

Only if anyone amongst the audience files a complaint with these bodies can the government take an action on the channel or network.

So the censorship in television is currently only complaint based..if there is any substance in the complaints or if the number of complaints are high in number, the body is liable to take stern action against the channel.

But IBF works only for general entertainment channels, current affairs channels, children's and special interest channels

For the other content we have Individual self-regulatory bodies according to segments/formats

Like -

News Broadcasters Association or NBA – for news channels

the Advertising Standards Council of India – which is for advertising.

Unit 2

Traditional Media

Communication is a natural phenomenon. It is inevitable to human survival. So the society, in order to satisfy its urge to interact with its surroundings, innovated ways to communicate.

Fortunately, our culture helped spread messages of importance and supported the process of communication. Communication too, in return, helped our culture radiate through generations.

Before the advent of electronic or the new media as we see it today, these conventional methods were the tools to spread information or entertainment. People expressed their joy and sorrow through them. They even invented sounds to summon their pet animals from the pastures.

The Traditional Media is not limited to radio, tv or newspapers but also includes other conventional forms of communication like live dance performances, magic shows, festival mela etc.

There are still remote geographic locations in India, which do not see good circulation of newspapers, let alone television or magazines. One reason being the low literacy rates of these places. There, people use public platforms to communicate through their local culture and languages.

They use storytelling and theatrical skills to support their performances.

Epics like Mahabharata, Ramayana, stories of great kings and queens, social messages are performed through street plays and shows with minimum technology involved. *Stories of the heroes of past like Rani Lakshmi Bai, Maharana Pratap, etc. are told even today in villages.*

All these performances of live dance/theatres plays which involve conventional methods with minimum use of technology are collectively known as – '*Folk Art'.*

Lok Nratya, Lok geet are all part of Folk Art. These are the stories performed on public platforms, based on the beliefs, customs and old rituals of the community.

Traditional media thus represents a form of communication employing <u>vocal, verbal</u>, <u>musical</u> and <u>visual</u> art forms transmitted to a society or a group of societies, from one generation to another. They are indigenous (belonging to a particular place)modes and have served the society as tools of communication through ages.

*vocal – utterance of sound by voice

*verbal – using words or language

Rangoli, drama, puppetry, drama, painting, sculptor, motifs, stupas statues, wall paintings, inscriptions, and symbols are other forms of traditional media and communicated ideas and culture.

In earlier times, people used **'nagada'** *or drum and sticks to call people and inform them about some important message from the king.*

Puppetry *too is an interesting form of folk art. Shadow puppetry and string puppetry being the two most popular forms.*

Panchtantra ki kahaniya *are told through palm leaf paintings.*

There are other popular folk arts still very popular in different regions like –

Ramleela, Harikatha in North India

Kabigan – form of song in Bengal

Ghotul – popular among the tribals of Bastar

Dhumkuria – in Bihar

Nautanki – mix of music and dance in North India

Fun fairs

Paala – social awareness messages spread by the government of Orissa

There are other popular Folk dances like –

Tribal dances in North eastern regions of Orissa and Gujrat.

Difference between Traditional Media and Electronic Media -

Traditional – Minimum technology is used

Electronic – complex technology involved

Traditional – Rigid in culture

Electronic – enjoys cultural freedom

Traditional – less expensive

Electronic – requires high monetary investment

Traditional – messages are presented before a live audience

Electronic – audience is scattered and unknown

Traditional – limited reach

Electronic – reaches far and wide

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Traditional – used to communicate rituals and customs

Electronic – for spreading information and entertainment at a larger level.

Traditional – Played an important role during freedom struggle in spreading the message of patriotism

Electronic – non-existent during that time.

(*you can discuss other popular forms of traditional media like* **'kumbh mela', 'ramleela'** *as have been discussed in the class in detail.)*

Unit 3

Internet

The purpose of the internet is – entertainment, news and interaction.

History

It was conceived by the Advanced Research Projects Agency (ARPA) of the U.S. government in 1969 and was first known as the **ARPANet.**

20 years of the Internet in India. On August 15, 1995, Videsh Sanchar Nigam Limited (VSNL) launched public Internet access in India.

The internet was further developed into the World Wide Web, which was created in 1989 by British physicist Tim Berners-Lee while he was working at the European Organization for **Nuclear Research in Switzerland**. His goal was to produce a decentralized system for creating and sharing documents anywhere in the world.

Berners-Lee published the code for the **World.**

Technology behind the internet working -

A computer is just an isolated machine until you get it on the internet. The internet connects different computers through phone network, fiber optic cables, radio waves, satellite signals etc.

Every physical address on the internet is known as the **IP address.**

Multiple devices can use this address through a **router.**

Internet carries information from one IP address to another.

The device from which you are giving out the information is called the **server**. The device which receives the information is the **client.**

This information is broken into smaller bundles of information called **packets**..these packets they travel through different routes to reach the destination and at the destination they are reassembled into the original data..now this flow of information is controlled by the **TCP/IP** protocol (Transmission Control Protocol/Internet Protocol). It's like a postal service..it decides how to break up the data, which packets get sent where and how to reassemble them.

The **world wide web** is the global connection of text pages, images, audio and video you can access over the internet..every website is stored on a physical computer somewhere..whenever you are using an address you are using a code which is called **URL** or uniform resource locator..it has various pieces of information.

HTTP or 'hyper text transfer protocol' identifies that the machines will talk to each other using etiquettes or protocols called hyper text transfer protocol.

The **domain name** is the human name attached to the IP address.

Figures of 2018 state a striking trend: Indians are an increasing powerful presence online. Even with an Internet penetration rate of less than 30 percent, India is the largest market for WhatsApp and its parent company, Facebook. It ranks third by users on Instagram and fourth on Twitter, according to eMarketer, a research firm.

Satellite

What is a satellite?

We think of satellite as a small space object moving in circles around a larger space object.. Just like in astronomy, a moon is a natural satellite of earth moving in a specific orbit because of the gravity, a human built satellite too moves in a calculated orbit, circularly or elliptically around the earth but away from its atmosphere.

Communications satellites are "space mirrors" that can help us bounce radio, TV, Internet data, and other kinds of information from one side of Earth to the other.

Why do we use satellites?

There are limitations of radio, sound waves and of course electronic wires to carry information, considering the geographical construction of the earth..

To overcome these limitation we use satellites..because these machines are placed outside of the earth's atmosphere and they are higher up and farther away, we can get a lot of information very quickly..for example, if we need to survey crops or measure ocean's temperatures, we can do so using planes..but satellite can do it with precision and more quickly..same happens with navigation..a satellite can help us reach strange and unknown locations by giving us more precise/accurate info about the destination.

What do satellites do for us?

The three main uses of satellites are for communications; photography, imaging, and scientific surveying; and navigation.

A photograph refers specifically to images that have been detected as well as recorded on photographic film. Images are taken based on the sensors , sensors measure the data based on certain segments which are digitally recorded and user convert it to the color image.

How are they placed?
The kind of information that the satellite has to gather will decide its speed and in which orbit of the earth it will be placed.

How do they function?

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The signals are sent from a satellite ground station to the satellite in the space, which amplifies those signals. These signals are radio waves which can carry anything from a TV Broadcast, Internet data or even a telephone call.

The satellite then amplifies those signals to increase their strength through its transponders, changes their frequency and deflects them back to the earth. The ground station placed to catch these signals, receives them and relays the information to us!

So a Satellite resolves the problems with wired or radio signal based communication

It can carry intercontinental signals in a better way

Gives us communication and geographical freedom

INMARSAT and INTELSAT - best known modern communications satellite systems

Inmarsat launches IsatPhone 2 to aid disaster relief in India on 02 May 2018: Inmarsat is working in conjunction with strategic partner Bharat Sanchar Nigam Limited (BSNL), the Indian state-owned telecommunications company, to provide vital remote connectivity to support disaster relief

.

The best known modern communications satellite systems are probably INMARSAT and INTELSAT.
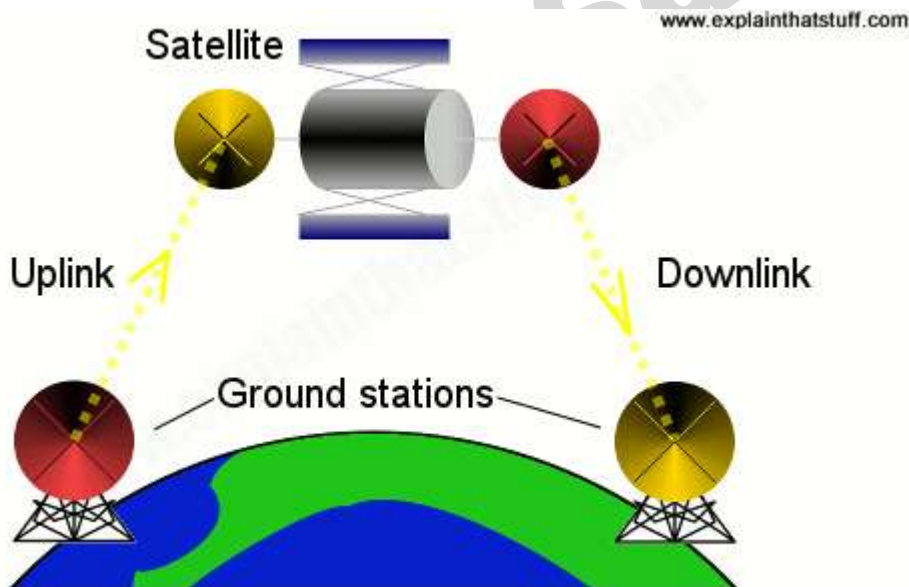
Artwork: Communications satellites bounce signals from one side of Earth to the other, a bit like giant mirrors in space. A ground-based satellite transmitter dish (red) beams a signal to the satellite's receiving dish

A Satellite television is a system of delivering television programming using signals relayed from communication satellites.

The signals are received via a satellite dish and a low-noise block down-converter (LNB). A satellite receiver then decodes the desired television programme for viewing on a television set.

Receivers can be external set-top boxes, or a built-in television tuner.

Satellite television provides a wide range of channels and services, especially to geographic areas without terrestrial television or cable television.

How does a satellite television work?

In simple words,

It's time for your favourite serial on television. Have you ever wondered how the same serial can be viewed by millions of people across the world?

This is possible because of satellite television technology. It uses man-made or artificial satellites to send your favourite serial to your television set. But why do we need satellites for this purpose?

If someone is to send signals from one place to another on the earth's surface, the signals would sooner or later get lost on the curved surface of the earth.

This is the reason why radio and television towers are very tall.

Each tower gathers signals and beams them to the television sets which capture them using their antennas.

However, making and maintaining these towers can be very expensive. Also, the area to which a television tower can send signals is small. This is why we need a satellite. It is used to send signals to television sets all over the world.

A geo-stationary satellite

A geo-stationary satellite is one which remains fixed over a particular area on the earth's surface. It rotates at the same speed as the earth, hence appears to be fixed.

Television broadcasting companies convert television programmes into signals. These are then beamed to satellites, which, in turn, reflect it back to the earth, where they are gathered by dish antennas, installed by the cable operators. The cable operator then transmits these signals through the local cable network to your television.

In this entire broadcasting process, satellites behave only as reflectors in the sky that gather and re-transmit television signals.

Satellite Television in India

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Television came to India in 1959 and satellite television in form of Satellite Instructional Television Experiment in 1975. After 1982 when Indian National Satellite (INSAT) was launched there was a sharp rise in number of transmitters, began colour television and telecast of Asiad games increased private investmentin television sets. In early nineties new face of satellite television entered Indian households in the name of Cable & Satellite television (C&STV) and transnational content entered Indian households. Today one third of Indian television households have access to C&S TV

Digital Media –

A weather app on a smartphone, a racing game on a video game console and an ultrasound imaging device in a hospital are all digital media products. They are successful because they are engaging, easy to use (even fun in the case of games), and deliver results. Digital Media is a blend of technology and content, and building digital media products requires teams of professionals with diverse skills, including technical skills, artistic skills, analytical and production coordination skills. All of these skills need to be balanced on a team, with all team members focused on creating the best user experience.

The world we live in today is populated by digital media products, and these products enable and deliver experiences in many industries, including industries that aren't typically associated with digital media—such as health, government and education.

- ❖ Digital media products can be found in:

- ❖ eCommerce

- ❖ Games – console, online and mobile

- ❖ Websites and mobile applications

- ❖ Animation

- ❖ Social media

- ❖ Video

- ❖ Augmented reality

- ❖ Virtual reality

- ❖ *According to wikipedia - Digital media are any media that are encoded in machine-readable formats. Digital media can be created, viewed, distributed, modified and preserved on digital electronics devices*

- ❖ *Difference between analog and digital technology –*
  The difference majorly lies in storage. While in analog technology the waves carrying information are directly stored in analog devices, in digital technology it is converted into binary format. i.e. in zeroes and ones and then stored in digital devices. An analog signal represents a continuous wave that keeps changing over a time period. Like in a recording,

the sound waves are directly stored from the microphone to the tape in case of analog technology while in digital, the waves will be converted into a combination of zeroes and ones(in bits or in binary format) and then stored in a digital device.

❖ *Benefits of digital technology –*
❖ Information can be stored for a longer period of time
❖ It allows for compression
❖ And there is less noise or distortion in digital storage
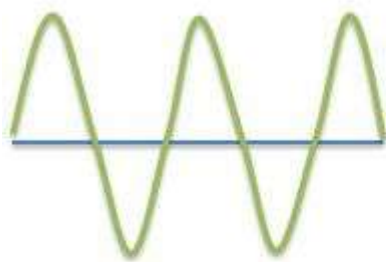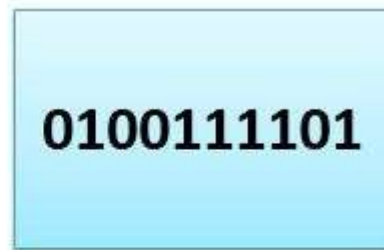
❖ *Other contemporary applications of digital media –*
   Augmented Reality (AR) and
   Virtual Reality(VR)

   Both **Augment Reality and Virtual Reality** are breakthrough innovations in the digital world..they are the latest examples of how digital technology can totally transform the way we work!

❖ Augmented means increased or enhanced. Augmented reality (AR) adds digital elements to a live view often by using the camera on a smartphone. Examples of augmented reality experiences include Snapchat lenses and the game Pokemon Go.

❖ Virtual reality (VR) implies a complete immersion experience that shuts out the physical world.

 In VR – we are mentally transported into a diff world..which is virtual..virtual means something which exists in mind..

Started when filmmaker Mortien Flieg created sensorama, it was a cabinet sort of a thing which provided 3D experience for the very first time

Ivan Sutherland is credited with creating the first VI headset and the sketchpad which was a breakthrough innovation in human aided computer interaction. For many years they were seen only in university labs to understand the limits of human perception. (used experimentatively)

- ❖ The term virtual reality was coined by Jaren Lanier in 1987. VR now is mostly used in gaming and architecture.
- ❖ Augmented reality is different. Both technologies are digital but augmented enhances the real world experience by using some virtual element into it.
- ❖ Like face filters in snap chat they are preliminary or primitive forms of AR.
- ❖ It is credited to Thomas Caudell who was a researcher.
- ❖ 'Microsoft Hololens' allows the first line workers or the people on the field without access to any kind of desk to work with Augmented Reality. They can get help on the spot with the helper actually seeing what is happening. And they can also be trained using AR.
- ❖ VR makes you feel that you are totally into a different surrounding. Your original surrounding/your reality disappears completely. Both are very powerful and now within reach of almost everyone.
- ❖ Both of these technologies have intruded the workspaces of modern times.

Digital media is employed in many aspects of our lives. Many industries are finding areas of expansion or ways to simplify production using digital media. For example, the advertising industry is exploring innovative ways of reaching customers over cell phones and the Internet. In the movie industry, filmmakers are switching to digital technology to utilize animation and ease the editing process.

Indian Digital Media Market -

- ➢ Revenue in the "Digital Media" market amounts to US$1,384m in 2018.
- ➢ The market's largest segment is the segment "Video Games" with a market volume of US$909m in 2018.
- ➢ From a global comparison perspective it is shown that most revenue is generated in the United States (US$41,910m in 2018).

(You can talk about how brands can leverage social media using digital *marketing techniques for B2B and B2C advertising*. You can also state the example of *Volkswagen digital campaign* through social media and other *successful campaigns* as have been discussed in the class. Also social media fiascos, like what happened with *Nestle* can be discussed as has already been explained. The important aspects of various social media platforms can be used for different business objectives and brand building. Refer my class work for *'Kunst and Kollegen'*)

Unit 4

Mass Media and Modern Society -

Mass media means technology that is intended to reach a mass audience. It is the **primary means** of communication used to reach the vast majority of the general public.

The most common platforms for mass media are newspapers, magazines, radio, television, and the Internet. The general public typically relies on the mass media to get information regarding **political issues, social issues, entertainment, and news**

Functions of mass-communication

a)   INFORM, EDUCATE AND ENTERTAIN

b)   Generation of employment opportunities

c)   To Advertise / grow business

d)   Correlating of parts of society

e)   Form opinions, helps to make judgments and in reinforcement of societal attitudes – for example – the age old concept of 'Atithi Devo Bhava' was bought back to our notice through the Public Service Announcements to promote tourism.

Role of Mass-Mediain Modern Democratic Society

Apart from the fundamental functions stated above, what are the higher functions which are the by-products of the process or what are the effects of mass media in the society today that we need to understand.

It is a part of public's everyday life – a source of information, source of entertainment and a source of information on critical current events.

Media markets **products and prejudices**. For example, an article written on Navjot singh Sidhu's bad performance in 1980s was criticised by Rajan Bala, a famous cricket columnist and the same columnist praised his world cup performance in the same newspaper!

The presence of media now far exceeds its original purpose of public knowledge of current events but has crossed the boundary into defining **popular culture** and establishing the norm in the **modern society**

popular culture - culture based on the tastes of ordinary people rather than an educated elite.

For example, taking a 'selfie' and putting it up on facebook is a popular culture of social media a trem that has caught up with all.

Media plays an increasingly important role in modern society, with regard to **crime and criminal justice matters..**like in Jessica Lal or Arushi murder case.

Media in contemporary society is a **complex and multi-faceted** industry, which is continually adapting in light of –

modernisation, technological developments, changing social norms and globalisation. Consequentially, the majority of people living in our global society, not just westernised countries, will come into contact with **multiple media formats** as well as various media **perspectives and agendas** every day.

Understanding the complex and multifaceted **nature** of the modern media is important as it affects **the stories** being told, the **way** that they are told, **who accesses them** and the **impact t**hat these stories have.

It would be impossible and **irresponsible to portray** the media as one **homogenous sector.**

<u>Positive effects of mass media in Modern Society–</u>

- In touch with global community

- Supports business development

- Reduced the communication gap between the sender of information and the audience

- Helps in establishing self-identity through cultural exposure – we know our position on the scale of modernisation..we know how forward or backward we are..Like Travel and Living channel offers us to do a comparative study of different lifestyles and we can then even try to adopt the same.

- Creates common topics of discussion

- Now we have a wide diversity of media – media has penetrated rural market as well..so even the remote areas have become dependent on various media formats to stay updated.

<u>Negative effects of mass media in Modern Society –</u>

- News commercialisation

- Every citizen has become a journalist

- Vulnerable news consumers – easy to form an opinion

- Has the ability to form potential identity replicas – Media can form, deconstruct or reproduce an identity of any individual, system or culture.

For exapmple, only a few days before Edward Snowden was shot to fame, he was no one.. and he became a popular international figure thanks to the footage given to him by the popular media!

- Women are often objectified

- Can often leave the audience confused /clueless and incapable of taking a decision with innumerable debates over a single issue.

- Can lead to 'moral panics', which can sometimes direct to mob violence. –

Like in the case of 'beef-ban' killing/riots in UP. The lynching could have been predicted and a responsible reporting could have been done while reporting on this religiously sensitive case..media could have explained the implications of the ban to the public and what does it mean to a common man

In any public debate that we see these days on TV, we have politicians or religious leaders to discuss it out. Matters are politicized.

Media should rope in the people who are in a position to explain the various angles of the story, someone from the common public who is getting affected and most importantly somebody who can explain the implications of the entire issue/what effect it would cast on the common man.

- Casting a bad impact on kids, making them more addictive..

Shows like Kisna, Chota Bheem show a lot of content related to violence/black magic..how far is this appropriate for them is something that is a matter of concern.

Unit 5

Mass Media and Democracy

What is democracy?

A system of government established by the whole population or all the eligible members of a state, typically through elected representatives.

It is the representative government, elective government, constitutional government, etc.

In a democratic form of government, the public has the right to stay informed.

India's is the largest democracy in the world. And so to keep everyone informed, mass media plays a very important role.

(*You can also write about different **kinds of democracies** and its parameters, **media democracy, citizen journalism and alternative media** etc., as has been discussed in the class.*)

Media and Democracy –

A modern democracy cannot work without the media which is an agent between public and state, the Latin word "medius" describes a status in the middle and that is exactly where we can find media: between two entities of communication.

Mass media is the precondition for political and genuine participation of the people. It provides a platform for the citizens to express themselves..so it reconstitutes private citizens into a public body by way of public opinion. Like through opinion polls etc.

- Also called the 'sword-arm' of democracy mass media can expose the society as well as the government..(sting operations etc.)

- Agent between the public and state.

- Challenging to inform as - Information is always a balancing act between objectivity and subjectivity. The democratic political system depends on the efficient, accurate, and complete transmission of social, political, and cultural information in society

- Forth force in a contemporary democracy. – other than Legislature, Executive and Judiciary (Legislature – power to make laws – parliamentary, Executive – performing the execution/administrative or manegerial part – heads of the various ministeries/departments, Judiciary – courts)

- Freedom of press is essential to the democracy

Access to information is essential to the health of democracy for at least two reasons. They can be summarized as follows:

1.) Media ensures that citizens make responsible, informed choices rather than acting out of ignorance or misinformation.

2.) Information serves as a checking function by ensuring that elected representatives uphold their oaths of office and carry out the wishes of those who elected them.

Every citizen is entitled to have free access to the knowledge and information they require. People should be able to discuss matters of public interest with their equals in order to influence the actions taken in our nation.

Thus mass media forms an integral part of democracy as it contributes to those factors that are intrinsic to genuine democracy. <u>Democracy believes in the empowerment of individual and media facilitates it through communication and ensures freedom of expression</u>

Democracy and mass media are the two essential components of Indian life. It has accomplished the task of transforming the lives of the people. But to what extent have Indian lives progressed and what advancement has the nation achieved is a matter of concern. Like every coin which has two sides the effects of mass media in Indian democracy has brought in serious advantages as well as disadvantages. We need to understand the role and functions of media in our nation and the significance of media in democracy. There is a need to analyse mass media and democracy in relation with each other to comprehend the impact of these core aspects.

<u>Advantages and Disadvantages – Already discussed – see previous unit.</u>

During all these years the Indian mass media has successfully performed the following functions: -

- Gives multiple platforms/formats so that multiple voices or opinion are heard

- Facilitates local peace and participatory efforts

- Makes sure that the law is fairly, impartially, and consistently enforced, by courts that are independent of the other branches of government. The contribution by mass media for upholding the above principles of democracy in our society is remarkable.

But –

Media Corporations are now concerned about improving the financial position of their organizations than on promoting democratic values and principles.

There are ways in which both media and citizens can work towards strong powerful democratic nation.

<u>12 things that we should always remember as news consumers in a democratic Indian scoiety</u>–

1. Always know what news component it is. We need to understand the difference between news and the following -

   ➢ hard core news about facts and figures
   ➢ propaganda
   ➢ publicity
   ➢ advertisement
   ➢ entertainment
   ➢ unfiltered information

2. If you are into the news component, you should be able to differentiate between news and opinion

3. Follow the story overtime, don't miss out on it..what conclusion or what would you make out of it..you'll spread half information and wrong conclusions and create a ripple effect..many people would start following you and it will be a wrong impact on the society as a whole.

4. Evaluate sources – this applies to both the journalist and the consumer..if it is authoritative and has an identity

5. See if the reporter is giving first hand information. The information is not stale. It has to be served fresh.

6. On the internet, rank and popularity does not mean reliability..it is popular not because it is giving relevant information but because it has been accessed by most number of people..

7. Choose multiple news brands that you trust – always see what other brands are giving out or what and how they are covering a news story..Is it a prime time or a breaking news and how is the treatment and sequence of a story.

As a rule of thumb, but especially when reporting on controversy, even the reporters are expected to use multiple sources.

8. Be open to information that challenges your own biases and assumptions

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9. Don't judge the news media on the basis of one news outlet or story..Don't judge one outlet on the basis of one mistake. Look for patterns.

10. Be an aggressive news consumer. Being a good consumer in a digital age is hard work. You just can't sit back and enjoy a news story like you do with any other entertainment format..you've to be attentive and aggressively participate in understanding it.

11. In the digital age, we are all distributors of information.

12. Make time for the news, otherwise, collectively as a society we are going to take terrible decisions.

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