UNIT - 2 : DEVELOPMENT OF MASS MEDIA

UNIT STRUCTURE

2.1 Learning Objectives
2.2 Introduction
2.3 Early Communication systems in India
2.4 Role of media in India
    2.4.1 Freedom struggle and the role of media
    2.4.2 Pre-independence era of mass media
2.5 Development of Mass Media in the Post Independence Era
    2.5.1 Press
    2.5.2 Television
    2.5.3 Radio
    2.5.4 Films
    2.5.5 Advertising
    2.5.6 Public Relations
2.6 Let us Sum UP
2.7 Further Readings
2.8 Answers To Check Your Progress
2.9 Possible Questions

2.1 LEARNING OBJECTIVES

After going through this unit you will be able to:

- outline the development of mass media
- discuss the role of Press, TV, Radio, Advertising, Public Relations and Films
- explain the early communication system of India,

2.2 INTRODUCTION

In the first unit of this course we have discussed the various aspects of mass media in the light of its importance in the life of human beings as the bridge between the masses and mass communicators.

We all know that there has been a major boom in the media sector almost all over the world. Our nation – India is also benefiting from this unprecedented growth of the media sector which is helping our population to have a much wider choice of media

options. So we can now pick up a newspaper, a magazine, a TV or Radio channel, a film, a book, an advertising or Public Relations agency out of hundreds or thousand of such agencies functioning today.

In this unit, we would like to introduce you to this growing world of mass media in India, so that you can get a fair idea of how the mass media in India has developed over the years despite so many constraints in the initial years. You will also be familiarized with its the latest trends along you with various aspects of this development. This may help you while looking for a career choice in this field, enabling you to judge for yourself as to which one has a potentially better prospect in the future.

After completing this unit you will be able to have a comprehensive idea of the different aspects of the trends and developments in the mass media sector in our country. In the next unit,

2.3 EARLY COMMUNICATION SYSTEMS IN INDIA

India had a strong tradition of communication system that predates to the time when there was no formal method of communication. Traditional beliefs and practices were passed on orally to generations after generations. Our very own Vedas, Puranas, Upanishadas, etc stand as the testimony to the rich treasure house of the earlier thoughts in the forms of folk tales, myths, epic stories and hymns etc. History unfolds the existence of wandering monks and mendicants (Parivrajakas) who used to wander from place to place to spread ideas, stories and give religious discourses on epics, books and scriptures, accompanied by some sort of music.

Pilgrimages or Teerthasthanas always acted as the centres of all cultural and religious activities since time immemorial, where people used to go to enrich their religious and cultural ideas and knowledge. India also possesses a history of the existence of formal education system for the purpose of imparting religious ideas and thoughts. Grooming centres like Nalanda, Taxila, Vikramsila etc are only a few to name where education was imparted, even though the educational contents mainly consisted of spiritual, religious and cultural discourses, unlike what we have today.

The later period saw the Christian Missionaries playing a crucial role in developing Indian languages and literatures. Despite their efforts being directed towards spreading Christianity in India, it worked as a boon for the development of many regional languages. Christian Missionaries are also credited for bringing about Mass

Communication environment in India. It was the Missionaries who first established printing presses at many places in India during the sixteenth century. This had changed the communication environment in the continent after which communication became easy. Human tasks were taken over by the machine and could reach many people at a time in the form of books, pamphlets and other propagandist materials. Gradually, printing centres were established in other places as well and India saw the proliferation of Mass Communication in the country.
However, the real Mass Communication process started much later, during the British rule in the country and the first newspaper started by James Augustus Hicky on January 29, 1780 was Bengal Gazette or Calcutta General Advertiser.

However, prior to that, another Englishman James Silk Buckingham, tried to bring out a newspaper in the year 1776, but it had a very short life. It may be mentioned that after the attempts by Hicky to bring out a newspaper, many other newspapers, both in English and Indian languages, gradually appeared during the British rule.

Books, newspapers and some other kinds of printed materials were the only Mass Communication vehicles present in the pre-independent India. In the post Independence period India first saw the advent of electronic media in the form of radio and then in the television much later especially during the seventies. However, cinema, as an aid of the Mass Communication system and enthralling the masses, did exist from the last decade of the 19^{th} century.

And this is how the Indian communication system developed over the ages, eventually reaching the present situation, in which the Mass Communication system overrules all other forms of communication.

CHECK YOUR PROGRESS - A

1. When was Bengal Gazette published by James Augustus Hicky?

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2. Who tried to bring out a newspaper in the year 1776?

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ACTIVITY- A

Pilgrimages always acted as the centres of all cultural and religious activities since time immemorial, where people used to go to enrich their religious and cultural ideas and knowledge. Do you believe it? Visit a nearer pilgrimage and try to justify the comment.

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2.4 ROLE OF MEDIA IN INDIA

2.4.1 Freedom struggle and role of media

India was under the British colonial rule for several decades. The freedom struggle was aimed at securing independent and self rule by throwing out the British Power. The freedom struggle finally met with success in 1947 when India won freedom from the hegemonic foreign rule that lasted for about 200 years. But it was during this period that the Indian Press was first born and its journey along the rough terrain of an oppressive foreign rule had not been smooth.

The first newspaper was brought out in 1780 by an East India Company's employee James Augustus Hicky. It was called Bengal Gazette or Calcutta General Advertiser. This paper mostly dealt with sob stories, highlighting the personal lives and doings and wrongdoings of the company's officials. However, the paper earned the wrath of the Government and did not last long.

But, the closure of the paper led to the appearance of many other newspapers in Indian, like The Madras Gazette in Madras, Bengal Journal, Bengal Harkaru, Samachar Darpan, Dig Darshan and Friend of India in Bengal, Raja Ram Mohan Roy's Sambad Kaumudi in Bengali language and Mirat-ul-Akbar in Persian etc. to name a few.

The first Indian owned newspaper 'Bengal Gazette' started by Gangadhar Bhattacharya also made its way into the scene. However, it needs to be

mentioned that during this time a number of censorship rules were employed by the East India Company upon the press. Yet these rules were neither severely enforced nor strictly followed by the Indian press. In a way, the press in India had seen a conducive atmosphere. A number of language newspapers in Bengali, Marathi, Oriya, Assamese, Gujrati, also appeared during this period. In 1878, by which time the nationalist movement was beginning to show signs of becoming strong, the then Governor General, Lord Lyton, promulgated the Vernacular Press Act. The Act allowed the government to clamp down the publications of newspapers and journals in Indian languages on grounds that they were seditious and also to impose sanctions on printers and publishers who did not support the British Empire. This Act was repealed in 1880 after Lord Ripon became the Governor General.

The arrival of Mahatma Gandhi into the scene and thereafter his hold on the freedom struggle was a landmark event for the nation and the press as well. Gandhi, along with some other leaders of the struggle used the press to speed up the momentum of the freedom movement they were leading. In fact, the press was a means to reach the people across the nation. Otherwise it would have been a daunting task for the leaders to bring the entire masses to a common platform and to make them fight unitedly against the oppressive British regime.

Most of the leaders at the forefront of the freedom movement like Bal Gangadhar Tilak, Annie Besant, Raja Ram Mohan Roy, Lala Lajpat Rai, Maulana Abul Kalam Ajad, and above all Mahatma Gandhi, brought out their own newspapers to propagate their views, generate public support and ensure their participation in the movement. Their daring writings through the editorial columns of their papers inspired millions, accelerated the pace of the freedom movement, so much so that the British Government enforced stringent laws to curb the press, like Official Secrets Act, 1923, Books and Publication of Newspapers Act, etc were some of the laws enforced to gag the press with an iron hand.

But such ruthless laws of the Brutish Government failed to halt the growth of the Indian press. On the contrary the implementation of these series of laws by the rulers, stirred the passions of the native press and they continued with a stronger determination their crusade against the British. Many existing newspapers of today had their birth during this period, The Times of India, The Pioneer, The Hindu, The Statesman, Anand Bazar Patrika, The Tribune, Indian

Express etc, are some of the most notable examples. The sacrifice of the leaders of the movement, the relentless crusade by press and the massive participation by the people finally brought in liberty for the country and put a curtain on the British rule on Indian soil.

2.4.2 Pre-independence era of mass media

The mass media in the pre-Independence era refer to the newspapers of that period, as the other forms of mass media like television and radio came later. Apart from the newspapers, film was another mass medium meant especially for entertaining the Indian masses with screen spectacles. Films were theme carriers on many vital issues of the period, the freedom movement being one of them. Therefore, apart from entertaining the people, film was also used to educate them and inspire them to cope with the various problems of life at both personal and social level.

The press at that time comprised both English and vernacular language newspapers. As mentioned earlier, during the initial phase of the freedom struggle, the press was relatively free, even though the British Government enforced some laws to keep a control over the press. These laws, in fact, helped the ruling elite to maintain a check on the voice of the press and the press indeed did not dare to go beyond exposing some lacunae on part of the Government officials.

However, as the freedom movement gained momentum, Indian press also became more unsparing in their criticism of the British Government. This led the Government to enforce stronger laws against the press. This plethora of laws proved to be a major setback for the growth and development of Indian press resulting in the closure of many newspapers. Finally the press could not be cowed down and it continued its role as a champion of the cause of the freedom struggle. Thus the Indian press in the pre-independent period gifted us not only the leaders but also the very foundation of an independent press system in India.

It is worthwhile to mention that since its infancy till India gained freedom, Indian press exhibited some common traits. Barring a few newspapers, all of them struggled with the common mission of liberating the country from foreign rule. Most of the newspapers of that period were imbued with the same zeal of throwing out the British rule. The press was an effective tool for drawing the

entire masses to the same platform for mobilizing them and ensuring their support for the freedom movement. The press was a strong force to reckon with at that time and hence the incumbent government tried to muzzle it by all means.

CHECK YOUR PROGRESS B

1. Which was the first newspaper in India?

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2. What was the name of first Indian owned newspaper in India?

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3. What was the name of the first newspaper brought out by Raja Ram Mohan Roy in Persian language?

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ACTIVITY- B

Try to prepare a list of newspapers and magazines published before India's independence.

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2.5 DEVELOPMENT OF MASS MEDIA IN THE POST INDEPENDENCE ERA

Mass media in India – the largest democracy in the world - has been showing an unprecedented development which can be adequately termed as nothing short of a revolution. The media scenario of the country has come of age as tremendous advancements are being made in each and every aspect of this field.

A country with continental proportions and a 105 crore strong population - only next to that of China - today is served by more than 62,000 newspapers and journals of all categories, about 300 hundred round-the-clock TV and radio channels, and almost 60 of them exclusive news channels. This figure of print media represents only those which are duly registered with the Registrar of Newspapers, India (RNI) – a Government of India organization under the Ministry of Information & Broadcasting (MIB) which is responsible for registration of newspapers and journals. The figure for unregistered ones will also be quite large by any standard. Let us discuss the development of some important mass media in India such as press, radio, television and some related Mass Communication disciplines like advertising, Public Relations etc.

2.5.1 Press

Even though we have more than 62,000 newspapers and journals of all types today, the situation was quite different in the early days of our Independence. In 1956, there were just 6,500 newspapers and journals or magazines having a circulation figure of nine million copies in all, with an expanding All India Radio (AIR) network. TV was just about making its appearance.

In the 1990s the number of journals and newspapers rose to more than 30,000 contributing about 127 million copies in circulation. This figure went up to 14 crore copies by the year 2000 putting us at the second spot from the top with China leading the list.

It is important to note that the Indian print media is steadily expanding its market share even against a very stiff competition from the electronic media. This is at a time when people all over the world cast a serious doubt about the future of the print media but it has been proved wrong now.

In quantitative terms this means that the country's print media circulation has scaled a new high of 142 million copies from a mere 115 million in a matter of

just a year (2001–02 to 2003–03). This translates into quite an impressive 24 per cent growth.

This is a fact established by the World Association of Newspapers (WAN), a global print media organizations' association. WAN also maintains that during the last half a decade Indian print media circulation has registered almost a 23 per cent rise. The same phenomenon has also contributed towards a corresponding expansion of the readers' base at an encouraging 10 per cent growth.

Further, sources in WAN has also informed that India and China are the only two countries in the world with an ever-growing newspaper circulation.

2.5.2 Television

It may look quite surprising that television which is considered as a major instrument for entertainment today, started in our country as an educational medium way back in the late 1950s. It was launched as a part of AIR with a very limited share of programmes till 1978 when it was separated from AIR.

The colour broadcasting was started in Indian in 1982 and it may be considered as an important moment for Doordarshan (DD).

Today, coming into a close competition with so many private Cable and Satellite TV channels in the country, DD has also launched several channels for catering to the crores of people in every nook and corner of the country.

Like AIR, DD has a very good presence and penetration in the country's remote rural and semi rural areas in addition to the urban areas and thereby it enjoys a very high revenue earning capacity from advertising. Most of the companies prefer it compared to the private channels for this very reason.

In the 1980s DD also went for a major expansion by making its presence felt even the remotest places of the country. Today, most of the semi urban and town areas have DD centres as well as transmission and relay centres for carrying the programmes to the masses in the proper sense of the term.

It is important to note that two interesting experiments on a big scale was carried out to check the effectiveness of TV as an educational medium in 1975.

One was the famous ‘Satellite Instructional Television Experiment’ (SITE) and the other one was the Khera Experiment. The SITE programme had selected 2,400 villages in six states of the country including Delhi, Rajasthan, Orissa. where many TV sets were installed, mostly in the public places of those villages where many people congregated everyday. Women and people from weaker sections of the society were specially encouraged to watch those TV sets.

And, specially prepared educational programmes were produced and broadcast. They aimed at these target audiences to make them gain some benefit from those programmes. The themes of these programmes included those professing a better livelihood, awareness about bad habits like tobacco consumption, early marriage of the girl child, female foeticide etc. and many others.

The programme was quite successful in achieving its goals and is still regarded as one of the major experiments in utilizing TV as an instrument for public awareness and education.

On the other hand the Khera experiment was somewhat similar to the Community TV or Community Radio station system which has become highly popular nowadays. Under this programme, a small-calibre TV station was set up in the then backward district of Khera in Gujarat with the help of Indian Space Research Organization (ISRO) in 1975.

The target area of the station was small and all the programmes which were produced and broadcast addressed at least some type of issues concerning the local people. And every programme was pre-viewed by a select group of elders and learned persons from the area for spotting anything which might be discriminatory to any section of the people and also to ensure that the programmes did not contain anything derogatory about anyone, any organization, institution etc. If anything in this manner could be detected it was immediately corrected before broadcasting.
This experimental project initially with a year-long time frame was so successful and popular among the people that when it was to be concluded, the people demanded its continuation.

These two projects are examples of how TV could be used for peoples' awareness when we regard this medium basically as a means of entertainment.

To come back to the present scenario again, DD today has mainly two important channels – DD National and DD News. While the first one is an old channel, the News channel is a new one launched just a few years ago. DD News is being promoted effectively and is comparable to the professionally-managed private cable TV news channels to some extent.

DD also broadcasts several public-service-oriented programmes through its channels at national and regional levels for peoples' benefit.

2.5.3 Radio

Radio is a very familiar medium for all of us. Till a few years ago, radio in our country meant only All India Radio (AIR).

Radio in India was started in the form of a few private short distance transmission centres in the decade of 1920s and in 1927, Indian Broadcasting Corporation was started by the Government. This was later renamed as Akshvani and All India Radio (AIR) and became highly popular under this name.

In 1947 when we became free from foreign rule, there were just six radio stations all over the country which have gone up to more than 200 full-fledged AIR stations today supported by a network of many transmission and relay centres taking its messages into remotest of the villages and towns.
AIR has been doing a highly commendable job ever since its inception as it broadcasts programmes in 146 languages and dialects including foreign languages also.

Till about early 1980s when DD or television network was not so much widespread, AIR was one important medium for dissemination of information that included news as well as other programmes. AIR is also one of the most successful examples of the concept of public welfare oriented mass media systems all over the world.

Earlier, it was an organization maintained by the Ministry of Information and Broadcasting (MIB) whereas nowadays it is governed by the Prasar Bharati Board.

Radio is still not a free medium, but the Government went ahead with the programme of allowing private parties to set up radio channels when in the early 1990s private FM channels were allowed to operate. Though the first round of allowing private FM radio centres was not very successful, yet in the third round of this initiative launched just a few years back, about 330 FM radio centres were opened and will be opened up all over the country. This initiative will allow private concerns, public sector undertakings, NGOs etc. also to operate radio stations for informing the people in a better manner. One important point is that till date, the Government has not granted permission to private FM stations to broadcast news and current affairs.

Radio is the true medium of the masses because it is cheap and easily available and affordable to people. There is a great future scope for this medium and we must not neglect this medium as an essentially-rural medium.

In the meantime you must have noticed that a lot of private FM channels have been set up all over the country under this new scheme. It needs to be mentioned here that in a landmark judgment in 1995, the Supreme Court of India declared that the use of airwaves which are public property must be regulated for the optimum use for public good of the greatest number. Besides, broadcasting being a means of communication and thereby, it has a far-reaching effect for the masses and so no party including the Government, NGOs, individuals or others can claim exclusive rights over them.

Other major projects and initiatives in this regard include Rural Radio Forums for agricultural development (1967), promotion of adult literacy, GRAMSAT experiment of 1995 using the medium for training women *panchayat* members (village level local bodies) etc. These experiments have yielded valuable lessons on software, hardware, organizational management etc.

A pioneer in the field of using radio for educational purposes is the Indira Gandhi National Open University (IGNOU) which is dedicated towards spreading formal education amongst the masses residing in the far and wide corners of the country and abroad through the distance education mode.

It was in December 2001 that it started setting up a series of FM Radio stations at a few selected places in a pilot project which is gradually being expanded all over the country. There will be about a hundred such centres having a coverage capacity radius of about 60 - 70 kilometres each, sufficient enough for a better broadcasting service aimed at educational purposes. The signals can be further transferred by relay system to long distances by using the existing network of transmitters of AIR.

2.5.4 Films

There is hardly any need to introduce you to the world of Indian film industry. Our country produces on an average 800 films every year – one of the highest even by global standards. While Mumbai is the topmost film producing centre for the country, yet we have a highly vibrant regional film industry also mainly in south Indian states and to a lesser extent in the other states.
Since Independence, we have been served with a big variety of films, mainly led by social drama, artistic movies and films virtually on every possible theme of our life – sports, science fiction, violence, underworld, children's issues, women's issues etc. The list is endless.

It is important to note that our films have been making their presence felt in a big way in many foreign countries – irrespective of whether there are people of Indian origin in those places or not. This is because many people in the erstwhile USSR, societies in the African continent, Gulf Nations etc. have provided a good audience base for our films since the 1960s.

Now this trend is slightly changing its functioning. That is – nowadays some of the established and accomplished filmmakers produce or direct their films with a dual audience base in their minds – the people of Indian origin settled in a foreign land for a long time in addition to the local audience base. Hence, we have managed to gain a globally-accepted clientel for our film industry today and this trend has been going on smoothly and steadily over the years

2.5.5 Advertising

The advertising industry scenario in India is quite dynamic with a majority of the world's most prestigious and large advertising agencies having their presence

here. The industry is worth more than Rs 10,000 crore per annum, according to latest statistics.

It is important to note that both the print media and the TV news channels, being significant media entities in the country, have managed to gain a major lead in advertising. The news channels have managed to garner an impressive 15 per cent growth rate in the last financial year while the print media has achieved a 14 per cent growth on a total advertising revenue of Rs 5,500 crore.

2.5.6 Public Relations

The scope and benefits as well as the importance of Public Relations (PR) were not understood and appreciated in the right manner for quite a long time in the Indian society. However, in about last two decades or so, the industry has realized its due significance and has taken up a lot of steps for utilizing this system for improving the image of the institutions, organizations and even for personal images.

Today, most of the government departments, public sector undertakings, private enterprises, educational institutions from lower to higher levels are employing the services of PR for making their presence felt in the industry as it makes them more visible to the people – the target audiences.

This is done mainly by two ways. First of all – many of these organizations and institutions employ their own full-fledged PR Department whereas many others get this job done from outside service providers on a contractual basis. So, this system is becoming a highly potential tool for providing professional services for image management and improvement of any organization and also as a source of professional and meaningful jobs.

PR is an established business activity in our country today as many PR consultancy agencies have started functioning along with quite a few foreign, multi-national companies with good profitability over the years. Several such consultancy services have come up in the North-East also.

Looking at the growing prospects of this field of Mass Communication, these days, a majority of the established advertising agencies have also started their PR consultancy services as a value addition service to their clients. This industry in India is going to bloom to a very high extent in the coming days.

CHECK YOUR PROGRESS- C

1. What is the status of Indian print media ?

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2. Write a few lines about our Film Industry.

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3. What is the advertising scenario in the country ?

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ACTIVITY- C

a) Go to a newspaper house and try to prepare a list of newspapers published from different places of the country and note down the name of the editors and place of publication.

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b) Visit your district library and find a newspaper published a few years earlier and try to compare the newspaper issue with a recent issue of that particular newspaper. Prepare a report on the differences you have seen.

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2.6 LET US SUM UP

India in the past had a unique system of communication in the form of wandering monks, travellers and pilgrims who used to move around in order to pass on messages in the form of religious discourses. However, after the establishment of printing press in the country, communication became easier as books, pamphlets and other kinds of printed materials could be easily circulated among the masses. And as time progressed newspapers also came to the fore as a powerful medium of Mass Communication.

We have found that the Indian media industry has achieved significant success in terms of volume of business and a global presence during the six decades after Independence. Today, we have a booming mass media industry covering every field of Mass Communication from journalism, advertising to Public Relations, films etc.

One major issue we have been confronting here is the lack of sufficient amount of trained and experienced manpower or human resources for working in these outlets. The mass media training institutions in universities and other organizations have a lot to do in this direction in the coming days.

Today, we can comfortably say that our mass media industry is more or less comparable with any of its counterparts in the modern developed nations in every count – professional standards, contents, reach and access etc. This trend has to be carried on further as this will help us immensely in establishing ourselves in the global forum as well as keep on providing adequate opportunities for professional and meaningful employment for our upcoming students in the days to come.

2.7 FURTHER READINGS

1. **India 2008** : *An annual publication of the Ministry of Information & Broadcasting, Government of India,*
2. **Survey of Indian Industry** : *An annual publication by The Hindu Group of newspapers,*
3. **Handbook of Advertising Association of India**
4. Compilations of the Press Council of India from time to time and the Articles collection of this organization on the occasion of National Press Freedom Day which falls on November 16,

2.8 ANSWERS TO CHECK YOUR PROGRESS

CHECK YOUR PROGRESS - A

1. On January 29, 1780, the Bengal Gazette was published by James Augustus Hicky
2. An EnglishMan James Silk Buckingham, tried to bring out a newspaper in the year 1776.

CHECK YOUR PROGRESS - B

1. The first newspaper in India was the Calcutta General Advertiser or Bengal Gazette by James Augustus Hicky.
2. The first Indian owned newspaper in India was Gangadhar Bhattacharya's Bengal Gazette.
3. The first Persian language newspaper brought out by Raja Ram Mohan Roy was Mirat-ul-Akhbar.

CHECK YOUR PROGRESS - C

1. Our country today possesses a thriving print media industry which enjoys a place in the top five positions of the world in terms of total number of publications, copies of circulation, reach and access etc. in all respects. We have around 65,000 newspapers and journals of all types in English and about 100 Indian languages and dialects in all. One interesting development here is that more than 40 % of this circulation figure and number of circulations is cornered by Hindi newspapers and journals and the rest is divided in varying numbers among the major Indian languages led by Malayalam, Gujarati, Bengali, Tamil etc.

   The circulation figure is also next only to that of China at the global level. Besides, over the years, the per copy readership for every newspaper is also rising to a high scale due to various factors like growth in literacy, easy accessibility, interest among the people for knowing what is happening the world around etc.

The best thing is that this trend is set to grow at an impressive rate in the next decade or so.

2. Our film industry is a unique one all over the world. This is because probably nowhere in the world on an average 800 films are produced annually even though all of them do not become successful. It is an industry with crores and crores of rupees as well as lakhs of people directly and indirectly involved with it.

While Mumbai is the focal point of our film industry yet the industry is also well grown in quite a few regional languages such as Tamil, Telugu, Bengali, Punjabi, Manipuri etc. This is definitely a good sign as the industry enjoys such a good status at different regional centres of the nation.
Further, today we are catering to a global audience also – basically the people of Indian origin settled in foreign nations for their life and our films are being well-received in those places by these people.

On the other hand while most of the films produced annually are commercial features films aimed at making a profit as their primary goal, a good number of serious and artistically-acclaimed films are also being made every year on a parallel basis which have definite messages for the society. This is a healthy sign.

The governments (both at Centre and State levels) are encouraging this industry as far as possible by offering various helps to it like declaring it as an industry, return of certain taxes collected at the tickets in movie halls etc. so that it can flourish. We do expect a better picture in coming days.

3. The Indian advertising scenario is highly encouraging as it is worth more than Rs 10,000 crore on an average a year, according to latest statistics. Today, we have most of the major multinational advertising companies having their base in the country, reaping the benefits of the developments in various sectors in the country particularly economic reforms.

Today, we have also advertising agencies offering public relations services, media buying or space buying or space selling agencies which are offering quality services to the advertisers in return for their money.

It may look surprising that even though the programme quality of Doordarshan has scope for improvement to meet the challenge of the private cable TV channels, yet Doordarshan has the major chunk of advertising campaigns of the country because of its enormous reach of the people including the remotest corners of the country.

However, though some stagnation was seen some years ago in respect of advertising in radio – especially AIR, this media is now showing a much improved growth in earning its advertising revenues.

A new kind or advertisement is also being practiced now-a-days by the film makers in the country – that is, inserting advertisements in the feature films by different skills. It has opened up enormous scope for further growth in advertising revenue for the country's media business.

2.9 POSSIBLE QUESTIONS

1. What is the status of the film industry in India ?
2. Why is Public Relations assuming a lot of importance for our industry over the years ?
3. How is the print media journalism in India doing ?
4. Write a short note on the development of media scenario in North-East India.
5. Give an overall idea of the development of the mass media scenario in India.