KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
Patgaon, Rani Gate, Guwahati – 781017

SEMESTER 1

JOURNALISM AND MASS COMMUNICATION
PAPER – 1
INTRODUCTION TO MASS COMMUNICATION
BLOCK -3

CONTENTS

UNIT - 11 : Communication Media : The Indian Context
UNIT - 12 : Media Organisations of the Indian Government
UNIT - 13 : Media Organisations and ownership patterns
UNIT - 14 : Media and Globalisation
UNIT - 15 : Technology in Mass Media
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DETAILED SYLLABUS

JOURNALISM AND MASS COMMUNICATION

SEMESTER 1

BLOCK – 3

PAPER-1 : INTRODUCTION TO MASS COMMUNICATION

Unit – 11 : COMMUNICATION MEDIA : THE INDIAN CONTEXT

Oral communication, Traditional forms of communication, Multimedia communication, Non-dominant communication

Unit – 12 : MEDIA ORGANISATIONS OF THE GOVERNMENT OF INDIA

Brief overview of some of the media organizations of the Government- Press Information Bureau, Directorate of Advertising and Visual Publicity, Publications Division, Central Board of Film Certification, Song and Drama Division, Directorate of Field Publicity, Directorate of Information and Publicity

Unit – 13 : MEDIA ORGANISATIONS AND OWNERSHIP PATTERNS

Meaning of media ownership, Ownership patterns of mass media – ownership patterns of print media establishment in India, Trends in ownership patterns

Unit- 14 : MEDIA AND GLOBALISATION

Concept of globalization and its impact on media, Effects of globalization on media systems and their functions, Media convergence, UNESCO's efforts in removing imbalance in news flow- debate on New World Information and Communication Order (NWICO), MacBride Commission Report

Unit – 15 : TECHNOLOGY IN MASS MEDIA

Concept of Information and Communication Technology, Impact of ICT on Mass Media, Impact of New Communication Technology on News Flow, Information Superhighway, Digital Divide

BLOCK INTRODUCTION

This is the third block of the course on 'Introduction to Mass Communication'. This block will mainly deal with the different theories of mass media like normative, sociological and media effects theories. Theories of mass communication have changed dramatically from early 1900s to late 2000s, basically due to use of technology to a large extent in the communication process. A brief over view of the five units of the third block has been given below-

Unit 11 : COMMUNICATION MEDIA : THE INDIAN CONTEXT

This is the eleventh unit of the course on 'Introduction to Mass Communication'. This unit will focus on the oldest form of communication , i.e. oral communication. This unit will also throw light on 'traditional form of communication' which constituted a rich resource which was harnessed for bringing about desirable societal changes for accelerating the development process. Multimedia communication and non-dominant communication are two of the important aspects of mass communication which have also been dealt with in this unit.

Unit 12 : MEDIA ORGANISATIONS OF THE GOVERNMENT OF INDIA

This unit will enable you to understand some of the important media organizations of the Government of India. Some of these organizations which have been exemplified in this particular unit are – Press Information Bureau, Directorate of Advertising and Visual Publicity, Publications Division, Central Board of Film Certification, Song and Drama Division, Directorate of Field Publicity, Directorate of Information and Publicity

Unit 13 : MEDIA ORGANISATIONS AND OWNERSHIP PATTERNS

Media ownership refers to owning or having a stake in any media organization. Ownership patterns of print media establishments have gained importance over the past one decade. This particular aspect has been discussed in detail in this unit along with the different ownership patterns of mass media.

Unit 14 : MEDIA AND GLOBALISATION

This unit will focus on the concept of globalization and what kind of impact it has on media. Globalisation has necessitated the spread of Information and Communication Technology leading to media convergence. As you flip over the pages of this particular unit, you will be able to understand the debate on the imbalances in the flow of news in the world arena by focusing on New World Information and Communication Order (NWICO).

Unit 15 : TECHNOLOGY IN MASS MEDIA

Technology is widely used in different fields of work including the growing area of mass media. This unit will specifically address certain issues pertaining to the area of ICT –concept, impact of ICT on media, impact of new communication technology on news flow, information superhighway and digital divide.

While going through this course, you will come across some along-side boxes, which are put on the left side or right side of the text. These boxes will explain you the meaning of some words and concepts within the text. Apart from this, there will be some broad and short questions which have been included under 'Activity' and 'Check Your Progress' in every unit. Activities will increase your thinking capacity because questions put under 'Activity' section are not directly derived from text. Answers to the short questions have been put under section 'Answers to Check Your Progress'. Besides, a few text-related questions have been put under the section 'Model Questions'. These questions will help to draw your attention on the probable topics for the examination so that you can prepare for the examination with confidence.

Q. 2: What is the impact of new media technology on the flow of news and information?

Q. 3 : Can NGOs help in bridging the digital divide gap? How?

B. Short Questions (Answer each question in about 150 words)

Q.1: What is the role of IT in the educational sector?

Q. 2: How have the digital technologies affected the marginal costs of distribution within the media industry?

C. Long Questions (Answer each question in about 300-500 words)

Q. 1: How has ICT ushered in a new age revolution? Explain by focusing on the impact of ICT on social, economic and cultural front?

Q. 2: What steps can be taken for mitigating the growing effects of digital divide?

* * * * *

communications and the integration of telecommunications , computers, middleware as well as necessary software, storage and audio-visual systems, which enable users to create access, store, transmit and manipulate information. In other words, ICT consists of IT as well as telecommunication, broadcast media, all types of audio and video processing and transmission and network based control and monitoring functions.

Ans. to Q. No. 2 (a) : Microcomputer

(b) : End-users'

Ans. to Q. No. 3:

Information superhighway means a broadband, two-way, publicly accessible network providing information services in the areas of education, entertainment and business. It combines elements of online services and the Internet.

Ans. to Q. No. 4:

Former American Vice-President, Albert Gore

Ans. to Q. No. 5:

The organization for Economic Co-operation and Development has defined digital divide as the difference between individuals, households, businesses and geographic areas with regard to (a) their opportunities to access ICTs and (b) their use of the Internet for different activities. It is basically the gap between those who have access to ICT and are able to use it effectively and those who don't have accessibility to it.

Ans. to Q. No 6:

Lack of adequate financial resources for maintaining the electronic infrastructure, expensive ICT applications and the medium of language used.



15.11 MODEL QUESTIONS

A. Very Short Questions

Q. 1: Define 'Information and Communication Technology'.

UNIT - 11 : COMMUNICATION MEDIA : THE INDIAN CONTEXT

UNIT STRUCTURE

11.1 Learning Objectives
11.2 Introduction
11.3 Oral communication
11.4 Traditional forms of communication
11.5 Multimedia communication
11.6 Non-dominant communication
11.7 Let us Sum up
11.8 Further Reading
11.9 Answers to Check Your Progress
11.10 Model Questions

11.1 LEARNING OBJECTIVES

After going through this unit, you will be able to-

- discuss the concept of oral communication
- analyse the different traditional forms of communication
- define multimedia communication
- explain what non-dominant communication is all about

11.2 INTRODUCTION

In the previous unit, you have been introduced to the concept of mass audience and society. In fact the previous unit threw light on the reciprocal relationship among media, audience and society. This unit will focus on the different media of communication in the Indian context. Even before printed books, magazines or journals made its presence felt in the country, India witnessed a rich legacy of various modes of communication, be it oral communication or traditional form of communication. The ideas and messages that was prevalent in the folk tales, myths, epic stories and hymns were disseminated by the wandering monks through oral communication methods. Similarly traditional forms of communication constituted a rich resource which was harnessed for bringing about desirable societal changes

for accelerating the development process. Apart from these two medium of communication, print and electronic media, as two important modern means of mass communication took shape and expanded rapidly.

11.3 ORAL COMMUNICATION

India, the cradle of an ancient civilisation, has been a centre of religious, philosophical and literary learning from very ancient times. Ancient Indian literature and historical materials are replete with references to colleges and universities from ancient Indian period. The world renowned universities in those days were Purushapura (Peshawar, now in Pakistan), Nalanda and Vikramsila (in Bihar), Takshasila or Taxila (now in Pakistan), Kanchi (in Tamil Nadu) and Vallabhi (in Gujarat).

But even for this, traditional beliefs and ideas were handed down orally. When we talk about oral communication, we refer to that form of communication whereby people communicate with the help of spoken words. Speech has always been the most important vehicle of human communication. The spoken word had a sanctity of its own. It was revered as the source of knowledge and inspiration for good conduct. In fact during the ancient days, religious preachers and philosophers used oral communication for propagating their point of view. During those days, majority of the people were illiterate. They led a rustic way of life and their outlook towards life was determined by fate and accident or birth. They embraced the principles of 'simple living and high thinking' on what was handed down generation after generation by way of oral communication. The oral tradition of communication was harnessed to perpetuate idea in support of the status quo and the social system prevailing at the time. For instance the Brahmin priests used highly sanskritised language which carried an aura of scholarship and erudition. While the Brahmin priests used literary and scholarly language, the Buddhists communicated through the medium of local language.

Religious preachers, who were known as parivrajakas (wandering monks) travelled from, and between , various centres of pilgrimages and delivered discourses on religious matters, epics and scriptures. These mendicants cast off their caste names and adopted new names in surnames

- Microelectronics technology increases the capacity of both crucial components of communication technology: (a) the technical network, which allows for the telecommunication of signals, and (b) adequate end-user equipment, which allows for comfortable handling of complex telecommunication processes.
- Information superhighway means a broadband, two-way, publicly accessible network providing information services in the areas of education, entertainment and business. The term was coined by former US Vice-President Albert Gore.
- The organization for Economic Co-operation and Development has defined digital divide as the difference between individuals, households, businesses and geographic areas with regard to (a) their opportunities to access ICTs and (b) their use of the Internet for different activities.
- Lack of internet accessibility may be attributed to local information barriers, literacy barriers, language barriers and cultural diversity barriers.



15.9 FURTHER READING

1. Aggarwal, Vir Bala, V.S Gupta (2002) Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company
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15.10 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No. 1 :

ICT is an extended synonym for Information Technology (IT) but is usually a more general term that stresses the role of unified



CHECK YOUR PROGRESS

Q. 5 : What is digital divide?

_____

_____

Q.6 : What are some of the common causes of digital divide?

_____

_____



15.8 LET US SUM UP

- ICT is an extended synonym for Information Technology (IT) but is usually a more general term that stresses the role of unified communications and the integration of telecommunications , computers, middleware as well as necessary software, storage and audio-visual systems, which enable users to create access, store, transmit and manipulate information.
- The term, ICT was first used in 1977 in a report by Dennis Stevenson to the UK Government and promoted by the new National Curriculum documents for the UK in 2000.
- ICTs have ushered in the globalization of culture through the different mass media vehicles.
- The innovations in information and communication technologies brought about by the integration of telecommunications, mass media and computing, promise greater flexibility, greater efficiency and lower costs.
- The Japanese writer, Yoneji Masuda pioneered the use of the term 'information society'
- Digital technologies have affected the marginal costs of distribution within the media industry. Once the content is created in digital format, it can be reproduced at very little cost and instantly sent to consumers over the internet.

like Tirtha,Saraswati, Bharati and Puri. They wandered from place to place as a part of their religious discipline and gave discourses on the epics and scriptures, and readings from various books which was accompanied by music. Pilgrimages, which had always been considered to be an important cultural institution, have always acted as a cementing force. One such classic example of cultural unity engendered during those days was the establishment of a network of monasteries, specially at four such centres : Dwaraka (Kathiawar, Gujarat), Puri (Odisha), Badrinath (Himachal Pradesh) and Sringeri (Karnataka). Apart from these four monasteries, there were seven holy places which were reputed to confer salvation to the millions of pilgrims : Ayodhya, Maya (Haridwar), Mathura, Kasi (Varanasi), Kanchipuram (Tamil Nadu), Avantika (Ujjain) and Dwaraka. These centres were at the base of oral and cultural communication in ancient India. Persons like Vardhamana Mahavira (599-527 B.C.) and Siddhartha Gautama (560-483 B.C.) were votaries of the oral tradition of religious and philosophical communication in India.

As days passed by, there emerged a new group of leaders who were very powerful orators. Let us cite the example of Mahatma Gandhi who not only used his writings in uniting the Indians against the atrocities of the British government, but also expressed his views in the form of oral communication. Another form of interpersonal channel which Gandhiji used was 'prayer meeting'. Silent prayer was followed by singing of the hymns and chanting of Ramanam by the audience. These prayer meetings ended with a brief statement by Gandhiji on some relevant issue.

In the present context, interpersonal communication through spoken word continues to enjoy a favourable place in the world of business. The types of oral communication commonly used within an organisation include staff meetings, personal discussions, presentations, telephone discourse and informal conversation. Oral communication which takes place outside the organisation may take the form of face-to-face meetings, telephone calls, speeches, teleconferences or videoconferences. In order for oral communication to be effective, it should be clear, relevant, tactful in phraseology and tone, concise and informative.



CHECK YOUR PROGRESS

Q.1 : What do you mean by oral communication?

_____

_____

_____

11.4 TRADITIONAL FORMS OF COMMUNICATION

Traditional folk media is a term used to denote 'people's performances'. This term refers to the performing arts which can be described as the cultural symbols of the people. Folk dance, rural drama and musical variety of the village people, all come under traditional media. Traditional folk media is not just confined to dance and music, but also includes oral literature or verbal art, art and crafts. Traditional folk media originated as a consequence of people's need to express themselves. These performing arts pulsate with life and slowly change through the flux of time. In India folk performance is a composite art. It is a total art created by the fusion of elements from music, dance, pantomime, versification, epic ballad recitation, religion and festival peasantry. It absorbs ceremonials, rituals, beliefs and of course the social system.

According to veteran folk media scholar Balwant Garhgi "Folk media represents the people in their natural habitat, with all their contradictions and multifarious activities. It gives a glimpse of their style of speech, music, dance, dress and wisdom. It contains a rich store of mythological heroes, medieval romances, chivalric tales, social customs, beliefs, and legends. In order to understand the colourful diversity and unity of India, it is important to see the folk theatre in its natural settings." Rural India is a treasure trove of folk art, theatre, music, dance, art and craft. The folk art forms satisfy our innate need for self expression. The traditional forms preserve and disseminate the tradition and culture of our forefathers infusing life into them.

The first significant international recognition of the role of traditional media in the field of development in the developing countries came in 1972 when the International Planned Parenthood Federation and UNESCO organized a series of meetings on the integrated use of the folk and mass media in family planning and communication programmes in London. The

The private sector through investments and economic activities can also play a prominent role in bridging the digital divide. The opening of numerous Internet cafes is a testimony to the fact that the drive for profit does not preclude doing social work. Moreover, the development of new IT businesses contributes to employment and economic growth in general. A number of global IT companies have also stepped up to provide people with the necessary skills in order to succeed in the age of technology. Oracle's Oracle Academic Initiative, Sun Microsystems' Java Competency Center, Cisco Systems' Cisco Networking Academy among others have not only provided a large platform for their graduates to master the skills but also to get absorbed in the market. Various companies have also lent a helping hand in ensuring broader access to ICT goods and services by way of 'Corporate social responsibility'. For example, Microsoft's international community affairs programme aims to bring the benefits of ICT to disadvantaged groups of people. In China itself, Microsoft is sponsoring 'Project Hope' which is an NGO that seeks to create five computer labs or cyber schools. The project will focus on imparting computer skills to disadvantaged youths who will have access to Internet and the highest quality teachers and curricula in China.

Different NGOs also play an important role in defining the issue and mobilize resources in order to bridge the digital divide. Most of the NGOs act as technology providers. A pertinent example in this line is that of Jhai Foundation's Remote IT Village Project in Laos. Devoid of some of the basic technological infrastructure facility like dearth of electricity and telephone lines, the foundation is working towards developing a rugged computer and printer that draw less than 20 watts in normal use and which can survive the harshest of weather conditions. The NGO can also be credited for developing a wireless local area network and a Lao-Language version of the free, Linux based KDE graphical desktop and Lao-language office tools.

Thus, we can say that even though ICT revolution has been changing the course of history, yet the ICT uptake has been largely unequal. The developing countries must shoulder the responsibility of having better policies in place that would enable them to join the digital revolution.

in this context can be drawn between the developed and developing countries. The problems contributing to the digital divide are being addressed through a number of projects implemented by a multitude of governmental and non-governmental organizations around the world. The second interpretation relates to unequal opportunities for the use of ICT within countries. This is because very often an individual's accessibility to the use of ICT depends upon his/her socio-economic position, level of education and place of residence. The third type of divide is the one pertaining to participation in a democracy and the possibilities that may develop after the digital revolution. This type of digital divide can be seen in relation to the civic engagement of young people. Children and youth have been given very less opportunities to express their ideas and opinions about different issues in the society. Perhaps the only ways by which they were able to express their views was through peer relationships, rebellion against the boredom of school or resistance expressed at home.

Bridging the digital divide

The introduction of ICT has brought along with it a host of practical problems that are widely visible in some of the underdeveloped countries of the world like lack of adequate financial resources for maintaining the electronic infrastructure, expensive ICT applications and the medium of language used. Governments can play a prominent role in bridging the digital divide. This is particularly true in developing national information infrastructure that is expected to increase Internet access among the people. In fact, governments should develop a policy and legal regulatory environment conducive for the creation of a robust national information infrastructure which also includes a regulatory environment that would increase competition and lower the prices. Another significant step which any government can take is the removal of import duties and sales tax on IT goods and services. This would contribute towards increasing PC penetration rates. Government could also use its own technology in order to enhance efficiency and also encourage alternative access to the internet. For instance, in place of telephone or cable networks, developing countries should seriously consider the use of wireless technologies and devices to connect to the Internet.

relevance of traditional form of communication- Nukkad Natak (street plays) gained popularity in states like Orissa, Uttar Pradesh and Bihar specially during the Kargil conflict. These street plays served as one of the important mediums to inform the people of various aspects of the conflict as well as the sacrifices made by the Indian soldiers.

There have been numerous Instances of the use of Traditional folk media for development communication in our country though they have not been consistent like the other forms of a conventional media like newspaper, radio or TV. Broadly speaking, we can divide traditional forms of communication in India into the following types-

a. Folk theatre : Indian theatre did not break down into small fragments of opera, ballet and drama proper but remained in a composite form containing, singing, dancing, verse and prose dialogue. The Sutradhar (stage manager) and Vidushak (narrator) are characters which appear in almost all the regional forms under different names and guises. Indian folk drama is performed in the open air, sometimes in a raised podium but mostly at ground level, thus bringing a high degree of intimacy between the actors and the audience. Themes are largely based upon mythology, legends and a variety of secular themes. Some of the common examples of folk theatre are Jatra of Bengal, Bhavai of Gujarat, Tamasha of Maharashtra and Yakshagana of Karnataka.

b. Folk songs : India has tremendous amount of folk singing styles. According to Professor Shyam Parmar, Indian folk songs can be divided into bhakti songs, ceremonial songs and tribal songs. Also known as devotional songs, bhakti songs have strong links to classical music. Some of the actual folksong styles which have been used in India include Baul and Bhatiali of Bengal, Bihu of Assam, Duha, Ras and Garba of Gujarat etc.

c. Predominantly narrative forms, including ballads, folktales and other story telling forms : Poetic forms with a strong narrative element have proved to be particularly effective for the purpose of communication. For example, Burrakatha is a ballad singing style of Andhra Pradesh and is said to be an off-shoot of Yakshagana. The burrakatha troupe usually consists of three persons. The principal performer, the

kathakadu dances and recites the story while the others play drums and provide refrains. Themes for such narrative forms ranges from mythological to historical and socio-political.

d. Religious discourses : Religious discourse of Harikatha is known by different names in different parts of the country - Katha, Kathapatha, Kirtan, Katha-Kalakshepam, Pravachan and others. Such discourses demand from the performer or kathakar, a knowledge of the scriptures, musical ability, qualities of a good actor and story-teller as well as having a good amount of knowledge about local customs.

e. Puppet shows : The art of puppetry is an ancient one in India. Puppet troupes usually consist of members of a family and vary from one-man troupes to seven to eight member groups. They usually perform at village gatherings, market fairs and school playgrounds. String puppets, rod puppets, clove puppets and shadow puppets are the four basic puppet traditions in India.

Puppet performances are generally accompanied by singing. Themes are varied and ranges from mythological, historical, social, political to economic ones. Devi Lal Sarma of the Bharatiya Lok Kala Mandal, Udaipur was responsible for undertaking some pioneering work for the use of puppets for community development.

Glove puppet



Pavakathakali (Pavakoothu) of Kerala Source :http://www.drishtiias.com/upsc-exam-gs-resources-Puppetry-in-India

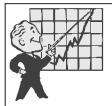


LET US KNOW

Glove puppets :

Glove puppets are mostly found in Odisha, Kerala and Tamil Nadu. Puppeteers wear them on the hand and manipulate their heads and arms with their fingers. The puppeteer narrates his story in verse or prose, while the puppets provide, the visual thread. Glove puppets are also known as sleeve, hand or palm puppets. Let us take the example of Kerala. The glove puppets of Kerala are ornate, colourful and resemble the actors on the Kathakali stage in their

make-up and costume. Their performance is known as Pava Koothu or Pawa Kathakali. The stories of this theatre are mainly based on Radha and Krishna and the Ramayana.



CHECK YOUR PROGRESS

Q.3: What do you mean by Information Superhighway?

_____

_____

Q. 4: Who coined the term 'Information Superhighway'?

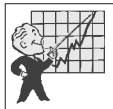
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15.7 DIGITAL DIVIDE

The organization for Economic Co-operation and Development has defined digital divide as the difference between individuals, households, businesses and geographic areas with regard to (a) their opportunities to access ICTs and (b) their use of the Internet for different activities. It is basically the gap between those who have access to ICT and are able to use it effectively and those who do not have accessibility to it. Now lack of Internet accessibility may be attributed to local information barriers, literacy barriers, language barriers and cultural diversity barriers. Local content is determined by the commercialized nature of the web. Commercial content providers tend to focus on content that delivers returns to their investments. Thus, Internet users from developing countries such as farmers and labourers rarely come across information that is relevant to them. Literacy is another major area of concern. A literate person need not necessarily mean a person who can read and write. In fact, it also implies someone who has basic technical knowledge on how to operate a computer or surf Internet. So, even if Internet is accessible to a person, he or she may not be able to operate it owing to lack of technical knowhow. Another cause of worry is the medium of language used. Most of the Internet content worldwide is in English. In e-commerce, English is even more dominant with over 94% of links to pages on secure servers in English.

We can apply the concept of digital divide in three different ways. First is the notion of global digital divide which refers to the disparities in the use of ICT between people living in different parts of the globe. One dividing line



CHECK YOUR PROGRESS

Q. 2: Fill in the blanks-

(a) The Information Revolution is fundamentally, a _____ Revolution.

(b) Microcomputer innovations enrich the _____terminals by facilitating access and handling, as well as by integrating this equipment with other functions of information processing.

15.6 INFORMATION SUPERHIGHWAY

Information superhighway means a broadband, two-way, publicly accessible network providing information services in the areas of education, entertainment and business. It combines elements of online services and the Internet. This global information and communication network includes the Internet and other networks and switching systems such as telephone networks, cable television networks, and satellite communication networks. The Oxford English Dictionary (OED) defines the term "information superhighway" as "a route or network for the high-speed transfer of information, specially (a) a proposed national fiber-optic network in the United States; (b) the Internet."

The information superhighway or Infobahn was a popular term used through the 1990s to refer to digital communication systems and the Internet telecommunications network. It is associated with former United States Senator and Vice-President Albert Gore. The term was coined by him while giving a speech in January 11, 1994 describing the future of computers accessing and communicating over a worldwide network. Some other people used the term "superhighway" in application to telecommunications even earlier. In 1964, M. Brotherton in his book Masers and Lasers used the term "superhighways" for communication. In 1974, Nam June Paik used the term "super highway" in application to telecommunications, which gave rise to the opinion that he may have been the author of the term "information superhighway". In fact, in his 1974 proposal Media Planning for the Post-industrial Society , he wrote that "the 21st Century is, now only 26 years away". He used a slightly different phrase, "electronic super highway".

String puppets :

The string puppet (or marionetter) is a figure with multiple joints and suspended by a string which is controlled. String puppets are mostly found in Rajasthan, Odisha, Tamil Nadu and Karnataka. A lot depends on the manipulative skills of the puppeteer in this type of puppet. Examples include Katputali shows of Rajasthan and Putola Nach of Assam.

Rod Puppets

Rod puppets are an extension of glove puppets but often much larger. They are fixed to heavy bamboo sticks which are tied to the puppeteer's waist. These are three-dimensional moving figures that are manipulated with the help of rods. Examples include Yampuri of Bihar and Kathi Kundhei of Odisha.

Shadow puppets :

In this form, shadows of puppets are used in black and white or in colour. The flat figures, usually made of leather, are lightly pressed on a transparent screen(which is a simple sheet stretched on an adjustable frame) with a strong source of light behind. The screen thus forms the barrier between the audience and the puppet, creating the projection of image. The impact on the audience, surrounded by darkness all around, is quite dramatic. Shadow puppets are mostly found in Andhra Pradesh, Kerala, Karnataka, Tamil Nadu, Maharashtra and Odisha. Togulu gombeyatta from Karnataka is an example of shadow puppet.

String puppet of Rajasthan



Source : http://goprep.in/puppet-forms-of-india/ as retrieved on 10/05/17

Rod Puppet



Source :Putul Nach of West Bengal http://goprep.in/puppet-forms-of-india/

Shadow puppet



Hanuman and Ravana in Tholu Bommalata, the shadow puppet tradition of Andhra Pradesh.
Source : https://en.wikipedia.org/wiki/Shadow_Puppets_of_Andhra_Pradesh

Traditional media have been in vogue since Independence. "Ahla", the popular ballad of Uttar Pradesh and its counter parts like "Laavani" of Maharashtra, "Gee-Gee" of Karnataka, "Villupaatu" of Tamil Nadu "Bihu" of Assam and " Kavigan" of Bengal were effective in arousing the conscience of the people against the colonial rule of the British. Many of the social and political campaigns launched by Mahatma Gandhi used traditional folk media. Similarly eminent Tamil poet Subramanya Bharti used folk music to invoke patriotism in minds of the people. Folk tunes succeeded in popularizing songs glorifying the charkha or spinning wheel and boycott British made goods.

Even after Independence there have been many instances of the Government using traditional performances for development in rural areas. In the 1940's, Indian People Theatre Association (IPTA), used some of the popular regional theatre forms like "Jaatra" of Bengal, "Bhavai" of Gujarat, "Tamasha" of Maharashtra and "Burrakatha" of Andhra Pradesh to increase social awareness and political education. In 1954, the Indian government established the Songs and Drama Division as an arm of the Ministry of Information and Broadcasting, with the purpose of converting the wealth of performing arts to developmental communications functions. Since then, an average of 14,000 folk performances a year has been conducted on the community level. The division has 800 artists, half of whom are folk and traditional. It has nearly 400 private, registered troupes which are commissioned to present performances on various development themes.

In 1977, a voluntary non-governmental organization in Kerala called Kerala Sastra Sahithya Parishad (KSSP) organized Science Jatha, a Science Procession in order to spread the message of people's involvement in the development process. From 1980, the Jathas began to use different folk art forms for conveying the themes which were mainly on education, health, environment and social inequality. The repertoire consisted of songs, street dramas and other several forms of folk arts. Soon the Jathas began to be known as Kala Jathas and they became so popular that they began to be used extensively not only in Kerala but in some other parts of India also where the local organizations and people have received inspiration from KSSP and have started delivering messages through folk arts.

Well-known Theatre personality Ravi Varma of Vikas Lok Manch has been creatively interpreting social realities by interweaving them into the fabric of folk dances, choral singing etc. with the help of slum children. He deals with issues like alcoholism, pollution, religion, inequalities of caste and class, communalism and so forth. One of the group's most famous street plays is Hame Jawab Chahiya (1985) on the Bhopal gas tragedy. The play reminds the audience who are mostly children that the Bhopal incident is not a dead issue and that its aftermath still haunts the lives of many.

gap-narrowing. One basic and often implicit fact is that technology richness would trigger information-richness, i.e., that access to new information technology would provide a higher quality level of information and news flow. The policymakers are concerned about whether this relatively expensive technology will widen the knowledge gap between the information-rich and the information-poor (also known as information haves and have-nots).

Television once upon a time had been one of the most popular technologies of newsflow before the advent of the Internet. Acceptance of new communication technologies had never been a challenge since the new communication technologies provide an improved means for connecting with wide public, thus these technologies essentially are "networking", not one-way "broadcasting" nor "stand-alone" technologies. This distinctive aspect affects the acceptance and use of the new interactive technologies.

More precisely, the adoption of a new communication technology heavily depends on a huge number of individuals (or organisations) already using the technology. News flow and information flow depend mostly on the fact that only if one can be sure that a majority of current addressees can be reached by a specific communication tool will one be willing to use it on a habitual basis. Thus, the net benefit to an end-user of equipment for individual communication is influenced by the number of installations within his/her relevant group of reference. There is no exact formula available for calculation of the minimum level of the mass people that is necessary for adoption to occur. The decision calculus while adopting new communication tools for news flow asks, for instance, whether the cost per unit is lower when using the new machine compared to existing procedures. The impact of new media technology in news flow is enormous due to low cost of the new media and at the same time the new media can encompass a huge mass with the technological efficiency flawlessly within seconds internationally. Thus, we can see a gradual growth and change of different technologies in news flow by post, telephone, fax, mobile phones, television, Internet and satellite communication.

communication tools. The computer is the heart of the new communication technologies that are now beginning to have important impact on all sorts of communication, especially, in mass communication and news flow. The important fact about these computer applications is their small size and low cost, an advantage made possible by putting increased amounts of computer memory and computer control, on a semiconductor chip. The Information Revolution is fundamentally, a Microcomputer Revolution. Together with other technical innovations, microelectronics technology increases the capacity of both crucial components of communication technology: (a) the technical network, which allows for the telecommunication of signals, and (b) adequate end-user equipment, which allows for comfortable handling of complex telecommunication processes. Chips, digital data transport, fiber optic cable, and other new technical means enhance the quality, quantity, and speed of information traffic in technical communication networks thereby making the communication and news flow easier than ever. Microcomputer innovations enrich the end-users' terminals by facilitating access and handling, as well as by integrating this equipment with other functions of information processing.

The impact of new technology on news flow has been developing for quite a long time. The new electronic text media (such as computer mail, telefax, and computer conferencing) has mainly replaced the older text media as mail and telex. The new media has replaced oral channels only to the extent that oral communication is used for transmission of relatively simple information content. However, the proportion of that kind of oral channel use is very high in news flow.

The new communication technology has also changed the economic aspect of the new media in the post modern era of communication. But the effects of the new media are difficult to quantify, although they seem to be very important (for example, an improved information supply and increased flexibility) and these effects occur at different levels of observation (the freelance journalist, group of journalists, media organisation, and the society to which the news is being transmitted). The new communication technologies are sometimes gap-widening or

Folk songs have played a very important part in the Chipko and Apiko movements. Folk Singers of the region composed songs in folk tunes and sang them on the street. The rural children picked them up immediately and sang them all the time. Thus, they played the role of communicators. In a similar instance, environmentalists used folk arts in South India in the Save the Western Ghats (1985) campaign which was headed by Seva Sangh and supported by a number of other activist groups.

Rajasthan Adult Education Association (RAEA) had conducted an experiment in a village Devakishanapura where they sponsored Ravi Chaturvedi, an alumnus of National School of Drama for formulating development messages through the use of theatre based on stories from the epics. He identified three main issues -- Untouchability, Health hazards and Internal feuds which was rampant in the village. He selected some episodes from the epic Ramayana which had dramatic elements and action and reinterpreted them in the context of the problems prevailing in the village. He enacted it with the help of the village youths with great success.

Chaturvedi conducted another experiment in the village Garudavasi of Jaipur district which was devastated due to floods. There Chaturvedi conducted a folk theatre workshop as a therapy for rehabilitation of the villagers. In the workshop some scientific causes of the flood were explained. The enactment was done through songs sung in folk tunes narrating their problems. The audience participation turned out to be overwhelming.

CHECK YOUR PROGRESS



Q.2 : What is traditional media?

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_____

Q.3 : What are the different types of traditional media?

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_____

Q.4 : What is a Science Jatha?

11.5 MULTIMEDIA COMMUNICATION

In a country which has been blessed with a rich tradition of oral and traditional communication, the growth of Information and Communication Technology has necessitated the development of IT based media for the purpose of communication. Some of the earlier methods that were used for communication have been visual and audio in the form of gestures, sound and pictures. Technology has transformed these sounds and gestures to produce speech, videos, films, posters and theatre. The evolution of different media of communication has opened up news vistas in the world of communication.

Internet has emerged as an important factor in the fast developing communication landscape. People can access different e-journals, magazines and newspapers at the click of a mouse. The web acts as an interactive platform and offers for instant communication. The Hindu was the first newspaper to go on the internet in 1995. Very soon other newspapers followed suit. The number of internet subscribers have also been growing at a tremendous rate thanks to a boom in the IT sector.

Now the question that arises is what is multimedia? Multimedia means multiple media. It indicates that the information/data being transferred over the network may be composed of one or more of the following- text, images, audio and video. Multimedia communication comprises the techniques that are needed for distributed multimedia systems. In order to enable the access to information such as audio and video data, techniques must be developed which allow for the handling of audiovisual information in computer and communication systems.



CHECK YOUR PROGRESS

Q.5 : What is multimedia communication?

Q.6 :What has as emerged as an important factor in the fast

communicate quickly and cheaply over long distances. The innovations in information and communication technologies brought about by the integration of telecommunications, mass media and computing, promised greater flexibility, greater efficiency and lower costs.

The Japanese writer, Yoneji Masuda pioneered the use of the term 'information society' where different information values would lead to the development of the society. Indeed, every society is in a sense an information society for information and communication is what holds it together. The concept of information society gained popularity in the 1970s and 1980s to explain the social, economic and technological changes that were taking place during those decades in advanced industrialized societies.

Digital technologies have affected the marginal costs of distribution within the media industry. Once the content is created in the digital format, it can be reproduced at very little cost and instantly sent to consumers over the Internet. The Internet has not just led to an acceleration of the distribution process, it has also led to a convergence of media as different types of media can be distributed and consumed via the Internet and across multiple devices. Thus, ICT can be said to have played an important role in shaping a new value chain.

Regarding ICT impact on journalism, John V. Pavlik, well-known media educator and author, says "……. developments in new media are giving rise to the development of new storytelling techniques that engage the audience in more contextualized and navigable news reporting. This story telling embraces a wider range of communication modalities (e.g., text, images, video, graphics); nonlinear writing, or hypermedia (e.g., links); extraordinary customization; and heightened audience involvement". He adds that "The only real limits on the Internet as a journalistic medium are bandwidth, connectivity, and credibility of content".

15.5 Impact of New Communication Technology on News Flow

The impact of new communication technology has brought about a sea change in the news flow with the advent and use of computer, television, and Internet and satellite communications along with the subsidiary

concerned, investment in IT can play a crucial role in the economic growth and productivity. IT use is measured by computer hardware, software products and services. Both types of technologies- hardware business technologies and ICTs have created multiple options and new types of competition. Different technologies have been advancing the processes of products and services for business. Computerization through both its hardware and software has led to expansion of businesses. ICTs are also playing a sterling role in reaching out to consumers in business contexts. With the development of new interactive media like email, web, SMS and ATM kiosks, it is possible for consumers to react to marketing communication immediately.

ICTs also have a massive impact in the society, in the way we live and interact as a member of the society. The increasing use of social networking tools and other forms of online media have brought the people closer to one another. In fact, it has led to a development of a network society (as put forward by Manuel Castells in the book 'The Rise of the Network society in 1996) cutting across time and space. The social impact of technologies is influenced by the way we design, implement and regulate technological change in organization and society at large.

ICTs have ushered in the globalization of culture through the different mass media vehicles. People have embraced different cultures without the fear of loss of one's own cultural identity. Images, stereotypes and prejudices about other cultures undergo change, thus creating better international understanding. Exposure to media technologies can refine understanding of the complex roles that cultural processes play in the development of ICT in various sectors of society and the challenges of social technology.

Apart from the above three areas whereby Information and Communication Technology has made tremendous impact, is the mass media. Media is currently undergoing a series of dramatic transformations as the traditional power structures in the industry are challenged by digital technologies. From podcasts, blog posts to YouTube videos, live steaming has just been made easy which has been facilitated by the sophisticated online technologies. The growth in Internet connectivity has bought in a sea change in the way communication takes place. Most of the services provided by the Internet such as email and instant messaging help the users to

developing communication landscape?

11.6 NON-DOMINANT COMMUNICATION

Non-dominant communication processes are those media forms which run contrary to dominant values, ideological propositions and organizational norms. These forms may include street theatre based on folk songs and puppetry to convey messages of social importance and write-ups and feature stories on important contemporary issues which may have already become important enough to receive attention at a regional or national level. Such forms of communication may not be eye-catching in the first place , but they do carry a lot of information for the masses. For instance the issues concerning Narmada Dam were articulated through the vernacular press at the local level before making their way to the national press. It has provided several feminist groups and voluntary organizations means to express their point of view and represent the ideology these stand for.

As the name implies, these forms of communication may not be dominant in nature but at the same they are within the radar of the common masses. In fact, they have been carrying out their own activities without much fanfare and media coverage at the grassroots level.



11.7 LET US SUM UP

We can sum up this unit by focusing on the following points-

- Oral communication is that form of communication whereby people communicate with the help of spoken words.
- The types of oral communication commonly used within an organisation include staff meetings, personal discussions, presentations, telephone discourse and informal conversation.
- Oral communication which takes place outside the organisation may take the form of face-to-face meetings, telephone calls, speeches ,

teleconferences or videoconferences.

- Traditional folk media is a term used to denote 'people's performances'. This term refers to the performing arts which can be described as the cultural symbols of the people.
- The first significant international recognition of the role of traditional media in the field of development in the developing countries came in 1972 when the International Planned Parenthood Federation and UNESCO organized a series of meetings on the integrated use of the folk and mass media in family planning and communication programmes in London.
- Traditional folk media can be basically divided into folk songs, folk theatre, narrative forms, religious discourses and puppet shows. Some of the common examples of folk theatre are Jatra of Bengal, Bhavai of Gujarat, Tamasha of Maharashtra and Yakshagana of Karnataka. Some of the actual folksong styles which have been used in India include Baul and Bhatiali of Bengal, Bihu of Assam, Duha, Ras and Garba of Gujarat etc.
- In 1977, a voluntary non-governmental organization in Kerala called Kerala Sastra Sahithya Parishad (KSSP) organized Science Jatha, a Science Procession in to spread the message of people's involvement in the development process.
- Non-dominant communication processes are those media forms which run contrary to dominant values, ideological propositions and organizational norms. These forms may include street theatre based on folk songs and puppetry to convey messages of social importance and write-ups and feature stories on important contemporary issues which may have already become important enough to receive attention at a regional or national level.



11.8 FURTHER READING

1. Aggarwal, Vir Bala, V.S Gupta (2002) Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company
2. Datta, K.B. (2005) Mass Communication : Theory and Practice. New Delhi : Akansha Publishing House

electronic communication through fax, email, voice mail, and video conferencing and has led to the widespread use of networking technologies such as Internet, World Wide Web, Intranet and extranets, online databases besides integration of information systems and mobile communication.



CHECK YOUR PROGRESS

Q. 1 : What do you mean by ICT?

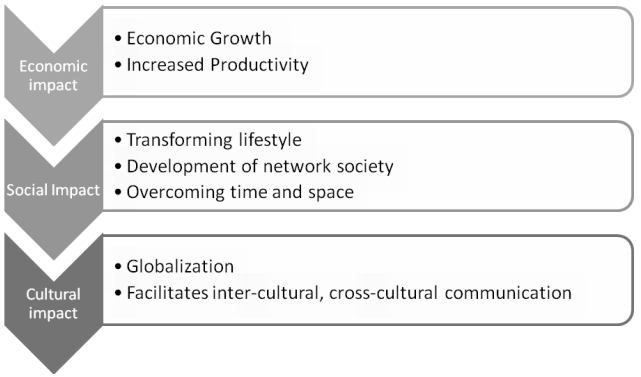
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15.4 IMPACT OF ICT ON MEDIA

ICTs include the convergence of media technologies which have more extensive and intense impact than different technologies taken together separately. Since ICTs are integrated media technologies, they are capable of performing more functions efficiently and cost effectively. For instance, a cell phone will combine features of mobile telephony, text messaging, camera, email, net surfing and many others.

Now, when we talk about the impact of ICT, we find that it covers a wide spectrum of area. Its impact can be felt in the economic, social and cultural sphere as shown in the diagram given below-



As is evident from the above figure, ICT has had a major impact on economic, social and cultural spheres. As far as the economic impact is

of chat facility. This has cut down the physical barriers whereby the learners living in different parts of the globe can get in touch with each other. This is also an excellent cost-effective way to engage in conversation.

- IT helps the learners to broaden the information base .Learners can get access to a variety of knowledge and information by surfing the different websites and using ICT tools.
- IT provides variety in the presentation of content which helps learners in concentrating, better understanding and long retention of information. Interactive tools like videoconferencing, teleconferencing, online discussion boards, chat rooms and others, help the learners to interact with one another or with their instructors. This helps make learning interesting, thus helping the learners get a better grasp of the subject matter.
- Teleconferencing and videoconferencing facilities help learners to interact with one another as well as with reputed educational institutions. This medium of communication is said to facilitate two-way communication which is an essential part of an educational system. Two-way communication creates a kind of comfort level between the learners and the instructors and helps to dispel any doubts related to education.
- IT provides flexibility to the learners which is otherwise not frequently seen in traditional / conventional forms of educational system. Unlike in traditional systems of education, where the learners have to undergo a rigid curriculum and coursework, those in the distance mode can avail of the flexible mode of education. This flexibility is enhanced by the extensive use of ICT which speeds up the teaching-learning process.

Not only in the field of education, but also on a societal level, digital and ICT revolutions have made possible better and cheaper access to knowledge and information. The ability of ICTs to traverse time and distance allows human beings to interact with one another in different ways. Thus, ICT is a process of creation, processing, storage, retrieval and dissemination of information and data using computers and telecommunications. It allows

3. Verma, N.K. (2006) Handbook of Mass Communication. New Delhi : Sumit Enterprises
4. Wadia, Angela (1999) Communication and Media. New Delhi : Kanishka Publishers, Distributors



11.9 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q,No 1 :

Oral communication is that form of communication whereby people communicate with the help of spoken words.

Ans to Q No 2 :

Traditional folk media is a term used to denote 'people's performances'. This term refers to the performing arts which can be described as the cultural symbols of the people.

Ans to Q.No 3 :

Traditional folk media can be basically divided into folk songs, folk theatre, narrative forms, religious discourses and puppet shows

Ans to Q.No 4 :

Science Jatha is a science procession which was organized by a voluntary non-governmental organization in Kerala called Kerala Sastra Sahithya Parishad (KSSP) in 1977. This procession is used to spread the message of people's involvement in the development process. From 1980, the Jathas began to use different folk art forms for conveying the themes which were mainly on education, health, environment and social inequality. The repertoire consisted of songs, street dramas and other several forms of folk arts.

Ans to Q No 5 :

Multimedia indicates that the information/data being transferred over the network may be composed of one or more of the following- text, images, audio and video. Multimedia communication comprises the

techniques that are needed for distributed multimedia systems.

Ans to Q.No 6 :

Internet has emerged as an important factor in the fast developing communication landscape.



11.10 MODEL QUESTIONS

A. Very short questions

Q.1 : Who are known as parivrajakas ? What did they do?

Q.2 : What is a Burrakatha?

Q.3 : What are the different types of Indian folk songs?

B. Short Questions (Answer each question in about 150 words)

Q.1 : Why importance is given on oral communication in business organization?

Q.2 : What do you mean by traditional folk media? What is its relevance in the present day context?

Q.3 : What is the role played by the Song and Drama division of the Ministry of Information and Broadcasting in raising social awareness in different parts of the country?

C. Long Questions (Answer each question in about 300-500 words)

Q.1 : What is the impact of electronic media on traditional forms of media?

Q.2 : Is multimedia communication feasible in a country like India? Can it bring about a sea change in the way communication takes place? Explain with the help of examples.

* * * * *

15.3 CONCEPT OF INFORMATION AND COMMUNICATION TECHNOLOGY

In common parlance, ICT stands for Information and Communication Technology. It is an extended synonym for Information Technology (IT). But it is usually a more general term that stresses the role of unified communications and the integration of telecommunications , computers, middleware as well as necessary software, storage and audio-visual systems that enable users to create access, store, transmit and manipulate information. It encompasses all the tools and technologies that are electronic based. In other words, ICT consists of IT as well as telecommunication, broadcast media, all types of audio and video processing and transmission and network based control and monitoring functions. The term, ICT was first used in 1977 in a report by Dennis Stevenson to the UK Government and promoted by the new National Curriculum documents for the UK in 2000. (http://en.wikipedia.org/wiki/Information_and_communications_ technology)

These days, the term ICT is used to refer to the merging (convergence) of audio-visual and telephone networks through a single cabling or link system. In a span of more than 60 years since Independence, India has been able to make its presence felt in the global scenario due to a boom in the IT sector, the outsourcing industry in particular, which has driven forward the nation's economy. The Indian constitution has laid down the provision for giving basic education to all children up to the age of fourteen within a period of ten years. The struggle to achieve this goal began in right earnest. Though a lot has to be achieved to guarantee cent per cent implementation of ICT in education, the work has begun on a war footing. Keeping in view the objectives of the national goal, ICT has adopted the technology based education system from elementary level to higher education system.

The role of IT in the educational sector has been outlined as follows:

> It gives authentic information, as comprehensive as possible, in different formats with different examples. Information that is generated through the use of different ICT tools and technologies are authentic.

> With the help of IT, learners can exchange ideas and views and get clarification on any topic with different expert practitioners through the medium

UNIT - 15: TECHNOLOGY IN MASS MEDIA

UNIT STRUCTURE

15.1 Learning Objectives
15.2 Introduction
15.3 Concept of Information and Communication Technology
15.4 Impact of ICT on Mass Media
15.5 Impact of New Communication Technology on News Flow
15.6 Information Superhighway
15.7 Digital Divide
15.8 Let us Sum up
15.9 Further Reading
15.10 Answers to Check Your Progress
15.11 Model Questions

15.1 LEARNING OBJECTIVES

After going through this unit, you will be able to -

- understand the concept of Information and Communication Technology
- explain the impact of ICT on mass media and news flow and
- discuss the concept of Information Superhighway

15.2 INTRODUCTION

In the previous unit, you have been introduced to the concept of globalization and its growing impact of the world of mass media. In fact, the previous unit dealt with the issue of imbalances in the flow of news and other information with special reference to NWICO and NIEO. In this unit, you will understand the importance of technology in the field of media. This unit will also focus on the impact of ICT on mass media and news flow. It has also laid special emphasis on the concept of information superhighway.

Unit - 12 : MEDIA ORGANISATIONS OF THE GOVERNMENT OF INDIA

UNIT STRUCTURE

12.1 Learning Objectives
12.2 Introduction
12.3 Brief overview of some of the important media organizations of the Government of India
12.3.1 Press Information Bureau
12.3.2 Directorate of Advertising and Visual Publicity
12.3.3 Publications Division
12.3.4 Central Board of Film Certification
12.3.5 Song and Drama Division
12.3.6 Directorate of Field publicity
12.3.7 Directorate of Information and Publicity
12.4 Let us Sum up
12.5 Further Reading
12.6 Answers to Check Your Progress
12.7 Model Questions

12.1 LEARNING OBJECTIVES

After going through this unit, you will be able to-

- explain some of the important media organizations of India
- discuss the functions of these media organizations and their importance in the society

12.2 INTRODUCTION

In the previous unit, you have been provided with an overview of the different forms of communication including oral and traditional forms. So, by now you must be familiar with the concept of communication and its relevant features. Media organizations are those organizations that looks into the proper functioning of the media scenario in the country. In this unit, we shall confine our discussion to a few important media organizations that operate under the Ministry of Information and Broadcasting, Government of India.

12.3 BRIEF OVERVIEW OF SOME OF THE IMPORTANT MEDIA ORGANIZATIONS OF THE GOVERNMENT

In India, there are a number of media organizations which are responsible for overlooking some of the important media activities and functions in the country. Let us analyse some of the important media organizations of the Indian government as given below-

12.3.1 Press Information Bureau

The Press Information Bureau is the nodal agency of the Government of India to disseminate information to the print and electronic media on issues related to government policies, programmes, initiatives and achievements. It acts as an interface between the Government and the media. PIB disseminates information through different modes of communication like Press Releases, Press Notes, Feature Articles, Backgrounders, Photographs and Database available on the website of the Bureau in English, Hindi and Urdu which are then subsequently translated in 14 other languages. Apart from these modes of communication, the Bureau also organizes Press Briefings, Press Conferences, Interviews etc., and undertakes conducted Press Tours.

The PIB has made provisions for the setting up of Journalist Welfare Scheme (JWS) which provides one time ex gratia relief on urgent basis to journalists and their families suffering from hardship. An amount of Rs. 5 lakh can be sanctioned to the journalist under this scheme.

Organisational set-up

With its headquarters situated at New Delhi, PIB is headed by the Principal Director General (Media and Communications) who is assisted by a Director General and eight Additional Directors General. Besides, the Bureau has Officers in ranks of Directors, Joint Directors, Dy. Directors, Assistant Directors and Media & communication Officers who are engaged with different Ministries in order of the Officer's rank and Ministry's size, importance and sensitivity. PIB also runs Control

B. Short Questions (Answer each question in about 150 words)

Q.1 : Analyse the positive and the negative aspects of 'globalisation of media'.

Q.2 : How has media convergence led to the merging of technologies?

Q.3 : What were the contributions made by India in advancing the cause of NWICO?

C. Long Questions (Answer each question in about 300-500 words)

Q.1 : Discuss the efforts of UNESCO in removing imbalances in news flow.

Q.2 : 'Convergence of media had led to shifts within the industrial, cultural, and social paradigms' - Explain.

* * * * *

with profit-maximizing formulas, thereby threatening freedom of speech. Media moguls have the most to gain from globalization of media. Multi-national media corporations produce products which maximize their profits while decreasing the cost of production. Jobs which might usually have been performed locally are being shipped internationally and performed at less than half the cost. Corporations are increasing profit by cutting costs and selling to an international clientele.

Ans to Q. No 3 :

Convergence is more than simply the merging of technologies. Media convergence is a concept in which old and new media intersect. It is the interface where grassroots and corporate media interlock in such a way that the traditional roles played by media producers and media consumers dramatically change leading to situations which were earlier unpredictable in many ways.

Ans to Q. No 4 :

Convergence of media had led to shifts within the industrial, cultural, and social paradigms. It encourages the new age consumer to seek out information. Convergence has enabled the media consumers to interact with each other on a social level and at the same time use various media platforms to create new experiences, new forms of media and content that connect them socially, and not just to other consumers, but most significantly to the corporate producers of media in much more easy and accessible ways.

Ans to Q.No 5 : New World Information and Communication Order

Ans to Q.No 6 : 1977



14.10 MODEL QUESTIONS

A. Very Short Questions

Q.1 What do you mean by 'globalisation of media'?

Q.2 : What are the functions of UNESCO?

Q. 3: What was the main topic of discussion of NWICO?

Room (News Room) at its headquarters to ensure that there is proper dissemination of information after normal working hours on weekdays from 6 pm to 9 pm and from 3 pm to 9 pm on weekends and holidays.

Media Outreach Programme and Publicity for Special Events

'Bharat Nirman Public Information Campaigns' under 'Media Outreach Programme and Publicity for Special Events' disseminate information to the targeted beneficiaries focusing on the Flagship Programme of the Central Government all over the country. The campaign aims to empower ordinary citizens particularly from the rural, remote, hilly and disturbed areas so that they can avail the advantages of these programmes to improve the quality of their life. These campaigns are organized in collaboration with sister media units of the Ministry of Information & Broadcasting, namely, Directorate of Field Publicity, Directorate of Advertising and Visual Publicity (DAVP), Song and Drama Division ,local district administration and other State Government Departments . The Media Outreach component adopts an innovative strategy, which combines information dissemination with the delivery of services at the doorsteps of the beneficiaries particularly in the rural areas.

Under the Media Outreach Programme, Media Interactive Sessions are also planned in selected State capitals on issues such as socio-economic development, infrastructure, development schemes etc. During such campaigns, Union Ministers and senior officials of the concerned Ministries are invited to participate in a two to three day interactions with national and local media to highlight the important initiatives taken by the Government for development of the backward regions of the country. Press Tour is another important component of 'Media Outreach Programme' which is used to showcase the Flagship Schemes of the Government of India and to disseminate information about them.

Publicity at Regional Level

PIB has eight Regional Offices headed by Additional Director Generals and 34 Branch Offices including Information Centres in order to cater to information needs of the regional media. Apart from release of

publicity material issued from the headquarters in the local language, these Regional and Branch Offices of PIB issue original press releases, press notes, backgrounders etc. whenever an important event is organized by any of the Central Ministries or Public Sector Undertakings in their respective region. Thus, the role of the field offices of the PIB have been outlined below-

- Dissemination of information and providing media support to the plans, policies and initiative of the Union Government.
- Providing media support to the visiting Union Ministers and senior officers
- Providing regular feedback on important matters as projected in regional/local language media.
- Advising on information related matters to the Central Government organisations in the region.
- Organising Public Information Campaigns (PICs) under Media Outreach Programme.

Prime Minister's Unit

PIB has a dedicated unit for the publicity and media support to the Prime Minister's office which functions all the year round. This Unit compiles a number of reports on all days including holidays for PMO, Cabinet Secretariat and other senior officials of PMO. The Prime Minister's Unit is responsible for the following activities-

- Preparation of media report for the Prime Minister which is to be finalized by 9.15 am every day. The report includes contents from English, Hindi and Regional Newspapers.
- Preparation of weekly Magazine Report
- Preparing news clippings for Cabinet Secretary
- Providing special feedback report from Srinagar for PMO
- Urdu Newspaper feedback for PMO
- Organising Cabinet Briefings

- The term NIEO was derived from the 'Declaration for the Establishment of a New International Economic Order', adopted by the United Nations General Assembly in 1974, and referred to a wide range of trade, financial, commodity, and debt-related issues.
- The MacBride Commission or the International Commission for the Study of Communication Problems was set up in 1977 by the UNESCO.



14.8 FURTHER READING

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2. Kumar, Keval J. (2006) Mass Communication in India. Mumbai : Jaico Publishing House
3. Narula, Uma (2006) Dynamics of Mass Communication. New Delhi : Atlantic Publishers & Distributors



14.9 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q. No 1:

Globalization is referred to as the process of international integration arising from the interchange of world views, products, ideas and other aspects of culture. Globalization refers to the increasingly global relationships of culture, people and economic activity. Most often, it refers to economics: the global distribution of the production of goods and services, through reduction of barriers to international trade such as tariffs, export fees, and import quotas.

Ans. to Q. No 2:

Globalisation has widened the world of mass media and had led to a growth in the networked community the world over. However, 'globalisation of media' is not without its share of negative aspects. A majority of all media is owned by a very small percentage of wealthy corporations. Local media has been taken over by conglomerations. These multinational corporations suppress the voice of local media



14.7 LET US SUM UP

- Wikipedia defines globalization as the process of international integration arising from the interchange of world views, products, ideas and other aspects of culture. Globalization refers to the increasingly global relationships of culture, people and economic activity.
- Globalisation has aided in building up networked communities especially among those who work for different media organizations. It had also aided in timely processing and dissemination of information and news circulation.
- Convergence can be explained as the tendency of different technological systems to evolve towards performing similar tasks. Convergence of media occurs when multiple products come together to form one product with the advantages of all of them.
- The UNESCO's purpose is to contribute to world peace by promoting international collaboration through education, science, and culture in order to further universal respect for justice, the rule of law, and human rights along with fundamental freedoms proclaimed in the United Nations Charter.
- NWICO grew out of the New International Economic Order of 1974.
- The term NWICO was widely used by the MacBride Commission, a UNESCO panel chaired by Nobel Peace Prize laureate Sean MacBride, which was entrusted with the task of creation of a set of recommendations to make global media representation more equitable.
- The MacBride Commission produced a report titled "Many Voices, One World", which outlined the main philosophical points of the New World Information and Communication Order.
- The Non-Aligned News Agency Pool (NANAP) was started in 1975.
- The New International Economic Order (NIEO) was a set of proposals put forward during the 1970s by some developing countries through the United Nations Conference on Trade and Development to promote their interests by improving their terms of trade, increasing development assistance, developed-country tariff reductions, and other means.

- Issuing and uploading Cabinet decisions on the website
- Issuing press releases, statements, messages and facilitating coverage of select official engagements of the President.
- Organising publicity for Cabinet Secretariat and other councils/ committees/bodies under PMO.

12.3.2 Directorate of Advertising and Visual Publicity

Established in 1955, the Directorate of Advertising and Visual Publicity (DAVP) is the nodal multimedia advertising agency of the government of India. Since its inception , it has been looking after the communication needs of almost all Central Ministries/Departments, Autonomous Bodies and Public Sector Units by providing them single-window, cost effective service. It provides information to the common masses on the programmes and policies of the Government of India and motivates them to participate in developmental activities through its different vehicles of communication like Print Media advertising, Audio Visual advertising, Printed Publicity, Exhibitions, Outdoor Publicity, New Media and Mass Mailing. DAVP has been focusing on a number of issues as far as advertising and publicity is concerned. Some of the important thrust areas are National Integration and Communal Harmony, Rural Development Programmes, Health and Family Welfare, AIDS awareness, Women empowerment, Consumer Awareness, Environment Protection etc.

Organisational set-up

DAVP consists of several wings at its Headquarters like Campaign Advertising, Outdoor Publicity, Printed Publicity, Exhibition, Electronic Data Processing Centre, Mass Mailing, Audio-Visual Wing, Design Studio, Administration and Accounts Wing. DAVP has two Regional Offices at Bengaluru and Guwahati to coordinate the Directorate's activities in the regions. With a network of 32 Field Exhibition Units spread all the country, these units act as a vital communication link between the Government and the people. The Field Exhibition Units portray multimedia exhibitions on social and developmental themes in different parts of the country.

During the year 2015-16 a few major decisions were taken up by DAVP as given below-

- To look into the various aspects of the fixation of criteria for empanelment and rate fixation of Internet Website, Social Media, private FM Radio Stations with DAVP.
- To revise the criteria for empanelment and rate fixation of Private Cable and Satellite TV channels with DAVP
- To review the criteria for empanelment of advertising agencies with DAVP
- Top adopt a criteria for empanelment and rate revision with respect to the Newspapers and Periodicals empanelled with DAVP.

As per the 2015-16 ,annual report of the Ministry of Information and Broadcasting, Government of India, the following activities were undertaken by DAVP during 2015-16-

a. **Launching of 'Saal Ek Shuruaat Anek' :** On the occasion of completion of one year of the present BLP led Modi Government, a multi-media campaign on 'Saal Ek Shuruaat Anek' was launched to disseminate the messages and information pertaining to different policies and programmes of the government. About 193 multi-media photo exhibitions were organized in all the State capitals across the country. DAVP also deployed 345 Mobile Exhibitions Vans throughout the length and breadth of the country covering 643 districts. These Mobile Vans were equipped with audio-visual equipments, public address system with anchor and supporting staff. Radio and Television campaigns were also carried out in the form of jingles and advertisements. DAVP also brought out a 30 page booklet containing sector wise achievements of the Government in the past one year which was printed in 11 Indian languages and distributed up to Gram Panchayat Level through Department of Posts.

b. **Participation in Swachh Bharat Mission :** DAVP undertook a major initiative in popularizing 'Swachh Bharat Mission' through print,

identified problems, was hosted by India at New Delhi in March 1979. The final report was delivered in April 1980 and was approved by consensus in the 21st General Conference of the UNESCO in Belgrade. The Commission dissolved after presenting the report - Many Voices One World, also known as the MacBride report.

Because of controversy surrounding the report and the withdrawal of support by the UNESCO leadership in the 1980s for its ideas, the book went out of print and was difficult to obtain. The MacBride report was later on eventually reprinted and is now freely available online. The aim of the report was to analyse communication problems in modern societies, particularly relating to mass media and news, consider the emergence of new technologies, and to suggest a kind of communication order (New World Information and Communication Order) to diminish these problems to further peace and human development. Among the problems the report identified were concentration of the media, commercialization of the media, and unequal access to information and communication. The Commission called for democratisation of communication and strengthening of national media to avoid dependence on external sources, among others. Subsequently, Internet-based technologies considered in the work of the Commission, served as a means for furthering MacBride's visions.

While the report had strong international support, it was condemned by the United States and the United Kingdom as an attack on the freedom of the press, and both countries withdrew from UNESCO in protest in 1984 and 1985 respectively and later they rejoined in 2003 and 1997 respectively.



CHECK YOUR PROGRESS

Q. 5. What does NWICO stand for ?

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Q.6. When was the MacBride Commission or the International Commission for the Study of Communication Problems set up by the UNESCO ? (Choose the option)

(a) 1999 (b) 1988 (c) 1966 (d) 1977

'Diploma Course in News Agency Journalism for journalists from non-aligned countries'. This programme which started in 1978 was conducted by the Indian Institute of Mass Communication (IIMC), New Delhi.

14.6.2 MacBride Commission Report

The MacBride Commission or the International Commission for the Study of Communication Problems was set up in 1977 by the UNESCO. The Commission was chaired by Sean MacBride from Ireland and representatives from 15 other countries were invited due to their roles in national and international communication activities and picked amongst media activists, journalists, scholars, and media executives.

Mass media concerns began with the meeting of non-aligned nations in Algiers, 1973; again in Tunis 1976, and later in 1976 at the New Delhi Ministerial Conference of Non-Aligned Nations. New World Information and Communication Order (NWICO) issues were then advanced at an important meeting in 1976 held in Costa Rica. The 'new order' plan proposals of 1978 were titled the 'Mass Media Declaration.' The MacBride Commission at that time was a 16-member body created by the UNESCO to study communication issues. The only woman member of the Commission was Betty Zimmerman representing Canada. The movement was kept alive through the 1980s by meetings of the MacBride Round Table on Communication, even though by then the leadership of the UNESCO distanced itself from its ideas.

The UNESCO Convention on Cultural Diversity of 2005 puts into effect some of the goals of NWICO, especially with regard to the unbalanced global flow of mass media. However, this convention was not supported by the USA, and it does not appear to be as robust as World Trade Organization agreements that support global trade in mass media and information.

The Commission presented a preliminary report in October 1978 at the 20th General Conference of the UNESCO in Paris. The Commission's seminal session on new technologies to address the

TV, radio and new media platforms.

c. **Release of DAVP's Wall Calendar :** DAVP released its wall calendar, 2016 on 23rd December, 2015 where the theme of the calendar was 'Vikas Ki Nai Udaan'.

d. **Participation at India International Trade Fair, 2016 :** Just like previous years, DAVP played an important role at the India International Trade Fair 2015 too. It set up a Health Pavilion at the Trade Fair on the theme of 'Prevention is better than Cure'.

Apart from the above mentioned important initiatives, DAVP is also responsible for sensitizing the people on 'One rank One Pension', execution of multimedia campaign for commemoration of 1865 war, launching a multi-media campaign on Gandhi Jayanti and National Unity Day on 2nd October,2015, popularizing World Autism Awareness Day , distribution of Aids and other Assistive Devices at Gazipur, Bengaluru, Deoria and Gurgaon on behalf of the Department of Disability Affairs, launching of Swine Flu and Drug Abuse awareness campaigns and popularization of 'Beti Bachao Beti Padhao' campaign.

12.3.3 Directorate of Field Publicity

The Directorate of Field Publicity (DFP) is a media unit of the Ministry of Information and Broadcasting, Government of India. The Directorate undertakes field programmes to generate awareness among the people about the policies, schemes and programmes of the Government. DFP seeks to create informed sections of the people to enable their voluntary and enthusiastic participation in implementation of such programmes. DFP undertakes communication programmes through interpersonal and micro level communication activities like briefings to opinion leaders, interactive sessions with targeted beneficiaries, group discussions, photo exhibitions, film shows, public meetings etc.

The main objectives of Directorate of Field Publicity are -

a. To project and inform plans, programmes, schemes , policies and achievements of the Indian Government to the people

b. To promote national values like democracy, secularism and communal harmony among the people

c. To gather people's reactions to the programmes and policies of the Government of India and their implementation and to report them back for appropriate action and corrective measures, whenever required.

Organisational set-up

For the proper functioning of the Directorate of Field Publicity there is a three tier system as outlined below-

a. Headquarters at New Delhi
b. Regional Offices
c. Field Publicity Units

At present there are 22 Regional Offices and 207 Field Publicity Units which are located at State capitals and district headquarters. Each Regional Office have 6 to 13 Units under its jurisdiction. A Field Publicity Unit functions under a Field Publicity Officer who is assisted by one Field Publicity Assistant and other support staff. These Units are well equipped with vehicles and audio visual equipments for organizing field level activities.

Use of ICT

DFP have effectively made use of Information and Communication Technology (ICT) for effective functioning of its Regional Offices and Field Publicity Units. These offices and units have been provided with computers for quick and easy communication among them.

Activities undertaken by Directorate of Field Publicity during the period 2015-16

Some of the major activities that have been undertaken by DFP have been given below-

- **Support to 'Saal Ek Shuruaat Anek' campaign of DAVP :** Regional Offices and other Field Publicity Units of DFP extended support to nationwide exhibition of DAVP titled 'Saal Ek Shuruaat Anek' to focus on the one year achievements of the present BJP led Government. The Directorate conducted 83 Special Outreach

were taken up by the Non-Aligned Movement and debated within the United Nations and UNESCO. The MacBride Report discussed the issue of imbalances and inequalities in the flow of information from the developed to the developing countries.

The Commission took note of the imbalances in the flow of news. It was believed that the Western nations due to their supremacy in the use of technology were responsible for the promotion of alien values across cultural frontiers. In a way, they were practicing cultural imperialism by controlling communication infrastructure, news circulation and educational software. The commission observed that the commercial profit objectives of media houses dominated over the objectives of socio-cultural development. The report sought rationalization of telecommunication rates and also recommended professional training to media persons of developing countries.

A series of serious issues were raised as part of NWICO discussions. The final report of the Commission was approved at the General Conference of UNESCO held at Belgrade in 1980. The resolution accepted on NWICO covered a wide range of issues like:

- Elimination of the imbalances in news flow
- Elimination of negative effects of monopolies
- Removal of internal and external obstacles for free and wider flow of information.
- Freedom and responsibilities of journalists
- Improving the capacity of developing countries to improve their infrastructures

India had worked tirelessly in making the voice of the voiceless be heard in the international arena. It had been a guiding and a shining light in strengthening and advancing the cause of NWICO in the UNESCO and in the non-aligned movement. The Non-Aligned News Agency Pool (NANAP) which was started in 1975 is a voluntary effort on the part of the non-aligned countries. Press Trust of India (PTI) has been one of the seven redistribution centres of the pool news since 1976. Apart from this, India also undertook an initiative for starting a

During 1970s and 1980s there had been a debate over media representations of the developing world in the UNESCO and the New World Information and Communication Order (NWICO), which was previously referred to as New World Information Order (NWIO), was born, a term that was coined for the equitable global media representation. NWICO grew out of the New International Economic Order of 1974. From 1976-1978, the New World Information and Communication Order was generally called the shorter New World Information Order or the New International Information Order. The term NWICO was widely used by the MacBride Commission, a UNESCO panel chaired by Nobel Peace Prize laureate Sean MacBride, which was charged with creation of a set of recommendations to make global media representation more equitable. The MacBride Commission produced a report titled "Many Voices, One World", which outlined the main philosophical points of the New World Information Communication Order. This report is one of the best, most well known, widely referred and useful documents in the field of media and communication. It has been produced by an international group of eminent persons drawn from different walks of life the world over including journalists, broadcasters and academicians. Mr. B.G Verghese, former editor of The Hindustan Times and who later headed the Working Group on Autonomy of Akashvani and Doordarshan (1977) represented India.

The fundamental issues of imbalances in global communication had been discussed for a long time. The American media scholar Wilbur Schramm observed in 1964 that the news flow among different countries is very less and much attention is given to developed countries ignoring the developing or less developed countries. He also noted that in most of the news items important events are ignored and reality is distorted. From a more radical perspective, Herbert Schiller observed in 1969 that developing countries had little meaningful input into decisions about radio frequency allocations for satellites. At a key meeting in Geneva in 1963, Schiller pointed out that many satellites had military applications. Intelsat which was set up for international co-operation in satellite communication was also dominated by the United States. In the 1970s these and other issues

Programmes in locations adjacent to DAVP Exhibition van routes in different parts of the country.

- **Special Outreach Programmes (SOP) :** Under the ambit of 'Development Communication and Information Dissemination' Scheme of the Ministry of Information and Broadcasting, Government of India ,Directorate of Field Publicity has been entrusted with carrying out one sub-scheme entitled, 'Direct Contact Programme' in the 12th Five Year Plan. Special Outreach Programme is one of the components of 'Direct Contact Programme' in which two field units of DFP are clubbed to organize a two day intensive awareness generation programme on identified theme at one location. Launched in July, 2015 , the Special Outreach Programmes focused on the following themes-

a. Swachh Bharat Mission

b. Pradhan Mantri Jan Dhan Yojana

c. Beti Bachao Beti Padhao

d. Pradhan Mantri Suraksha Bima Yojana

e. Pradhan Mantri Jeevan Jyoti Bima Yojana

f. Atal Pension Yojana

g. Skill India Mission

As of 30th November, 2015, 170 Special Outreach Programmes have been conducted so far.

- **Campaign on Mother and Child health & Mission Indradhanush :** On behalf of the Ministry of Health and Family Welfare, Directorate of Field Publicity launched the campaign on Mother and Child health & Mission Indradhanush from July-December, 2015 in two phases in 184 high priority districts which have high infant and maternal mortality rate.

- **Border Area Publicity activities :** Field publicity Units under Regional Offices of Arunachal Pradesh, Assam, Bihar, Gujarat, Jammu & Kashmir, Meghalaya- Mizoram-Tripura

(MMT),Nagaland and Manipur, North-West (Punjab, Haryana and Himachal Pradesh), Rajasthan, Uttar Pradesh, Uttarakhand, West Bengal and Sikkim carried out publicity campaigns in border areas under their jurisdiction. During the campaigns the units briefed the border area villagers about the different schemes implemented by the Government of India.

- **Participation in Public Information Campaign :** DFP extended support to 21 Public Information Campaigns that were carried out in different parts of the country from April to November,2015 under 11 Regional Offices.

12.3.4 Publications Division

Publications Division (PD) is one of the leading publishing houses of the country and the largest in public sector. Established in 1941, it is a repository of books and journals highlighting subjects of national importance and India's rich cultural heritage. It publishes books and journals on a wide range of diverse topics ranging from art and culture, land and people, flora and fauna, biographies of the Builders of Modern India, cultural leaders of India, India's history and freedom struggle. Publications Division is widely known for bringing out a comprehensive 100 volumes in English and Hindi on the 'Collected Works of Mahatma Gandhi (CWMG)'. These works are available in digitized format also (eCWMG). The e-CWMG will be instrumental in preserving the valuable national heritage and disseminating it for the benefit of mankind. In the year 2015-16, the Division brought out about 65 books until January,2016 on a variety of subjects.

Organisational set-up

The Directorate of Publications Division is headed by Additional Director General (ADG) who is assisted by Director level Officers heading Editorial, Business, Production and Administration divisions. The General Manager assists the ADG who looks after the publication of Employment News. With its headquarters situated at New Delhi, the Division functions through its various sales emporia at New Delhi, Mumbai, Chennai, Kolkata, Patna, Lucknow, Hyderabad and Thiruvananthapuram and through Yojana offices at New Delhi, Mumbai,



CHECK YOUR PROGRESS

Q. 3. What is media convergence?

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Q. 4 . What are the advantages of media convergence?

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14.6 UNESCO'S EFFORTS IN REMOVING IMBALANCE IN NEWS FLOW

The United Nations Educational, Scientific and Cultural Organization (UNESCO) which is the successor to the League of Nations' International Commission on Intellectual Cooperation is a specialized agency of the United Nations (UN). Its purpose is to contribute to world peace by promoting international collaboration through education, science, and culture in order to further universal respect for justice, the rule of law, and human rights along with fundamental freedoms proclaimed in the United Nations Charter. UNESCO pursues its objectives through five major programmes: education, natural sciences, social and human sciences, culture, and communication and information. UNESCO also propagates development of literacy, the promotion of independent media and freedom of the press, promotion of cultural diversity, preservation of human rights, and attempts to bridge the worldwide digital divide among others.

When it comes to the promotion of communication, the UNESCO has a major role to play. The fundamental issues of imbalances in global communication have been debated at different forums for quite some time. Let us discuss a few important points on the New World Information and Communication Order (NWICO or NWIO), New International Economic Order (NIEO) and the MacBride Commission, which are the forums developed under the UNESCO to root out the imbalance in news flow across the world.

14.6.1 New World Information and Communication Order (NWICO)

in the digital media space of late have resulted in the interlinking of computing and other information technologies, media content and communication networks.

But convergence is more than simply the merging of technologies. Media convergence is a concept in which old and new media intersect. It is the interface where grassroots and corporate media interlock in such a way that the traditional roles played by media producers and media consumers dramatically change leading to situations which were earlier unpredictable in many ways.

Convergence of media had led to shifts within the industrial, cultural, and social paradigms. It encourages the new age consumer to seek out information. Convergence has enabled the media consumers to interact with each other on a social level and at the same time use various media platforms to create new experiences, new forms of media and content that connect them socially, and not just to other consumers, but most significantly to the corporate producers of media in much more easy and accessible ways.

The roots of network convergence can be traced back to the beginning of digital communications. It was digitalization which had made it possible to reduce information into discrete, identifiable and thus, more easily transferable pieces of information. Transfer of information thus became faster and more efficient as more signals could move through a single communication path. Earlier there were separate communication networks for different types of communication. They were designed differently, and were therefore most often incompatible. However, the attributes of digital communication were used in the case of network convergence to efficiently and effectively distribute different types of information - voice, video and data on the same communication network. Till a few years back, all this was unimaginable, but now technology has made it possible. Customers now have more options to choose from.

Kolkata, Chennai, Ahmedabad, Guwahati, Hyderabad, Thiruvananthapuram and Bengaluru.

Key objectives of Publications Division :

Some of the main objectives of the Directorate of Publications division are -

a. To operate as the repository of books and journals on matters of national importance at reasonable price to facilitate wider access to people

b. To undertake the sale of books and journals, giving up to date and correct information about the country to people living at home and abroad.

c. To publish selected speeches of Presidents and Prime Ministers of India which would serve as repositories of thoughts for posterity

d. To impart information about job opportunities in Government sector through Employment News

e. To organize and participate in book exhibitions and other activities related to book promotion, creation of reading habits among people and organizing similar events to ensure wider reach of our publications.

Periodicals that are published by the Division cover a number of contemporary issues like economic development, rural reconstruction , community development, literature, culture, children's literature and information on employment and career opportunities in a large number of Indian languages . The Directorate of Publications Division brings out four important monthly journals and a weekly newspaper. Yojana, which was first published in 1957 serves as a forum of discussion and dissemination of development issues. It is published in Hindi, English and in 11 other languages.

Kurukshetra (first published in 1952) focuses on the topic of rural development and is brought out in English and Hindi. The magazine covers micro issues evaluating the effect of government policies at the grassroot level. Ajkal (also known as Aajkal) (1945) is a prestigious

literary magazine that is published in Hindi and Urdu and covers different aspects of Indian culture and literature. The popular children's monthly 'Bal Bharati' is being published regularly in Hindi since 1948. This magazine tries to provide healthy entertainment to children while educating them and inculcating human values and scientific temper through short stories, poems and informative articles.

For the benefit of the masses, digital versions of Reference Annuals - India 2016 and Bharat 2016 were released on 18th February, 2016 by the then Hon'ble Minister of Information and Broadcasting, Government of India. Both print and e-books of the Annuals are available on e-commerce platforms apart from conventional distribution.

12.3.5 Song and Drama Division

Song and Drama Division (S&DD) was set up to tap the abundant folk and traditional means of communication for the purpose of creating awareness among the people about various national programmes especially in rural areas. It is a media unit of the Ministry of Information and Broadcasting, Government of India and is engaged in inter-personal communication using live media utilizing wide range of performing arts like drama, dance-drama, puppet shows, folk recitals, folk and tribal plays, sound and light programmes, ballets, opera etc., to effectively put across various messages on themes like national integration, socio-economic schemes, tribal development projects, promotion of national integration especially in the disturbed areas of Jammu & Kashmir and North Eastern Region. The Song and Drama Division aims to provide authentic information in respect of History, Art and Culture, Heritage and also other important schemes or policies taken up by the Government of India.

For its outreach programmes, the Division utilizes the services of Private Registered Troupes, Departmental Artistes and Empanelled Artistes.

Organisational set-up

The Division has its headquarters at New Delhi and has 10 Regional centers and 13 sub-centres located in various parts of the country.

Consequently, decentralization of global media and economic giants is possible through concentration of alternative media markets. Alternate media could be developed at a local level, and after that at a higher level. One can here think of the Gandhian model of media operation or journalism and debate over its practicality in the present day technology driven world.

14.5 MEDIA CONVERGENCE

Today we are living in a world where perhaps there is nothing that has been left untouched by the advancements in technology. Mediated communication is one such area where tremendous changes have come so as to adapt to the enduring demands of technology. One of the major fallouts of such adaptation is what we term as 'convergence'.

All modes of communication and information are continually reforming and in the process changing the way we create, consume, learn and interact with each other. Simply speaking, convergence can be explained as the tendency of different technological systems to evolve towards performing similar tasks. Convergence of media occurs when multiple products come together to form one product with the advantages of all of them. In convergence, previously separate technologies such as voice and telephony features, data and productivity applications and video move towards sharing resources and interact with each other in such a way that they acquire new efficiencies.

For instance, earlier you could watch television programmes only on a TV set, listen to radio only on a radio set, use the computer only to work on data and use the mobile phone only to make calls or send messages. Now with growing convergence all of this has changed. You can watch TV and listen to radio on a computer - Internet radio and Internet television have made this possible. You can access the Internet on the TV set and on your mobile phone. On the same mobile phone you can have a digital camera, camcorder, voice recorder, mp3 player, voice recorder, access to news updates and lot more.

The evolution and unprecedented popularisation of the Internet in recent years clubbed with the activities, products and services that have emerged

media corporation, had an income of close to $25 billion, Disney had $24 billion, and News Corporation had $10 billion). Their economic power is huge not only due to a broad range of production and publishing activities, i.e., internal growth, but also due to acquisitions and mergers. In other words, these big players are pushing small players out of competition.

The slogans under which the first media appeared, freedom of expression, freedom of writing, principles of truthfulness, accuracy, objectivity or, even better, fair reporting, are today thrown into question by the fact that commercial values in the media have taken root with primacy. It is precisely the economic market relations - which guide transnational companies, after integrating with one another in the above two ways, to ruthlessly enter national and international arenas that have a fatal effect on the character and structure of media programs. As a result, the general trend of media focus on entertainment and light contents is a consequence of complete commercialisation of the media. The famous saying that the media create the culture of entertainment is now at work. This has a negative effect on programme quality and the demands of public opinion which are under its influence, and it promotes an elitist consumer culture within the broader society. Poor and less developed regions in terms of information and communications experience a particularly big effect on this character of the modern media. The local cultural and political media landscape of these countries is strongly affected by the operation of political and media systems of wealthy countries. The structure and content of programmes in all types of media may influence the particularity and sustainability of authentic characteristics of national cultures which succumb to the consumer spirit of the media industry conglomerate. But these processes may result, and are already resulting in a loss of public journalism and criticism of journalists, who often face the dilemma of whether to write truthfully and accurately or not to allow themselves to be neutral in writing for the sake of - higher interests of the media giants they work for. Instead of civil journalism, what is present is new journalism with products which constitute commodities, with journalists who balance among neutrality, hushing up truth and a media system insensitive to the local and the regional needs.

A solution to preserving national and media authenticity and pluralism is in alternative non-profit media which would form a non-profit public sphere.

The division functions at the following three levels-

a. Headquarters at New Delhi

b. Ten Regional Centres at Bengaluru, Bhopal, Chandigarh, Chennai, Delhi, Guwahati, Kolkata, Lucknow, Pune and Ranchi. These centres are responsible for carrying out programme activities across the length and breadth of the country. Each of the Regional Centre have their own Jurisdiction headed by one Deputy Director/Deputy Director-in-Charge.

c. Sub-Centres. There are altogether 7 Border Centres and 6 Centres for Developmental Drama Troupes. The seven Border Centres headed by Assistant Directors are located at Darbhanga, Guwahati,Imphal, Jammu, Jodhpur, Nainital and Shimla. The six Centres for Departmental Drama Troupes headed by Managers are located at Bhubaneshwar, Delhi, Hyderabad, Patna, Pune and Srinagar.

12.3.6 Central Board of Film Certification

The Board of film Censors which was re-named as the Central Board of film Certification from 1st June, 1983 has been set up by the Central Government under Section 3 of the Cinematograph Act,1952 . It was established for the purpose of sanctioning films for public exhibition and it serves as the regulatory film body and censor board of India. The present Board consists of a Chairperson and twenty one non-official members who are appointed by the Central Government.

Vision and Mission of CBFC

The vision of CBFC stands as -

To ensure the good and healthy entertainment in accordance with the provisions of the Cinematograph Act 1952 and the Cinematograph (Certification) Rules 1983

Mission : We can outline the following missions of CBFC in the following way-

➢ To ensure healthy entertainment, recreation and education to

the public

- To work towards making the certification process transparent and responsible
- To generate awareness among advisory panel members, media and filmmakers about the guidelines for certification and current trend in films through workshops and meetings
- To make use of modern technology for certification process by way of computerization and upgradation of infrastructure.
- To maintain transparency about Board's activities through voluntary disclosures, implementation of e-governance, prompt replies to RTI queries and publication of annual report
- To develop CBFC as a centre of excellence

Organisational set-up

The headquarters of CBFC are situated at Mumbai and its nine regional offices are located at Mumbai, Chennai, Kolkata, Bengaluru, Hyderabad, Thiruvananthapuram, Delhi, Cuttack and Guwahati. The CBFC is headed by the Chairperson under whom the Chief Executive Officer operates. The regional offices are headed by Regional Officers/Addl. Regional Officer and are assisted by Advisory Panels in the examination of films. The members of the Board and the Advisory Panels consist of people from all walks of life like educationists, social workers, housewives, film personalities etc.

Categories of film certification

Central Board of Film certification (CBFC) is responsible for certification of the films produced in India as well as outside the country for public exhibition. The Board gives four categories of certificates -"U" for unrestricted public exhibition, "A" for public exhibition restricted to adults only, "UA" for unrestricted public exhibition with parental guidance for children below the age of 12 and "S" for exhibition to restricted audience such as doctors etc. These certificates are issued through the regional offices of the Board located at Bangalore, Calcutta, Chennai, Cuttack, Guwahati, Hyderabad, Mumbai, New Delhi and

have the most impact of all, namely the evolving cumulative impact of the gradual commercialisation of media and communications on critical social functions, such as the formation of individual and community identity, cultural and language diversity, the capacity to participate in the political process and the integrity of the public sphere, the availability of information and knowledge in the public domain, and the use of media for national development, educational and human rights purposes.

Analyzing the effects of many historic, economic and political factors to have influenced the most important characteristics of globalization of media systems in the last two decades, and that what can be observed is a domination of large countries and powerful transnational companies (TNC) which, according to the effects of market laws, also affect the sphere of media industry and media systems.

Global media experts maintain that these processes directly influence general commercialization of media in the world and thereby most certainly democracy, both as an idea and system of governance. Although, in their opinion, global media systems do not develop linearly in this direction, their trend is, gradually and more or less, to become a part of the process of media centralisation spearheaded by some TNCs with the aim of taking control over the media. In this regard, economic interests unreservedly help the political structures in large countries, which thus watch over the information and ideological orientation inside nations, and in regions and on continents as well.

After providing a short historic overview of the appearance and development of the first massive medium - the press - and its historic predecessors, from early times gazettes, pamphlets, books, to the first newspaper editions in today's meaning, all the way to the appearance of the first electronic medium and development of television and now the Internet, the experts analyse the dynamics of the global media market and explain the strategy and funding of major media corporations, such as Time Warner, Disney, Bertelsmann, Viacom, and News Corporation, which primarily have big film and television production houses. These TNCs are top players in the global media market, and as one can see, have imposing data indicating these companies' clear profile, first of all their financial wealth measured in billions of dollars in annual income. (For example, Time Warner, the biggest

14.4. EFFECTS OF GLOBALISATION ON MEDIA SYSTEMS AND THEIR FUNCTIONS

Globalisation refers to the growing interconnectedness of different parts of the world, a process which gives rise to the complex form of interaction and interdependency. Globalisation is a buzz word these days. It is more heard in the arena of economics where transnational corporations are widening their scope of activities and earning massively. So strong is the thrust for expansionism by the world corporate sectors that governments and other international organisations like the UNO and others also at times seem to be only working for the cause of this sector. The wave of globalisation is not without criticism such as it is designed to make a few rich and the rest poor not only in the financial sense but also culturally. The debate is raging high. Media as an international entity - both as a corporate sector and as a tool to represent culture of the region it belongs to - is also caught in the web of globalisation as many fear the new trend may prove to be much horrific for the developing countries and regional cultures.

The media and communication industries are a leading sector in facilitating overall globalisation. In the first place, the role of telecommunication is critical to globalise production strategies. It is inconceivable that the pace and depth of globalization could have been sustained over the past decades in the absence of sophisticated telecommunications networking. Furthermore, content (or "copyright") industries, such as television, music, video, film and the Internet, directly through advertising and indirectly through the promotion of consumerist and individualistic lifestyles, are at the forefront of cultural preparation for consumerism, an essential precondition and accompaniment to the opening up of new markets for a huge variety of products, and to the breaking down of cultural and other barriers.

Another factor in the globalisation of the media and communication sector is that it is a powerful agent in the transformation of social, cultural and political structures. This is, of course, partly the flip side of media and communications as a means of opening new markets and softening up cultures for consumerism, although there is more to it than that. It is this set of (often unintended) side effects of the globalization of media that

Thiruvananthapuram. Appeal against the decision of the Board lies with the Film Certification Appellate Tribunal. The Board also receives applications for change of category of certificates from 'A' to 'UA' or 'U' for the purpose of telecast on satellite channels and Doordarshan. After examining the re-edited version in video format, the suitability for change of category of certificate is decided by the Board. The Board is also responsible for certifying film songs and trailers in video format for telecast on Doordarshan.

CHECK YOUR PROGRESS



Q.1 : What do the Media Outeach Programme of the PIB relate to?

_____

_____

Q.2 : PIB has how many Regional Offices in India?

_____

_____

Q.3 : What is the main function of DAVP?

_____

_____

Q.4 : What was the theme of DAVP's wall calendar that was released on 23rd December,2015?

_____

_____

Q.5 : Name some of the important journals brought out by Publications Division.

_____

_____

Q.6 : What is the main objective of Song and Drama Division?

_____

_____

Q.7 : What is the vision of CBFC?

_____



12.4 LET US SUM UP

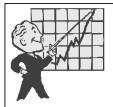
After going through this unit, we can summarise the following points -

- The Press Information Bureau is the nodal agency of the Government of India to disseminate information to the print and electronic media on issues related to government policies, programmes, initiatives and achievements.
- With its headquarters situated at New Delhi, PIB is headed by the Principal Director General (Media and Communications) who is assisted by a Director General and eight Additional Directors General.
- PIB has a dedicated unit for the publicity and media support to the Prime Minister's office which functions all the year round. This Unit compiles a number of reports on all days including holidays for PMO, Cabinet Secretariat and other senior officials of PMO.
- Established in 1955, the Directorate of Advertising and Visual Publicity (DAVP) is the nodal multimedia advertising agency of the government of India. Since its inception , it has been looking after the communication needs of almost all Central Ministries/Departments, Autonomous Bodies and Public Sector Units by providing them single-window, cost effective service.
- The Directorate of Field Publicity (DFP) is a media unit of the Ministry of Information and Broadcasting, Government of India. The Directorate undertakes field programmes to generate awareness among the people about the policies, schemes and programmes of the Government. DFP seeks to create informed sections of the people to enable their voluntary and enthusiastic participation in implementation of such programmes. DFP undertakes communication programmes through interpersonal and micro level communication activities like briefings to opinion leaders, interactive sessions with targeted beneficiaries, group discussions, photo exhibitions, film shows, public

distance and bringing the people closer (Marshal McLuhan). A wide range of international media output can be seen and read at the click of a mouse. News and features that were previously suppressed became worldwide knowledge.

However, there are also downslides to the globalization of media. A majority of all media is owned by a very small percentage of wealthy corporations. Local media has been taken over by conglomerations. These multinational corporations drown out the voice of local media with profit-maximizing formulas, thereby threatening the freedom of speech. Media moguls have been the most to gain from globalization of media. Multi-national media corporations produce products which maximize their profits while decreasing the cost of production. Jobs which might usually have been performed locally are being shipped internationally and performed at less than half the cost. Corporations are increasing profit by cutting costs and doing business with an international clientele.

Benefits accrued from the media may make it difficult to visualise these consequences but it cannot be totally written off. After all why should the different media houses inform us about the negative effects of their global dominance? Regulation of the media is the need of the hour. The government must take necessary steps to curb the situation from further snowballing into disastrous proportions. Whatever the case may be, media globalization currently does, and will continue to have a profound impact on the way people conduct their lives. It shapes the way we think and behave in the society.



CHECK YOUR PROGRESS

Q.1. What is globalization?

Q. 2. What are the pitfalls of media globalization?

14.3 CONCEPT OF GLOBALIZATION AND ITS IMPACT ON MEDIA

Wikipedia defines globalization as the process of international integration arising from the interchange of world views, products, ideas and other aspects of culture. Globalization refers to the increasingly global relationships of culture, people and economic activity. Most often, it refers to economics: the global distribution of the production of goods and services, through reduction of barriers to international trade such as tariffs, export fees, and import quotas. Globalization also refers to economic growth in developed and developing countries through increased specialization and the principle of comparative advantage. The term can even refer to the transnational circulation of ideas, languages, and popular culture.

In a world of increasing globalization, the media has much potential. It has the possibility of spreading information to places where in the past it has been difficult to get diverse views. It has the potential to contribute to democratic processes and influence especially the countries and regimes that are not democratic. Whenever we think about globalisation, the first thought that comes to our mind is the concept of 'global village' which was put forward by Marshall McLuhan a long time ago. He made this observation in the context of the power of the electronic media. It makes us think that the whole world is interconnected, thus bringing the people situated in different places across the globe closer. Globalisation has necessitated the spread of Information and Communication Technology (ICT). The advancement in science and technology has led to a spurt in the growth of computer equipment, facsimile machines, telex systems and satellite communications. Earlier people used to communicate with the help of letters. But the advent of the Industrial Revolution bought in a sea change in the way communication took place. Globalisation has aided in building up networked communities especially among those who work for different media organizations. More importantly, it had aided in timely processing and dissemination of information and news circulation.

Besides print media, different forms of electronic media like radio, television, and internet have contributed towards bridging the geographical

meetings etc.

- Publications Division (PD) is one of the leading publishing houses of the country and the largest in public sector. Established in 1941, it is a repository of books and journals highlighting subjects of national importance and India's rich cultural heritage.
- Song and Drama Division (S&DD) was set up to tap the abundant folk and traditional means of communication for the purpose of creating awareness among the people about various national programmes especially in rural areas.
- The Board of film Censors which was re-named as the Central Board of film Certification from 1st June, 1983 has been set up by the Central Government under Section 3 of the Cinematograph Act,1952 . It was established for the purpose of sanctioning films for public exhibition and it serves as the regulatory film body and censor board of India.



12.5 FURTHER READING

1. Aggarwal, Vir Bala, V.S Gupta (2002) Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company
2. Kumar, Keval J. (2007). Mass Communication in India. Mumbai : Jaico Publishing House
3. Mehta, D.S. (2014) Mass Communication and Journalism in India. New Delhi : Allied Publishers Private Limited
4. Research , Reference and Training Division. INDIA 2014 . New Delhi : Publications Division.



12.6 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No 1 :

The Media Outreach component adopts an innovative strategy, which combines information dissemination with the delivery of services at the doorsteps of the beneficiaries particularly in the rural areas.

Under the Media Outreach Programme, Media Interactive Sessions area also planned in selected State capitals on issues such as socio-economic development, infrastructure, development schemes etc. During such campaigns, Union Ministers and senior officials of the concerned Ministries are invited to participate in a two to three day interactions with national and local media to highlight the important initiatives taken by the Government for development of the backward regions of the country. Press Tour is another important component of 'Media Outreach Programme' which is used to showcase the Flagship Schemes of the Government of India and to disseminate information about them.

Ans to Q.No 2 : Eight.

Ans to Q.No 3 : It provides information to the common masses on the programmes and policies of the Government of India and motivates them to participate in developmental activities through its different vehicles of communication like Print Media advertising, Audio Visual advertising, Printed Publicity, Exhibitions, Outdoor Publicity, New Media and Mass Mailing. DAVP has been focusing on a number of issues as far as advertising and publicity is concerned. Some of the important thrust areas are National Integration and Communal Harmony, Rural Development Programmes, Health and Family Welfare, AIDS awareness, Women empowerment, Consumer Awareness, Environment Protection etc.

Ans to Q,No 4 : Vikas Ki Nai Udaan

Ans to Q.No 5 : Yojana, Kurukshetra, Aajkal and Bal-Bharati

Ans to Q.No 6 : Song and Drama Division (S&DD) was set up to tap the abundant folk and traditional means of communication for the purpose of creating awareness among the people about various national programmes especially in rural areas. It is a media unit of the Ministry of Information and Broadcasting, Government of India and is engaged in inter-

UNIT - 14 MEDIA AND GLOBALISATION

UNIT STRUCTURE

14.1 Learning objectives
14.2 Introduction
14.3 Concept of globalization and its impact on media
14.4 Effects of globalization on media systems and their functions
14.5 Media convergence
14.6 UNESCO's efforts in removing imbalance in news flow
14.6.1 Debate on New World Information and Communication Order (NWICO)
14.6. 2 MacBride Commission Report
14.7 Let us Sum up
14.8 Further Reading
14.9 Answers to Check Your Progress
14.10 Model Questions

14. 1 LEARNING OBJECTIVES

After going through this unit, you will be able to -

- define globalization and analyse its effects on media
- understand the meaning of media convergence
- describe UNESCO's efforts in removing imbalances in news flow by focusing on NWICO, NIEO and MacBride report

14.2 INTRODUCTION

In the previous unit, we have discussed the ownership patterns of mass media in India especially the print media organizations. You were also given an overview of the current trends in the ownership patterns. In this unit, we shall discuss the concept of globalization and the impact it has on the media. This unit will also introduce you to the concept of media convergence and help you to understand the debate on the imbalances in the flow of news in the world arena by focusing on New World Information and Communication Order.

Q.3 : How many types of partnership are there? Name them.

B. Short Questions (Answer each question in about 150 words)

Q.1 Discuss some of the important trends that can be seen in the field of media ownership.

Q.2 What do you mean by vertical ownership? What are its advantages and disadvantages?

Q.3 : What are the ownership patters of mass media in India?

C. Long Questions (Answer each question in about 300-500 words)

Q.1 Discuss the different ownership patterns of mass media in India.

Q.2 Has the takeover by most of the media organisations by the business houses led to a decline in the quality of news reporting? Justify your answer with the help of examples.

* * * * *

personal communication using live media utilizing wide range of performing arts like drama, dance-drama, puppet shows, folk recitals, folk and tribal plays, sound and light programmes, ballets, opera etc., to effectively put across various messages on themes like national integration, socio-economic schemes, tribal development projects, promotion of national integration especially in the disturbed areas of Jammu & Kashmir and North Eastern Region.

Ans to Q.No 7 : The vision of CBFC is -

To ensure the good and healthy entertainment in accordance with the provisions of the Cinematograph Act 1952 and the Cinematograph (Certification) Rules 1983



12.6 MODEL QUESTIONS

A. Very Short Questions

Q.1 : What are the different vehicles of communication of DAVP?

Q.2 : What are the main objectives of Directorate of Field Publicity?

B. Short Questions (Answer each question in about 150 words)

Q.1 : How does PIB conduct publicity campaigns at the regional level?

Q.2 How does the Prime Minister's unit of PIB function?

Q.3 : Discuss the organizational set-up of DAVP.

C. Long Questions (Answer each question in about 300-500 words)

Q.1 : Write a note on the Publications Division by focusing on its key objectives.

Q.2 : How does Central Board of Film Certificaton serve as a body for certification of films?

* * * * *

UNIT -13 : MEDIA ORGANISATIONS AND OWNERSHIP PATTERNS

UNIT STRUCTURE

13.1 Learning objectives
13.2 Introduction
13.3 Meaning of media ownership
13.4 Ownership patterns of mass media
13. 4.1 Ownership patterns of print media establishment in India
13.5 Trends in ownership patterns
13.6 Let us Sum up
13.7 Further reading
13.8 Answers to Check Your Progress
13.9 Model Questions

13.1 LEARNING OBJECTIVES

After going through this unit, you will be able to

- identify the different ownership patterns of mass media in India
- discuss different cases related to the media ownership in India
- explain the new trend of ownership pattern in India

13.2 INTRODUCTION

In the previous unit, you have been introduced to the different media organizations of the Indian government like Press Information Bureau, Directorate of Advertising and Visual Publicity, Publications Division, Central Board of Film Certification, Song and Drama Division, Directorate of Field Publicity and the Directorate of Information and Publicity. This unit will give you an overview of the different ownership patterns of mass media especially print media establishment. This unit will also equally focus on the present trends of the media ownership in the country.

13.3 MEANING OF MEDIA OWNERSHIP

Media ownership refers to owning or having a stake in any media organisation. It is a process whereby progressively fewer individuals or



13.7 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q.No 1 :

It is a process whereby progressively fewer individuals or organizations control increasing shares of the mass media.

Ans to Q. No 2 : The Times of India

Ans to Q No 3 :

Individual ownership, partnership, corporation, group or chain ownership, employee ownership, joint operations, vertical ownership and cross ownership.

Ans to Q.No 4 :

General partnership is based on an agreement between two or more persons to establish or purchase a newspaper and engage in publishing it . on the other hand in a limited partnership, a limited partner is responsible for the debt of the newspaper only to the amount agreed upon as an investment and has no right to contract for the newspaper and on the control of its assets.

Ans to Q.No 5 :

Employee ownership usually develops where a publisher has held the controlling interest and upon retirement or death wants the paper continued under its establishment policies in the hands of the employees. This type of ownership allows employees to buy shares in the newspaper corporation. In some cases the employees own a majority of shares and control the policies of the newspaper.



13.8 MODEL QUESTIONS

A. Very short questions

Q.1 : What is the prime reason for a media company to make its presence felt in different media segments?

Q.2 State the definition of partnership as defined by Indian Partnership Act of 1932.

- This is the most common form of ownership for daily newspaper because it is more adaptable to the problems of expansion, centralization or transfer of fractional ownership.
- Group comprises two or more newspapers published by a single establishment from the same centre.
- Chain ownership applies to more than one newspaper published by the same establishment from more than one centre.
- Employee ownership usually develops where a publisher has held the controlling interest and upon retirement or death wants the paper continued under its establishment policies in the hands of the employees.
- A newspaper may also operate under a vertical ownership plan, meaning that the newspaper and the enterprises serving it are under common ownership.
- Joint operations is a system of co-operative operation between two or more newspapers of different ownership within the same premises.
- Cross ownership refers to a type of media ownership where one type of communication (for instance a news agency) is the sole owner or is the sister company of another type of medium as for example a radio or TV station.
- The growing corporatization of the Indian media is manifest in the manner in which large industrial conglomerates are acquiring direct and indirect interest in media groups.



13.6 FURTHER READING

1. Aggarwal, Vir Bala, V.S Gupta (2002) Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company
2. Kumar, Keval J. (2006) Mass Communication in India. Mumbai : Jaico Publishing House
3. Pande, B.D (2011) Modern Journalism Mass Communication and Media Management . New Delhi : Anamika Publishers and Distributors (P) Ltd.
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organisations control increasing shares of the mass media. The media play an important role in the democratic process of a country, more so in today's technologically fast-moving environment. Its inherent ability to reach the masses implies that it has a vital role in building (and influencing) public opinion and creating awareness. Media also plays a vital role in delineating the economic, political, social and cultural characteristics of a country. Thus, media pluralism is a cornerstone of democracy and this fact should be reflected in the plurality of independent and autonomous media and in diversity of media content. Print, television, radio and new media such as Internet are some of the most popular forms of media in India.

The Indian media landscape is witnessing several changes that may have far reaching consequences. Major players are looking for expansion of their business interests in various segments of the print and broadcasting sectors leading to horizontal integration of media entities. Also, more and more broadcasting companies owning television channels are venturing into distribution segments of cable television, Direct-to-Home (DTH), Headend-in-the-Sky (HITS) and Internet Protocol Television (IPTV) while distribution segment companies are entering into television broadcasting, leading to vertical integration in the broadcasting sector.

The prime motivation for a media company to have presence in different media segments i.e. to have cross media holding is to maximize its reach to the consumers in different demographies with varying media consumption patterns. This also translates into higher economic gains for the companies. However, if entities having cross media holdings occupy dominant positions in different media sectors it may restrict media pluralism. Not only the different media companies have spread out their wings to make their presence felt in other ventures, but different business companies too have taken the path. In fact , these days, most of the business conglomerates have gone a step ahead in acquiring media houses and making their forays in different areas.

13.4 OWNERSHIP PATTERNS OF MASS MEDIA

Accordingly there are four major types of ownership of mass media - chain ownership, cross-media ownership, conglomerate ownership, and vertical integration.

a. **Chain ownership :** Chain ownership means that the same media company owns numerous outlets in a single medium of language : a chain of newspapers, a series of radio stations, a string of television stations or several book publishing houses. A series of radio or television stations owned by the same company will have the main station in a prominent city and hundreds of affiliated stations in other cities and towns. For example in India, we have a national telecasting system called Doordarshan which has several dozen Kendras (centres) and relay stations. It also has a national broadcasting system called the All India Radio having hundreds of transmitting stations in different cities and towns. In India, chain ownership mostly applies to newspapers like The Times of India, Hindustan Times, Indian Express etc.

b. **Cross Media Ownership :** It is that type of ownership when the same company owns several media outlets- radio and television stations along with newspapers, magazines, music labels, publishers and so on. For example, the Washington Post Publishing Company in the US owns radio and television stations along with the newspaper. In India also the Times group also known as Bennett Coleman & Co. Ltd (BCCL) has different newspapers (The Times of India, The Economic Times, Navbharat Times), FM radio stations (Radio MIrchi) and television channels (Romedy Now, Times Now, Movies Now, ET Now, Zoom).

c. **Conglomerate Ownership :** This type of ownership refers to the ownership of several businesses, one of which is media business. For example, if a publishing company owns a newspaper along with chemical, fertilizer, cement factories or a major corporation having controlling shares in a number of media-related businesses, then the pattern is known as conglomerate. In case of conglomerate, same persons can be directors of a media company as well as of

concentration of ownership in an oligopolistic market that could lead to loss of heterogeneity and plurality. The emergence of cartels and oligarchies could be symptomatic of an increasingly globalised but homogenized communication landscape, despite the growth of internet technology bringing about a semblance of democratization by allowing for more user-generated content by "prosumers" (producer-consumers). While the growth of the internet has led to a collapse of geo-spatial boundaries and lower levels of gate-keeping in checking information flows, the perceived increase in diversity of opinion has been simultaneously accompanied - paradoxically - by a shrinking in the number of traditional media operations in television and print.



13.5 LET US SUM UP

- The prime motivation for a media company to have presence in different media segments i.e. to have cross media holding is to maximize its reach to the consumers in different demographies with varying media consumption patterns.
- Doordarshan was until November 1997 a 'unit' of the Ministry of Information and Broadcasting.
- Individual ownership is more common among weekly newspapers. The owner usually is the editor, printer, publisher and manager, etc. He does the entire work himself and whenever necessary serves in almost any position in the plant. The main advantages of an Individual ownership are :
- According to the Indian Partnership Act, 1932, partnership is "the relationship between persons who have agreed to share profits of a business carried on by all or any of them acting for all". In a partnership firm, there should be at least two partners, the maximum number can be raised to twenty. In partnership, persons make an ownership agreement, either orally or in written for the purpose of establishing, purchasing or operating a newspaper.
- There are generally two types of partnership - General Partnership and General Partnership.

content on the basis of corporate interests undermines the sanctity associated with the fourth estate. Initially, with increasing corporatisation of media, the content is aimed at generating profit, and trivialisation of news is a common feature.

In India, a few large media groups have been able to diversify their business activities, thanks to the profits generated by their media business. For instance the Dainik Bhaskar group, which, in 1958, ran a single edition Hindi newspaper from Bhopal has a significant presence in the printing, textiles, oils, solvent extraction, hotels, real estate, and power-generation industries.

Let us look at some of the few aspects of media ownership in India -

- The sheer number of media organisations and outlets often conceals the fact there is dominance over specific markets and market segments by a few players - in other words, the markets are often oligopolistic in character.
- The absence of restrictions on cross-media ownership have led certain companies or groups or conglomerates to dominate markets both vertically (that is, across different media such as print, radio, television and the internet) as well as horizontally (namely, in particular geographical regions).
- Political parties and persons with political affiliation own/control a major chunk of the media in India.
- The promoters and controllers of media groups have traditionally held interests in many other business interests and continue to do so, often using their media outlets to further these. There are a few instances of promoters who have used the profits from their media operations to diversify into other (unrelated) businesses.
- The growing corporatization of the Indian media is manifest in the manner in which large industrial conglomerates are acquiring direct and indirect interest in media groups. There is also a growing convergence between creators/producers of media content and those who distribute/ disseminate the content.

These trends can be perceived as instances of consolidation in a sector in which big players have been steeped in debt and strapped for cash over the past few years. The shake-out also signifies growing

manufacturing industries or financial corporations.

d. Vertical Integration: This type of ownership indicates that a media company monopolises the production of the ingredients that go into the making of media products. For example, a newspaper publisher may own several hundred acres of forests where the major component of a newspaper, wood for newsprints are cultivated. Other newspaper company may also own a factory that produces the bulk of the printing ink or presses used in the newspaper industry.

In the next sub section, we shall specifically discuss the ownership patterns of newspaper print media establishment. This is because this is the oldest mass communication medium and so a careful analysis of the different ownership patterns will enable you to understand better.

13.4.1 OWNERSHIP PATTERNS OF PRINT MEDIA ESTABLISHMENTS IN INDIA

The Indian press has been a private commercial enterprise from the days of Hickey, the pioneer of Indian journalism. The trend towards individual ownership and later concentration of ownership was already discernible in pre-independent India. There was a time when all newspapers were local and most of them were individual enterprises. The earliest colonial newspaper was owned and operated by a printer as a supplement to his job of printing. Nearly, 70 per cent of the total newspaper circulation is in the hands of a few families or units and although their number may be limited, their circulation and influence is much more than what their numbers would suggest. Although it is published in several languages and is spread over the length and breadth of a vast country like India, the virtual control of the press is in a few hands. The newspapers are also brought out by co-operatives, religious and political groups or by journalists themselves. Some of the government departments at the centre or in the states also bring out publications.

Colonial politics and its variations in post-colonial India have structured the nature of media ownership and control. Broadcasting was deemed to be a privilege of the government. The British Raj made use of

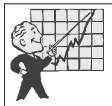
stringent measures to curb the spread of any such messages which might lead to anti-government sentiments. However, in the post Independence period, the Indian press heaved a sigh of relief as they were no longer under the control of the British Government. Nevertheless, the press was given the requisite freedom but with certain limitations. However, armed with press and censorship laws and with its control over newsprint distribution, pricing and disbursement of public advertising, the government had a formidable hold over private sector media.

Radio which started as a British Raj supported private enterprise, was passed on from one bureaucratic department to another, until it came under the Department of Information and Broadcasting in 1941. After independence, the government of India kept broadcasting firmly in the hands of the central government. This opened the way for more political access by the government to the air-waves and a more vigorous use of radio as an instrument of public policy.

Like All India Radio, Doordarshan was until November 1997 a 'unit' of the Ministry of Information and Broadcasting. The Indian Government always claimed that Doordarshan enjoyed 'functional autonomy' in its programming and administration, but no matter what it claims, the Ministry remained the real decision-making body. A fair amount of freedom was permitted in the selection and production of entertainment programmes. But news and current affairs programmes were closely monitored by the Ministry.

Concentration of ownership or monopolies in the sphere of newspaper and magazine publishing takes the form of industrial houses bringing out multiple publications such as morning and evening papers and dailies for the general readers, specialist dailies for businessmen and professionals as well as science journals, comics, business weeklies, women's magazines and children's periodicals. The Times of India is the largest publishing house bringing out regularly all types of publications. The Indian Express Group, its closest competitor, is owned by the Goenka Industrial house and publishes its daily from as many as nineteen major cities. In Kerala, the Malayala Manorama Group is widely popular.

In other words, cross ownership is a method of reinforcing business relationships by owning stock in the companies with which a given company does business. In the US, it refers to a type of investment in different mass-media properties.



CHECK YOUR PROGRESS

Q.2 : Which is the largest publishing house in the country?

_____

_____

Q.3 : What were the different forms of ownership of magazines and periodicals as focused by the First Press Commission in 1954?

_____

_____

Q.4 : What is the difference between general and limited partnership?

_____

_____

Q.5 : Define employee ownership.

_____

_____

13.5 TRENDS IN MEDIA OWNERSHIP

The evolution of media industry, over the world, has been earmarked with changing ownership patterns, all aimed at expansion and consolidation.

In India too, since the liberalization of economy in 1991, media organisations have evolved and developed into industries. A handful of private media organisations have consolidated their empire by owning different media.

One of the interesting trends has been the interest shown by the corporate houses to invest in media businesses like the takeover of Network 18 by Reliance Industries Limited. Aditya Birla Group had also acquired a 27.5 per cent stake in Living Media India Limited, a company headed by Aroon Purie. However, such an ownership pattern is not desirable in a democracy, where media is hailed as the "fourth estate". Regulation of

4. Publishers may give more unified and complete newspaper service to their public.

5. Pleasant relations are developed among newspapers in a competitive field.

6. Advertisers usually are permitted to buy space either in all newspapers at combination rate or in separate ones at the individual newspaper's standard rate.

7. Joint handling of some advertising and perhaps some news copy permits reduction of personnel in the news and advertising sections as well as in the mechanical department.

Disadvantages of Joint Operations :

1. With reduced competition, publishers might strive for greater projects than their newspaper service deserves.

2. Use of common production facilities may lead to standardization resulting in loss of newspaper's individuality

3. With competition partly eliminated efforts towards specific improvements might be lessened.

It is well known that there does exist a concentration of newspaper ownership , call it a monopoly or oligopoly. The press commission came to the conclusion that even if the concentration of ownership might not be controlled there should be diffusion of ownership which would minimize the effects of monopoly control.

VIII. Cross ownership :

It refers to a type of media ownership where one type of communication (for instance a news agency) is the sole owner or is the sister company of another type of medium(as for example a radio or TV station). One of the prime examples is The New York Times' ownership of WQXR Radio and the Chicago Tribune's similar relationship with WGN Radio (WGN-AM) and Television (WGN-TV). In India, the Broadcasting Bill of 1997 bans cross-media ownership (newspaper publishing houses can have no more than 20% equity in television or cable companies).

The First Press Commission had focused on the following forms of ownership of newspapers and periodicals prevalent in 1954:

a. Individual
b. Partnership
c. Joint Stock Company
d. Trust
e. Society registered under various Acts
f. Cooperative ownership

Though the concentration of newspapers are mostly in the few hands but other types of newspaper ownership management and operation are also developed. There are :

a. Individual Ownership
b. Partnership
c. Corporation
d. Group or Chain Ownership
e. Employee Ownership
f. Vertical Ownership
g. Joint operation

In the newspaper industry, ownership is important, but most significant is the influence that a newspaper unit commands. And the influence that a newspaper wields in the society is measured in terms of paid circulation, advertising volume and revenue.

I. Individual Ownership

This type of ownership is more common among weekly newspapers. The owner usually is the editor, printer, publisher and manager, etc. He does the entire work himself and whenever necessary serves in almost any position in the plant. The main advantages of an Individual ownership are :

a. The owner makes all decisions related to business and editorial policies
b. He is given absolute control of newspaper
c. He receives all profits and bears losses that may occur

d. He keeps intimate connection with the newspaper
e. He maintains secrecy in operations
f. He makes quick decisions

The main disadvantages of an Individual ownership are :

a. The owner is liable for the newspaper's entire debt
b. Unlimited liability is placed on the individual owner
c. Individual ownership is not adaptable to an expanding business
d. In case of owner's death decline in business is evident
e. Long term loans may be difficult to obtain, since creditors must consider the life expectancy of the proprietor
f. Success of the newspaper depends heavily on the ability and the credit status of the owner

II. Partnership

According to the Indian Partnership Act, 1932, partnership is "the relationship between persons who have agreed to share profits of a business carried on by all or any of them acting for all". In a partnership firm, there should be at least two partners, the maximum number can be raised to twenty. In partnership, persons make an ownership agreement, either orally or in written for the purpose of establishing, purchasing or operating a newspaper. To avoid legal problems it can be registered with the Registrar of Firms. A partnership deed containing name of business, amount of capital, name of place of operation of business, duties and powers of partners, appropriation of profits etc. should be signed.

There are generally two types of partnership - General Partnership and Limited Partnership.

a. General partnership

This type of partnership is based on an agreement between two or more persons to establish or purchase a newspaper and engage in publishing it. It is a more common form of partnership but each partner is liable to

common ownership. A corporation owning and operating a large city daily, for example, may also own and operate other media, news and advertising syndicate, a paper mill and a transportation system etc. These allied institutions contribute to the success of the newspaper.

The advantages of Vertical Ownership are :

1. It helps to reduce the general expenses of newspaper operation
2. It provides practical investment of newspaper profits
3. It assures the newspaper of certain services and materials needed for its successful operation

The disadvantages of Vertical Ownership are :

1. It widens the publisher's interests and responsibilities to the extent of a possible lessening of attention in the newspaper
2. Capital that would be used for the improvement of the newspaper might be drawn into the financing of other jointly owned enterprises

VII. Joint operations :

It is a system of co-operative operation between two or more newspapers of different ownership within the same premises. This system is sometimes used to reduce the maintenance and operation costs. The newspapers are produced in the same plant, but each has separate news and business offices and its own reporters and editors, advertising and sales, people and circulation employees. Each newspaper formulates its own policy. For a joint publishing operation, an agreement is drawn up setting forth the financial obligations of each newspaper or a corporation is formed representing capital from each ownership.

Advantages of Joint Operation are :

1. Maintenance and operation costs are reduced
2. Production hours in the plant are increased
3. Attention of publishers and owners is focused more on the community than on competition



Oligopoly : An oligopoly is a market form in which a market or industry is dominated by a small number of sellers (oligopolists). Oligopolies can result from various forms of collusion which reduce competition and lead to higher prices for consumers.

the newspaper is entirely locally owned.

3. Subscribers sometimes feel that the newspaper is managed by remote control and they are not as close to the editor as they would like to be.

V. Employee Ownership:

Employee ownership usually develops where a publisher has held the controlling interest and upon retirement or death wants the paper continued under its establishment policies in the hands of the employees. This type of ownership allows employees to buy shares in the newspaper corporation. In some cases the employees own a majority of shares and control the policies of the newspaper.

Advantages of Employee Ownership are:

1. Employees are given an incentive to protect the best interest of the newspaper
2. Very few changes are made in personnel
3. Sense of ownership on the part of the employees helps to create high morale
4. Questions pertaining to wages, hours and other production matters are understood better and are more easily handled
5. Interdepartmental barriers are more easily broken

Disadvantages of Employee Ownership are :

1. Opportunities for bringing new people into the organization are fewer.
2. Sale of property is difficult even though it should appear beneficial to the newspaper
3. Length of an employee's service is likely to be given greater consideration than his production abilities.

VI. Vertical Ownership :

A newspaper may also operate under a vertical ownership plan, meaning that the newspaper and the enterprises serving it are under

an unlimited degree. Each partner is a general agent for the newspaper and in any business matter one partner may act for both.

b. Limited Partnership :

A limited partner is responsible for the debt of the newspaper only to the amount agreed upon as an investment and has no right to contract for the newspaper and on the control of its assets.

Some of the advantages of Partnership are:

a. Responsibilities of newspapers are divided, thereby lessening the workload on each partner
b. Judgment of more than one mind is brought into business operation
c. Persons of different capabilities and financial standings are permitted to pool their talent and money
d. Maintenance and operation costs are divided
e. Partnership is easy to form
f. Quick decisions can be made
g. Larger resources are also possible

Some of the disadvantages of Partnership are :

a. Each partner runs the risk of becoming liable for an usually large debt incurred by any one of the partners
b. Partnership may be discontinued at any time by death or withdrawal of a partner
c. Each partner is liable for the newspaper's entire debt
d. Long term credit is sometimes hard to obtain
e. A partner who is irresponsible may jeopardize the interest of the other partner or partners.
f. Lack of harmony among partners also sometimes creates problems
g. Partnership also has a lack of public confidence.

III. Corporation

This is the most common form of ownership for daily newspaper because it is more adaptable to the problems of expansion, centralization or transfer of fractional ownership.

Some of the main advantages of Corporation are :

a. The personal liability of investors in case of lawsuit is limited to their share of interest in the corporation

b. The business of the newspaper is not readily affected by changes in stock ownership

c. Transfer of control is flexible

d. Operations can be expanded easily by increasing capital

e. A publisher who owns 51% of the shares in the newspaper and whose powers are defined in the articles of the corporation may control the policies and obtain from outside sources 49% of the capital needed for operation.

Some of the disadvantages of Corporation are :

a. Profits distributed to stock holders are first taxed as income to the corporation and again as dividends to the shareholders

b. Corporation taxes are imposed

IV. Group or Chain Ownership

Group comprises two or more newspapers published by a single establishment from the same centre.

Chain ownership applies to more than one newspaper published by the same establishment from more than one centre.

Newspaper chains take various forms depending on the point of operation at which cooperation is dominant. In some cases a holding company controls at least 51% of the shares in each newspaper. The holding company may have supervision over editorial policies of individual newspaper or the company may allow each to formulate its own. Major materials such as newsprint, machinery and other equipment and supplies usually

are brought through general headquarters.

Newspaper groups are formed without a common holding company but with a chain of command from an elected set of offices and directors. Publishers in the organisation have the controlling interest in the newspaper they publish and also may have an interest in the other newspapers. They manage their own newspapers and formulate their own policies with the advice and counsel of the officer.

Some of the advantages of Group or Chain ownership are :

a. Supplies may be purchased through a control office with discounts for quantity

b. Advertising space may be sold nationally with a single organization representing all newspapers in the group

c. Certain details of book keeping and other office procedure may be centred in a common office for all newspapers

d. A large group owner could afford to improve news coverage by having correspondents and news bureaus in the state capital and foreign cities.

e. The chains are also better able to afford the latest technical equipment thereby making newspaper production more efficient.

f. Chains have the resources to provide more elaborate training and public service programmes than do individually owned papers , the validity of each of these agreements depends in great measure on the particular group owner involved

The main disadvantages of Group or Chain ownership are :

1. Managers or publishers might not feel compelled to promote the local community to the same agree that they would if the newspapers were owned by them or by a local corporation or partnership

2. Permanence of management is more in question than when