



## MASS COMMUNICATION

AIR FM Gold, AIR FM Rainbow, Radio Mirchi, Doordarshan, Star, Zee, Dishnet, Tata Sky... The list is unending. Breaking news, flash, sting operation, live coverage of cricket... The way we communicate has changed in the area of mass communication or for most people in the mass media.

We enjoy all that entertainment, music, reality shows, serials, beauty parades and fashion shows. From newspapers and magazines we have moved over to films, television and internet. All these are different forms of mass media and what they do is to communicate with the large unseen audiences nationally and internationally.

In this lesson, you will learn the meaning of mass communication and the different forms of mass media.



### OBJECTIVES

After studying this lesson, you will be able to do the following :

- define mass communication;
- explain the functions of mass communication;
- describe the origin of mass communication;
- differentiate between different forms of mass media;
- describe the meaning of traditional media.

### 2.1 MEANING OF MASS COMMUNICATION

The simplest definition of mass communication is “**public communication transmitted electronically or mechanically.**” In this way messages are transmitted or sent to large, perhaps millions or billions of people spread across the world.



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How are these messages sent ?

They are sent through different forms of mass media such as newspapers, magazines, films, radio, television and internet. Media is the plural for the word medium or 'means of communication'.

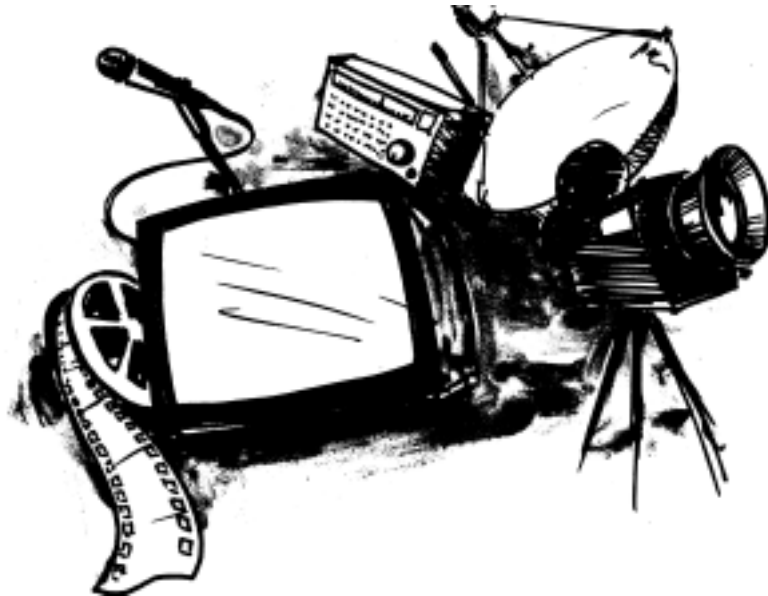


Fig. 2.1: Different forms of mass media

Means of communication is also called channel of communication. Mass communication can therefore also be defined as 'who', 'says what', 'in which channel', 'to whom', 'with what effect'.

Look at the following figure.

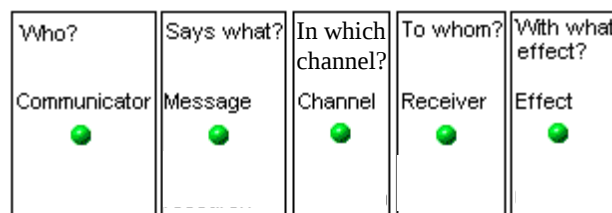


Fig. 2.2

**'Who'** : refers to the communicator.

**Says 'what'?**: Here 'what' means the message. What the communicator has written, spoken or shown is the message.

**'In what channel'**: This refers to the medium or channel like the newspaper, radio, or television.

**'To whom'** : This refers to the person receiving the message or the receiver.



Notes

**“With what effect”:** This refers to the impact of a message on a channel or medium. Let us assume that you have been informed about an event in a newspaper, or on radio of a social message. If this has changed your attitude towards a social evil like dowry or if a film song on television has entertained you, it may be called “the effect”.

People who make films, write news, produce radio and television programmes or advertisements are all communicators who have a message for you. The medium through which messages are communicated such as newspaper, radio or television are the channels. That brings us to the functions of mass communication.

## 2.2 FUNCTIONS OF MASS COMMUNICATION

News and discussions may inform you; radio and television programmes may educate you; films and television serials and programmes may entertain you.

### INFORM, EDUCATE AND ENTERTAIN

These are the functions of media.

Let us learn more about these functions of media.

Those who write, direct or produce programmes are people who give us messages. Let us consider the example of a news bulletin on radio or television or a news item in a newspaper. They inform us of some event or happening.... “A new President is elected”, “The country has developed a new missile”, “India has beaten Pakistan in cricket”, “25 killed in a bomb blast”... All these **inform** us. These are properly designed or written messages given by people who are communicators.

A doctor speaks on radio or television or writes in a newspaper about how to prevent a disease. Experts tell farmers on radio or television about a new crop, seed or agricultural practice. Thereby, the farmers are **educated**.

All the commercial cinema, television serials and music programmes are **entertaining**.

The **channels** are the means through which messages are sent. These may be newspapers, films, radio, television or the internet.

Mass media have tremendous impact on their readers, listeners and viewers. That is the **effect**. People watch an advertisement on television and buy the product. They are motivated to buy the product to satisfy their needs.



Notes

When India became independent agriculture in the country was not developed. We did not produce enough rice or wheat to feed our people. We were importing food and the population was also growing fast. There were too many mouths to feed. So the government used the media, especially radio to change this situation. The farmers who were mostly illiterate were told to use the right seed, fertilizers and new techniques on farming. The effect was remarkable. We went through a revolution in agriculture and that was called the Green Revolution. Similarly, the media stressed on the need for small families. Many people followed the small family norm and decided to have only two or three children.

Take for example, the campaign on polio. The mass media informed and educated the people about the polio vaccine to eradicate polio. Messages are created using creativity and film stars deliver these messages. Have you seen Amitabh Bachchan saying “Doh boond zindagi ki” on television meaning “two drops of life”?

### 2.3 ORIGIN OF MASS COMMUNICATION

The term ‘mass communication’ may be considered as a 20<sup>th</sup> century development. Sending messages to a large number of people and at greater speed was what man was always looking for. There was a time when men on horseback travelled long distances to convey news about say, a war. Pigeons were used as postmen to deliver messages. You may have heard of Kalidasa who was one of the greatest Sanskrit poets. In his poem ‘Meghdoot’, a Yaksha (celestial singer) sends messages to his beloved through the clouds. The invention of paper and printing, and later newspapers, were the first steps towards mass communication. But it was only through the telegraph, invented by Samuel F. B. Morse in 1835, that messages could be sent to long distances using a code. The next step was to send messages through human voice. Alexander Graham Bell in 1876 succeeded in using wires to send the human voice across long distances. However, it was the invention of the radio by Marconi in 1901 which made sending of human voices over long distances possible. In 1947 the invention of the transistor made radio the most popular medium for sending voice messages. Today television, which can send voice as well as pictures, is found almost everywhere. This was invented by Baird in 1920.

#### Mass Media

Newspapers  
Magazines  
Advertising  
Films  
Radio  
Television  
Internet

Fig. 2.3

**Notes**

You may be wondering what actually is the difference between mass communication and mass media.

The moment someone mentions the term mass media, you would probably think of television because that is the most popular mass medium today. When we discussed mass communication we used the word 'channel' or 'medium'. Media, as you have already learnt is the plural of medium. A medium is just a means used to send messages. When we meet someone and speak to that person, it is face to face communication. But when we talk about a mass medium like television it is not face to face communication. There is a mass or a very large number of people watching it.

The first medium used to communicate with a large number of people was the newspaper. Then came a truly mass medium, the radio invented by Marconi. Newspapers had limitations like the time factor. News had to be collected, compiled, edited and printed in advance and then sent for people to read them. All these took plenty of time. For example, what you read in your morning newspaper was printed around midnight. That means it does not contain anything that happened after midnight. Of course, those who read a newspaper have to be literate. You will learn more about different forms of mass media in the subsequent modules.

**INTEXT QUESTIONS 2.1**

1. List at least five forms of mass media.
2. Name any one function of media with an example.

**2.4 PAPER**

You have already studied that the invention of paper was a turning point in communication.

Before the invention of paper, writing was done on rocks, leather, palm leaves etc. You might have seen some old writings on rocks or, say, some 'stupas' of Ashoka or some old Sanskrit or other Indian language documents written on palm leaves. Though the Chinese are credited with the use of some sort of paper in 105 AD, the word 'paper' is derived from the name of a plant Papyrus, that grows on the banks of river Nile in Egypt.

For us, today, paper of different kinds and colours is neither a wonder nor a rare thing. Can you think of a world without paper? Your studies are almost entirely dependent on paper.

**Notes**

Your textbooks, note books, copies, examination question papers, different forms you fill in to join an educational institution, the answer sheets that you use to write the examination are all made of paper. Can you also think of a world without newspapers, magazines and even wall posters?

With paper universally available, ideas and thoughts of people could be shared by others. Paper plays an important role in every field of literary human activity, from education and knowledge to entertainment and business. Train, bus, air or cinema tickets are all made of paper.

**2.5 PRINTING**

It is believed that Johannes Gutenberg of Germany was the first to develop printing around 1439. With printing, there was a revolution in the way communication developed.

Knowledge and information, which were till then the monopoly of certain sections of the upper strata of society, slowly became available to ordinary people. Spread of knowledge, available in print between two hard covers, was fast. Schools, colleges and universities were places with their libraries making books available to those who wanted to read even if they could not afford to buy them. Later newspapers and journals also became popular.



**Fig. 2.4 : Print Media**

**Notes**

The printing process that Gutenberg developed later underwent much changes and mechanization. Today printing has become highly sophisticated and the print media, namely newspapers, weeklies and monthlies use these modern printing presses which are capable of printing very fast. Computers have further improved printing operations. You will learn more about printing in your next module on 'print media'.

**Activity 2.1**

Visit a small printing press near your place and later a newspaper printing press to understand how printing is done.

**INTEXT QUESTIONS 2.2**

1. Match the following:

- |                         |                    |
|-------------------------|--------------------|
| i) paper                | palm leaves        |
| ii) early writing       | developed printing |
| iii) Johannes Gutenberg | papyrus            |
| iv) print media         | India Today        |
| v) weekly               | newspapers         |

**2.6 DIFFERENT FORMS OF MASS MEDIA****NEWSPAPERS AND JOURNALISM**

You have already studied that the invention of paper and printing led to the development of newspapers. Newspapers are printed and published for providing information of public interest, advertisements and views. These publications are usually issued daily, weekly or at other regular intervals. Newspapers were first published in countries like Germany, Italy and the Netherlands in the 17<sup>th</sup> century. Later it spread to countries all over the world. Early owners of newspapers were people who took up journalism to fight social problems. You may now ask what is 'journalism'. Journalism involves the collection of information and communicating it. It also involves the selection and editing of information and printing and presentation of events, ideas, information and controversies in their proper context. You will learn more about this in your next module.

Journalism was started in India during the British days by Englishmen and later by national leaders and social reformers like Raja Rammohan Roy, Bal Gangadhar Tilak and later Mahatma Gandhi. They used journalism to fight the British during our freedom movement. Gandhiji started the Indian



Opinion in 1903 in South Africa to fight for the rights of the Indians there. Later in India he started the 'Harijan' and wrote for 'Young India'. Today in India, a large number of newspapers in various languages reach millions of people every morning.

You will also learn more about newspapers in the module on 'print media'.

### **WIRELESS COMMUNICATION**

When we discussed the origin of mass communication two inventions were mentioned. The first was the efforts of Samuel Morse in sending messages using a code in 1835. Later on the international Morse Code was developed in 1851. Until, recently we had the electric telegraph of Morse to send messages across the continents. In course of time messages could be sent without using any wires or cables. The cell phone that we use today is a fine example of wireless communication.

### **PHOTOGRAPHY**

You may be familiar with a camera and of course photographs. In photography, images are produced using light. Photography was developed in the 19<sup>th</sup> century by two people from France, Nicéphore Niepce and Louis-Jacques-Mandé Daguerre. Till a few years back we were taking black and white photographs. Later colour photographs could be taken using an emulsion. Newspapers, magazines and advertisements used photography. By the end of the 20<sup>th</sup> century photographers began using the digital technology, making photography easier and the cameras user friendly. Even cell phones today have such digital cameras.

### **FILMS**

In the previous section, we discussed photography. The pictures or photographs taken using a camera may be called 'still photographs' because they are permanent and do not move. The logical development from still photography was what we call 'motion pictures' or 'movies'. In this technology, a series of still photographs on films were projected in rapid succession onto a screen. The camera used for this was called a movie camera. The motion picture machines used to project the films into moving images and later talking pictures were developed by Thomas Alva Edison in the USA and the Lumiere brothers in France. In fact the Lumiere brothers came to India and showed moving pictures in Bombay. Just as in Hollywood in America, India also developed the art and technology of motion pictures.

First they were silent and then the talkies came in 1927. The first Indian motion picture was ***Raja Harischandra*** by Dada Saheb Phalke and the first talkie was ***Alam Ara***.

Today films are an integral part of our lives. Films brought in the cult of stars. Who are your favourite film stars? In India the early films were based on mythology and later social issues were also taken up which continues even today.

**Activity 2.2**

Write down the names of two Indian films which were based on social issues.

**RADIO**

From mere curiosity and technical experiments radio became a truly powerful and popular medium of mass communication. After it was developed in the west we had radio by the 1920s and the first formal radio station was started in Bombay. You will learn about radio in detail in the module on 'Radio'.

**TELEVISION**

One of the technological marvels of the 20<sup>th</sup> century was television invented in 1920 by Baird. In India, television started in 1959 on an experimental basis and the first television station was set up in Delhi. The beginnings were modest and slow but television was popular and became available in colour in 1982. Today Doordarshan has one of the largest television networks. From early 1990s satellite television also came to India and later Direct to Home (DTH) television. You will learn more about television in a later module.

**NEW MEDIA**

Development and widespread use of computers and information technology have resulted in the emergence of what is called 'new media'. It includes computers, information technology, communication networks and digital media. This has led to another process in mass communication called 'convergence'. Convergence means coming together of many forms of media and other formats like printed text, photographs, films, recorded music or radio, television etc. Though it is hard to separate old media from new media the world wide web or internet has changed the way in which we communicate. You will learn more about this later.

**Notes**

**Notes****TRADITIONAL MEDIA**

Traditional media are a part of our country's rich heritage. They have as a base our strong oral tradition. They belong to our own land and are strongly rooted in our culture. They are as varied and diverse as our culture itself.

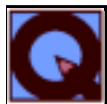
Life in India is deeply influenced by agriculture and religion. So also are the seasons. From very ancient days we have been having fairs and festivals celebrated with spontaneous songs and dances. These songs and dances are traditional forms of media which inform, educate and entertain people.

The advent of more faster forms of media has affected traditional media. However the performers or communicators and the audience in traditional media are known to each other unlike in radio or television. The environment in which the performances take place is natural, known and friendly. The messages are also simple; the content known and the language and idioms are familiar. Unlike other modern media, people never get tired of them.

Let us consider the example of the Ram Lila celebrated and performed all over north India. The story of Ramayana is known to every one and so are the performers. They repeat the same story every year, yet people come in large numbers to see them. But can you see an ordinary Hindi film a number of times?

There are several forms of traditional media in our country. They are known by different names in different regions. Some common examples of traditional media are story telling, folk songs, street theatre and puppetry.

Some forms of traditional media like traditional songs and mythological stories are written down as proper text. But different forms of folk media are generally spontaneous or are made on the spot.

**INTEXT QUESTIONS 2.3**

1. List any three forms of traditional media found in India

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2. What is meant by the term 'convergence'.

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**2.7 WHAT YOU HAVE LEARNT****Mass Communication**

- Definition of mass communication
- Functions of mass communication
  - inform
  - educate
  - entertain
- Origin of mass communication
  - invention of paper and printing
  - invention of telegraph, radio and television
- Different forms of mass media:
  - wireless communication
  - photography
  - newspapers
  - radio
  - television
  - films
  - new media
  - traditional media

**2.8 TERMINAL EXERCISE**

1. Define the term 'mass communication' with examples.
  2. Describe the functions and origin of mass communication.
  3. Explain briefly the different forms of mass media.
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**Notes**

**Notes****2.9 ANSWERS TO INTEXT QUESTIONS**

- 2.1** 1. i) newspapers ii) films iii) radio iv) television v) internet vi) any other
2. Refer to Section 2.2
- 2.2** 1. i) papyrus ii) palm leaves iii) printing iv) newspapers v) India Today
- 2.3** 1. Refer to Section 2.6
2. Refer to Section 2.6



## ROLE AND IMPACT OF MASS MEDIA

As the largest democracy, India is considered a role model for a large number of developing countries. We have state and central governments elected by the people. We have a government run by our own elected representatives, known as Members of Legislative Assembly (MLAs) in the state and Members of Parliament (MPs) at the centre. Modern democratic governments have the following:

- a) A Legislature, i.e. State Assemblies and Parliament, responsible for framing laws and decide the way we run our affairs.
- b) An Executive: The Governor, the Chief Minister and the Ministers who run the state and the President, Prime Minister and the Council of Ministers who run the country.
- c) A Judiciary: The Supreme Court, High Courts and other courts which decide whether laws and the constitutional provisions are followed by the elected governments.

These institutions run the government of the country for the welfare and development of all the people. In a democracy, the people should know what the three institutions, namely the Legislature, the Executive and the Judiciary are doing for the welfare of the people. These institutions in turn need to know how the people are reacting to what they are doing. The main role of the mass media is to act as a bridge between the people and the government. So, in that sense, media can be considered as the fourth institution in a democracy.



### OBJECTIVES

After studying this lesson, you will be able to do the following :

- explain the role of media in a democracy;
- describe the role of media in society;
- explain the meaning of media ethics;
- enumerate the positive and negative effects of media.

**Notes****3.1 MASS MEDIA AND DEMOCRACY**

Now let's see how the mass media like newspapers, radio and television play the role of acting as a bridge between the government and the people. Let us consider an example. The government decides that the prices of petrol and diesel will either be increased or decreased. That decision needs to be conveyed to the people. This is done by the media. The media not only inform the people about it but also explain the effect of that decision taken by the government on the people.

Let's take another example. The agriculture department of your state or the Indian Agricultural Research Institute develops a new improved, high yielding strain of wheat or rice. Farmers should be given information about the new variety, how it has to be used or what benefits they would get if they use it. Here again, it is the media that does this. But how does the media do this? Different forms of mass media such as print media, radio, television, traditional media and the internet are used to disseminate information. You will learn about this in detail in the subsequent modules.

**Government Media Agencies/Departments**

How do the central and state governments inform the public about their policies?

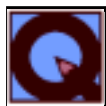
Governments use the mass media and also have media agencies and departments. These agencies of the central governments function under the Union Ministry of Information and Broadcasting. As the name suggests, it has agencies and departments in:

- (a) Information and
- (b) Broadcasting.

These agencies give out information about the policies and programmes of the government.

Similarly, every state government disseminates information about its policies and programmes through its media agencies.

You will learn more about these agencies in the module on Advertising and Public Relations.

**INTEXT QUESTIONS 3.1**

1. Fill in the blanks with appropriate word/s:
  - i) ..... is the largest democracy in the world.
  - ii) The government in India is run by .....

- iii) Media ..... the people about the actions taken by the .....
  - iv) Media can be considered as the ..... institution in a democracy
  - v) Using mass media, ..... and ..... of people can be changed.
2. List the three essential institutions of a modern democratic government
  3. State any two ways in which mass media can contribute in a democracy.

### **3.2 FUNCTIONS AND RESPONSIBILITIES OF THE MEDIA**

Mass media is a tremendous source of information for individuals as well as society. In the previous section, you have learnt about the role of mass media in a democracy. Let us now see how the media perform their functions to bring about changes.

#### **● Mass Media Can Help in Change**

Using mass media, people's attitudes and habits can be changed. For example, all of us have mistaken or wrong notions about various diseases like leprosy or HIV/AIDS. Many of us think that by touching people suffering from these diseases we would be infected. You might have heard on radio or watched television programmes or read messages which tell us that by touching an HIV/AIDS patient we do not get infected.

Similarly, for eradicating polio there are special programmes and messages disseminated through the media. They inform people about the need for giving polio drops to children and about the day that is declared a 'polio day.' Special arrangements are made to give polio drops to as many children as possible on polio day.

Change would also mean things for the better. The concept of development of a country is again a matter of change, when old practices and equipment are changed and new, better and more efficient means are being used. The mass media play an important role in communicating this change. By giving the necessary information, and sometimes skills, the media can help bring about this change. You may ask how media can impart skills. A mass media like television can demonstrate and show how things work. You would have seen on television how a certain dish is cooked using modern kitchen equipment.

#### **● Mass Media have made the World Smaller and Closer**

The speed of media has resulted in bringing people across the world closer. Let us take an example. When you watch a cricket match between India and another country in England, Australia or New Zealand, live on televi-





## Notes

sion, you feel you are part of the crowd in that stadium. Events, happy or sad, happening anywhere can be seen live. Sometimes we feel that the entire world is one big family. You might have heard the term “global village”. It means that the whole world is shrinking and becoming a village. Wherever we go to any part of the world, we see the same products such as soft drinks, television, washing machine, refrigerator etc. and the same type of advertisements. Similarly, the world wide web and internet have brought people and countries much closer.

### ● Mass Media Promotes Distribution of Goods

Mass media are used by the consumer industry to inform people about their products and services through advertising. Without advertising, the public will not know about various products (ranging from soup to oil, television sets to cars) and services (banking, insurance, hospitals etc.) which are available in the market as well as their prices. Thus mass media help the industries and consumers.

### 3.3 MEDIA ETHICS

We have seen how powerful the mass media are. By their very nature media and the media people meaning journalists of the print media, radio and television are quite powerful. So politicians, bureaucrats and the police look at them with apprehension. Generally they do not want to be in the media if the reports are not in their favour. If the media people praise them, they are happy. So by and large people try to be friendly with the media. But for the media this power comes with tremendous responsibility. If they misuse that power to do wrong things or trouble others, people will stop trusting them. Like in any other profession, like law or medicine, the media also need to have a code of ethics or guidelines on what is right or wrong. In the case of lawyers and doctors, there are clear codes of ethics, and anyone who violates the code can be punished, or removed from the profession. But in the case of the mass media there are only a few guidelines and no strict code of conduct. The Press Council of India is one of the organizations which issues guidelines on media ethics. To keep the fair name of the profession, the media practitioners need to follow certain ethical codes which are listed below:

- a) **Accuracy:** The information provided by media persons in the print media, radio, television and internet has to be accurate. If incorrect or baseless information is given, it can harm the interests of individuals, institutions and the country. For being accurate, media persons have to verify the correctness of their facts. For example, if only 50 people have died in an accident, the media cannot give out the figure as 200 or 500. If a media person writes against anybody or accuses someone of dishonesty, that person should be given an opportunity to give his or her version of the story.
- b) **Confidentiality:** A media person maintains confidentiality of



Notes

information revealed by various sources.

- c) **Protection of sources:** A source which has provided confidential information should never be revealed. For example if a government official provides information pertaining to his department, media person should not reveal the name of the person in order to protect him from any harm.
- d) **Right to privacy:** A journalist should respect the right of a person to have privacy. That would mean that a journalist should not write about the private life of ordinary citizens.
- e) **No incitement to violence:** Mass media should not motivate or provoke people to indulge in violence or crime. Glorifying violence in writings should also be avoided.
- f) **No vulgarity or obscenity:** Mass Media should not write, display or broadcast anything that is vulgar or obscene.
- g) **No Communal writing:** India is a country where people follow diverse faiths and religions. Our Constitution believes in secularism, which means respect for all faiths and religions. It is easy for the media to create problems between sections with different faiths and religions by writing about them or broadcasting issues which can promote communal problems. There have been several occasions when communal riots and killings have taken place based on media reports. The media has to ensure that it works in the interest of the public.

### 3.4 IMPACT OF MEDIA

You have seen in the earlier sections the tremendous impact of the media on people. Just as a coin has two sides, the impact of mass media also can be positive or negative. Now let us list some of the positive and negative effects of media.

| POSITIVE EFFECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                | NEGATIVE EFFECTS                                                                                                                                                                                                                                                                                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>● Media provide news and information required by the people.</li> <li>● Media can educate the public.</li> <li>● Media helps a democracy function effectively. They inform the public about government policies and programmes and how these programmes can be useful to them. This helps the people voice their feelings and helps the government to make necessary changes in their policies or programmes.</li> </ul> | <ul style="list-style-type: none"> <li>● The traditional culture of a country is adversely affected by mass media.</li> <li>● Entertainment has become the main component of mass media. This affects the primary objectives of media to inform and educate the people.</li> <li>● Media promote violence. Studies have proved that violence shown on television and</li> </ul> |

## MODULE - 1

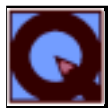
### Introduction to Mass Communication



#### Notes

## Role and Impact of Mass Media

- Media can entertain people.
  - Media can act as an agent of change in development.
  - Media has brought people of the world closer to each other.
  - Media promote trade and industry through advertisements
  - Media can help the political and democratic processes of a country.
  - Media can bring in positive social changes.
- cinema have negative effects on children.
  - Mass media promote the desire in people to buy and own products that are advertised through the media but which may not be essential for them.



### INTEXT QUESTIONS 3.2

1. List five ethical codes to be practised by media persons.
2. Write any three positive and negative effects of media.



### 3.5 WHAT YOU HAVE LEARNT

- Role and impact of mass media
- Mass media and democracy
- Functions and responsibility of media
  - source of information
  - help in change
  - has brought the world closer
  - promotes distribution of goods
- Media ethics
  - accuracy
  - confidentiality
  - protection of sources
  - right to privacy
  - no incitement to violence
  - no vulgarity or obscenity
  - no communal writing

## → Impact of media

- positive
- negative

**3.6 TERMINAL EXERCISES**

1. Explain in detail the relationship between mass media and democracy.
2. What are media ethics? List out the ethical codes to be practised by media persons.
3. Discuss the various positive and negative effects of media on people.

**3.7 ANSWER TO INTEXT QUESTIONS**

- 3.1** 1. i) India  
ii) elected representatives  
iii) inform, government  
iv) fourth  
v) attitudes and habits
2. Legislature, Executive and Judiciary
3. Refer to section 3.1.
- 3.2** 1. Refer to section 3.3.  
2. Refer to section 3.4

**Notes**



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**4**

## **DEVELOPMENT COMMUNICATION**

In your earlier lesson, you have learnt that effective communication is a two way process. So far, we have seen that the term ‘communication’ suggests the use of different forms of media such as printed materials, radio, television and so on.

You must also know that communication is used as an empowerment tool. In other words, communication is used as a tool to facilitate the participation of people in development activities.

Knowledge and information are essential for people to successfully respond to the opportunities and challenges of social, economic and technological changes. But to be useful, knowledge and information must be effectively communicated to people.

Millions of people in developing countries are excluded from a wide range of information and knowledge, with the rural poor in particular remaining isolated from both traditional media and new information and communication technologies which would improve their life.

In this lesson, you will learn about the use of communication to promote development activities.



### **OBJECTIVES**

After studying this lesson, you will be able to do the following:

- define development communication;
- explain how different forms of media are used for development communication;
- enlist some of the core areas of development;
- explain development campaigns.



Notes

#### 4.1 DEVELOPMENT COMMUNICATION : DEFINITION

Here, in 'development communication', you see that there are two words- 'development' and 'communication'. By now, you know what communication means. You have also learnt that communication is a message understood or sharing of experience. When we refer to communication, in the context of development, we refer to various types of communication like interpersonal, group and mass communication.

Now let's try and understand the term 'development'. It is not easy to define this as it depends on the context. Development is about change. It is about changing for the better. It could be about social or economic change for improvement or progress.

When we refer to development communication, it is about such communication that can be used for development. It is about using communication to change or improve something. Here we use different types of messages to change the socio-economic condition of people. These messages are designed to transform the behaviour of people or for improving their quality of life.

Therefore, development communication can be defined as the use of communication to promote development. Those who write or produce programmes on issues related to development are called development communicators.

#### Role of a development communicator

The development communicator plays a very significant role in explaining the development process to the common people in such a way that it finds acceptance.

In order to achieve this objective a development communicator:

- has to understand the process of development and communication;
- should possess knowledge in professional techniques and should know the audience;
- prepare and distribute development messages to millions of people in such a way that they are received and understood, accepted and applied.

If they accept this challenge they will be able to get the people to identify themselves as part of a society and a nation. This identity will help in bringing human resources together for the total welfare of the individual and the community at large.

**Notes****4.2 DEVELOPMENT COMMUNICATION USING VARIOUS MEDIA**

The history of development communication in India can be traced to rural radio broadcasts in the 1940s in different languages.

Have you ever heard a rural programme on radio? If you come from a rural area, you probably would have heard. People who present these programmes speak in a language or dialect that the people in your area speak. The programmes may be about farming and related subjects. The programme may comprise of interviews with experts, officials and farmers, folk songs and information about weather, market rates, availability of improved seeds and implements. There would also be programmes on related fields.

During the 1950s, the government started huge developmental programmes throughout the country. In fact, when Doordarshan started on 15<sup>th</sup> September 1959, it was concentrating only on programmes on agriculture. Many of you might have seen the 'Krishi Darshan' programme on Doordarshan.

Later in 1975, when India used satellites for telecasting television programmes in what is known as SITE (Satellite Instructional Television Experiment), the programmes on education and development were made available to 2400 villages in the states of Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa and Rajasthan.

As far as the print media is concerned, after Independence when the Five Year Plans were initiated by the government for planned development, it was the newspapers which gave great importance to development themes. They wrote on various government development programmes and how the people could make use of them.

If the print media have contributed to development communication, the electronic media – radio and television especially All India Radio and Doordarshan have spread messages on development as the main part of their broadcasts.

However, amongst all the media that are used for development communication, traditional media are the closest to people who need messages of development like the farmers and workers. Such forms of media are participatory and effective.

You may have seen construction workers cooking their meal of dal and rice over open fires in front of their tents set up temporarily on the roadside. They need to be educated about the values of balanced nutrition, cleanliness, hygiene and water and sanitation.

Have you wondered how messages on such issues are communicated ?

**Notes**

*Humourous : funny, amusing*

In various parts of India, groups of volunteers use street theatre as a medium for development communication. This is done through humorous skits and plays through which the importance of literacy, hygiene etc. are enacted.

The content for the skits is drawn from the audience's life. For example, they are told about "balanced nutrition". This means supplementing their staple diet of dal and rice with green leafy vegetables known to cure night blindness, an ailment common among construction workers.

Similarly, female construction workers and their children are taught how to read and write.

However, problems in communicating a message in an effective way has been a matter of concern to development workers. How can people be taught new skills at a low cost? What would be a good way to deal with sensitive topics such as health issues? How can complicated new research, like that in agriculture for example, be simplified so that ordinary people can benefit?

One option has been the use of comics. But, in order to achieve the desired results, these comics should be created locally.

But what are 'comics'? You must have all at some point of time read a comic.

Comics involve story telling using visuals which must follow local ideas and culture in order to be understood correctly by people.

The important thing about comics is that they are made by people on their own issues in their own language. So, readers find them closer to their day-to-day lives.

Programmes are organized in the remote areas of Jharkhand, Rajasthan, Tamilnadu, and the North East to provide training to rural communicators to enable them to use comics in development communication.

Information on sensitive health issues such as HIV/AIDS has been communicated through the medium of comics in several states.

However, you must understand that development communication using various media is possible only with the active involvement of the following:

- (i) Development agencies like departments of agriculture.
- (ii) Voluntary organizations
- (iii) Concerned citizens
- (iv) Non governmental organizations (NGOs)

**Notes**

Whenever we speak about development, the contribution of voluntary groups, concerned citizens and non governmental organizations cannot be ignored. Actually these groups help the government in implementing development programmes. Of course the government, both central and state have various departments to reach out to people on various issues. The NGOs undertake studies, conduct research and develop appropriate messages for spreading awareness on various issues pertaining to development.

**Activity 4.1**

You may visit an NGO in your locality and find out the activities which they carry out for development.

**INTEXT QUESTIONS 4.1**

1. Define the term 'Development Communication'.
2. List the different forms of media used for development communication.
3. Name three groups which are actively involved in development communication activities.

**4.3 CORE AREAS OF DEVELOPMENT**

You must know that the basic purpose of development is to enlarge people's choices and create an environment for people to enjoy long, healthy and creative lives. Let us list some of the core areas of development.

- Agriculture
- Fisheries
- Animal Husbandry
- Food Security
- Communication
- Irrigation
- Public Works
- Employment
- Environment
- Ecology
- Income generation activities
- Education

**Notes**

- Health and Sanitation
- Family welfare

If you are involved in development communication, you need expert guidance and relevant information to inform people. You may seek that expertise from the following:

- Agricultural schools and colleges
- State agriculture department
- State Horticulture Department
- Universities and Colleges
- State Fisheries Department
- Registrar of Co-operative Societies
- Soil Testing Laboratories
- Poultry Farms run by the Government
- Krishi Bhawans and Model Farms
- Community Development Blocks
- Primary Health Centers
- Animal Husbandry Department
- Government Financial & Banking Agencies
- Local NGOs
- Sericulture Farms

#### **4.4 DEVELOPMENT CAMPAIGNS**

You may be familiar with the term ‘election campaign’. During elections we use communication to change the way people vote – from one party to another or from one candidate to another. For this, we use public meetings, print material, advertising on radio and television etc. The campaign kicks off before the election process starts and ends with the announcement of results. Its purpose is to see that a particular individual or group of people vote for a particular candidate or party.

Similarly for development communication we may use the print media, radio and television. Sometimes they are time bound programmes for a certain period. Let us consider an example. A particular Sunday in a month is identified for polio immunization. There are also weekly, fortnightly and monthly campaigns on development themes. Let us take another example of the Sarva Shiksha Abhiyan (Education for all programme) in our country.

**Notes**

This is an effort to provide useful and relevant elementary education for all children in the 6-14 age group by 2010 with the active participation of the community in the management of schools.

People interested in development communication should understand their audience i.e, readers, listeners or viewers. They should also know the needs of their audience so that whatever medium is used, the messages are relevant. The messages then have to be passed on in the most attractive manner.

The need for development communication continues since a large population of India lives in rural areas and they need government support. Therefore, communication from the government remains highly significant.

New forms of communication such as Public Information campaigns are held in villages to disseminate information. Participation of the local community is also encouraged.

**INTEXT QUESTIONS 4.2**

1. List any five core areas of development.
2. Give three examples of development campaigns that you have recently come across in any form of media.

**4.5 WHAT YOU HAVE LEARNT**

- Definition of development communication
- Development communication using various media
- Core areas of development communication
- Development campaigns and examples

**4.6 TERMINAL QUESTIONS**

1. Explain the term 'development communication' using examples.
2. Discuss the use of different forms of mass media in development communication.
3. Read any newspaper for a period of at least ten days and list out the development campaigns that you come across during that period.

**4.7 ANSWERS TO INTEXT QUESTIONS**

- 4.1** 1. Development communication can be defined as the use of communication to promote development.
2. i) Refer to section 4.2.
3. i) voluntary organisation  
ii) concerned citizens  
iii) Non Governmental Organisations (NGOs)  
iv) any other
- 4.2** 1. i) agriculture  
ii) fisheries  
iii) animal husbandry  
iv) food security  
v) communication  
vi) any other
2. example : polio immunisation campaign

**Notes**



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## 6

## WHAT IS NEWS?

All of you must be reading newspapers. Why is it called a newspaper ? Because it contains news. Have you ever thought about how we get news? There are various sources of news . You can hear it on the radio, view it on a television channel, read it in a newspaper or surf it on internet in a computer. News is something that you come across everyday in your life.

What makes news? John Bogart has given this comment that became synonymous with news . When a dog bites a man, that is not news, because it happens so often. But if a man bites a dog, that is news. Though this may seem true, sometimes, when a dog bites a man that can also become news. Suppose a dog bites a famous filmstar, it definitely makes big news.

It is said that the letters in the word “NEWS” is derived from the four directions as indicated below:

|   |      |
|---|------|
| N | orth |
| E | ast  |
| W | est  |
| S | outh |

This shows that news can come from anywhere. News is the report of a current event, something that was not known, information of recent events and happenings.



### OBJECTIVES

After studying this lesson, you will be able to do the following :

- define the term NEWS ;
- differentiate between news and information ;
- explain news and news values ;
- identify the different types of news ;
- discuss the importance of credibility of news ;
- list the sources of news



Notes

## 6.1 DEFINITION OF NEWS

News is a report of a current event. It is information about something that has just happened or will happen soon. News is a report about recent happenings in a newspaper, television, radio or internet. News is something that is not known earlier. From all these, we can safely define news as a development that has happened in the past 24 hours which was not known outside and which is of wide interest to the people and that which generates curiosity among listeners.

Let us consider a few examples.

You have heard a news broadcast on the radio. Twenty people died in a train accident. You don't consider it as news concerning you. Lots of accidents happen in various places every day. But after some time you hear that passengers in the compartment which met with the accident are from your village. Now you become more alert. The news becomes important for you. You are anxious to know the condition of passengers. Are they safe? Is anyone hurt or hospitalised?

### 34 dead in Punjab train mishap

*December 14, 2004*

At least 34 people were killed and around 50 injured in a head-on collision between two passenger trains in Hoshiarpur district of Punjab on Tuesday.

The collision occurred between the Jammu Tawi Ahmedabad express and Jalandhar-Pathankot Diesel Multiple Unit passenger train at Mansar, around 40 km from Jalandhar, at noon.

Sources said both trains were given the green signal on the single-line Jalandhar-Pathankot section of the Northern Railway. While the local train was cleared from the Bangara railway station, the Ahmedabad-bound express train was given the go ahead from Chak Kalan.

General Manager, Northern Railway, Satish Mohan Vaish, said: "It's obvious that one of the two stations involved goofed up."

Paramjit Singh Saraho, DIG (Jalandhar range), told NDTV India from the spot that 28 bodies were removed from the wreckage. The injured, he said, were admitted to the Civil Hospital in Mukerian and Army Hospital in Pathankot.

Punjab Chief Minister Amarinder Singh, in a statement in the state assembly, put the number of fatalities at 50.

**Fig 6.1: Accident Report**

You are in no way connected with the presentation of the central budget in parliament. But when the Finance Minister, while presenting the budget, announces a hike in the prices of petroleum products, you suddenly become interested in the news. You want to know how much is the increase. Will it affect your pocket? How much is the increase for a cooking gas cylinder? The news becomes quite important for you.

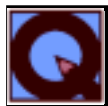


Notes



Fig 6.2: News item : Budget proposal

Counting of votes is going on in your constituency. Election to the state assembly is going on. As the counting progresses, you become eager to know the lead positions. At the end of the counting, you want to know who has won the seat. So it is news which you wanted to know without delay.

**INTEXT QUESTIONS 6.1**

1. Name any four sources of news.
2. What does each letter of the word NEWS stand for.
3. Define news.

**6.2 DIFFERENCE BETWEEN NEWS AND INFORMATION**

In the railway station, you might have noticed the board displaying the train timings. That is not news. That is information. But information becomes news when news value is added to it. For example, if a new train time table is issued by the railways replacing the existing one with changes in train timings, that becomes news.



Similarly, the different slabs of income tax rates is not news. But when the government decides to increase or lower the rates, it becomes news.

You might have seen weather reports in the newspapers. It gives the day's temperature or rainfall. It does not make news. It becomes news when there is a sudden change in weather, or when heavy rains lead to floods or when continuous absence of rain leads to drought.

So information is different from news. News should give something new to the readers, viewers or listeners.

### 6.3 WHAT MAKES NEWS ?

It is generally said that if a news report provides answers to six questions, then it is a perfect news item. These six questions include five Ws and one H. The five Ws are When? Where? What? Why? and Who?. The H is How?

Suppose you hear a news like this. A boy is kidnapped while coming back from the school. Naturally the first question that arises in your mind will be when it had happened and where? Then you are keen to know what the full story of the incident was. Then you ask the question, why has it happened? Also you want to know about the kidnappers. Who were they? And finally the news becomes complete only when you get from the news how the kidnapping happened. Unless a news item satisfies all these six questions of the reader or listener, the news is incomplete.

#### A tragic end for kidnapped Delhi child

Staff Reporter

**NEW DELHI:** A 10-year-old school boy who was kidnapped from Rohini in Delhi this past Monday for a ransom of Rs.1.5 crore had a gruesome end: he was strangled by his kidnapper who developed cold feet on discovering the child unconscious in the boot of his car. The police have recovered the child's body at Sonapat in Haryana and arrested the kidnapper.

Vipul Kansal, a Class IV student of G. D. Goenka Public School in Rohini, went missing on Monday afternoon soon after he was dropped near his house in Neel Kanth Society by the school van. Even as his relatives launched a frantic search for Vipul, his mother received a phone call saying he had been kidnapped. The caller made the child talk to his mother and demanded Rs.1.5 crore for his release.

Fig 6.3: News item : Kidnapping



#### INTEXT QUESTIONS 6.2

1. Which are the six questions that makes a perfect news item.
2. Consumer Price Index is .....( news, information).



Notes

### 6.4 NEWS VALUES

Journalists are the best judges about what is news and what is not. They take this decision based on certain news values. The following are the salient points to judge the newsworthiness.

- **Timeliness:** News is something new. So timeliness is a great factor in deciding news. An incident that happened one month back will not make news for today's newspaper. Also timeliness varies from publication to publication. For a newspaper, events that had happened on the previous day is news. But for a weekly, events of the previous one week can make news. For a 24-hour television news channel, every second is a deadline. They can break the news anytime. So their timeliness is different from that of a newspaper.
- **Impact :** Impact of an event decides its newsworthiness. When the tsunami waves struck several parts of the world, thousands of people were affected. It became major news for the whole world. But if a cyclone kills 20 people in Bangladesh, it may not have any impact on other parts of the world. When dengue fever affects 100 people in Delhi, it makes news not only in Delhi but in other states also because the impact is more wide and people become more alert about the news.

#### Tremors and Tidal Wave Hits South India

**Tremors and Tidal waves hits South India, large Scale devastation reported.**

**Over 1000 killed as Tsunami hits Eastern and South coastal areas in India. Over a thousand people have been killed in tidal waves in Tamil Nadu, Guntur and Tamil Nadu.**

**Tamil Nadu was the "worst affected" with possibly over 800 people killed.**

**At least 350 people have been confirmed dead in Tamil Nadu with over 100 people dead in Chennai alone.**

**As many as 239 people have been killed in Cuddalore in Tamil Nadu, while in Nagapatnam, the number of dead has been confirmed as 273.**

**The Nuclear Power station in Kalapakkam near Chennai has been safely shut down after water entered it. The casualty figure could rise further as many fishing villages were submerged in seawater.**

**About 500 tourists are reportedly stranded in the Vivekananda Memorial in Kanyakumari.**

Fig 6.4: News item : Tsunami

- **Proximity :** "Bird flu spreading and hundreds of chicken dying in England". Does it make news for you? You may read it but do not worry about it. But bird flu spreading in West Bengal will make you alert. This is because it is in your proximity. A plane crash in Peru will not be big

news in India, but if an aircraft crashes in India, it will be headlines everywhere. So proximity decides the news.

**ALMOST HALF OF BENGAL NOW BIRD FLU AFFECTED**

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Wednesday, January 23, 2008

**Kolkata, January 23:** Cooch Behar and Hoogly were on Wednesday declared bird flu hit, taking the number of affected districts in the state to nine even as authorities set a target of culling three lakh chicken daily.

Samples of chicken sent from Cooch Behar and Hooghly districts to the Highrisk Security Disease Laboratory (HSDL) in Bhopal yesterday tested positive," Animal Resources Development Minister Anisur Rahaman said.

"We have been informed by the Centre. Steps will be taken accordingly," he said.

"Steps are being taken to officially notify both Cooch Behar and Hooghly districts bird flu affected, for the next course of action including culling," Rahaman said.

The samples which tested positive were from Dinhata in Cooch Behar district and Balagarh in Hooghly district, he said.

There was, however, no case of humans beings being affected, the minister said.

The target of culling which was set at 20 lakh was also likely to increase, he said.

The daily target now was three lakh with 600 teams on the job from today, he said.

About 150 technical teams from eight states, including Haryana, Assam, Maharashtra, Orissa and Jharkhand would soon join to monitor the culling.

Fig 6.5: News item : Bird Flu

- **Controversy:** - People like controversies. Anything that is connected with conflicts, arguments, charges and counter-charges, fights and tension becomes news. All of you might have heard of Kargil. It was a conflict between India and Pakistan. It became great news all over the world. Many of you may remember the controversy about the Indian and Australian cricket teams. It was news for all the media. When terrorists crashed their plane into the World Trade Centre in New York it was lead news everywhere.
- **Prominence:** If a prominent person is involved in any event, it becomes news. If an ordinary person's car breaks down and he has to wait for ten minutes on the roadside till the vehicle is repaired it makes no news. But if the Prime Minister's car breaks down and his motorcade has to stop for five minutes it becomes news. A person visiting Rajghat and paying homage to Gandhiji may not be a news item, but when the US President visits Rajghat it becomes news.



Notes



Notes

### Pope Visits Turkey in First Trip to Muslim Country

ANKARA, Turkey — **Pope Benedict XVI** began his first visit to a Muslim country Tuesday with a message of dialogue and brotherhood between faiths, and Turkey's chief Islamic cleric said at a joint appearance that growing "Islamophobia" hurts all Muslims.

Benedict also said guarantees of religious freedom are essential for a just society and urged all religious leaders to "utterly refuse" to support any form of violence in the name of faith — carefully avoiding a direct reference to Islam, but citing the "disturbing" violence in the Middle East and raising worries of more bloodshed and terrorism around the world.

The pope's comments on religious freedom also risk bringing the Vatican into conflict with some Islamic nations that allow only Muslims to worship openly or impose restrictions on religious minorities. The views could be reinforced later during the four-day visit when the pope meets in Istanbul with **Ecumenical Patriarch Bartholomew I**, the spiritual leader of the world's Orthodox Christians.

Fig 6.6 : News item : VIP visit

- **Currency:** News is about current events. Suppose the Olympic Games are held in India. It becomes news because everybody is interested in it. Likewise when SAARC leaders meet in Delhi to formulate future action plans, it becomes the current news. Similarly, if extreme cold weather continues for a week and fog disrupts air, rail and road traffic, it becomes news.
- **Oddity :** Unusual things makes news. Extraordinary and unexpected events generate public interest. You might have seen box items in newspapers about such happenings . A man pulls a car by his hair, a woman gives birth to triplets, a singer enters the Guinness Book by singing non-stop for 48 hours, the painting of a famous artist is auctioned for a very expensive price . All such odd stories evoke much public interest.



Fig 6.7: Odd Story



Notes

- **Emotion:** Stories of human interest make good news items. For eg. the police rescue a school boy kidnapped by mischief makers after a search of two weeks. The parents meet the boy in an emotionally surcharged atmosphere. The story of this meeting with a photograph makes a good human interest report. Doctors advise a girl in Pakistan to undergo a heart surgery urgently. But her parents cannot afford the expenses. The Rotary Club of Delhi east offers help through their scheme of 'Gift of Life'. The girl comes to India and undergoes surgery successfully. While going back she and her overwhelmed parents narrate their experiences in India. This makes a good human interest story.
- **Usefulness:** Sometimes news items help the public in various ways. You must have noticed that weather forecasters warn fishermen not to go to the sea for fishing on certain days because of rough weather. Newspapers give the phone numbers of police stations, hospitals, ambulance services etc. to help people. You might have seen in newspapers, requests from relatives to donors of blood for a patient in a critical condition. Newspapers also raise funds from the public to help victims of disasters and natural calamities, like tsunami and earthquake.
- **Educational value:** News has also an educational value. In almost all newspapers, you can find columns about educational and job opportunities. These guide you about different educational courses, career options available, opportunities for higher studies etc. These news items help you become more knowledgeable.



### INTEXT QUESTIONS 6.3

1. What do you mean by currency in news?
2. List five points used by a journalist to judge newsworthiness.
3. Find out two odd news items.

### 6.5 TYPES OF NEWS

Given below are headlines that appeared in the day's newspaper.

- a) Campaign for U.S. presidential elections begins.
- b) The Prime Minister of India to address the nation tonight.
- c) The State Government declares a holiday tomorrow.
- d) House owner killed by servant.



## Notes

All these four are news items. But are they of the same category? Could you make out any difference between them?

We can categorise these into four different slots respectively.

- a) International news
- b) National news
- c) Regional news
- d) Local news.

**Activity 6.1**

*Take any day's paper and identify news items coming under these categories. You may find them interesting.*

In addition to the above, in any day's newspaper, you will find a variety of news items such as reports about politics, about sports, about economy, about entertainment, about crime etc.

News can further be classified as hard news and soft news.

"India and Pakistan to have bilateral talks on the Kashmir issue" is hard news.

Similarly, the Prime Minister making a statement in parliament about the Indo-US nuclear deal is also hard news.

But there are soft news items also. The wedding celebration of a film star is soft news. A popular cricketer visiting an orphanage and taking lunch along with the inmates is another heart-warming soft story.

### 6.6 CREDIBILITY, OBJECTIVITY AND FAIRNESS

Journalists not only collect information but verify them before printing. This is called cross-checking. Journalists do it because they want their reports to be fair, objective and credible.

By *objectivity*, we mean without any bias. A journalist while reporting news is working under heavy pressure. There is every likelihood of the journalist being influenced by some personal, political or corporate bias. So while reporting, the journalist should keep away from such prejudices and present the story in as objective a way as possible.

*Fairness* is another quality required for a journalist. It is said that every story has two sides. While presenting the story, the journalist should not take sides. If it is a story against an individual or an institution, before writing the story, the journalist should seek their version also. The story should have balance.

*Credibility* of news is the most important virtue for any publication or channel or radio service. A reader trusts a newspaper mainly because of its credibility. If a newspaper continues to publish non-credible, unfair and non-objective stories, readers will start rejecting that paper. A news item published by a paper will be read by hundreds of thousands of people. If that news is wrong, a correction can be given the next day. But many readers may not see that correction. The newspaper gets a bad reputation if it is not credible.



Notes

**INTEXT QUESTIONS 6.4**

1. Give two examples each of international news and national news.
2. Give two examples of regional and local news.
3. What do you mean by credibility in news?

**6.7 NEWS AS A TOOL - POSITIVE AND NEGATIVE**

News are a powerful tool. These can be positive as well as negative. You may have read the news about an eighth standard school boy in Gurgaon near Delhi killing his classmate by shooting. This was a shocking news. It was a negative news also.

You might have seen news like this in papers. Two people died in a communal clash in a small town. This is also negative news. This news can further provoke communities in other parts of the country. Negative news creates a negative impact.

But if you closely watch the news items in a day's newspaper, you will find that there is a mix of positive and negative news. Students of a school visiting a nearby village and offering them voluntary service in road building is a positive news. A feature about an NGO devoted to uplift the condition of street children is another positive item.

News can also be an instrument for development. Many a time it carries a message to the people. For e.g. a news item such as "Government to give fee concession to all students up to graduation". It is a development news. This enhances the chances of education for millions of students who cannot afford it and are thus deprived of higher education.

**Activity 6.2**

*Find out from a week's news paper some positive and negative news reports.*



Notes



## 6.8 WHAT YOU HAVE LEARNT

→ Definition of news.

Difference between news and information

What makes news?

- when ?
- where ?
- what ?
- why ?
- who ?
- how ?

News values

- timeliness
- impact
- proximity
- controversy
- prominence
- currency
- oddity
- emotion
- usefulness
- educational value

Types of news

- national
- international
- regional
- local
- hard
- soft

Objectivity, fairness and credibility of news

News as a tool - positive and negative

**6.9 TERMINAL EXERCISES**

1. Define news. Describe the main types of news.
2. Differentiate between news and information
3. Describe news values.
4. Elaborate the terms of credibility, fairness and objectivity in news .
5. Explain how news acts as a powerful tool.

**6.10 ANSWERS TO INTEXT QUESTIONS**

- 6.1
  1. (i) News Papers (ii) Radio (iii) Television (iv) Internet (v) any other
  2. North, East, West, South.
  3. Refer to Section 6.1
- 6.2
  1. (i) When? (ii) Where? (iii) What ? (iv) Why ? (v) Who? and (vi) How?
  2. information.
- 6.3
  1. Refer to Section 6.4
  2. Refer to Section 6.4
  3. The answer would vary from learner to learner.
- 6.4
  1. Select from current news items.
  2. Select from current news items.
  3. Refer to Section 6.6

**Notes**



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## REPORTING AND EDITING

“He put his left foot down first”. He then declared, “That is one small step for man, one giant leap for mankind. “Date July 20, 1969. Time 02.56 GMT. American Niel Armstrong becomes the first man to step on the moon. The Astronaut stepped on to the Moon’s surface that was a sea of tranquility. Twenty minutes after the first opening of the hatch of the Eagle landing craft. Armstrong had earlier reported safe landing of the lunar module ”.

Do you find anything wrong in this? Do you find it smooth reading? Is there a flow?

Now read the following;

“July 20, 1969. Man takes first steps on the Moon. American Niel Armstrong has become the first man to walk on the Moon. The Astronaut stepped on to the Moon’s surface in the sea of tranquility at 02. 56 GMT, nearly 20 minutes after first opening the hatch on the Eagle landing craft. Armstrong had earlier reported the lunar module’s safe landing. As he put his left foot down first Armstrong declared: ‘That is one small step for man, one giant leap for mankind.’”

Don’t you find the second one easier to read? That is because the first one was an unedited reported copy and the second one an edited copy.

You have seen how a report is being edited into a story. Reporting and editing are two important and indispensable parts of the print media. Good reporting and good editing make for a good news story, whether it is in a newspaper, magazine, radio, television or online.



### OBJECTIVES

After studying this lesson, you will be able to do the following:

- explain how to gather news ;
- identify the sources of news ;
- list the qualities of a good reporter, editor and sub-editor ;

- describe copy editing ;
- discuss the functions of a newsroom.

### 7.1 DEFINITION

#### **Reporting :**

By reporting, we mean collection or gathering of facts about current events or background material required for a news story or feature.

Reporters do it through interviews, investigations and observation. Reporters are given directions by editors to cover a particular event, known as assignments. They may be general assignments or special ones. Reporters write the news stories, which are called copies.

Let us consider an example.

Now read the following.

“Prime Minister declared that the yields from the explosion are in line with expected values. Date May 11, 1998. India steps short of declaring itself a nuclear weapon state. It conducts three nuclear explosions. It was in Pokhran that India exploded its first nuclear device on May 18, 1974. Code of the operation was Smiling Buddha. May 11 was Buddha Jayanthi. The code this time was Operation Sakthi. This time the explosions include a fusion device, a low yield device and a thermo nuclear device”.

A reporter should write with clarity, objectivity and accuracy. A reporter who covers a particular area or subject specialises in that.

#### **Editing :**

A person who edits is called an editor. By editing, we mean preparing a news report for publication, telecast or broadcast. Editing is a process by which a report is read, corrected, modified, value-added, polished, improved and made better for publication. Condensation is also part of editing.

Try and read the following. Do you find it easy to read?

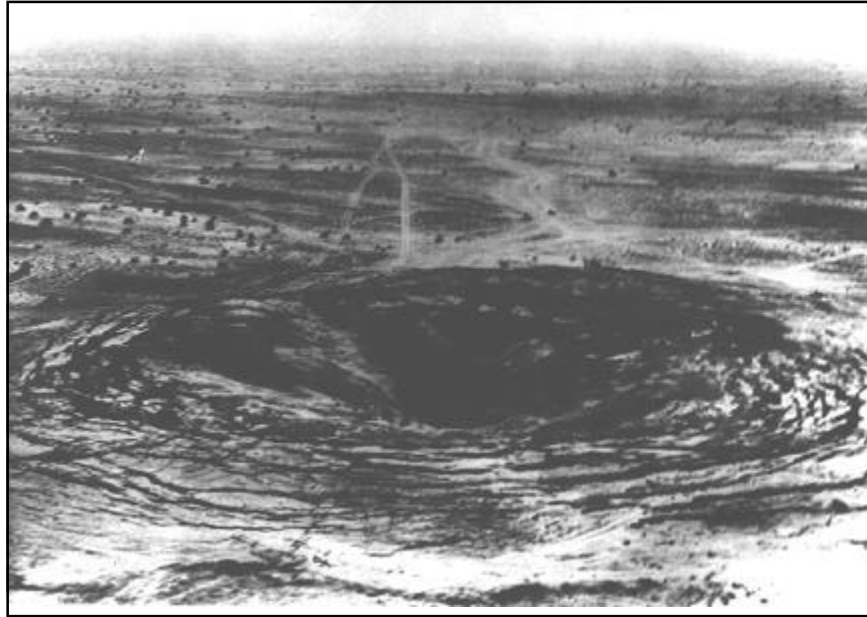
May 11, 1998. “ India conducts three nuclear explosions at its Pokhran nuclear test site. These include a fusion device, a low yield device and a thermo nuclear device. Prime Minister declares that the yields from the explosions are in line with expected values. India stops short of declaring itself a nuclear weapon state. On May 18, 1974 India exploded its first nuclear device, code named Smiling Buddha. After about a quarter century, on Buddha Jayanthi day, May 11, 1998, Operation Sakthi was carried out ”.



Notes



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**Fig.7.1: Pokhran nuclear site**

The copy of the report has been improved by the editor and is therefore easier to read and understand.

The editor also decides whether photographs or other images or graphs should be used along with the report. A good editor needs creative skills, command over the language, ideas to improve the copy, and correct judgement about how much importance should be given to a particular news item.

## **7.2 HOW TO GATHER NEWS**

You must have heard of the Mahabharata and the great battle of Kauravas and Pandavas. Before the beginning of the battle, Dhritarashtra, who was blind by birth, was given an offer by Sreekrishna that he would be given sight to watch the battle. But Dhritarashtra declined and, instead, wanted to hear reports of the war from Sanjay. Sanjay thus started narrating the war scene to Dhritarashtra. He, thus, became the first war correspondent.

Sanjay was reporting the war. His reporting was correct, descriptive, factual, impersonal and narrative.

Have you ever thought about how the reporters get information about stories that appear in television news, in news papers, in radio bulletins or on the internet.

We call a news report a news story. Unlike fiction, these are factual stories - events that have happened or things that are going to happen. Like a good story teller, the reporter has to narrate the story before the reader or listener or viewer.

Reporters get news stories from various sources. The following are the main sources:

- a) **Listening:** A reporter can get good stories by listening to others. While traveling in a bus, the reporter overhears the conversation between two passengers. “Did you go to the town today? There was a terrible accident. A school bus overturned. Twenty children were taken to hospital.” By listening to this, the reporter gets a clue to a story. He now has to find out more details of the accident. Which school bus was involved? How many children were injured? Were there any casualties? In which hospital were they been admitted? The reporter goes to the accident site to collect all this information. The reporter’s job does not end there. He has to inform the photographer about the accident. The next day’s newspaper should also carry some good photographs about the accident.
- b) **Covering events :** “India-Pakistan cricket Test in Mumbai”, “Kumbhmela in Haridwar”, “ International Film Festival in Goa “, these are all events. Reporters cover these events for their publications, channels or new bulletins. The coverage depends upon the importance and magnitude of the event. A small panchayat level meeting will be covered locally, whereas a state level function will get wider coverage. If it is a national event, it will receive nationwide attention.
- c) **Press conferences:** Another major source of news is the press conference. Leaders of political parties hold press conferences regularly. Ministers also hold press conferences to announce various programmes and policies of the government. Business houses arrange press conferences to launch their new products. Organisations and Associations also held press briefings.
- d) **Reports and statements:.** These are another major sources of news items. Various commissions and committees submit their reports to the Government which are a goldmine as far as news reporters are concerned. Statements or press releases by leaders and businessmen also make news.
- e) **Parliament and Assemblies:-** Parliament and state assemblies when in session generate lot of news. Questions in both the houses of parliament, proceedings, calling attentions, zero-hour mentions, debates and various acts passed by the parliament also make news. The general budget and railway budget are presented in parliament. State budgets are presented in state assemblies.
- f) **Police sources:** The police are in charge of law and order. So the police always maintain a close vigil about various activities of citizens. Reporters get details about crime, accidents etc. from police sources.
- g) **Interviews:** Interviewing people connected with an event or incident is a very common practice used by reporters to get details. Television reporters take the opinion of people which are called reactions. Occasionally, reporters of newspapers and channels conduct long interviews with important people.



Notes



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News can also originate from government and non-government sources, courts, airports, railway stations, educational institutions, hospitals etc.



### INTEXT QUESTIONS: 7.1

1. Define the process of reporting and editing.
2. Name any five sources from where reporters get news stories.

### 7.3 TYPES OF NEWS

There are different kinds of news stories. According to their nature and character, they can be classified as follows.

- a) **Hard news** : These are general in nature. Some can be breaking news. These are news items that require immediate publication. These cannot wait.



Fig.7.2: Hard news



Notes

- b) **Soft news** : These are light stories. They are not urgent news stories. But soft stories can make interesting reading. Readers like such stories. These can be about a person, an event or about a developing situation.



Fig.7.3: Soft news

- c) **Features**: These are detailed, in-depth stories. In newspapers, they are carried in the magazine section.



Fig.7.4: Feature



Notes

- d) **Profiles of Newsmakers:** These are generally about people in the news. Readers may not be aware of such persons. So through their profiles, they are introduced.



Fig.7.5: Newsmakers

- e) **Human interest :** These are often stories about the plight of individuals or families. For eg. When tsunami waves struck the coastal areas, there were touching stories about people who lost their near and dear ones, houses etc.



A flooded road in Raigud district near Mumbai following heavy rain, on Monday, Narandra Vaskar

Fig.7.6: Human interest story

- f) **Backgrounders:** If a major event happens, readers are curious to know whether there is any precedent or background to that. In other words, they are eager to know the history of such incidents. Backgrounders provide such information.



Notes

## THE GREAT DICTATORS

The process for President Pervez Musharraf's impeachment has been set in motion in Pakistan. If it sees him out, it will close the chapter on his nine-year regime. As world and Pakistan's own history shows, dictators generally meet a more violent end

Pakistan has been under dictatorial rule three, in 1958, Field Marshal Ayub Khan seized power through a coup against Iskander Mirza. In March 1969, government of Pakistan to General Yahya Khan. In 1977, General Zia-ul-Haq became the military ruler of Pakistan, overthrowing Yulfiar Ali Bhutto. And in 1999, Musharraf seized power in Pakistan in a coup against Nawaz Sharif. Here is a look at some of the most powerful dictators in the world.

**SUHARTO**, was an Indonesian military leader, and the second President of Indonesia, holding the office from 1967 to 1998. According to Transparency International, Suharto embezzled more money than any other world leader in history with estimated US\$15-25 billion embezzlement during his 32 years rule. He resigned from Presidency in 1998 and died on January 27, 2008 after his family agreed to remove his support machines that had sustained him after almost all his organ functions had failed.

**SAIDAMTUHUSSEIN** was the President of Iraq from July 16, 1979 until April 9, 2003. Saddam was deposed by the US and its allies during the 2003 invasion of Iraq. Saddam was brought to trial under the Iraqi interim government set up by US-led forces. On November 5, 2006, he was convicted of charges related to the executions of 148 Iraqi Shi'ites suspected of plotting an assassination attempt against him, and was sentenced to death by hanging. Saddam was executed on December 30, 2006.

**AUGUSTO JOSE RAMÓN PINOCHET UGARTE** was a Chilean military officer and dictator. He was President of the Government Junta of Chile from 1973 to 1974 and, by decree of the Junta, President of Chile from 1974 until the return of civilian rule in 1990. Pinochet's regime has been accused of systematic and widespread human rights violations both in Chile and abroad, including

mass-murders, torture, kidnapping, illegal detention, and censorship of the press. Pinochet died after suffering a heart attack on December 3, 2006.

**OMAR HASAN AHMAD AL-BASHIR** is the President of Sudan. He came to power in 1989 when, as a colonel in the Sudanese army, he led a group of officers who ousted the democratically elected government of Prime Minister Ibrahim al-Mahdi. His Government has been widely criticised for its role in the Darfur conflict. In July 2008, the prosecutor of the International Criminal Court accused al-Bashir of genocide, crimes against humanity and war crimes in Darfur, and requested that the court issue a warrant for his arrest.

**GEORGE SPEIGHT**, occasionally known as Tikata Mafini, was the principal instigator of the Fiji coup of 2000, in which he kidnapped then-in-government officials and held them from May 19, 2000 to July 13, 2001. He is currently serving a term of life imprisonment for his role in the overthrow of the constitutional government.

**CARLOS ROMÁN DOUGADO CHALBAUD GÓMEZ** was President of Venezuela from 1948 to 1954. Dougado Chalbaud spent his entire adult life in the Venezuelan army. By 1945 he was a high-ranking officer and was among the leaders of a military coup. In 1948 he led another military coup and became head of state as chairman of a military junta. He was assassinated in Caracas.

**LT GEN FREDERICK WILLIAM KWASI ABUFFO** is a former Chief of Defence Staff of the Ghana Armed Forces and the head of state and chairman of the ruling Supreme Military Council in Ghana from 1979 to 1979. He came to power in a military coup, was overthrown in another coup and executed three weeks later.

*Compiled by Reporter's Room*

Fig.7.7: Backgrounder



Notes

## 7.4 BASIC FACTS ABOUT REPORTING

### a) Finding the lead

Ravi is a reporter of a newspaper in a metro city. One evening, he gets information that an aircraft has crashed near the airport. In the next five minutes, he gets more information regarding the accident as follows.

*It was not a passenger aircraft.*

*The PM was travelling in that flight.*

*It was an Air Force flight.*

*It was coming from Mumbai to Delhi.*

*Only ten passengers were on board.*

*The PM's personal Secretary and five other senior officials were also on that flight.*

*The accident happened because of engine failure.*

*No survivors in the accident.*

Ravi now has to write the story. He has to find a lead. He thinks of various options as the first sentence. Finally, he arrives at the following sentence as lead - ***"PM dies in plane crash"***.

Can you think of a better lead?

The lead, or opening sentence, is the most important part of a news story. A good lead attracts readers' attention to the story. The same is the case with listeners and viewers. A good lead will catch their attention and compel them to go through the story.

Like news stories, leads also can be hard or soft. A hard lead is suited for serious stories. A soft lead is ideal for human interest stories and feature type reports.

### b) Finding the angle.

The angle of a news story is its most vital part. A news story is based on the angle it takes. Once a reporter gets all the facts about a story, the choice of selecting the right angle begins. The reporter has to decide it quickly because the story has to be reported at the earliest. So every reporter faces this question of deciding the angle.

Let us see how an angle is selected from a set of facts given. The following salient points are from the union budget presented in parliament.

*A National Programme to be launched for the elderly.*

*Government to establish 16 Central Universities.*

*Income tax exemption limit hiked, exemption limit for women tax payers increased.*

*Farmers to get Rs. 60,000 crore agricultural debt relief package.*

*Excise duty reduced from 16 percent to 14 percent.*

*Small cars, two and three- wheelers to cost less.*



Notes

The reporter has to select the most appropriate angle from this. Though all these facts are important for a reader, the reporter has to decide the most important one. Considering that India is an agricultural country and more than 60 percent of the people depend on farming for a living, it will be appropriate if we decide the debt relief for farmers as the angle of the story.

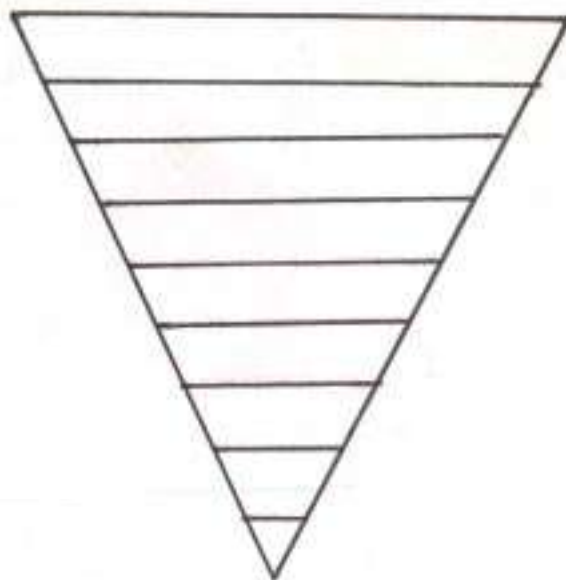
While deciding the angle, the reporter has to weigh various factors. If the reporter is working for a newspaper, the angle should be selected accordingly. If the reporting is for an economic paper, then the angle changes accordingly. If it is for a foreign agency, then the angle changes for overseas readers.

### c) **Body of a story**

Once the lead is finalised and the angle decided, then comes the body of the story. It is the fleshy part. All the facts and figures comes in the body.

While writing the body, a reporter has to be fluent in the language .A good story requires an easy flow. By this, we mean the reader should be able to sustain interest till the last sentence.

For writing a story, the most commonly used method is of an inverted pyramid.



**Fig.7.8: Inverted pyramid**



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By inverted pyramid, we mean, while going to the bottom, the importance will narrow down. So when writing the story the reporter should put the crucial points in the opening paragraphs. The less important matters can come in the following paragraphs. Towards the end, the reporter should give least important details of the story which even if not published does not affect the overall impact of the story.



### INTEXT QUESTIONS 7.2

1. Mention two items of hard news which you have read in today's newspaper.
2. Mention two soft stories you have read recently.

### 7.5 QUALITIES OF A GOOD NEWS STORY

Reporters have a busy schedule. Many a time, they do not get sufficient time to write the story after collecting all the facts. So they work in haste. They are left with very little time to write, type or key in their stories.

But even in such a situation, reporters should keep in mind that the reader will enjoy a good story. A story written well in style will catch and retain the attention of the reader. Though it is generally said that news reports have a life span of only 24 hours, readers will remember such stories for a long time.

A good news report should have the following qualities:

- a) **Clarity** : A report is read by many people in society. It should be in simple language and written with clarity. It should not be ambiguous. It should satisfy the reader's inquisitiveness. Facts that are not clear to the readers should be avoided. It is said that when the reporter when is in doubt, he should leave it out.
- b) **Focus** : A report should focus on the main theme of the subject. What the reader expects is information and substance.
- c) **Objectivity**: The report must be objective. The writer should never take sides. Their personal bias should not be reflected in the story. If there are two sides to a story, both should be given adequate coverage.

In other words, the report should be balanced.

- d) **Credibility**: A report should be credible. Before writing, the reporter should crosscheck the facts and figures. Mistakes can creep in when work is done in haste. It is always better to revise the copy before sending to the editor.

If the story can be improved, it should be rewritten.



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## 7.6 BREAKING NEWS, EXCLUSIVES OR SCOOPS

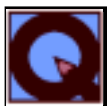
These are terms that are commonly used in the media world. By breaking news, we mean a report of any sudden news development which was not known so far and which is of utmost importance to a large section of society. Nowadays, breaking news is a familiar term for those watching television channels.

Exclusives or scoops are news reports which are covered by only one reporter. Nobody else gets it. It is considered to be a great journalistic achievement, a 'score' of a reporter.

## 7.7 QUALITIES OF A GOOD REPORTER

There are 20 qualities required for the making of a good reporter. It does not mean that all reporters possess these qualities. It varies from person to person. But it is better if a journalist cultivates it because it pays him in the long run. The following are the qualities -

*News sense, clarity, objectivity, accuracy, alertness, inquisitiveness, time consciousness, patience, imagination, farsightedness, self-control, integrity, sincerity, fearlessness, tactfulness, mobility, enthusiasm, readiness to face challenges, reading habit.*



### INTEXT QUESTIONS 7.3

1. Mention five qualities required for a good reporter.
2. What is a scoop? Give two examples.

## 7.8 INVESTIGATIVE REPORTING AND INTERPRETATIVE REPORTING

Investigative reporting means reporting a matter, often a scandal or controversy, in all its details. It is in-depth reporting. For this, a reporter or a team of reporters selects a particular subject and goes deep into it. In the recent past some such stories investigated by the media are the Bofors arms deal, security scam and urea import scam.



### Activity 7.1

Find out any one investigative story that was reported recently.

Investigative reporting sometimes becomes a sting operation. A sting operation is one in which a reporter adopts all available methods and tactics to collect the information. Sometimes they even trap people for that. One such sting operation that created controversy was done by Tehelka.



### Activity 7.2

Find out about a sting operation that took place recently.



Interpretative reporting, as the name suggests, is interpretative in nature. These are analysis of news developments. It is mostly done by senior journalists with years of experience in reporting a particular field. Most common interpretative reporting is on political developments. Correspondents covering political parties do this whenever a major development takes place in that party.

### 7.9 EDITORS

You have learnt about reporters and reporting. Now let us learn about editors. Every newspaper will have a set of editors, like reporters. All editors are not of the same category. Their position and role differ according to the work they do.

The editor is a person who edits. An editor supervises the reporters and improves his reports for publication. An editor also plans about what to report, how to cover and the relative importance to be given to each story.

In a newspaper, the top post is that of a Chief Editor. The Chief Editor or Editor heads all departments in a newspaper and is in charge of the overall supervision. Next to this post, there are managing editors. For assisting him, there are assistant managing editors or deputy managing editors.

Then there are news editors. They are directly in charge of the news desks. The desk is the place where reports are edited and sent for printing. Under the news editors are chief sub editors or desk chiefs. Once the news editor selects the reports to be published, the desk chief gives that to sub editors under him to polish, correct, edit, put a headline, select the type phase and add pictures or graphs if required. This is the main process of editing.

Modern newspapers have editors for every section. The sports editor looks after sports news. The feature editor looks after the features section. Picture editors are in charge of photographers. Like that business editors look after business news. Then there are city editors who are in charge of the local area. In big cities they are called metro editors.

### 7.10 EDITING A COPY

In a newspaper office, reporters are the ones who file stories. They may be given different assignments. These may be on politics, economics, parliament, the stock exchange, sports, courts or markets.

The reporter's job is to write the story as quickly as possible with all the facts and figures. In their hurry, they may not be in a position to polish the language. So the first job of a sub editor is to see that the report is in good language and there are no mistakes. There can be spelling mistakes, mistakes in sentence construction, grammar and factual mistakes. If the sub editor finds a portion of the report ambiguous or incorrect or doubtful he has to cross check it with the reporter.



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Fig. 7.9(a): Story unedited



Fig.7.9(b): Story edited

The next job of the sub editor is to value add the report. If some background material has to be added, he has to collect it from the library and improve the



## Notes

story. For example, if a report is filed on a train accident killing ten people, the sub editor can improve the story by collecting information about other major train accidents that happened recently. Similarly if a report is filed on the spread of dengue fever in the city, the sub editor should take a backgrounder about the earlier outbreaks of such contagious diseases and the measures taken to check these.

The sub editor then has to find a good heading for the story. The heading should be sharp, attractive, crisp and convey the spirit of the story. The heading should compel the reader to stop and read the whole story. While writing the heading, a sub editor should know the space available for the story, whether it is one column, two columns or three etc. The heading should fit within that column.

You must have noticed from this that the headings are not of uniform type. The type, or font, of the letters in each heading differs according to the length and width of the column. A sub editor should also know about the font sizes available. Each paper has its fonts and types.

While writing the heading, it should fit into the mood of the story. A sarcastic heading for a hard story will look odd. Similarly a hardline heading will spoil the spirit of a humorous piece. The heading should also be suggestive. It should never be a full sentence.

The sub editor now has to see if there is a possibility for including photographs along with the news item. Pictures or graphs can improve the visual quality of a report. For example, if there is a report about the names of probable ministers in an impending cabinet reshuffle, readers would be expecting their pictures also along with the report. So the sub editor should get their pictures from the photo library.

Similarly, if the report is about the change in income tax rates, the sub editor should think of a graph to go along with that.

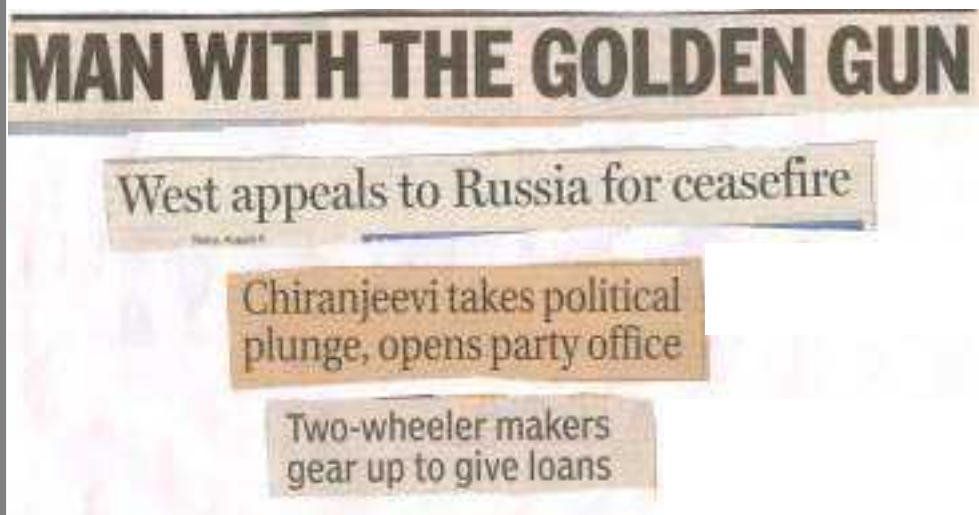


Fig. 7.10: Headings

Condensation is a task that the sub editor has to do. Reporters generally file lengthy stories. Only the sub editor will be able to know about the availability of space in the newspaper. If the full story written by a correspondent will not squeeze into the space available, it is the job of the sub editor to condense it by rewriting or editing. If one word can substitute for a number of words that definitely should be done.



Notes



Fig. 7.11: Graphs

Another important decision an editor has to take is about giving a byline or credit to the story. Stories come from news agencies like Press Trust of India, United News of India, PTI Bhasha, Univartha etc. Normally bylines are not given for such stories. But if a reporter files an exclusive story then it should appear with his byline or name so that he gets individual credit for the story. The decision of giving a byline to a reporter for a particular story is taken by the news editor. But a sub editor who edits the story can always suggest to the news editor about giving that story a byline.

### 7.11 TOOLS OF A SUB EDITOR

What is Petrology? Do you know the meaning of the word? If you are a sub editor and editing a report, what will you do if you come across this word? If you do not know the word, can you expect the reader to know it? You have to

**Notes**

refer to a dictionary to find out the meaning. You will find that Petrology is the study of rocks.

Similarly, do you know what Scotophobia means? Again you have to refer to a dictionary. The word means 'fear of the dark'.

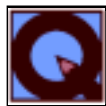
A good dictionary is the first tool that a sub editor should keep by his side. While subbing or editing a story, you have to refer to it whenever required. All newspaper offices are equipped with different types of dictionaries.



**Fig. 7.12: Dictionaries**

Another tool a sub editor needs is reference books. When stories are edited, you need to refer on various issues. For eg. a report is filed about a new President being elected in a neighbouring country. Along with the news, we have to give a picture and some details about the person. So the sub editor has to look up some reference book and add those details.

A sub editor should know where to get the information he wants. Some of these may be available from the reference section of the library. For other details, one has to surf the Internet. Nowadays websites provide a lot of information.

**INTEXT QUESTIONS 7.4**

1. You are reporting a cabinet reshuffle. What additional information do you require to better your stories.
2. Mention three rules of good editing.
3. What are the tools required by a sub editor?



Notes

### 7.12 EDITING ON COMPUTER

Newspaper production is one area where technological revolution has made sweeping changes. It is interesting to note that though the newspaper is printed on paper, most newspaper offices are becoming paperless places. Computers have replaced paper. Filing of stories, editing and photo editing are all done on a computer.

So it goes without saying that a reporter or editor in the present time should be familiar with the computer. Knowledge of computers is a basic requirement for a newspaper job. Nowadays cartoonists also prefer to draw on the computer. Graphs and charts can be created on a computer easily. Photographers use laptops for editing and filing photos.

Editing on the computer has its advantages. Words and sentences can be corrected on the screen. There are a wide range of type faces available. Pages can be set on the computer. The pages so set can directly go to the press. Regional languages have also developed their own keyboards.

### 7.13 LAYOUT OF PAGES

How many newspapers are published in your place of living? Have you ever thought of how they are produced? Do all of them look the same? If they are different, how is that different look made possible? Newspaper layout makes it possible.

Each newspaper has a different layout though all have eight columns in each page. Types or fonts used by newspapers also differ from paper to paper. Every sub editor has to learn the type faces available in the paper and the layout pattern adopted.

Preparing the page of the newspaper is called page making. Earlier sub editors used to do it on dummy pages. Now a days they are doing it on the computer screen. Page layout is an art. Each page is different in a paper. At the same time there is a continuity also.



Notes



(a) Front page



(b) Editorial page



(c) Sports page

Fig. 7.13: Page Layout

**Notes**

Photography is an integral part of the media. Whether a newspaper or news weekly or news channel or a news portal, photography is essential to give it the visual impact, effect and authenticity. All newspapers have photographers working in different places. They regularly file pictures. But if you take a newspaper from your city, you will find that there are pictures from other countries also published. These are pictures filed by photo agencies. Like news agencies, there are photo agencies in all major cities.

It is said that a good picture is worth a thousand words. It shows the importance of pictures in a newspaper. Sometimes one picture is enough to explain the mood of a situation or an event.

Look at the following pictures. They give the impression about the situation without even a description.

**Fig. 7.14(a)****Fig. 7.14(b)**



## Notes

When you see a photo in the newspaper you look for what is written under it. This writing under a photo is called the catchword or caption. When photographers file photos, it is the job of the sub editor to write the appropriate caption. A good caption can improve the impact of the picture.

See the captions in the following pictures.



Fig. 7.5(a)



Fig. 7.5(b)



Notes

**Write captions for the following pictures.**



**Fig. 7.6(a)**



**Fig. 7.6(b)**

Picture editing also involves placing the picture in the correct position in the page. It is part of the page layout. Usually in the front page, only very important news pictures will find a place. Like in the case of news reports, pictures can also be classified into various categories, like, news pictures, human interest pictures, sports pictures etc. Most papers have picture editors who select the pictures to be published. But it is the news editor who finally decides on the number of pictures to be carried in each page.



Notes

**7.14 ETHICS OF REPORTING**

Press freedom is a word that is commonly used. By this, we mean the right to publish news without any restriction or control. But this does not mean that anything about anybody can be published. There are certain rules of conduct or principles of morality which we have to follow while reporting. The editor should check and verify that the news which he publishes is correct, accurate, and factual. He should not publish anything that is misleading, inaccurate, defamatory, vulgar or obscene. Media should not intervene into the privacy of individuals. Also media should not report anything that harms national interest.

The government of India has passed from time to time several Acts connected with the press and press freedom. The Press and Registration of Books Act 1867 is the oldest among them. According to this Act, every newspaper or magazine printed in India shall print the name of the printer and publisher and the place of printing in the publication.

If a report published in the paper defames the reputation of a person, that individual can file a defamation case in the court of law. The editor, printer or publisher are liable to be punished either individually or jointly.

**7.15 WHAT YOU HAVE LEARNT**

## —→ Reporting

- gathering news from various sources
- basic facts about Reporting
- qualities of a good Reporter
- investigative and interpretative reporting
- ethics of reporting

## —→ Editing

- types of editors
- editing a copy
- editing on a computer
- tools of sub-editor
- editing of pictures
- layout of pages

## —→ News story

- categories of news
- breaking news,
- exclusives or scoops
- qualities of a good news story

**7.16 TERMINAL EXERCISES**

1. Explain the importance of reporting and editing in a news story.
2. Describe in detail the basic facts to be taken into account while reporting. What are the qualities of a good news story?
3. Give an account of qualities of a good reporter.
4. What is editing? Explain the role of editors in a newspaper office.
5. Prepare a front page of a newspaper with news and photographs.

**7.17 ANSWERS TO INTEXT QUESTIONS**

- 7.1 1. By reporting, we mean collection or gathering of facts about current events or background material required for a news story or feature. Reporters do it through interviews, investigations and observation. Editing is a process by which a report is read, corrected, modified, value-added, polished, improved and made better for publication.
2. i) listening ii) covering events iii) press conferences iv) reports and statements v) parliament and assemblies
- 7.2 1. Select from any newspaper.
2. Select from recent newspaper reports
- 7.3 1. News sense, clarity, objectivity, accuracy and alertness.
2. A scoop or exclusive is a news report which one reporter reports and which is not reported by anybody else. It is considered to be a great journalistic achievement, a score of a reporter over others. Examples to be taken from recent newspaper reports.
- 7.4 1. In a Cabinet reshuffle main interest will be on new ministers inducted into the Cabinet. If any minister is dropped it is also news. Background of new ministers, their photographs and any other sidelights will make the report more comprehensive. Portfolios of Ministers is another important aspect to be covered.
2. edit the copy and improve the language, correct mistakes and give a good and attractive heading .
3. Dictionaries, reference books, internet accessibility and library.

**Notes**



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## LANGUAGE PRESS IN INDIA

You have learnt in your earlier lesson about the beginning of newspaper production in India. You have also learnt that the Gujarati daily Mumbai Samachar, published in 1822 from Mumbai, is the oldest existing newspaper in our country. We have also seen the cultural awakening and freedom movement that led to the growth of language newspapers.

Newspapers in India can broadly be classified into two groups - English newspapers and language newspapers. As the name indicates, English newspapers are published in English language. They are mainly published from big cities and towns.

Whereas language newspapers are published in different Indian languages. Unlike the English papers, these are available even in the interior villages of the country. Thus they have a major role in formulating public opinion across our country.



### OBJECTIVES

After studying this lesson, you will be able to do the following :

- differentiate between English and language newspapers ;
- describe the history of language papers in India ;
- explain the role played by language newspapers ;
- identify news agencies ;
- understand about freelancing, cartooning and book publishing

### 8.1 DEFINITION OF LANGUAGE NEWSPAPERS

By language newspapers, we mean newspapers published in different languages spoken in the country. They are also called regional newspapers. In India, language papers are published in more than 100 languages. But the main papers are

published in 16 principal languages. Language papers vary from english papers in their style, presentation and approach.



Fig 8.1: Language Newspaper

### 8.2 DIFFERENCES BETWEEN ENGLISH NEWSPAPERS AND LANGUAGE NEWS PAPERS

- a) English papers are published in one language only i.e. English, whereas language papers are published in different languages.
- b) English papers are mostly concentrated in big cities and major towns. Language papers are circulated all over the country.
- c) English newspapers cater mainly to the well-educated, middle class, upper middle class and higher income groups. Language papers are read by even lower middle class and even those below that.
- d) English dailies have less penetration in the rural public whereas language dailies have more penetration in the rural areas.
- e) English papers follow the British tradition while the language papers have evolved their own style and methods.
- f) More money is generated from advertisements in English papers as they circulate amongst people with better purchasing power. Language papers do not get the same amount of revenue from advertisements.
- g) English papers are more colourful and flamboyant. Language papers adopt a simple style.



Notes

**flamboyant : showy**



Notes

### 8.3 GROWTH OF LANGUAGE NEWSPAPERS IN INDIA

At the time when India became independent, the country had only 3533 publications. Among them 330 were daily newspapers and 3203 were periodicals. After 50 years, there has been a 12 fold increase in the number of publications. In 1997, according to the data published by the Registrar of News Papers of India, there were 41705 publications among which the number of newspapers was 4719. In 2006, this has gone up to 45600 publications, in which 5600 are newspapers. At present, India has 398 major newspapers with an overall circulation of 30,772,000 copies.

India has the world's largest newspaper market after China. While news papers are struggling in Europe and USA, in India and China there is a boom. It is interesting to note that the world's three top countries in newspaper circulation are China with 98.70 million copies, India with 88.90 million copies and Japan with 69.10 million.

Growth of newspapers is calculated in two ways, one is by circulation and the other is by readership. One copy of a newspaper may be read by several people. If a family subscribes to a newspaper it is likely to be read by four or six members. So if a newspaper has a circulation of one lakh, its readership may be four or five lakhs.

A close study of newspaper readership in India shows that there are more readers for language newspapers. This is mainly because english newspapers are confined to cities and towns whereas language newspapers are widely circulated in the rural areas.



#### INTEXT QUESTIONS 8.1

1. Fill in the blanks with appropriate word/s:
  - i) Three countries with highest circulation of newspapers are....., .....and .....
  - ii) The growth of newspapers is calculated in two ways : ..... and .....
  - iii) In India, readership is more for ..... newspapers.

### 8.4 REASONS FOR NEWSPAPER BOOM

India is one of the fastest growing media markets in the world. It is not only newspapers but other media forms which are also growing at a fast pace like

radio, television channels and internet. Let us now look into some factors that have contributed to this boom of newspapers in India.

- a) **Rise in literacy rate** : There is a steady rise in the literacy rates in all the states of our country. More and more people are being initiated into the world of reading and writing. They gradually learn to read newspapers and periodicals.

Robin Jeffrey who made elaborate studies about the newspaper revolution in India says that the fastest growth rates in newspaper circulation were in states which showed the strongest growth rates of literacy.

- b) **Expansion of the middle class** : As the Indian middle class expands, it leads to an increase in the circulation of newspapers. When a household makes economic and educational progress, they consider it as a status symbol to subscribe to a newspaper.
- c) **Untapped market** : India still has an estimated 350 million people who can read and write but do not buy any newspaper. So there is a vast segment that is still untapped as far as newspaper circulation is considered. More and more newspapers are trying to woo this section.
- d) **Education of women** : It is often said that if you educate a woman you are educating the next generation. In India women are getting more and more educated and this in turn leads to education of children. Awareness also increases along with this. It contributes a lot to the growth of readership.
- e) **Technological advancement** : In earlier days, starting a newspaper publication or establishment of a new edition was a costly affair. As technology has improved, it became easier for newspapers to start new editions. This has led to an expansion of newspapers even into small cities and towns.
- f) **Better purchasing power** : Improvement in the purchasing power of the common man is another factor which helped in the growth of newspapers. Coupled with this, newspapers also started reducing their prices. So it became affordable for the common man.
- g) **Aggressive marketing** : Newspapers and periodicals are adopting aggressive marketing strategies to attract more readers. They offer various schemes with gifts to attract subscribers. They also offer concessions for long term subscriptions. All these have resulted in an increase of newspaper sales.
- h) **Political awareness** : As people become more and more aware about political



Notes

**Untapped: unexplored**

**editions: versions**



developments, they show interest in reading newspapers. In India, sections of people who had earlier not shown much interest in political activities are now realizing their rights as citizens and are becoming more vigilant about their social responsibilities.

### 8.5 GROWTH OF LANGUAGE NEWSPAPERS

The reasons for the growth of newspapers in India that we have studied so far are equally applicable for the growth of language newspapers. But there are some other factors that helped the rise of the latter. During the early days, the language press was looked down upon as 'vernacular dailies' by the English press but with the rise and emergence of language media as a major force this impression has changed.

Indian economy is basically a rural economy. More than 60 per cent of our population lives in the rural areas. According to a survey by National Sample Survey Organisation, more than 16 crore households live in the rural areas.

A paradigm shift has been visible in the rural population over the past 50 or 60 years. Indian farmers, who were classified as born in debt, live in debt and die in debt, have become one of the most influential consumer groups in society now. Their income levels have increased and along with that, tastes and preferences have also shown changes. This advancement of the rural mass has resulted in the growth of language newspapers.

A marked change in the coverage of local news by newspapers is another reason for the growth of language newspapers. Earlier national and international news dominated the Indian press. But the experiment by some newspapers, especially in the southern states, of covering local news with prominence gave a big boost to their circulation. Newspapers from other parts soon copied this. Newspapers started covering issues that were concerned with the ordinary people. The rural people found that there is a medium to express their grievances and aspirations.

Starting of multiple editions was another factor that resulted in the growth of the language press. Earlier newspapers were confined to state capital cities only. But as more and more potential readers emerged from other areas, newspaper owners started editions from even district centres. Thus multiple editions of newspapers were brought out

The boom in advertising also helped in the growth of the language press. The rural mass turned out to be the biggest market for any product. For attracting them, advertisers were forced to give advertisements in local papers. This in turn resulted in an increase of revenue for the language press.



### INTEXT QUESTIONS 8.2

- i) Give three reasons for the newspaper boom in India.

- ii) Give three reasons for the growth of language newspapers in India.
- iii) What are multiple editions?

### 8.6 STUDIES ABOUT THE PRESS IN INDIA

The newspaper revolution in India has always been a subject for study by researchers and different agencies working in the field. Most of the studies are done on two different periods, colonial period and after independence. Some studies further divide this into pre-emergency period and post-emergency period.

The Registrar of Newspapers of India (RNI), the National Readership Council of India (NRCI) and the Audit Bureau of Circulation (ABC) are some of the organizations which regularly conduct studies on newspapers in India. They do it as an annual exercise and publish reports. The Government of India appointed two press commissions and they have also submitted reports on the Indian media.

Apart from this, researchers and authors have done extensive studies on the newspaper revolution in India and published books. Robin Jeffrey in his book, "India's Newspaper Revolution" published in 2000 deals elaborately about the various aspects of the Indian press. "A History of Press in India" by S. Natarajan, "Journalism in Modern India" by Ronald E Wolseley, "Newspaper Circulations in India, 1998-2000" by Naresh Khanna and "Journalism and Politics" by M. Chalapathi Rau are some of the other books worth mentioning. Sevanti Ninan has written a book on the growth of the Hindi Press, called "Headlines from the Heartland". Some veteran journalists have also written articles on the growth of the Indian media.

### 8.7 DIVERSITY OF THE LANGUAGE PRESS

During the Independence struggle and after, the Indian newspapers had flourished and expanded, gaining wider circulation and extensive readership. Compared to many other developing countries, the growth of the Indian Press has been impressive. Apart from English language, newspapers are published in India in more than 100 languages though only 22 main languages are listed in the Eight Schedule of the Constitution.

The Registrar of Newspapers for India, in their annual report on 2006, observes:-

"In a democratic set-up, it is important that all the citizens have the right to information. The news regarding the happenings within and outside the country has to be disseminated to the people. In the past, the print media shouldered the responsibility of disseminating the news. But, today with the growth of information technology, audio and visual media are in the field with instant and wide coverage. We thought that the advent of information technology would affect



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the print media. But, it didn't happen; statistics also shows that no technology can beat the print media, which always finds its own level.

"The print media has responded to the new changes and challenges with its modernization. They have accepted the information technology, which resulted in better coverage with greater speed and affordable price. The readership of newspapers is also growing. The statistics also shows that the people prefer their regional language newspapers and that is why the regional newspapers are venturing out to bring editions from other cities where there is a sizeable population of the respective language."

The publishers, under Section 19D of the Press and Registration of Books Act, 1867, are required to submit annual statements to the Registrar of Newspapers for India. These annual statements are the principal source of data for compilation of this report. All publishers do not submit their annual statements. Hence, the report by the RNI cannot be taken as comprehensive. It can give only a broad overview on the general trend of the Indian press based on the number and circulation of the newspapers.



### INTEXT QUESTIONS 8.3

1. Name two books on growth of newspapers in India.
2. Name the organisations which regularly conduct studies on newspapers in India.
3. In how many languages are Indian newspapers published?

## 8.8 EARLY GROWTH PERIOD OF LANGUAGE NEWSPAPERS

According to Naresh Khanna, who studied about the trends in circulation of regional language papers, four languages showed the fastest growth between 1998 and 2000. They are Malayalam, Bengali, Hindi and Marathi. During the same period, newspapers in seven languages showed either stagnation or decline. They are Telugu, Urdu, Tamil, Oriya and Kannada.

Malayala Manorama, a language daily in Malayalam, which was started in 1890, became the largest circulated daily in India by 1980s. Malayala Manorama continued to remain in that position for more than a decade. Ananda Bazar Patrika in Bengal continued as the largest circulated newspaper published from one centre, Kolkata. But when the hindi newspapers started expanding in a big way, they surpassed all other language papers in circulation. Today Dainik Jagaran and Dainik Bhaskar are the two largest circulated dailies with a readership of more than 20 million.

Most language newspapers have shown remarkable recoveries in circulation in the late 1990s. The National Readership Survey of 2006 revealed that newspaper



readership in rural areas has grown so fast that it paralleled the readership in urban areas.

The Report says :

“As a proportion, however, press reach has stabilized in urban India at 45%. The reach in rural India has also stayed the same at 19%, needless to say, on a much larger population base. The number of readers in rural India (110 million) is now roughly equal to that in urban India (112 million).”

### **8.9 RECENT TRENDS**

The annual report of RNI for 2005-06 gives a clear picture of the latest trend in newspaper circulation.

“During 2005-06, 2074 new newspapers were registered. Four newspapers ceased publication. As on 31<sup>st</sup> March 2006, there were 62,483 registered newspapers on record as against 60,413 at the end of March 2005. The total circulation of newspapers increased from 15,67,19,209 copies in 2004-05 to 18,07,38,611 copies in 2005-06. The number of newspapers submitting annual statements also increased to 8512 from 7225 during the year.

As per the data from Annual Statements received, the highest number of newspapers were published in Hindi (4131), followed by English (864), Gujarati (775), Urdu (463) Bengali (445), and Marathi (328). In circulation, Hindi newspapers continued to lead with 7,66,98,490 copies followed by English with 3,41,06,816 copies. Gujarati Press with 98,44,710 copies came third. Urdu and Malayalam language press closely followed with 92,17,892 and 82,06,227 copies respectively. Among language dailies, Hindi led with 942 newspapers followed by 201 in English. The languages that published more than 100 daily newspapers were - Urdu (191), Telugu (147) Marathi (130) and Gujarati (100).

### **8.10 STATE-WISE ANALYSIS**

As per the annual statements received during 2005-06, the number of dailies published in the country was 2130. Their claimed circulation figure was 8,88,63,048 copies, 12.93% higher than that the previous year. Hindi had 942 dailies claiming a circulation of 7,66,98,490 copies, while 201 English dailies claimed 3,41,06,816 copies.

During 2005-06, the largest numbers of newspapers were published from Uttar Pradesh (1913), followed by Delhi (1133), Gujarat (817), Rajasthan (742), Maharashtra (642) and West Bengal (505). Uttar Pradesh topped in total circulation, with 3,32,91,882 in 2005-06, followed by Delhi with 3,06,03,048 copies. Maharashtra retained its third position with 2,04,72,8281 copies.

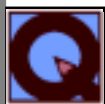


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Uttar Pradesh had the largest number of daily newspapers (384), followed by Maharashtra (206). Daily newspapers are published from all the States. However, no circulation details were made available from the Union Territory of Lakshadweep.

Dailies from Uttar Pradesh with a total circulation of 1,34,92,557 copies were at the top, followed by Maharashtra with 1,05,37,174 and Delhi 88,08,045 copies.

A notable feature was that Orissa achieved the distinction of publishing newspapers in 17 major languages. Delhi and Maharashtra came next with 11, Kerala 9 and Gujarat with 6. Uttar Pradesh published the maximum number of newspapers in a single language i.e., 1608 in Hindi. Other states with notable number of language newspapers were Rajasthan 701 in Hindi, Delhi 594 in Hindi, Gujarat 741 in Gujarati, West Bengal 389 in Bengali, Madhya Pradesh 466 in Hindi and Maharashtra 312 in Marathi. It was also noticed that regional language newspapers were leading both in number and circulation in all major States.

**INTEXT QUESTIONS 8.4**

- i) Which is the largest circulated daily in your area?
- ii) In which language is the highest number of newspapers published in India?
- iii) Which state has the largest number of newspapers published in a single language?

**8.11 CIRCULATION AND READERSHIP LEVELS**

Which is the newspaper you are subscribing in your house? Is it an English newspaper or a language newspaper? How many people read the newspaper in your house? Have you observed that one copy of a newspaper which is reaching your house is read by more than two or three people. In some houses, it may be read by even five or six people. You may also find that your neighbours also read the same paper. Have you ever visited a library? There you will find one newspaper being read by several people.

You have to learn two aspects from this. One is the subscription or circulation of a newspaper. The second one is its readership. You must know that even if only one copy of a newspaper is subscribed in a house, it may be read by many people. Therefore, a newspaper having one lakh circulation may actually be read by about five lakh people.

Let us see how the circulation and readership of a newspaper is calculated? In India there are two primary institutions which maintain a record of circulation and readership of newspapers. Let us list them. 1. The Registrar of News Papers for India (RNI). 2. The Audit Bureau of Circulation (ABC).



Notes

- **The Registrar of Newspapers of India (RNI)** : The government of India established the RNI in 1956 on the recommendation of the first Press Commission. The RNI oversees the activities of the press in India. They annually publish Press in India reports which gives an idea of circulation as well as readership figures. As per the advertisement policy of the government of India for the release of government advertisements, a newspaper should have a minimum circulation of 2000 copies. RNI has a website <http://rni.nic.in> from where all details are easily accessible.
- **The Audit Bureau of Circulation (ABC)** : is not a government organisation. It was established in 1948 by the association of publishers and advertisers. The Audit Bureau of Circulation has established the National Readership Studies Council (NRSC) which is constituted by the Advertising Association of India, ABC and Indian News Paper Society. They conduct readership surveys of newspapers and weeklies in India every six months.

ABC has a website [www.auditbureau.org](http://www.auditbureau.org).

- National Readership Studies Council (NRSC) also has a website [www.nrsc.in](http://www.nrsc.in)

**Activity 8.1**

Go through the websites of RNI, ABC and NRSC and find out the ten largest circulated newspapers in the country. You may also find out ten newspapers with the largest readership as well as the ten largest circulated weeklies in the country. Prepare a chart with all these details for future reference.

**8.12 SOME UNHEALTHY TRENDS**

Though growth of language newspapers is a welcome sign there are also some areas of concern. This is because intense and fierce competition often results in unhealthy practices. One such practice is predatory price wars. One Newspaper reduces the price resulting in an increase of its circulation. But this will soon be retaliated by further price cut by rival papers. One good outcome about this price war is that readers benefit by reduced prices, but small and medium newspapers suffer because they cannot afford to have price cuts to increase circulation.

Excessive dependence on advertisement revenue is also not good for newspapers. Government advertisements account for more than 50 per cent of all advertisements in Indian papers. This monetary incentive makes newspapers to limit criticism of the government policies. Cut-throat competition is also a threat to journalistic norms and values. There are instances of media excesses and media trials, fake sting operations, criminal trespassing of privacy, glamourization of criminals and mafia dons, promotion of hatred among communities and inflaming of raw emotions. Media houses also resort to mud slinging through advertisements to show that their publication is superior and the products of rivals are inferior.

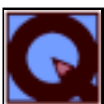
Media houses sometimes try to woo more subscribers by offering gifts and concession coupons.



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**8.13 FUTURE OF THE LANGUAGE PRESS IN INDIA**

India is one of the fastest growing economies. One significant feature of this growth is the narrowing of the urban and rural divide. Globalisation also leads to this transition. The rise in literacy, more educational opportunities, growth of industry, emergence of a new middle class, modern communication systems and enhanced purchasing power, have all combined to help in the increased circulation of language papers.

**INTEXT QUESTIONS 8.5**

- Mention two unhealthy trends in the newspaper industry
- Give two examples of price wars.
- What is the future of language newspapers in India?

**8.14 WHAT YOU HAVE LEARNT**

- Definition of language newspapers
- Differences between English and language newspapers
- Growth of language newspapers in India
- Reasons for the newspaper boom in India
- Factors which helped the growth of language papers
- Recent trends in circulation of papers
- Some unhealthy trends in the newspaper industry
- The future of language newspapers in India

**8.15 TERMINAL QUESTIONS**

- What are the differences between English papers and language papers.
- Analyse the reasons for the newspaper boom in India.
- What are the factors which helped the growth of language papers.
- Give an account of recent trends in circulation of papers.
- Discuss about some unhealthy trends in the industry.
- How do you see the future of language newspapers in India ? Explain.

**8.16 ANSWERS TO INTEXT QUESTIONS**

- 8.1** 1. i) China, India and Japan  
ii) circulation and readership  
iii) language
- 8.2** i) Refer to section 8.4  
ii) Refer to section 8.5  
iii) Refer to section 8.5
- 8.3** i) Refer to section 8.6  
ii) Refer to section 8.6  
iii) more than 100 languages
- 8.4** i) the answer would vary from learner to learner.  
ii) Hindi  
iii) Uttar Pradesh
- 8.5** i) Refer to section 8.12  
ii) Refer to section 8.12  
iii) Refer to section 8.13

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335en09

## CHARACTERISTICS OF RADIO

You probably know the story of Sanjay in the Mahabharata who described the war to Dritharasthtra who could not see. Sanjay could 'see' the war with his divya drishti or his divine eye. Probably you can call Sanjay as the first 'radio broadcaster'.

Suppose you are in a far flung area near the Himalayas on 26<sup>th</sup> January. You have a radio with you and you tune into the running commentary of the Republic Day Parade. You would know exactly what is happening in Rajpath in Delhi. The commentator (like Sanjay in the Mahabharata) will describe the details of the parade and as you listen, your imagination takes you to the Republic Day Parade. So that is radio for you. Wherever you are, you can listen to the near by radio station. You can listen to music, news and other programmes. Now that you have commercial radio stations, you can listen to round the clock chatting and music. And if you tune into All India Radio, almost every hour, you can listen to news and other programmes.



### OBJECTIVES

After studying this lesson, you will be able to do the following :

- explain the concept of radio broadcast;
- describe the characteristics of radio broadcast;
- enumerate the functions of radio broadcast;
- list the limitations of radio broadcast.

### 9.1 TERMS USED IN BROADCASTING

Let us first understand some of the common terms used in the medium of radio.

- **Audience:** The group of people whom radio or media reaches for a particular programme.



- **Listener/s:** A person or a group of people who form the target audience of radio programmes.
- **Broadcaster:** a person who presents or announces programmes over radio for the public.
- **Broadcasting:** any communication or transmission of any message or signal to the public through electronic apparatus.
- **Tuning into radio:** You have to switch on your radio and tune into the station you want to listen to.
- **Live broadcast:** It means a programme being broadcast directly without any pre-recording or the sounds made at the moment of broadcast.
- **Pre-recorded programme:** The programme recorded on magnetic tape, phonographic discs or compact disc for broadcasting it later.
- **Script :** The written copy of the words to be spoken during a radio programme.

### 9.2 OBJECTIVES OF RADIO

In the first module, you have learnt about the role of mass media. There, we were referring to different forms of mass media like the print media (newspapers, magazines etc.) and electronic media (radio, television etc.) These media have functions which are common.

Have you heard an advertisement on a popular brand of soap or shampoo ? What does it communicate? Through that you have come to know about the brand name of the soap or shampoo. You are informed or told that such and such a product is available in the market.. That advertisement would also tell you what benefits the brand offers.

Let us take another example. The water supply department makes an announcement on radio that there will be no water supply in your village or town the next day morning. So you get ready to face that situation.

Or a message on radio tells you that the following sunday is 'polio immunisation' day. If you have a small child in your home, with that information received through radio, you decide that the child should be taken to be given polio drops.

You might have heard rural programmes on agriculture on radio. Experts who take part in that programme may explain what precautions are to be taken for a



## Notes

crop during a particular season. You learn to do a particular agricultural practice using that information.

Now think of the three examples given above. In the first case, you come to know about the availability of a particular brand of soap or shampoo. It is for you to decide what you want to do with that information. It just informed you.

In the second and third example of the announcements about water supply and polio immunization also, you are given information. You would agree that this information is of great use.

When it comes to the fourth example of a particular agricultural practice, the information can educate a farmer who has no formal education or training in agriculture.

Let us take the example of 'Gyanvani'. This is a radio station through which educational programmes are broadcast for the benefit of learners.

Now what do you understand from these examples about the role or function of radio?

*Firstly, radio informs*



Fig. 9.1: Listening to radio in a rural setting

*Secondly, radio educates*



Fig. 9.2: Students listening to an educational programme on radio

Radio stations broadcast film songs. Don't you tune into film songs on radio for entertainment? Even the casual comments and announcements on radio entertain us.

*So radio also entertains*



Fig. 9.3: Listening to music while driving



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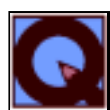
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People tune into radio basically for these three things — for information, education and entertainment. As radio is not expensive, for a large number of people in our country, radio continues to be the only source of information, education and entertainment. Those who cannot read or write or cannot see listen to radio news for getting informed about what is happening around them.

However, the three objectives of radio are interrelated.

**Activity 9.1**

*Tune into your favourite radio station. Listen to the programmes over a period of two or three days. Make a list of them and find out if they were a source of information, entertainment or education.*

**INTEXT QUESTIONS 9.1**

1. Given below is a list of descriptions. Relate them to the respective term used in the medium of radio.
  - i) A person or a group of people who form the target audience of radio programmes. \_\_\_\_\_
  - ii) a person who presents or announces programmes over radio for the public. \_\_\_\_\_
  - iii) any communication or transmission of any message or signal to the public through electronic apparatus. \_\_\_\_\_
  - iv) The programme recorded on magnetic tape, phonographic discs or compact disc for broadcasting it later. \_\_\_\_\_
  - v) The written copy of the words to be spoken during a radio programme. \_\_\_\_\_
2. You have learnt that one of the objectives of radio is to inform its listeners. Name the other two objectives and give your own examples of such programmes on radio. \_\_\_\_\_

**9.3 CHARACTERISTICS OF RADIO**

- (i) **Radio makes pictures:** Remember the example of the running commentary on radio of the Republic Day Parade in Delhi? As you heard the commentary, you could visualize or 'see' in your mind what was being described. You could actively 'see' pictures in your mind of the parade even as you listened to the sounds of bands playing patriotic tunes or the sounds of marching and commands. You use your power of imagination as you follow the running commentary.



- (ii) **The speed of radio :** Radio is the fastest medium. It is instant. As things happen in a studio or outside, messages can be sent or broadcast. These messages can be picked up by anyone who has a radio set or receiver which is tuned into a radio station. If you have a television set and cable or satellite connection you may be using a remote to get your favourite channel. These days if you have a satellite connection, you can also receive radio signals of various AIR stations. Otherwise your normal radio set gives the meter or frequency on which various radio stations operate. You are tuned into that station and listen to news that happened a few minutes earlier. On the other hand, a newspaper gives you the previous days' news. Of course television can also cover events instantly. But television is a more complex medium where you need light and cameras for any coverage.
- (iii) **Simplicity of radio:** Compared to all other media, radio is simple to use. As mentioned in the previous sections, radio needs very simple technology and equipment.
- (iv) **Radio is inexpensive:** As it is simple, it is also a cheaper medium. The cost of production is low and a small radio can be bought for as low a price as say fifty rupees.
- (v) **Radio does not need electric power supply:** You can listen to radio using dry battery cells even if you do not have electric power supply or a generator. So in a country like ours, where electricity has not reached everywhere, radio is a great blessing.
- (vi) **A radio receiver is portable:** Don't you move your radio set at home from the living room to the kitchen or as you go out some where? You can't do that very easily with television. This facility of moving an object which is called 'portability' gives radio an advantage. These days if you have a car and a radio in it, you can listen to it as you drive or travel. Can you think of watching television, when you drive ?
- (vii) **One does not have to be literate to listen to radio :** Unless you are literate, you can't read a newspaper or read captions or text on television. But for listening to radio, you need not be literate at all. You can listen to programmes or news in any language on the radio.
- (viii) For a majority of Indians in the rural areas, radio is the only source of news and entertainment . Radio news can be heard anywhere using an inexpensive receiver. Even the most economically backward sections can afford to use the medium of radio.
- Radio is the best medium of entertainment. It provide healthy entertainment to the listeners.
  - There is plenty of music of different types available to people.
  - The popular types of music are classical, light classical, light, devotional, folk and film music.



Notes



## INTEXT QUESTIONS 9.2

1. Name any three characteristics of radio.
2. State whether the following statements are true or false :
  - i) Radio makes pictures.
  - ii) Radio is a slow medium.
  - iii) Radio is an expensive medium.
  - iv) One has to be literate to listen to radio.
  - v) Radio is not a portable medium.

## 9.4 LIMITATIONS OF RADIO BROADCAST

So far, we have learnt about the main strengths of radio as a medium of mass communication. Now let us understand the limitations of radio.

- a. A one chance medium :** When you read a newspaper, you can keep it with you and read it again. You have the printed word there and unless the paper is destroyed it will remain with you. Suppose when you read a news item, you do not understand the meaning of certain words. You can refer to a dictionary or ask someone who knows to find out the meaning.

Now think of radio. Suppose you are listening to a news bulletin in English and you hear words that you don't understand. Can you refer to a dictionary or ask someone else for the meaning? If you stop to do that, you will miss the rest of the news. You have to understand what is being said on radio as you listen. You have only one chance to listen. What is said on radio does not exist any longer; unless you record it. The words have momentary life. After it is spoken, it disappears unlike a newspaper or a printed book. So that is one of the greatest limitations or weaknesses of radio. It's momentary nature or to put it differently – *radio is a one chance medium*. A listener has just one chance to receive the message and understand it.

- b. Radio has no visual images:** Let us consider a news item on radio and the same item on television. For example, the news about the devastating cyclone Nargis that hit Myanmar in May 2008. Radio news talked about the intensity of the cyclone, the number of deaths, details about property destroyed etc. However in the case of television, it showed the actual cyclone hitting the country, visuals of properties destroyed, rescue operations and many more details which could be seen. Now compare the two. A natural disaster like a cyclone when seen on television is more effective than what you hear on radio. It is said that “a picture is worth a thousand words”. It is also said that



Notes

- “seeing is believing”. So when you see something, it is more believable than what you hear. So having no visuals is a major limitation of radio.
- c. **Messages on radio are easily forgotten:** The problem of not having visuals leads to another limitation of radio. What is seen is often remembered and may remain with us. For example if you have seen the fine visuals of the Taj Mahal in Agra, it will remain in your memory. But what you hear is normally forgotten fast. Probably you may remember what you have heard in a class room if you found it interesting. But can you recall all the head lines of a news bulletin you heard on radio? Normally, you don't. So this is another limitation of radio. Messages heard on radio are easily forgotten.
  - d. **Poor performance on the part of announcers :** Presenters or participants in a radio programme can be boring or uninteresting that it can result in listeners switching off their radio sets. So listeners' interest depends up on how information or messages are presented.
  - e. Radio broadcasts are of no use to people who have no sense of hearing especially those with hearing disabilities.



### IN-TEXT QUESTIONS 9.3

1. List any three limitations of radio.
2. State whether the following statements are true or false :
  - i) Radio gives visual images.
  - ii) If the commentator is dull, his broadcast will also be dull.
  - iii) Radio messages are easily forgotten.
  - iv) Radio is not a useful medium for people who cannot see.
  - v) A listener gets only one chance to listen and understand messages on radio.



### 9.5 WHAT YOU HAVE LEARNT

#### Characteristics of Radio

- Concepts of radio broadcast
- common terms used in radio broadcast
  - listener, broadcaster, broadcasting, pre-recorded programme, script, tuning into radio



Notes

- Objectives of radio
  - to inform
  - to educate
  - to entertain

inter related
- Characteristics of radio
  - radio makes pictures
  - fast medium
  - simple medium
  - inexpensive medium
  - portable medium
- Limitations of radio
  - one chance medium
  - lacks visual images
  - messages on radio are easily forgotten
  - not useful for those with hearing disabilities



### 9.6 TERMINAL EXERCISES

1. Make a list of the common terms that you have learnt on radio broadcast and explain each one of them.
2. Describe the objectives of radio with examples.
3. Radio as a medium has certain characteristic features. Explain.
4. Explain in detail the limitations of radio?



### 9.7 ANSWERS TO INTEXT QUESTIONS

- 9.1**
1.
    - i) listener/s
    - ii) broadcaster
    - iii) broadcasting
    - iv) pre-recorded programme
    - vi) script
  2. entertain; educate. Examples will vary from learner to learner.

**Notes**

**9.2** 1. Refer to Section 9.3.

- 2. i) True
- ii) False
- iii) False
- iv) False
- v) False

**9.3** 1. Refer to Section 9.4.

- 2. i) False    ii) True    iii) True    iv) False    v) True



335en10

## THE RADIO STATION

Have you ever visited a radio station? If you haven't, let us find out how it is. You may be familiar with conducted tours if you have visited some place of tourist importance like the Taj Mahal in Agra or Qutab Minar in Delhi. There are guides who take you around and explain. So let's go on a conducted tour of a radio station.

The building of a radio station as such may look like any other public building. The offices are also like any other office. In this lesson, you will learn all about a radio station and how it works.



### OBJECTIVES

After studying this lesson, you will be able to do the following:

- describe the working of a radio station;
- explain the role played by different functionaries of a radio station;
- describe the functioning of All India Radio;
- classify the different types of radio stations.

### 10.1 RADIO STATION

In a radio station, there are basically three different wings. They are (i) Programme Wing (ii) Engineering Wing and (iii) Administration Wing. While the first two wings are responsible for running a radio station's broadcasts, the administrative wing provides all the support that is required for the functioning of the station.

Let us learn about the working of a radio station.

#### Radio studio

The moment one mentions the words 'radio studio' you may think of good sound. You may also think of the photo studio with which most of you are familiar or a film studio, which you imagine to be a special area for shooting. A photo studio is a room which is made exclusively for taking pictures. It has certain conditions suitable



Notes

for taking photographs. The room generally is dark; has plenty of artificial lights, which are powerful. It is suitable for the purpose of taking photographs. There may be curtains and pictures or scenery as background. If you want to take a photograph for a passport or for any formal purpose, you go to a photo studio. In a studio, the visual scenery is appropriate.

But how does a radio studio look like? Let us see. There is a table and a microphone. The room has just one door, which is not very easy to open, as it is very heavy. Before one enters this room, there is a small enclosed place, which has another heavy door. This empty space is called a sound lock, which prevents unnecessary outside sounds from entering the studio. Note that we have used the term 'unnecessary outside sounds'. Suppose we record sound in an ordinary classroom, office room or in a drawing room. What would be the result? You would hear the traffic noise from outside or the sounds of the old fans on the ceiling. You would also hear birds chirping or dogs barking. Suppose you tune into your favourite radio programme and you listen to all that noise. That will be terrible. You would expect what you listen to on radio to be clear.

A studio is so designed without any interference to ensure that outside noises are not recorded and you hear the voice of the speakers clearly. For this, besides the sound lock and heavy doors, you will find the ceiling and walls with perforated woollen panels. Of course the studio is nice and cool with proper air-conditioning.

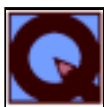


Fig. 10.1: Radio studio

There will at least be two studios in a station. You have just learnt about one of them. Now you will learn about the second one. This may be smaller in size with the same type of doors, walls and ceilings. Here you will find the announcer or the anchor person sitting on a revolving chair with a microphone in front of the table.



There will be a computer, CD players, tape decks and a mixer. This is the actual broadcast studio from where presenters make announcements. This may be called an **announcer's booth or a transmission studio**.



### INTEXT QUESTIONS 10.1

1. Name the three different wings in a radio station.
2. What prevents outside unnecessary outside sounds from entering the studio ?
3. What is the name of the studio from where announcements are made ?

### Control Room (CR)

Now let us move to the main technical area of the radio station which is often called a control room. Whatever is spoken in the studio or played from a CD player or computer is sent to this control room. All the programmes are sent from here to the transmitter.

- The control room occupies an important place in the radio broadcast. It is the place, connected with all the other segments of broadcast.
- Whatever the speaker/announcer speaks from the studio, it reaches the control room. From here they are sent to the transmitter for its onward transmission to the listeners. A lot of changes take place when one speaks through a microphone. You may have noticed that your voice sounds different when it is recorded.
- In the control room, technical people control the whole process and immediately send these waves to the **transmitter**.
- The transmitter sends these sound waves to the listeners' radio sets which convert them into sounds. There is no time gap in the whole process.

**Studio —→ Control Room (CR) —→ Transmitter (XTR) —→ Listener**

- Transmitters are generally located outside the city boundaries.
- The transmitters are of different capacities such as 1 KW to 100 KW, 200 KW or 250 KW or above.
- Their locations are decided according to their capacity.
- A 1 KW transmitter is normally installed in the vicinity of the studio/control room whereas the high power transmitters are installed outside the city.

### Transmitter

You have learnt about the studio and the control room. It is essential to know about the transmitter also.



- A transmitter is the equipment through which we receive the radio broadcast on our sets.
- This is big equipment in comparison to other equipment installed in the studio or control room.
- The strength and type of the transmitter determines the coverage area of broadcast.
- There are two types of transmitters.
  - Low Power Transmitter (LPT) and
  - High Power Transmitter (HPT)
- Likewise, there are:
  - Medium Wave (MW) radio broadcast transmitters and
  - Short Wave (SW) radio broadcast transmitters

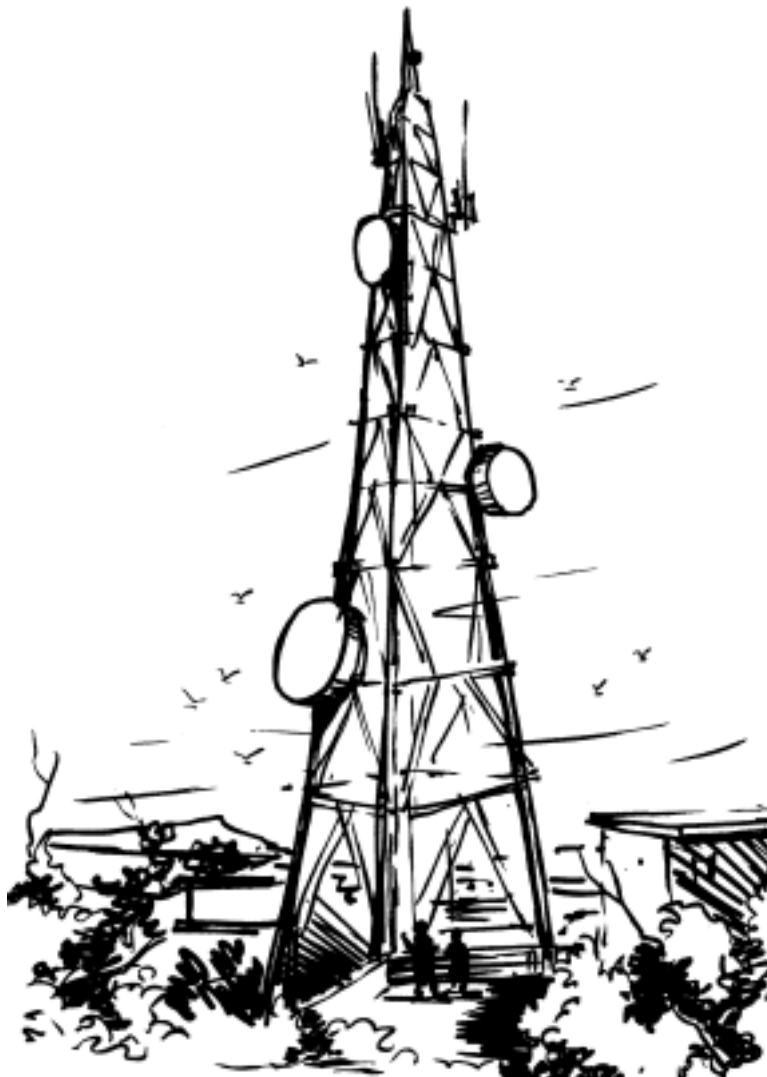
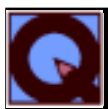


Fig. 10.2: Transmitter



Notes

**INTEXT QUESTIONS 10.2**

1. State whether the following statements are true or false:
  - i) Programmes are sent from the transmitter to the control room.
  - ii) Engineers are responsible for the technical quality of radio broadcasts.
  - iii) Radio broadcasts are received on our radio sets through transmitters.
2. Name three important equipment found in the announcer's booth.
3. Expand the following terms-
  - i) LPT
  - ii) HPT
  - iii) FM
  - iv) MW
  - v) SW

**10.2 FUNCTIONARIES OF A RADIO STATION*****Station Director***

The Station Director is in charge of the radio station and also the head of the programme wing. In some stations they are called managers.

***Station Engineer***

The Station Engineer heads the engineering wing and is responsible for all the technical work at the radio station.

In addition there is a group of technicians and engineers, working quietly behind the scene. They operate and maintain broadcast equipment and oversee the control room. They are responsible for the technical quality of the broadcasts.

***Programme personnel***

These are persons who are engaged in planning, production, preparation and presentation of radio programmes. They are known as programme executives or producers. They are part of the programme broadcast process.

***Transmission staff***

Persons who are responsible for a smooth and trouble free transmission process are known as transmission executives.

***Radio Announcer***

The radio announcer presents the programmes and is responsible for making them

interesting. The announcer has to convey feelings through his voice only. If the announcer is dull, his description will also be dull.

### DID YOU KNOW ?

*There was a time when listeners used to wait for the familiar voice presenting the 'Binaca Geet mala programme of film songs on radio. The voice was that of Amin Sayani.*

### Artists

In addition to the above staff, there are also music artists such as vocalists and instrumentalists who form part of the programme staff. They are all eminent performers in their own fields and graded according to their experience.

### 10.3 RADIO BROADCASTING SYSTEM IN INDIA

Even before we discuss about the radio broadcasting system in India, you must know about All India Radio commonly referred to as AIR , which is the main radio broadcaster of India.

Officially known as Akashwani, AIR is a division of Prasar Bharati or the Broadcasting Corporation of India, an autonomous corporation of the Ministry of Information and Broadcasting , Government of India.



Fig. 10.3



Notes

**DID YOU KNOW?**

*AIR is the one of the largest radio networks in the world.*

The headquarters of AIR is at Akashwani Bhawan, New Delhi.

AIR has different services each catering to different regions/ languages across India.

One of the most famous services is Vividh Bharati (All India Variety Programme) which offers programmes such as news, film music, comedy shows etc. in several cities of India.

Now, let us find out how AIR operates.

AIR has a three-tier system of broadcasting, namely, **national**, **regional** and **local**.

**The National** channel of All India Radio started functioning on May 18, 1988.

It caters to the information, education and entertainment needs of the people, through its transmitters at Nagpur, Mogra and Delhi beaming from dusk to dawn.

It transmits centrally originated news bulletins in Hindi and English, plays, sports, music, newsreel, spoken word and other topical programmes, to nearly 76% of the country's population fully reflecting the broad spectrum of national life.

The languages of broadcast are Hindi, English and Urdu apart from some music from other Indian languages.

The **Regional** Stations in different States form the middle tier of broadcasting.

This also includes the North-eastern service at Shillong which disseminates the vibrant and radiant cultural heritage of the north-eastern region of the country.

**Local Radio** is comparatively a new concept of broadcasting in India.

Each of these local radio stations serving a small area provides utility services and reaches right into the heart of the community,

What distinguishes local radio from the regional network is its down to earth, intimate and uninhibited approach.

The programmes of the local radio are area specific.

They are flexible and spontaneous enough to enable the station to function as the mouth piece of the local community.

**FM Channels****What do you understand by FM?**

**FM stands for Frequency Modulation which is a broadcasting technology or method in radio.**

You may have all listened to one or more FM channels.

**Notes**



The FM service of AIR has two channels .

***FM Rainbow and FM Gold.***

There are 12 FM Rainbow channels and 4 FM Gold Channels.

The programme content of these channels is mainly popular Indian and Western music, presented in a style which is highly popular with the urban youth.

News bulletins and current affairs programmes are also broadcast from these channels.

There are also other AIR stations on the F.M. mode. There are several private FM channels which can be heard all over the country.

Let us learn about them.

**Private radio stations ( FM channels)**

Radio Mirchi, Radio Mango, Big FM, Times FM ..... The list is becoming longer.

You must have heard about one or more of them. But have you wondered what they are ?

These are private or commercial radio stations which have been given a license to broadcast programmes on radio.

Most of them cater to the younger generation by providing a mix of music and fun.



**Activity 10.1**

*Which is your favourite FM channel? Make a list of the programmes that you listen to on this channel.*

**Community Radio** is a type of radio service that caters to the interests of a limited area or a community which is homogenous.

It broadcasts programmes that are popular and relevant to the local audience.

A community radio license is required to operate a community radio station.

These stations are expected to produce programmes as far as possible in the local language or dialect.

Although the stress is on developmental programmes, entertainment is not banned on these radio stations.

Anna FM is India's first campus community radio operating from Anna University in Chennai, Tamilnadu. This was launched on 1 February 2004.

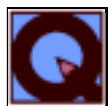


**Activity 10.2**

*Find out the other community radio stations in India and the cities in which they are located.*



Notes



## INTEXT QUESTIONS 10.3

1. Match the following :
 

|                      |                             |
|----------------------|-----------------------------|
| i) Station Director  | a) presents programmes      |
| ii) Station Engineer | b) three-tier broadcasting  |
| iii) Radio Announcer | c) FM Gold                  |
| iv) All India Radio  | d) Head of Programme wing   |
| v) FM Channel        | e) Head of engineering wing |
2. Write three sentences about community radio.



## 10.4 WHAT YOU HAVE LEARNT

### The Radio Station

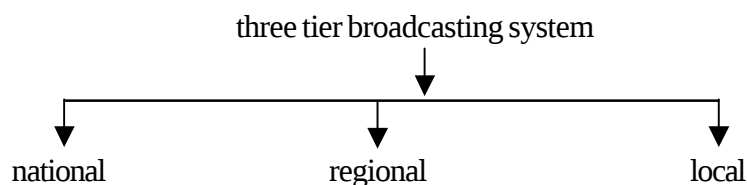
#### → Working of a radio station –

- programme, engineering and administration wings
- radio studio
- control room
- transmitter

#### → functionaries of a radio station

- station director
- station engineer
- programme personnel
- transmission staff
- radio announcer
- artist

#### → All India Radio





- types of radio stations
- private radio stations
  - community radio stations



### 10.5 TERMINAL EXERCISE

1. Explain in detail the working of a radio station.
2. Describe the role played by different functionaries of a radio station.
3. Write short notes on the following :
  - i) Three tier broadcasting system of All India Radio
  - ii) Private radio stations
  - iii) Community radio



### 10.6 ANSWERS TO INTEXT QUESTIONS

- 10.1**
1. (i) Programme  
(ii) Engineering  
(iii) Administration
  2. Sound lock
  3. Announcer's booth or Transmission studio
- 10.2**
1. (i) False (ii) True (iii) True
  2. Please refer to section 10.1
  3. (i) Low Power Transmitter  
(ii) High Power Transmitter  
(iii) Frequency Modulation  
(iv) Medium wave  
(v) Short wave
- 10.3**
1. i) (d) ii) (e) iii) (a) iv) (b) v) (c)
  2. Please refer to section 10.3



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## 11

## FORMATS OF RADIO PROGRAMMES

You are by now familiar with a radio station. The previous lesson helped you to understand how a radio station works.

When you read a popular magazine, you will come across various things. There will be an attractive cover, advertisements of different products, stories or articles on issues ranging from politics to sports and cinema, interviews and other features.

Similarly, a radio station also broadcasts programmes of different types. Think of the different types of programmes you have heard on radio. You would probably remember film songs, phone in programmes, talks, discussions, news, cricket commentaries etc. These different types of programmes are called formats.



### OBJECTIVES

After studying this lesson, you will be able to do the following:

- list the factors to be taken into account for making a radio programme;
- describe the different formats of radio programmes;
- explain the ingredients of a radio programme;
- identify the technology based formats.

### 11.1 FACTORS TO BE TAKEN INTO ACCOUNT FOR MAKING A RADIO PROGRAMME

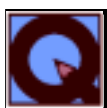
Think of the village or town in which you live. You find people belonging to all communities men and women, rich and poor. Radio plays a very important role in the lives of the people of India. Though there are plenty of rich people and highly developed cities, a majority of our people are poor and a large number of them cannot read or write. So the only medium that can really reach them to inform, educate and entertain is the radio. Radio stations especially those run by the government perform a public service duty.



The requirements of listeners of radio stations are not the same. To serve them, we need to know many facts about them. Let us make a list of what we should know about the audience:

- (a) Number of people — i.e. the total population of the area.
- (b) Number of men and women — Sex ratio
- (c) Literate people/Illiterate people
- (d) The languages spoken in the area.
- (e) Schools/Colleges
- (f) Children going to school
- (g) Health facilities — availability of doctors, primary health centre, clinics, hospitals.
- (h) Any major diseases
- (i) Religions in the area-population wise
- (j) Power supply
- (k) Nearest radio stations/Television stations
- (l) Climate of the place
- (m) Main occupation of the people
- (n) Income per head/people below poverty line
- (o) Roads/transport facilities
- (p) Irrigation facilities
- (q) Number of people engaged in agriculture/other occupations.
- (r) Types of crops.

You can add many more issues to this list. We need to know these facts to decide the language, the type of broadcast, timing of programmes etc. Radio formats therefore are decided on the basis of the needs of the audience.

**INTEXT QUESTIONS 11.1**

1. List any five factors that you need to take into account about the listeners before making a radio programme.
2. Write the names of any five programmes you have heard on radio.
3. Fill in the blanks with appropriate word/s:
  - i) The only medium to reach the illiterate people to inform, \_\_\_\_\_ and entertain them is the \_\_\_\_\_.



- ii) A radio station broadcasts programmes like talks, discussions, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.
- iii) It is important to know the requirements of the listeners to decide \_\_\_\_\_ of broadcast and \_\_\_\_\_ and \_\_\_\_\_ of programmes.
- iv) Radio programmes are decided on the basis of \_\_\_\_\_.

## 11.2 TYPES OF RADIO FORMATS

Do you remember the programmes you have heard on radio. Try and recall some of them. You may have heard the names of radio stations, from where the programmes are broadcast. Many of you would remember Vividh Bharati, AIR FM Gold or some private commercial station. You may also remember the time being mentioned and what programme you are going to listen to. These are called **announcements**. Announcements have been traditionally made by people who are known as **announcers**. The commercial radio channels may call them Radio Jockeys (RJs) or anchor persons. Before you learn about the different radio formats, you must know the ingredients of a radio format.

As you know most of what is spoken on radio is written down. As you have already learnt that what is written for radio is heard and is referred to as 'spoken word' as against the 'written word'. But the spoken words on radio is written down or what is generally called 'scripted'. A Radio format can be split into three parts: They are:-

- (a) Spoken Word or Human Voice
- (b) Music
- (c) Sound Effects

All radio formats have the above three ingredients. So let us first classify the spoken word format.

### ● SPOKEN WORD

1. **Announcements** : These are specifically written clear messages to inform. They can be of different types. For example station/programme identification. These mention the station you are tuned into, the frequency, the time and the programme/song you are going to listen to. As mentioned already you find in today's commercial radio channels, these announcements have become informal and resemble ordinary conversation. There can be more than one presenter in some programmes like magazines.
2. **Radio talk** : The radio talk probably is the oldest format on radio. There has been a tradition in India and Britain to invite experts or prominent persons to speak for 10 or 15 minutes on a specific topic. These talks have to go through a process of being changed into radio's spoken word style. Over the years,



these long radio talks have become unpopular. Instead, today, shorter duration talks are broadcast. Of course, you can listen to these talks only on public service broadcasting stations.

3. **Radio interviews:** Have you ever interviewed anyone? Probably yes. In the media, be it the newspaper, magazine, radio or television, journalists use this technique of asking questions to get information. There can be different types of interviews in terms of their duration, content and purpose.

Firstly, there are full fledged interview programmes. The duration of these may vary from 10 minutes to 30 minutes or even 60 minutes depending up on the topic, and the person being interviewed. Most of such interviews are personality based. You might have heard of long interviews with well known people in the field of public life, literature, science, sports, films etc.

Secondly, there are interviews which are used in various radio programmes like documentaries. Here the interviews are short, questions specific and not many. The purpose is to get a very brief, to the point answer.

Thirdly there are a lot of interviews or interview based programmes in news and current affairs programmes. Have you heard such interviews on radio?

With phone-in-programmes becoming popular, you might have heard live interviews with listeners. These interviews have been made interactive.

There is another type of interview based programme. Here generally just one or two questions are put across to ordinary people or people with knowledge on some current topic to measure public opinion. For example when the general budget or the railway budget is presented in the parliament, people representing radio go out and ask the general public about their opinion. Their names and identity may not be asked. Such programmes are called 'vox pop' which is a Latin phrase meaning 'voice of people'.

You have to be very inquisitive and hard working to be a radio interviewer with good general awareness and communication skills.

4. **Radio discussions :-** When you have a problem in your family or with your friends, don't you say "let us discuss?" Yes we do. Through a discussion we can find out a solution to problems. In any discussion there are more than 2 or 3 people and then ideas can be pooled to come to some conclusion. In radio, this technique is used to let people have different points of view on matters of public concern. Radio discussions are produced when there are social or economic issues which may be controversial. So when different experts meet and discuss such issues, people understand various points of view. Generally, these discussions on radio are of longer duration-say 15 to 30 minutes. Two or three people who are known for their views and a well informed senior person or journalist who acts as a moderator take part and discuss a particular topic for about 30 minutes. The moderator conducts the discussion, introduces



the topic and the participants and ensures that every one gets enough time to speak and all issues are discussed.

5. **Radio documentaries/features:** If you see a film in a movie hall, it is generally a feature film, which is story based and not real. But there are also documentary films which are based on real people and issues. A lot of programmes you see on television are educational and public service documentaries. Radio also has this format. Unlike documentary films, radio documentaries have only sound – i.e. the human voice, music and sound effects. So a radio documentary is a programme based on real sounds and real people and their views and experiences. Radio documentaries are based on facts presented in an attractive manner or dramatically. Radio documentaries are radio's own creative format. The producer of a documentary needs to be very creative to use human voice, script, music and sound effects very effectively. Radio documentaries are also called *radio features*.
6. **Radio drama:** A Radio drama or a radio play is like any other play staged in a theatre or a hall. The only difference is that while a stage play has actors, stage, sets, curtains, properties movement and live action, a radio play has only 3 components. They are the human voice, music and sound effects. Radio of course uses its greatest strength for producing radio plays and that is the power of imagination and suggestivity. For example, if you want to have a scene in a radio play of a north Indian marriage, you don't have all physical arrangements made. All that you have to do is to use a bright tune on the shehnai and excited voices of people to create in a listeners' imagination, a wedding scene. The voice of the actors, music and sound effects can create any situation in a radio play.
7. **Running commentaries :** If you can't go to see a football or cricket match in a stadium, you may watch it on television. But for that you have to be at home or at some place where there is a television. But if you are travelling or outside, then you may listen to radio for a running commentary of the match. A commentator would give you all the details of the match such as the number of players, the score, position of the players in the field etc. So by listening to the running commentary, you get a feeling of being in the stadium and watching the match. The commentator needs good communication skills, a good voice and knowledge about what is going on. Running commentaries on radio can be on various sports events or on ceremonial occasions like the Republic Day Parade or events like festivals, melas, rath yatras, swearing in ceremony of ministers, last journey (funeral procession) of national leaders etc. Today radio running commentaries especially of cricket and other sports can be heard on your mobile phones.
8. **Magazine programmes :** You are familiar with magazines which are a form of print media. They are published weekly, bi-weekly, fortnightly or monthly. There are general magazines and magazines for specific readers. These



magazines could be for children, women, youth or on health, sports, science or music. If you open any one of these magazines, you will find articles, reviews, features, photo features etc. Radio also has magazine programmes like those in the print media.

A radio magazine is broadcast at a particular time on a particular day of a week or a month. That means it has periodicity. Similarly it has plenty of variety in contents. Some or many formats of radio are included in a radio magazine. These may be talks, discussions, interviews, reviews, music etc. Likewise, the duration of each programme or item in a magazine programme also vary. Another characteristic of a radio magazine is that it has a signature tune. A signature tune is an attractive piece of music which is specific to a programme. It can be like the masthead (title) of a magazine. A magazine programme also has a name and one or two presenters or anchor persons who link the whole programme. In the beginning, the titles of the day's programme will be given by the presenters after the signature tune. They also give continuity and link the whole magazine.

Magazine programmes are generally broadcast for a special or specific audience. As the name suggests, a specific audience refers to listeners with specific needs as mentioned in the beginning.

9. **NEWS:** Among all the spoken word formats on radio, news is the most popular. News bulletins and news programmes are broadcast every hour by radio stations. In India, only All India Radio is allowed to broadcast news. Duration of news bulletins vary from 5 minute to 30 minutes. The longer news bulletins have interviews, features, reviews and comments from experts.
- **MUSIC :** When we say radio, the first thing that comes to our mind is music. So music is the main stay in radio. There is no radio without music. Music is used in different ways on radio. There are programmes of music and music is also used in different programmes. These include signature tunes, music used as effects in radio plays and features. India has a great heritage of music and radio in India reflects that. Let us understand the different types of music.

### Classical Music

There are 3 types of classical music in India. They are:-

- Hindustani classical
- Carnatic classical
- Western classical

There are also vocal and instrumental music forms. There are also light classical music forms like, Thumri and Dadra. Instrumental music forms include string (sitar, sarod etc.) wind (like flutes, shehnai) and percussion (drum) instruments. You might have heard such music on radio.



Notes

You may know of a large variety of devotional and folk music in your area and across the country. Which are broadcast on radio.

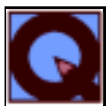
But which is the most popular form of music? You would most probably say 'film music.' While there are film songs in different languages, the one with a national appeal and popularity is Hindi film songs. On most radio stations, be it public service or commercial, Hindi films songs are heard every where.

Light western and pop music are also popular among some groups of listeners and there is a large section of young people listening to western pop music.

### ● SOUND EFFECTS

Let us see how sound can be used in radio formats.

- Sound can play a major role in evoking interest.
- Sound can be used for comic effects to evoke laughter
- Sound can be used to create certain moods or enhance them.



### INTEXT QUESTIONS 11.2

1. Fill in the blanks with appropriate word/s:
  - i) Announcers are also known as \_\_\_\_\_, \_\_\_\_\_.
  - ii) Whatever is written for radio is also known as \_\_\_\_\_.
  - iii) Announcements mention the \_\_\_\_\_ you are tuned into, \_\_\_\_\_ and \_\_\_\_\_ of broadcast.
  - iv) There can be different types of radio interviews in terms of \_\_\_\_\_, \_\_\_\_\_ and purpose.
  - v) A film based on real people and issues is called a \_\_\_\_\_.
2. List the ingredients of a radio format.
3. Differentiate between a radio discussion and a radio drama.
4. Match the following :
 

|                  |                        |
|------------------|------------------------|
| i) announcements | a) republic day parade |
| ii) commentary   | b) oldest radio format |
| iii) interviews  | c) inform listeners    |
| iv) discussion   | d) asking questions    |
| v) radio talk    | e) moderator           |



### 11.3 INFORMATION TECHNOLOGY BASED FORMATS

India has taken giant leaps in the field of information technology and radio as a medium, has taken a lead in applying information technology in its broadcasts. Let us discuss some of these formats:

1. **Phone in programme** – In this age of technological development, phone-in is the most important format. This is called interactive programming where the listener and the presenter talk to each other. Their talk goes on air instantly. The listener has the satisfaction that his voice is being listened to and replied immediately. Other listeners also listen to him. Such presentations need advance publicity so that the listeners get ready to air their grievances/queries or requests. They dial up the announced telephone number at a stipulated time and get their problems discussed with experts in the studio. Initially this format was introduced for playing the listeners' request based film songs. Now it is being used for health related programmes, rural broadcasts, complaints against the government/administrative machinery etc.



Fig. 11.1: Phone-in programme

2. **Radio bridge** : Radio bridge means connecting different stations throughout the length and breadth of the country. In this technique, for example, an expert sitting at Chennai can interact with the common man in the studio in Delhi. This format was first used by All India Radio during elections.
3. **Radio on internet** : Radio on internet is a growing phenomenon with thousands of radio stations operating through computer modems. It is altogether a new format that removes the restrictions of frequency or license. It is relatively



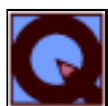
Notes

cheap to set up. It has certain advantages as well as disadvantages. Now all the national and international radio stations like BBC, Voice of America, and All India Radio are available on internet. It is now possible to listen to the programmes from a radio station while working on the computer.



Fig. 11.2

All India Radio started its services on internet on 1<sup>st</sup> May 1998. With this, it was possible to extend the coverage of programmes to all parts of the world including USA and Canada.



## INTEXT QUESTIONS 11.3

1. Fill in the blanks with appropriate word/s:
  - i) A phone-in programme is also called \_\_\_\_\_ programming.
  - ii) AIR started its internet services on \_\_\_\_\_.
  - iii) Phone-in programmes need advance \_\_\_\_\_.
  - iv) Radio bridge means \_\_\_\_\_ different radio stations.
2. List any three IT based radio formats.
3. Mention any three areas where phone-in programmes are used.
4. Name the radio format which is available through a computer.



### 11.4 WHAT YOU HAVE LEARNT

Formats of radio programmes

- > Factors to be taken into account for making a radio programme
  - Area population, sex ratio, languages spoken, number of schools and colleges, health facilities, religions, climate, types of crops, transport facilities, main occupation of people
- > Radio formats
  - ingredients of a radio format – spoken word, music and special effects
  - types of formats – announcements, radio talk, radio interviews, radio discussions, radio magazine, radio documentaries and features, running commentaries, radio drama, news, music
  - Information technology based formats – phone-in, radio bridge, internet radio



### 11.5 TERMINAL EXERCISES

1. Discuss in detail the factors to be taken account before making a radio programme.
2. Explain with examples the different formats of radio programmes.
3. Describe information technology based formats used in the medium of radio.



### 11.6 ANSWERS TO INTEXT QUESTIONS

- 11.1**
1. Pl. refer to Section 11.1
  2. examples: news, music programmes
  3. i) educate, radio
    - ii) news, commentaries, magazines
    - iii) communities, rich, poor
    - iv) language, time, type
    - v) needs of the audience
- 11.2**
1. i) Radio jockeys/anchor persons
    - ii) spoken word



Notes



Notes

iii) station, frequency, time

iv) duration, content

v) documentary

2. spoken word, music, sound effects

3. Pl. refer to Section 11.2

4. i) c) ii) a) iii) d) iv) e) v) b)

**11.3** 1. i) interactive ii) May 01, 1998 iii) publicity iv) connecting

2. Pl. refer to Section 11.3

3. Pl. refer to Section 11.3

4. Radio on internet



## TELEVISION IN INDIA

Can you imagine a world without television? No serials, news channels or cricket matches. Will it not be a boring world? Today television has become an integral part of our lives. Your brother might get angry if disturbed while he is watching his favourite television programme.

However, television is a recent invention. Very few homes had television sets some fifty years ago. Also, till the 1990s Doordarshan was the only channel available to a vast majority of Indians. This lesson will take you through the story of television.



### OBJECTIVES

After studying this lesson, you will be able to do the following:

- trace the evolution of television;
- identify the milestones of television history in India;
- analyze the impact of television in our daily lives;
- explain the new trends in television.

### 13.1 EVOLUTION OF TELEVISION

Isn't it wonderful that a newsreader who is hundreds of kilometers away in a news studio can be seen and heard by just switching on your television set? However, television is a recent invention. Ask your grandfather whether he had watched television in his childhood. Most probably he would have had a radio set at home but not a television. Radio, print and cinema were already there before the arrival of television. The idea of television existed long before the actual invention of television. Several inventors were working on the creation of a technology which could transmit sound as well as visuals.

Though many pioneers have contributed to make it possible, John Baird is generally regarded as the father of television. British Broadcasting Corporation (BBC) of Britain began the first television service in 1936. If you have a satellite or cable



## Notes

connection, you will be able to watch BBC, the world's oldest television broadcaster. By 1939, television broadcasts began in the United States also. These two countries were clearly ahead in the race. Other countries began television broadcasting on a wide scale only by the 1950s. Though the second World War slowed down the rapid development of the new medium, the post war years made up for it.

We have seen how television came into existence. However, early television viewing was not like what we see on a television set today. It was quite primitive. The limitations of the early camera forced the actors and anchors to work with impossibly hot lights. Imagine trying to read news with full make up under a blazing light.

The early television broadcasts were all black and white. The first successful programme in colour was transmitted by Columbia Broadcasting System (CBS) in USA in 1953. The television set became one of the important mediums of entertainment with the advent of several popular shows. Television gradually matured as a medium during the next two decades. From being "radio with pictures" it acquired a unique style of its own. As a result of this, this phase is often called the "golden age" of television.

**DATES TO REMEMBER**

|       |   |                                                                                                   |
|-------|---|---------------------------------------------------------------------------------------------------|
| 1936  | - | British Broadcasting Corporation (BBC) of Britain began the first television service of the world |
| 1939  | - | Television broadcasts began in US                                                                 |
| 1950s | - | Other countries began television broadcasting on a wide scale                                     |
| 1953  | - | The first successful programme in colour was transmitted by CBS in USA                            |

In today's world, television has become one of the most powerful means of mass communication. It can impart education, information and entertainment. Television has become an integral part of our lives. In the next section you will learn about the of history of television in India.

**INTEXT QUESTIONS 13.1**

- Who is generally credited as the father of television?
- Name the world's oldest television broadcaster.
- When did the world's first colour broadcast happen?
- Tick mark the correct answer.
  - Which of the following was a later invention?
    - cinema



Notes

- (b) radio
- (c) print
- (d) television
- ii) Which country began the first television service?
  - (a) UK
  - (b) US
  - (c) Spain
  - (d) India
- iii) Name the event which slowed down the development of television.
  - (a) Second World War
  - (b) First World War
  - (c) Crimean War
  - (d) Gulf War

### 13.2 HISTORY OF TELEVISION IN INDIA

Did you know that television broadcasts started in India under All India Radio (AIR)? Television began in India on 15<sup>th</sup> September 1959 as an experiment. There were only two one-hour programmes a week, each of one hour duration. Imagine a television set working for only two hours a week. Can you think of such a situation today? But, that was the case in the early years of television. All India Radio handled these initial broadcasts.

**1959- TELEVISION BEGAN IN INDIA ON AN EXPERIMENTAL BASIS.**

The early programmes on these experimental broadcasts were generally educational programmes for school children and farmers. Several community television sets were set up in Delhi's rural areas and schools around Delhi for the dissemination of these programmes. By the 1970s, television centers were opened in other parts of the country also. In 1976, Doordarshan, which was All India Radio's television arm until then became a separate department.

**1976- DOORDARSHAN BECAME A SEPARATE DEPARTMENT INDEPENDENT OF ALL INDIA RADIO (AIR)**

Are there any community television sets in your area? Several community television sets were distributed as a part of one of the important landmarks in the history of Indian television, the Satellite Instructional Television Experiment (SITE). It was conducted between August 1975 and July 1976. Under this programme, the Indian government used the American satellite ATS-6 to broadcast educational programmes



Notes

to Indian villages. Six states were selected for this experiment and television sets were distributed in these states. Was your state a part of the SITE programme? Ask your elders if community television sets were distributed in the neighbourhood during this period.

### **1975-1976 SATELLITE INSTRUCTIONAL TELEVISION EXPERIMENT (SITE)**

SITE was an important step taken by India to use television for development. The programmes were mainly produced by Doordarshan which was then a part of AIR. The telecasts happened twice a day, in the morning and evening. Other than agricultural information, health and family planning were the other important topics dealt with in these programmes. Entertainment was also included in these telecasts in the form of dance, music, drama, folk and rural art forms.

A major milestone in the history of Indian television was the coverage of the Ninth Asian Games in 1982. Doordarshan provided national coverage for the first time through the satellite INSAT 1A. Also, for the first time, the transmission was in colour. In addition to the domestic transmission, Doordarshan was also providing content for the broadcasters of many other countries. After 1982, there was a huge increase in the live coverage of sports by Doordarshan.

### **1982- DOORDARSHAN PROVIDED NATIONAL COVERAGE FOR THE FIRST TIME THROUGH THE SATELLITE INSAT 1A.**

By 1983, government sanctioned a huge expansion of Doordarshan. Several new transmitters were set up throughout the country. Thus towards the end of 80s around 75 per cent of the population could be covered by the transmitters. Many of the programmes of Doordarshan like Hum Log, Buniyaad and Nukkad were immensely popular. Have you seen any of these serials?

### **1983- GOVERNMENT SANCTIONS HUGE EXPANSION OF DOORDARSHAN**

In 1997, Prasar Bharati, a statutory autonomous body was established. Doordarshan along with AIR was converted into government corporations under Prasar Bharati. The Prasar Bharati Corporation was established to serve as the public service broadcaster of the country which would achieve its objectives through AIR and DD. This was a step towards greater autonomy for Doordarshan and AIR. However, Prasar Bharati has not succeeded in shielding Doordarshan from government control.

### **1997- ESTABLISHMENT OF PRASAR BHARATI**

Do you watch Gyandarshan, the educational channel of Doordarshan? Do you find the programmes in the channel useful? Which is your favourite channel of Doordarshan? Today, about 90 per cent of the Indian population can receive

Doordarshan programmes through its network. From its humble beginning as a part of All India Radio, Doordarshan has grown into a major television broadcaster with around 30 channels. This includes Regional Language Satellite Channels, State Networks, International Channel and All India Channels like DD National, DD News, DD Sports, DD Gyandarshan, DD Bharati, Lok Sabha Channel and DD Urdu. Which channel of Doordarshan broadcasts in your regional language?

**Activity 13.1**

*Make a list of all the channels of Doordarshan. Watch at least five of them and identify the purpose of each channel.*

**DATES TO REMEMBER**

- 1959 - Television started in India as an experiment.
- 1975 - SITE programme starts
- 1976 - Doordarshan, which was AIR's television arm, becomes a separate department
- 1982 - Coverage of Ninth Asian Games. Doordarshan starts national coverage and colour transmission for the first time.
- 1983 - Government sanctions a huge expansion of Doordarshan
- 1997 - Establishment of Prasar Bharati

**INTEXT QUESTIONS 13.2**

1. What is the full form of SITE?
2. What is the importance of the year 1982 in the history of Indian television?
3. What is Prasar Bharati?
4. (i) Television in India began as
  - (a) an experiment
  - (b) a source of entertainment
  - (c) a medium for education
  - (d) a tool for development
- (ii) Gyan Darshan is
  - (a) an entertainment channel
  - (b) an educational channel
  - (c) a sports channel
  - (d) news channel

**Notes**



## Notes

- (iii) The satellite used by Doordarshan for national coverage in 1982 is
  - (a) ATS -6
  - (b) Aryabhata
  - (c) IRS 1C
  - (d) INSAT 1A
- (iv) Doordarshan began as a part of
  - (a) AIR
  - (b) Prasar Bharati
  - (c) SITE
  - (d) Krishi Darshan

### 13.3 EMERGENCE OF PRIVATE TELEVISION CHANNELS

So you have seen how Doordarshan has evolved over the years. But today we have many channels other than Doordarshan. You may have heard the term “satellite channels”. Generally satellites are used for communication or research purposes. Man made satellites are objects which are launched to orbit the earth or any other celestial body. Let us see how satellites help in bringing your favourite television channels to your homes.

What is the relationship between a satellite and a serial that you see in the cable network? They might seem completely unrelated. But, communication satellites are instrumental in bringing the serial to your home. Have you ever owned a television set with an antenna which had to be positioned exactly to catch the signal? A heavy rain or rough weather can disrupt your television viewing in such a case. The introduction of communication satellites has improved the situation greatly.

How many channels can you watch on your television set? Star TV, Aaj Tak, NDTV, Zee etc are a few of the many television channels available to us today. Ask your mother if she had such a wide choice of channels in her childhood. The answer will be ‘no’. This is because these private channels came into the Indian Television scene quite recently. In the earlier days, Doordarshan had a monopoly as it was the only channel available to the Indian television audience. This changed in the 1990s with the arrival of private channels. The coverage of the Gulf War by the American news channel, Cable News Network (CNN) propelled the arrival of satellite television in India. Satellite dishes were used to catch the CNN signals and cable operators took to satellite broadcasting immediately.

#### 1990s : ADVENT OF PRIVATE TELEVISION CHANNELS IN INDIA



Notes

Hong Kong based STAR (Satellite Television Asian Region) entered into an agreement with an Indian company and Zee TV was born. It became the first privately owned Hindi satellite channel of India. The agreement between STAR and Zee did not last long. But the Indian television audience was waiting for a shift from the monopoly of Doordarshan and soon a number of private channels emerged.

The Supreme Court ruling of 1995 which stated that the airwaves are not the monopoly of the Indian government boosted their growth. Several regional channels also came into being during this period. Sun TV (Tamil), Asianet (Malayalam) and Eenadu TV were a few of them. Today almost all major Indian languages have television channels in them. Which is your favourite regional channel?

Apart from the regional channels, a host of international channels like CNN, BBC and Discovery are also available to the Indian television audience. With different categories of channels like 24 hour news channels, religious channels, cartoon channels and movie channels, there is something for everyone to watch.

**Activity 13.2**

*Classify the different channels offered by the cable network in your area into various categories like news channels, movie channels, religious channels etc.*

**INTEXT QUESTIONS 13.3**

1. What was the Supreme Court ruling about the government monopoly of airwaves?
2. Name the event which led to the arrival of satellite television in India
3. Fill in the blanks with appropriate word/s:
  - (i) \_\_\_\_\_ was the first privately owned Hindi satellite channel of India
  - (ii) Asianet is the regional channel of \_\_\_\_\_
  - (iii) The full form of STAR is \_\_\_\_\_
  - (iv) Before the advent of private channels \_\_\_\_\_ was the only television channel available to the vast majority of Indians
  - (v) \_\_\_\_\_ is an example of a private television channel.

**13.4 IMPACT OF TELEVISION IN OUR DAILY LIVES**

We have seen that television is an immensely popular medium of mass communication. It is very much integrated into our daily lives and has the power to



## Notes

influence our outlooks. This influence can have both positive and negative results.. On the positive front, television can be an excellent teacher. Wouldn't your younger sister get thrilled if a cartoon show teaches her mathematics? Television can also be used as an excellent medium for mass education as in the SITE experiment. Identify one programme in your favorite channel which can have a positive impact on society.

Television can also open up new horizons for us. Sitting in your living room, you can access information about what is happening in a distant country like Iraq by just a click of the remote. Television can also be used to create awareness about various issues like environmental pollution and global warming. Can you recall any programme or public service advertisement which has increased your awareness about the need to conserve our environment? Television can also provide entertainment and can be used as a tool for relaxation.

**Activity 13.3**

*Identify three television programmes which have increased your awareness about social issues*

As a child, have you ever nagged your parents to get you the brand of chocolate advertised on TV? How did your parents react?



**Fig. 13.1(a) : A child watching the ad of a particular brand of chocolate on TV**



## Notes

Stereotype: an oversimplified standardized image of a person or group



**Fig. 13.1(b) : The same child creating a fuss in a shopping mall for the chocolate bar advertised and seen by him on TV.**

Mindless television can have negative impacts. Have you heard of the term ‘couch potato’? This is used for people who spend most of their time in front of a television set. Do you know any couch potatoes? Too much television can distract you from other activities, like reading, sports or helping your parents with household chores. Since television viewing is a sedentary activity, it can also lead to obesity. Catchy advertisements on television can tempt people to buy various products.



Notes



Fig. 13.2: Couch Potato

Television viewing has also been linked with the creation of stereotypes. Watch some of the women based serials and observe where maximum time is spent by the heroine. You are most likely to find her spending most of the time inside a house. Here the stereotype that women are supposed to spend most of the time at home is subtly re-enforced. You would have come across the portrayal of a “madrasi” in Hindi comedy shows. This depiction may not have any real relation to a South Indian.

**Activity 13.4**

Identify any two television programmes which contain stereotypes.

A lot of studies has been conducted on the connection between television violence

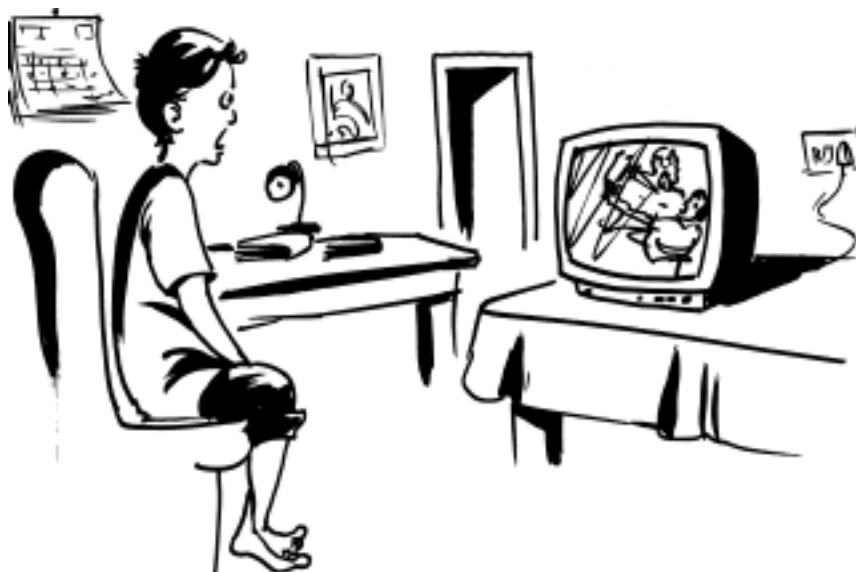


Fig 13.3 : Watching violent content.

and violent behaviour in children. The general assumption derived from these studies is that increased exposure to violence make children think that it is an acceptable behaviour. Watching violent programmes have been linked with aggression in both adults and children. These programmes have been found to cause more adverse effects on children who have experienced violence, poverty or neglect in their lives.

**Activity 13.5**

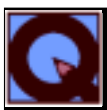
*Monitor the amount of violence depicted in your favourite channel over a week and discuss its impact with your friends.*

Some television programmes can induce fear in children.



**Fig. 13.4 : Expressing fear**

Thus, television in itself is neither good nor bad. It is just another medium of communication. The positive and negative effects depend upon how we use the medium.

**INTEXT QUESTIONS 13.4**

Answer the following questions:

1. What is the impact of violent television content on children?
2. List two positive impacts of television.
3. Which of the following is not a negative aspect of television
  - (a) provides entertainment
  - (b) can contain excessive violent content
  - (c) can lead to excessive consumerism



**Notes**



4. State whether the following statements are true or false.
- (i) any television programme can provide you with information
  - (ii) increased exposure to violent television can lead to violent behaviour in some children.
  - (iii) watching television leads to obesity
  - (iv) the only purpose of television is to provide entertainment
  - (v) television is bad for children

### 13.5 NEW TRENDS IN TELEVISION

So, we have seen the impact of television in our lives. Now let us have a look at the new developments in the field of television.. Do you depend on an antenna to watch television? In that case your television set relies on terrestrial transmission. Television content can be delivered in a variety of ways. It can be distributed through terrestrial transmission. In this system, an antenna connected to the television viewer is used to receive the signals telecast by the broadcaster's transmitter. This is the traditional method of television broadcast. Other methods of delivery include distribution through cable networks and direct broadcast satellite.

Have you ever thought how the cable operator in your area supplies all those bouquet of channels? The cable distribution in India can be seen as a chain which begins with the signal sent by the broadcaster to the cable operator. The cable operators then relay these signals to our homes. There are free to air channels and pay channels. For the free to air channels, the broadcaster does not charge the cable operator. Examples of free to air channels include Aaj Tak, Sahara and Times Now. Pay channels like Sony and Star Plus charge a certain amount of money per subscriber per month.

Where would you ideally place your television set? In the living room, is it? However the arrival of new delivery platforms is going to change this forever. How about watching your favourite channel on your mobile phone? This has already become a reality in India. This way, you will not miss your favourite television programme while you are traveling.

#### *DID YOU KNOW?*

*There are cars which come with an antenna which allows you to watch television programmes from a host of channels.*

Another interesting technology is Internet Protocol Television (IPTV) which allows you to watch television on computers and mobile phones. This allows the consumers to watch television, record programmes and share their experiences with their friends with the help of an internet connection and a set top box provided



Notes

for the purpose. Under this system, a cell phone can be used to schedule the recording of a programme. This will offer the consumers greater choice, control and convenience. Many of the major Indian channels provide video clips of their programmes through their websites.

Do you have a cyber café in your neighbourhood? Have you gone there to search the internet? If you are not yet familiar with computers, you should make it a point to visit a cybercafé. Internet or new media has opened a whole new world of communication. This newer medium has created a challenge for television. Do you know that many young people in developed countries spend more time on the internet than in front of a television set?

New media allows greater audience participation. You will learn more about this in the module on new media. Television has invented its own ways to meet the challenges put forward by internet. Audience backed shows where the audience decides the winner is an example. Ask your mother if there were any such programmes on Indian television 15 years back. The answer will be 'no'. This is because new media is a recent addition to the media scene and television had no such challenges in the past. Reality television is another new trend. Have you seen programmes like 'Indian Idol', 'Big Boss' and 'Sa Re Ga Ma Pa'? They are examples of reality television.

Thus, in this age of internet, television has been constantly reinventing itself as a medium. The new delivery platforms are steps in that direction. One of the disadvantages of television as a medium is delayed feed back. On the other hand, internet is all about interactivity. So to cope up with this, television has begun to package its content as well as delivery in an interactive manner.

**INTEXT QUESTIONS 13.5**

1. What is IPTV?
2. What is a pay channel?
3. Which of the following is a traditional method of TV broadcasting?
  - (i) terrestrial transmission
  - (ii) IPTV
  - (iii) HDTV
  - (iv) Mobile TV broadcasting



4. Fill in the blanks with appropriate word/s:
- \_\_\_\_\_ is an example of a free to air channel
  - Mobile TV broadcasting is a \_\_\_\_\_
  - \_\_\_\_\_ is a drawback of television.
  - \_\_\_\_\_ is an interactive medium



### 13.6 WHAT YOU HAVE LEARNT

#### → Evolution of television

- father of television
- first television service BBC
- black and white service
- colour transmission

#### History of television in India

- television as a part of AIR
- establishment of Doordarshan
- first national coverage by DD
- establishment of Prasar Bharati

#### Emergence of private television channels

- satellite communication
- advent of Star TV

#### Impact of television in our daily lives

- information channels
- educational channels
- entertainment channels
- exposure to violence
- creation of stereotypes
- generation of fear

#### New trends in television

- cable network
- direct broadcast
- Internet Protocol Television

**13.7 TERMINAL EXERCISES**

1. List three milestones in the history of television in India.
2. How does television influence our daily lives?
3. Outline the new trends in television.
4. Identify the major events in the evolution of television.

**13.8 ANSWERS TO INTEXT QUESTIONS**

- 13.1**
1. John Baird
  2. British Broadcasting Corporation (BBC)
  3. 1953
  4. (i) (d) (ii) (a) (iii) (a)
- 13.2**
1. Satellite Instructional Television Experiment
  2. Refer to section 13.2
  3. Refer to section 13.2
  4. (i) (a) (ii) (b) (iii) (d) (iv) (a)
- 13.3**
1. Refer to section 13.3
  2. The coverage of the Gulf War by the American news channel CNN
  3. (i) Zee  
(ii) Kerala  
(iii) Satellite Television Asian Region  
(iv) Doordarshan  
(v) Times Now, any other
- 13.4**
1. Refer to section 13.4
  2. Imparting information and education
  3. (a) provides entertainment
  4. (i) False (ii) True (iii) False (iv) False (v) False

**Notes**

**Notes**

- 13.5**
1. Refer to section 13.5
  2. Refer to section 13.5
  3. (i) terrestrial transmission
  4. (i) Aaj Tak, any other  
(ii) New television delivery platform  
(iii) Delayed feedback  
(iv) New media



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15

## TELEVISION CHANNELS

Whenever you are hungry, you look up to your mother to provide you with something really delicious. But imagine what will happen if your mother serves you the same *chapati* and *daal* every day. You will definitely get bored. That is why we feel many a times to have food in restaurants or also try to make different dishes at home itself. The variety helps us choose the food according to our taste and mood.

Now imagine, if we had only one channel in our television sets offering us only two or three programmes on a daily basis ? That was how it used to be in the mid seventies when Doordarshan used to broadcast only black and white programmes for a few hours only. People who owned television sets would wait for the time to switch on the television. Today, we are fortunate enough to have a varied range of television channels offering us different programmes. Improved technology has changed the world of television.

In this lesson, you will learn about the various categories of television channels available in our country and the types of programmes telecast through them.



### OBJECTIVES

After studying this lesson, you will be able to do the following :

- classify different categories of television channels;
- differentiate between various types of television programmes;
- enlist various programme formats available on television.

### 15.1 DIFFERENT CATEGORIES OF TELEVISION CHANNELS

You must have sometimes wondered if variety is the only reason to have so many types of television channels? The fact is that television keeps all types of audiences in mind whether they are children, women, youth, elderly, farmers, industrial workers, students or even illiterates and thus offers a number of channels for everyone.

Television telecasts many such programmes that are audience specific – these are known as special audience programmes like children’s programmes, women’s programmes, youth programmes and educational/school telecasts.

Keeping the target audience in mind, these special programmes are planned, fulfilling the desires of specific groups. In case of children’s programmes, stories, music, games and general knowledge are available. In women’s programmes, tips on cooking, sewing, legal problems etc. are given. In the case of farmers programmes, subjects on agriculture, dairy farming, poultry, cooperative activities etc. are adequately covered.

The youth programme has a separate format which provides for discussion on the problems, desires and requirements of the youth, generally presented by young anchors and for the young audience. Now let us discuss the different categories of television channels available with us.

### News Channels

What comes to your mind when you see the word news? If we were to answer this question 10-15 years back, we may have said that news bulletins are telecast at night. But today, the answer would be news channels showing news round the clock.

Initially news on television meant a bulletin of half an hour or one hour usually telecast at the prime time comprising the top stories of the day. But today the meaning and definition of news has changed considerably. There are various programmes, various formats and a number of ways in which the news is being broadcast.



Fig. 15.1

News may be defined as something that is new or information about recent events or latest happenings, especially as reported by newspapers, periodicals, radio, or television. But news has today come to mean much more. Just a little over a decade ago, only one television channel used to give us news and current affairs – that is, the sober old Doordarshan.



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At present, we have more than half a dozen news channels in Hindi. Some of them are Aaj Tak, Star News, Zee News, NDTV India, Sahara Samay and ETV. There are English news channels which include NDTV 24x7, CNBC-TV18, Times Now and Headlines Today. In addition there are channels in all other major languages, including Tamil, Telugu, Malayalam, Kannada, Marathi, Gujarati, Bengali, Oriya and Urdu.



Fig. 15.2

### Sports Channels

Have you ever seen a live cricket match on television? Or for that matter a football tournament? Apart from news channels, another important category of television channels are sports channels.



Fig. 15.3: Sports channels



Sports channels are television specialty channels that broadcast sporting events like twenty-20 world cup- usually live, and when not broadcasting live events, they offer sports news and other related programmes. There are some channels that focus on only one sport, in particular or one specific region of a country, showing only their local team's games.

***Do you know?***

*The first sports channel was from the Sports Channel networks in US. ESPN began broadcasting in 1979.*

These channels have greatly improved the availability of sports broadcasts, generating opportunities, such as the option to see every single sport our team plays in any part of the world.

The concept of sports channels is also not that old. Earlier, you might even remember that in India many serials were not telecast at their routine timings because the cricket match was to be shown live. Today this is surely not the case. We now have exclusive sports channels which telecast live sports events thereby not hampering the schedule of other popular fiction and entertainment programmes available on other channels. What to watch is definitely the viewers' choice always.

**Cartoon Channels**

Do you have any younger sister or brother at home? Ask them which is their favourite channel on television. Well, their answer would probably be Pogo or Cartoon Network. The most popular category of television channels among kids are the cartoon channels.

Cartoon Network India is the most popular cartoon-dedicated television channel in India. It airs English, Tamil and Hindi-dubbed versions of a variety of cartoons, including traditional Cartoon Network programmes featuring Tom and Jerry, Scooby-Doo and Popeye the Sailor.

Programmes also include the superhero series including Superman: The Animated Series, Batman: The Animated Series and Justice League Unlimited, Pokémon, Beyblade, Xiaolin Showdown, Digimon, Duel Masters, Transformers: The Unicron Trilogy and the Teenage Mutant Ninja Turtles.



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Fig. 15.4: Cartoon channel

Cartoon Network has also aired a few Indian-made cartoons, featuring ‘Akbar and Birbal’, ‘Tenali Raman’, ‘Sindbad’, ‘Ramayan’, ‘Mahabharata’ and ‘Vikram and Betal’.

### Entertainment and Lifestyle Channels

Have you ever seen the coloured supplement that comes along with your newspaper? It has stories related to films, actors, home decors and other entertainment related items. In television also there are channels dedicated to subjects such as home, garden, kitchen and family.

These are called lifestyle channels and they offer a variety of programmes catering to various lifestyle conditions and patterns. Stylised anchors, well decorated and lit up sets, mesmerising locations and a cool attitude is how these channels can be best described. To know what your favourite celebrity likes or dislikes, you may watch the lifestyle channel. Zoom and Discovery’s Travel and Living are some of the lifestyle channels.

### Science and Discovery related channels

Just like sports channels offer a variety of programmes related to sports, science channels feature only science-related television shows. Each day has specialised blocks that cover certain topics such as weather, technology and space.

If you want to learn about dinosaurs, snakes, tigers, waterfalls, nature, scientific inventions and discoveries, science channels like National Geographic and Discovery are a must for you.

**INTEXT QUESTIONS 15.1**

1. Tick mark the appropriate answer from the choices given :
  - i) Channels dedicated to the subjects of home, garden and family :
    - a) science channels
    - b) news channels
    - c) sports channels
    - d) lifestyle channels
  - ii) The most popular category of television channels among children :
    - a) news channels
    - b) sports channels
    - c) cartoon channels
    - d) lifestyle channels
  - iii) Which of the following is a news channel?
    - a) Discovery Channel
    - b) NDTV 24x7
    - c) ESPN
    - d) Zoom
2. List two types of television channels. Give one example of each.
 

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3. Give five examples of entertainment programmes on television.
 

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**Notes**



## 15.2 TYPES OF TELEVISION PROGRAMMES

Now we all know that there are different categories of television channels. Depending upon our mood, interests and other requirements, we select and watch the channels. Various programmes that are offered on these channels serve different purposes. Some programmes are used to inform the people, some to entertain the masses and others to educate the community. Time and again it has been proved that the television has provoked and persuaded the common people. Many of us have an emotional involvement with this medium.

Providing information, entertainment and education is the basic objective of television. Our priority changes from time to time and so does the channel that we select at a given moment. With time, new words like 'infotainment' and 'edutainment' have crept in, but in both the cases entertainment is common and that is what has become the main role of television.

### Informative Programmes

Very often, we get to know a lot of things through television programmes. What is happening where? Which exhibition will be held and until when? Who has been declared the best sportsperson of the year?

Well, programmes whose main aim is to provide information to its viewers are termed as informative programmes. Different types of informative programmes are:

- **News and Current Affairs Programmes:** For eg. *News bulletins, news commentaries - direct coverage of proceedings of important events, news based interviews and panel discussions.*
- **Sports Programmes:** for eg. *Cricket matches, sports diaries, sports commentary.*
- **Cookery shows, food related programmes** eg. *Cook it up with Tarla Dalal, Khana Khazana, Mirch Masala.*
- Programmes imparting information related to contemporary environmental issues, scientific and technological inventions and discoveries and economic policies like *Surabhi, Bharat ek Khoj.*

### Entertainment Programmes

Do you always watch television because you want to know something? Surely not. The most important reason why most of us watch television is to be entertained.

Apart from programmes that provide us with information, there are a number of programmes on television that entertain us. These programmes are known as entertainment programmes.



Examples of entertainment programmes are:

- **Serials, soap operas, dramas and plays** like: *Junoon*, *Ghar ek Mandir*, *Kyunki saas bhi kabhi bahu thi*, *Banu mein teri dulhan*.
- **Comedy shows** like *laughter challenge*, *comedy circus*.
- **Musical programmes**: Light music programmes, classical music programmes like *Ghazal Goshthi*
- **Game shows** like *Master Card Family Fortune*
- **Chat shows** like *Koffee with Karan*, *Oye, its Friday!*, *Jeena isi ka naam hai*.
- **Cartoons** like *Tom and Jerry*
- **Fairy tales/ fantasy based programmes** like *Alladin ka Chirag*
- **Horror shows** like *Aahat*
- **Reality television shows** like *Indian Idol*, *Sa Re Ga Ma Pa* and *Voice of India*.

### Educational Programmes

Do you know that television can be an excellent teacher as well. It can act as an effective tool of distance education. You have learnt about *Gyandarshan* which is the educational channel of Doordarshan in your earlier lesson. Programmes telecast through this channel is a perfect example of educational programmes. Programmes that come under this category are:

- Open university and distance learning programmes (UGC and IGNOU)
- **Social and development programmes**: Health and science, fitness and hygiene, agriculture and rural development programmes, public service telecasts, literacy campaigns, family planning and welfare.
- **Culture and gender studies programmes** : Programmes related to literature, arts, theatre, cultural heritage and gender sensitisation.



### INTEXT QUESTIONS 15.2

1. Tick mark the appropriate answer from the choices given
  - i) Culture and gender studies programmes are a type of-
    - a) entertainment programmes
    - b) educational programmes
    - c) informative programmes
    - d) none of these



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- ii) Comedy shows are a type of :
    - a) educational programme
    - b) informative programme
    - c) entertainment programme
    - d) none of the above
  - iii) Cookery shows can be classified as :
    - a) educational programme
    - b) entertainment programme
    - c) informative programme
    - d) none of the above
2. Give three examples of informative programmes which you like to see on television.

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### 15.3 DIFFERENT FORMATS OF TELEVISION PROGRAMMES

Man needs variety in his life, whether in taking food, getting dressed, making friends or even selecting entertainment. Here in television also we go by the saying 'variety is the spice of life'.

Many times while watching television you must have thought that some programmes are a work of the director's imagination while others appear to be real life experiences. This is very true because on one hand we have programmes which are based on imagination and on the other hand, we have programmes that are based on real incidents and events. Thus, we have two broad formats of television programmes which we shall discuss here.

- Fiction Programmes
- Non Fiction Programmes

#### Fiction programmes

Almost all the fiction programmes that depend on imagination and dramatization are meant for entertaining the audiences. Drama/ soap operas like *Humlog*, *Ghar*

*ek Mandir, Kyunki saas bhi kbahi bahu thi* are ongoing, episodic works of fiction.

### Do you now?

*The name soap opera stems from the original dramatic serials broadcast on radio that had soap manufacturers as the show's sponsors.*

How often do people in your house fight for the remote ? Why does this happen? Your mother wanted to see a serial but your sister preferred something else. Your father wanted to see the news while you wanted to see the cricket match. And ultimately your mother managed to win the slot as everyone agreed to watch the daily serial. Serials in television are series, often in a weekly prime time slot, that rely on a continuing plot and unfolds in a serial fashion episode by episode.

Interestingly, many film-based programmes with a mixture of fiction and song/segments of film clippings etc are also available these days on television which blend various formats into one.

### Non-fiction programmes

Apart from different serials and other entertaining works of fiction, you must have watched programmes on television that provide a lot of information regarding various events that take place in our surroundings and also impart education on contemporary issues. Let us now discuss the various non-fiction programmes available on television.

**News Bulletins:** News bulletins essentially present a summary of news stories in their order of importance and interest. National and international happenings get the pride of place, while regional and local news are read out if time permits. Human interest stories and sports news generally round off the major bulletins. News bulletins in English, Hindi and various regional languages are presented on Doordarshan.

But with the advent of 24-hour news channels, half an hour bulletins are no longer popular. Rather the news has taken the 24X7 format where it is presented almost instantly as and when events occur.

**Game/Quiz Show:** You may have seen Derek O'Brien presenting the most popular quiz programme, called Bournvita Quiz Contest (BQC) telecast every Sunday afternoon. Beginning with the Bournvita jingles, the programme gets off the ground quickly and moves at a hectic pace, taking the audience along with it.. It's the sense of participation and involvement in the quiz questions that makes the quiz programme an enjoyable family fare.

**Talks and Discussion Programmes:** There are many issues which are of importance and concern to us happening in our society. Reporting them through news alone is not enough. Several factors and viewpoints of experts help us to gain an insight into these issues. Talks and discussion programmes about topical issues are thus a very important format of television programming. Most of these



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shows feature a regular host, who interviews guest speakers. Typically, it includes an element of audience participation, usually by broadcasting conversations with listeners who have placed telephone calls to speak with the programme's host or guest. Generally, the shows are organized into segments which are separated by a break for advertisements. Examples of such programmes include 'We the people' and 'Muqabla'.



#### 15.4 WHAT YOU HAVE LEARNT

##### → Different categories of television channels

- news channel
- sports channel
- cartoon channel
- entertainment and lifestyle channel
- science and discovery channel

##### Types of television programmes

- informative
- entertaining
- educational

##### Different programme formats

- Fiction : serials, film based programmes
- Non-fiction: News bulletins, game/ quiz show, talks and discovery programmes



#### 15.6 TERMINAL EXERCISES

1. Discuss the various categories of television channels in detail giving examples.
2. What are the various types of television programmes? Explain with examples.
3. Which is your favorite television programme and favourite television channel and why? To which category does it belong to ?
4. Describe the various types of television programme formats.



#### 15.7 ANSWERS TO INTEXT QUESTIONS

- 15.1**
1. i) (d) ii) (c) iii) (b)
  2. i) News channel – example –Zee News  
ii) Sports channel – example- ESPN  
iii) Any other
  3. Refer to section 15.1
- 15.2**
1. i) (b) ii) (c) iii) (c)
  2. Refer to section 15.2



## TELEVISION PROGRAMME PRODUCTION

Have you ever thought what goes behind any television programme production? Or, have you ever noticed the names of the people involved in production process that appear on television after the programme ends? You may not have bothered to look at all the names which appear on the television screen at the end of the programme. But you must know that a whole range of personnel and equipments are involved in making a television programme.

While watching television, as viewers, we are largely unaware of the production complexities. But professional television production, regardless of whether it is done in a television studio or in the field is a complex creative process in which many people and machines interact to bring a variety of messages and information to a large audience.

In this lesson, you will learn about the different stages of television programme production, various equipment required for production of television programmes and the work profiles of key professionals involved in the production process.



### OBJECTIVES

After studying this lesson, you will be able to do the following:

- classify the three stages of television programme production;
- explain the production process of a television programme;
- identify the equipment required for television production;
- describe the work profile of key professionals involved in programme production.

### 16.1 PROGRAMME PRODUCTION STAGES

Let us consider a situation in which you are expecting some guests for dinner. What preparations will you do? First of all, you need to decide the menu. Then

**Notes**

you will arrange for all the vegetables and such other ingredients required for the preparation of food items. You may have to go to the market for buying the ingredients. Now after arranging for everything, you will start preparing the food. This again involves all the key ingredients to be mixed at the right time in the right quantity. Once the food is prepared, comes the presentation stage wherein you will put the various items prepared in different utensils and after garnishing, they will be ready to be served on the dining table.

So you have seen that there were three stages in the making of various food items. In stage one, you arranged for everything required for preparing the food items. In stage two, you actually prepared the food items and in the third stage, you presented them on the dining table.

**Fig. 16.1 (a)****Fig.16.1 (b)**



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Fig. 16.1 (c)

Now imagine you have to produce a television programme. In a similar manner as above, you will first arrange everything required for the programme production. In the second stage you will actually carry on the production process, and thirdly you will polish the product for the final presentation on television. Thus, we can divide the entire production process into three major stages.

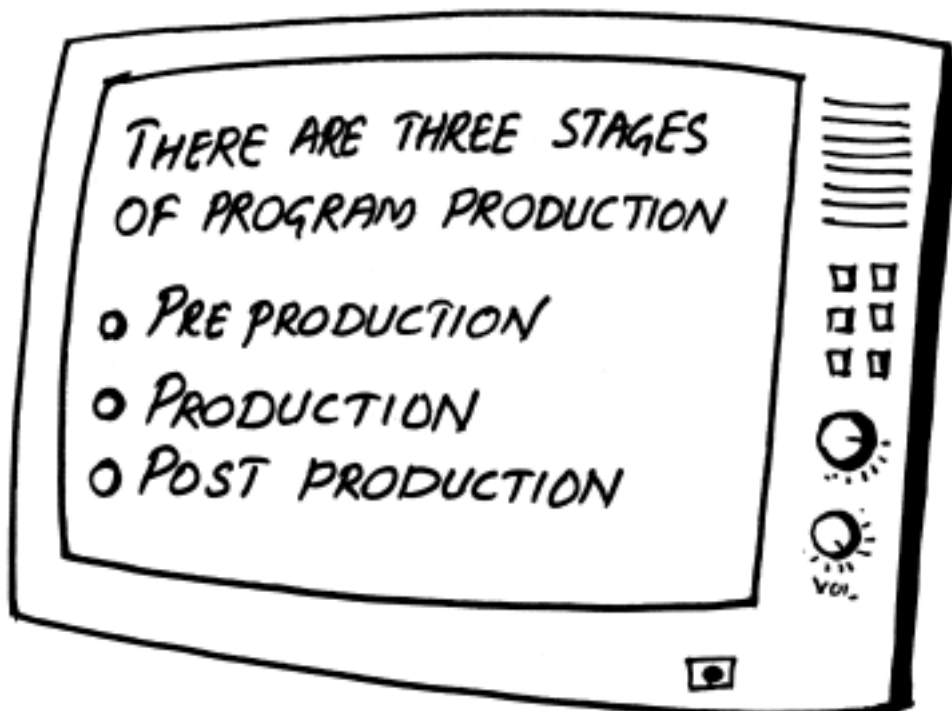


Fig. 16.2



## Notes

There are three stages of programme production

1. Pre production
2. Production
3. Post production

**Pre-Production**

This stage includes everything you do before entering the studio or reaching the shooting location. It involves idea generation, research, scripting, discussions with all the crew members and talents (actors), arranging equipment, video / audio tapes, properties, costumes, sets designing or location hunting and booking of editing shifts.

The first thing to know about any and every production is what you want the programme to look like, just like you need to know what you want to cook. This is the pre production stage. You need a clear idea of what you want to make. Only then will you be able to make a good programme, understandable by the audience. Once the idea is clear, the next stage is how to get from the idea to the television image. To translate an idea on screen effectively you need a good and detailed script.

In all it involves planning everything in advance. This is very essential to get desired results. If you have all the raw ingredients ready in your kitchen, you can easily cook the food. Similarly, if you have worked well in this stage of programme production, the other two stages become easy and workable.



Fig. 16.3: Pre-production stage – getting ideas clear



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### Production

This is the stage when you are on the studio floor or on location and are ready to shoot or are actually shooting. (You can compare this to the situation when you were in the kitchen carrying out the process of cooking food). It includes managing all the facilities, handling of talent and crew members, controlling the crowd, shooting without hurdles and solving any problem related on the spot at that time.

### Post-Production

This is the third stage of programme production. It is the stage when you get the final shape of the programme, just like the way you garnished every food item to be presented on the dining table. It includes cutting the recorded visuals into appropriate length, arranging the visuals in a proper sequence, use of desired effects for the visuals or text / captions, commentary recording, music/song recording, and final assembly of the entire programme.



### INTEXT QUESTIONS 16.1

1. Tick mark (✓) the appropriate answer
  - (i) The production process can be divided into
    - (a) Two stages
    - (b) Four stages
    - (c) Three stages
    - (d) Five stages
  - (ii) Idea generation is a part of
    - (a) Pre production
    - (b) Production
    - (c) Post production
    - (d) None of the above
2. Fill in the blanks with appropriate word/s:
  - (i) Pre production stage involves ..... everything in advance.
  - (ii) The most important element of the pre-production process is the .....
  - (iii) ..... includes cutting the visuals into appropriate length.



3. Arrange the following steps in the right order, by putting 1, 2 and 3 against each of them :
- i) Post Production
  - ii) Pre Production
  - iii) Production

## 16.2 TELEVISION PRODUCTION PROCESS

We all know that in order to make a food item we need different materials like vegetables, utensils, knives, spoons, spices, water, oil etc. Similarly, in order to make a television programme we need various equipments and people required to operate them for the production of a specific kind of programme.

Let us now discuss the equipments required for the production process.

### Machinery and Equipment required for Production

Imagine you had to paint something on a canvas. Essentially, you will need a brush, colours and a palette. Similarly, if you want to make a good programme on television, you need some essential equipment like camera, lights, sound recorder etc. We can categorise the basic production elements as follows:

#### Camera

The most basic equipment in any and every production is the camera. In our lives also, many of us or our friends must have used the camera for capturing various events.

If you carefully look at any camera, you will see a lens in it. This lens selects a part of the visible environment and produces a small optical image. The camera is principally designed to convert the optical image, as projected by the lens, into an electrical signal, often called the video signal.



Fig. 16.4: Camera



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### Lights

Have you ever tried to see something in dim light? It's difficult to see. Isn't it? Now imagine seeing in the dark. You must be wondering how it is possible to see in the dark? Just like the human eye, the camera also cannot see without a certain amount of light. There comes the role of lights in television production. Lighting any object or individual has three main purposes:

1. To provide the television camera with adequate illumination for technically acceptable pictures.
2. To show the viewers what the objects shown on screen actually look like, say, for instance, if there was no light in the room, we would not have been able to see how the chair, table or anything else for that matter would look like. Lights also help us know when the event is taking place, in terms of the season and the time of the day.
3. To establish the general mood of the event.



Fig. 16.5: Lights

### Microphone

You may have seen a microphone being used by people to talk on various occasions. Have you ever wondered why we actually use microphones?

Just as you have learnt that the camera converts what it sees into electrical signals, similarly the microphone converts sound waves into electrical energy or the audio signals. But the sounds that we produce are very feeble in nature and, therefore, cannot be sent to larger distances. Therefore it is amplified and sent to the loudspeaker which reconverts them into audible sound.

**Notes**

There are different types of microphones available for different purposes. Picking up a news anchor's voice, capturing the sounds of a tennis match, and recording a rock concert - all these require different types of microphones or a set of microphones.



**Fig. 16.6: Microphone**

**Sound Recorder**

In one of your earlier lessons, you have learnt that radio is an aural medium where as print relies on visual content. However, television combines compelling visuals with the personal immediacy of the radio. This audio visual character gives it great power in conveying realism in a convincing way.

Television sound/audio not only communicates information, but also contributes greatly to the mood and atmosphere of the visuals that come along with the audio on screen. The sound recorder essentially records the sound picked up by the microphone.

With a sound recorder, you can:

1. select a specific microphone or other sound input
2. amplify a weak signal from a microphone or other audio source for further processing
3. Control the volume and ensure the quality of sound
4. mix or combine two or more incoming sound sources

**Videotape recorder**

As we all know that television is an audio-visual medium, we need to record both audio and visual components. While the sound i.e. audio is recorded on sound recorders, visuals are recorded on video tape in a videotape recorder.



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Most of the television programmes that we see are recorded on videotape or computer disk before they are actually telecast.

### Post production editing Machine

As we have discussed earlier, before we present any food item on the dining table, we need to garnish it. Likewise in television programmes also, before we actually telecast a programme on television, we need to do the post production.

In the post production stage, you select from the recorded material, those visuals which seem to be most relevant and copy them onto another videotape in a specific order. This is called editing.

The post production editing equipment/machine helps to edit the programme after it is recorded. While many of the elaborate editing systems may help you to obtain the desired results, most of them cannot make the creative decisions for you. It is therefore important for you to know the desired result and shoot accordingly. Again, the better the pre production and production stages of the programme are, the more easier becomes the post production stage.



### INTEXT QUESTIONS 16.2

1. Tick mark (✓) the appropriate answer from the choices given.
  - (i) What converts sound waves into electrical energy or the audio signals
    - (a) Lights
    - (b) Camera
    - (c) Microphone
    - (d) Switcher
2. Fill in the blanks :
  - (i) Television camera converts ..... image into .....signals
  - (ii) Most television programmes are recorded on ..... or computer disk
3. List any five equipments used for production
 

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**Notes****16.3 KEY PROFESSIONALS INVOLVED IN TELEVISION PRODUCTION**

You know that your mother can cook tasty food and that too alone. Your sister can also do the same thing without any help. But in television programme production, this is not the case. Television production is a team effort. The team consists of creative talent as core members and there are other support staff also. The members may be required to perform more than one role and that depends on the type of organisation or a production house, and the type and scale of the production. Regardless of the specific job functions of the various members, they all have to interact as a team. Just like you know in every sport, say like cricket, each member of the team is very important; similarly in television production also, every member plays a crucial role.

Television production is a team effort.

Let us now discuss the key roles that the team members in a television production need to play.

**Producer**

In television programme production, the head of the production who is called a producer is in charge of the entire production. The producer manages the budget and coordinates with the advertising agencies, actors and writers. The producer is also responsible for all the people working on the production front and for coordinating technical and non technical production elements.

**Director**

Who is a Director? In a television production, the Director is in-charge of directing the actors and technical operations. The Director is ultimately responsible for transforming a script into effective audio and video messages. Where the camera will be placed, what type of visuals need to be taken, where the actors will stand, all these are controlled by the director.





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**Production Assistant**

The Production Assistant facilitates all that is required for the smooth execution of the television production. Both the producer and director are assisted by the production assistant.

**Script Writer**

One of the basic requirements of television production is the script. The script gives all the details of the programme such as the dialogues, the list of actors, details of the costumes, the mood required to be created for each scene and their respective locations. A script writer is the person who writes the script for the programme. In smaller productions, this task is generally done by the director and script writers are hired, if required.

**Actors**

Actors are the personnel who perform different roles according to the requirement of the script.

**Anchor**

An anchor is a person who presents a programme formally on television. For example, news anchors present news on television while there are also anchors who present reality shows like Sa re Ga Ma Pa and Indian Idol.

Who is your favourite anchor? Which programme does he/ she anchor?



Fig. 16.8: Anchor

**Cameraperson**

Camerapersons operate the cameras. They often do the lighting also for smaller productions. They are also called videographers.

**Notes****Fig. 16.9 (a) : Cameraperson****Fig. 16.9 (b) : Cameraperson****Sound Recordist**

A Sound recordist records the complete sound track (dialogue and sound



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effects) of the programme. The sound recordist is also responsible for background music involved throughout the programme.

### Art Director

The Art Director is in charge of the creative design aspects, which includes set design, location and graphics of the show.

### Property Manager

The property manager maintains and manages the use of various set and properties. It is found in large productions only, otherwise the props are managed by the floor manager only.

### Floor Manager

A Floor Manager is in charge of all the activities on the studio floor. He coordinates talents, conveys the director's instructions and supervises floor personnel. He is also called *floor director* or *stage manager*.

### Costume Designer

The costume designer designs and sometimes even constructs various costumes for dramas, dance numbers and children's shows.



#### Activity 16.1

Prepare a list of all the names that come on screen at the beginning or end of any television programme that you watch.

## 16.4 STUDIO AND OUTDOOR RECORDING

You may have noticed that the programmes which you see on television are either shot inside the rooms i.e. closed areas, or are shot in open spaces, or as we call outdoor areas. Thus, the recording of all the programmes that we see on television can be done, in broadly two ways, either inside the studio or an outdoor location.

The recording done essentially within the four walls of the studio for the production of television programmes is known as *studio recording*. Whereas, any recording that involves shooting outside the studio is known as *outdoor recording*.



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Fig. 16.10 : (a) Studio recording



Fig. 16.10 : (b) Outdoor recording

### Live television programmes and Recorded Television Programmes

Have you ever seen a cricket match on television which was actually being played at the same time in some other country? Or may be the Republic Day Parade which takes place in New Delhi? All these programmes are telecast 'live' on television.



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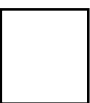
The success of a live programme entirely depends upon the performance of the talents and the crew members involved. Recorded programmes have a better chance for success as there is scope to go for retakes to get desired visuals with greater satisfaction. But on the other hand, live programmes can be made speedily. Live programmes generate a lot of excitement in the minds of viewers.

Recorded programmes have a better chance of marketing as such programmes can be polished and edited later, but they generally lack the excitement of live programmes. No matter what the programme format may be, live or recorded, the pre-production research and paper work is a must in television programme production.

**INTEXT QUESTIONS 16.3**

From the list given below, pick only the key professionals involved in television programme production .

- i) flower designer
- ii) costume designer
- iii) playback singer
- iv) producer
- v) orchestra players
- vi) stage decorator
- vii) director
- viii) dance master
- ix) production assistant
- x) cameraperson

**16.5 WHAT YOU HAVE LEARNT**

→ Television Programme Production

Programme Production Stages

- Pre-production
- Production
- Post production

**→ Television Production Process****Machinery/ equipment required**

- camera
- lights
- microphone
- sound recorder
- videotape recorder
- editing machine

**Key Professionals in Television Production**

- producer
- director
- script writer
- actors
- cameraperson
- sound recordist
- art director

**Studio and outdoor recording****Live television programmes and recorded television programmes****16.6 TERMINAL EXERCISES**

1. What is television production?
2. Describe various stages of television programme production
3. Explain the importance of the pre production stage for any television programme?
4. What is the function of camera, lights and recorder in any television programme?
5. Give a brief account of various equipments required for production
6. Describe the work profile of key professionals in a programme production

**16.8 ANSWERS TO INTEXT QUESTIONS**

- 16.1**
1. (i) c  
(ii) a
  2. (i) Planning  
(ii) Script  
(iii) Post Production/Editing
  3. Post Production-3  
Pre Production-1  
Production-2
- 16.2**
1. (i) c
  2. (i) Optical, Electrical  
(ii) Videotape
  3. Camera  
Lights  
Microphone  
Videotape recorder  
Sound recorder
- 16.3**
- (i) costume designer
  - (ii) producer
  - (iii) director
  - (iv) production assistant
  - (v) cameraperson

**Notes**



## ADVERTISING INDUSTRY

Which toothpaste do you use? Have you seen its advertisement? If there was no advertising, how will you know that this brand of toothpaste is being sold in the market? Ads provide us with information about new products. Advertising as a medium of information can be very powerful. However wrong advertising can reduce the sales of a product. Are there any ads that you find annoying? In this lesson, you will learn more about the world of advertising and what makes a good ad campaign.



### OBJECTIVES

After studying this lesson, you will be able to do the following :

- explain the principles of advertising;
- identify key concerns in advertising planning;
- list the guidelines governing the ad industry;
- describe the main components in the structure of an ad agency;
- differentiate between advertising and public relations.

### 18.1 PRINCIPLES OF ADVERTISING

Do you like going to the markets? People often like to buy new things but advertisers and ad agencies believe that customers have needs and desires, which are fulfilled through sale and purchase of goods. Do you like watching/ reading ads? Do you know that a lot of thought goes into creating even a small advertisement?

There are some basic principles that all ad producers keep in mind when creating an advertisement.

People have some basic needs – physiological, safety, love, esteem and self –



Notes

confidence. Advertising keeps these needs in mind and appeals to emotions of envy, fear and anxiety about one's status and appearance.

The key principle is to gain the attention of the consumer. This can be done by working with size, colour, visualization, slogan etc.



Fig 18.1

The ads stimulate desire. They try to make people want the special product that is being advertised. They make you feel special, exclusive or 'cool'.



**Activity 18.1**

*Make a list of 10 ads that make the reader/ viewer/ listener desire the product being advertised.*

The ads also impart conviction. They put on a show of certainty and surety.

For example, the ad might say that, if you use Fairglow fairness crème, you will be successful!

**SOME IMPORTANT ADVERTISING TERMS TO REMEMBER**

*Jingle*

A jingle is a rhyming song used to advertise a product. These can be traced back to 1923 around the time commercial radio came to the public.

*Spot*

A spot is an advertisement on audio/visual mediums such a television, radio, cinema or cable television.

*Consumer*

A consumer is a person who uses any product or service.

**INTEXT QUESTIONS 18.1**

1. Match the following sentences :

- |                   |                                              |
|-------------------|----------------------------------------------|
| i) classified ads | a) person using a product or service         |
| ii) display ads   | b) advertisement on audiovisual mediums      |
| iii) consumer     | c) direct but dull.                          |
| iv) jingle        | d) bright and catchy                         |
| v) spot           | e) rhyming song used to advertise a product. |

**Notes****Activity 18.2**

*Do you remember the ad jingle for Bajaj bulbs?*

*Jab main chota bachcha tha,  
bari shararat karta tha.  
Meri chori pakri jati,  
Jab roshan hota Bajaj.*

Now make an ad jingle for a new brand of tubelights.

**18.2 PLANNING AN ADVERTISEMENT**

Which is your favourite ad medium? Is it print, audio or video? How do you think an ad is created? In this section, we will see how an advertisement is planned. Since the cost of making an ad is very high, it is very important for ad agencies to plan the ad campaigns well.

Some key questions such as the following are to be kept in mind.

- Why does a company need to advertise? Does the company want more people to buy a product; does the company want a good public image or does the company want to introduce a new product?
- Who is the target group for the ad? Is it school going children, teenage boys and girls or office going women ?
- What message is to be conveyed through the ad? Is it that the product is the best in the market? Is it that the product is the cheapest? Or is it that a film star uses the product and so it is stylish to use the product?



Notes



Fig. 18.2 : Product campaign

- Where is the target group located? Does one need to reach them through print or radio or television? Do they live in metros, big cities, towns, or villages?
- How will the ad agency reach this public, the target group? Will it be through a big ad campaign through FM radio? Will it be television, or will it be language newspapers?
- When and for how long will the ad campaign run? Will it be for 6 months, 3 months or a week?
- How long should an individual ad be? One minute, 30 seconds or 10 seconds?
- What should be the language of the ad? Will it be English, Hindi, regional languages or a mix of several languages?
- What kind of visuals (people/ objects) should be used in making the ad? Will it be very glamorous people; will it be middle class housing? Or will it have foreign locations?

**INTEXT QUESTIONS 18.2**

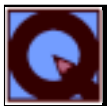
1. List five points to be kept in mind while planning an ad campaign.
  - i)
  - ii)
  - iii)
  - iv)
  - v)



### 18.3 GUIDELINES FOR ADVERTISING

Are there ads that make you uncomfortable? Do you think that sometimes ads are not completely true? There are some important guidelines laid down for ad makers and should be kept in mind when producing an advertisement.

- Ads on cigarette, bidis and other tobacco products, alcoholic drinks and other intoxicants cannot directly endorse the product.
- The ads on aerated water (soft drinks) should contain a declaration that it contains no fruit juice/ fruit pulp and is artificially flavoured.
- Medicinal products need to get the script approval of the Drugs Controller before broadcast.
- Ads cannot contain any exaggerated, exceptional or misleading claim.
- Ads need to conform to the Constitution of India and cannot offend the morality, decency and religious beliefs of people.
- Ads cannot be insulting of any race, caste, colour, creed or nationality.
- Ads cannot provoke people to violence, crime or cause disorder.
- Ads cannot present criminality as desirable or admirable.
- Ads cannot adversely affect friendly relations with a foreign state.
- Ads cannot be presented as news.
- Ads cannot portray women as passive, weak or submissive.



#### INTEXT QUESTIONS 18.3

1. State whether the following statements are true or false:
  - i) Ads about medicinal products need to get the script approval of the Films Division before broadcast.
  - ii) Ads should provoke people to violence and crime.
  - iii) Ads are news.
  - iv) Ads cannot contain any exaggerated, superlative or misleading claim.
  - v) Ads can portray two men as passive, weak or submissive.
  - vi) Companies can show bidi and tobacco ads on television.
  - vii) Ads cannot be insulting of any race, caste, colour, creed or nationality.
  - viii) Ads can promote lying and cheating.

Notes



Notes



### Activity 18.3

- Make an ad breaking the guidelines mentioned above. Keep the following in mind:

*It should be selling a consumer product like tea, washing powder, toffee, oil, crème, soap etc.*

*Make a slogan or tagline. Make a jingle.*

*Enact the ad before your family or friends.*

- How do you feel after creating such an advertisement?

### 18.4 ADVERTISING AS A CAREER

Advertising field offers a range of interesting careers – from executive work to one with a more creative dimension such as copywriters and visualizers. A career in advertisement is quite glamorous and at the same time challenging with more and more agencies opening up every day. Whether it's products, companies, personalities or even voluntary organizations, all of them use some form of advertising in order to be able to communicate with the target audience.

Advertising offers different career paths:

- People can join a television company, a radio station, a newspaper or magazine and sell time or space to companies who want to advertise their products or services.
- They can join a manufacturing company and work as Brand Managers.. Brand managers plan, develop, and direct the marketing efforts for a particular brand or product.
- People can work with an advertising agency.

Let us study the structure of an ad agency.

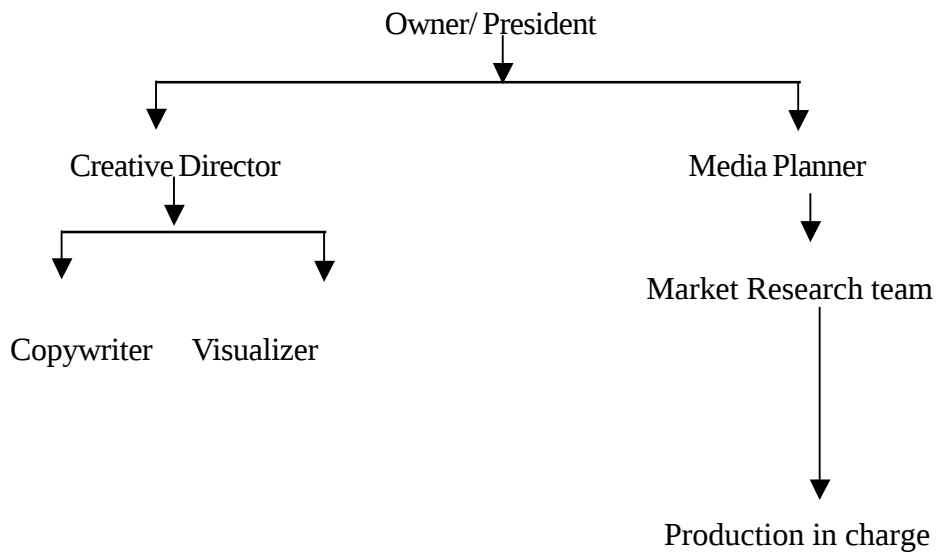
### STRUCTURE OF AN AD AGENCY

An ad agency employs people with various skills.



Notes

Given below is the structure of a small ad agency.



### DID YOU KNOW?

**COPY:** This is material (texts, songs, slogans etc. written by copywriters. The main purpose of this material is to encourage consumers to buy goods or services being talked about. A good copy becomes an important aspect of a successful ad campaign.

Some key jobs:

- **Creative director**

This is a senior position in an ad agency. The creative director coordinates the copywriting and designing and has to supervise the production of the ad.

- **Copywriters**

Also called wordsmiths, copywriters produce the wording of an advertisement. All the witty, sometimes emotional and touching taglines, slogans, jingles, and dialogues of famous ad campaigns are written by these hardworking and creative copywriters.

Do you recall the Dhara oil advertisements?

‘Dhara dhara – shuddh dhara...’ This ad became very famous for its text messages and images even among non Dhara users. Besides being bright and talented, copywriters have a flair for languages. They are good with producing emotion through words.

- **Visualizers**

They are artists who create images based on what the copywriter has created. Visualizers may work with graphics, images, photographs, moving image and sound. To put it simply, the visualizers design the ad. Which is your favourite ad these days? What is it about the visualization that you like?



## Notes

- **Freelancer**

A freelancer is a person who works independently for people and has no long-term contract with any organization. In an ad agency, they can work as copywriters, jingle writers, radio announcers, artists, visualizers, technical writers etc.

- **Production- in- charge**

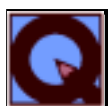
This person heads the Production department, the section which employs people with diverse talents. Persons skilled in printing technology, desktop publishing (DTP) technology, photography, typography, videography, and video and sound editing work in this department.

- **Media planner**

This person prepares and allocates the budget for the ad. She selects the media, decides the frequency, size and position of an advertisement. She is helped by the market research team from the ad agency or research undertaken by an independent outside agency.

- **Market research**

Have you seen people who often visit other people's homes and want to know which television the family uses or which soft drink they prefer to consume. They are from the market research wing of a company, often an ad agency. Market research is the process of systematically gathering, recording and analyzing data and information about customers. The information about customer likes and dislikes helps in creating an ad campaign, launch a new product or service, improve existing products and services and expand into new markets. Market research can be used to determine which part of the population will purchase a product/ service, based on variables like age, gender and income level.

**INTEXT QUESTIONS 18.4**

1. Choose the correct alternative:
  - i) What does a copywriter do?
    - a) makes photocopies of the ads.
    - b) writes the main slogan, taglines and dialogue of the ad.
    - c) uses the typewriter.
  - ii) Who heads the ad team?
    - a) Creative director
    - b) Market researcher



Notes

- c) Copywriter
- d) Film director
- iii) Who is a freelancer?
  - a) Someone who works independently and has no permanent employment with one organization and gets paid according to the work done, rather than a monthly salary.
  - b) Someone who works for free.
  - c) Someone who works independently in a permanent job with monthly salary and Provident Fund.
  - d) Someone who has a lot of free time in office.
- iv) Who is a media planner ?
  - a) one who selects the clients
  - b) one who selects the advertising media
  - c) one who selects the ad agency
  - d) one who selects the research team
- v) Who is a visualizer ?
  - a) one who designs the ad
  - b) one who writes the text for the ad
  - c) one who helps in the production of the ad
  - d) one who prepares the budget for the ad

### 18.5 DIFFERENCES BETWEEN ADVERTISING AND PUBLIC RELATIONS

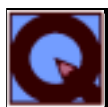
As we have seen, advertising is not a 'mass media' as such. Neither is public relations. They are not like other media of mass communication like television, radio, cinema, press and folk media. They are not mediating technologies but are means to get a message across to potential consumers. You will be studying in detail about public relations in your next lesson. However, as an introduction, so as not to confuse advertising with public relations, let's look at the differences



Notes

between these two:

| Advertisement                                                                                                                                | Public relations                                                                                                                                                                         |
|----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Advertisement is paid for</li> </ul>                                                                  | <ul style="list-style-type: none"> <li>Public relations (PR) is not paid for directly.</li> </ul>                                                                                        |
| <ul style="list-style-type: none"> <li>Advertisement is direct and explicit.</li> </ul>                                                      | <ul style="list-style-type: none"> <li>PR is subtle and indirect.</li> </ul>                                                                                                             |
| <ul style="list-style-type: none"> <li>People will know immediately what is being advertised and who is behind the advertisement.</li> </ul> | <ul style="list-style-type: none"> <li>People may not immediately know who is behind the PR exercise but in PR community service campaigns, the company's name is publicized.</li> </ul> |



### INTEXT QUESTIONS 18.5

1. State whether the following statements are true or false:
  - i) An advertisement is usually direct and explicit.
  - ii) Public relations stand for Press Report.
  - iii) Public Relations involves direct advertising.
  - iv) A spot is a rhyming song used to advertise a product.
  - v) Public relations is not paid for directly.



### 18.6 WHAT YOU HAVE LEARNT

→ Principles of advertising

- basic needs of the consumer
- grab attention of the consumer
- advertising terms

Important concerns in planning an advertisement

- target group
- medium to be used
- length of the ad
- duration of the ad campaign
- language of the ad
- visuals to be used



Notes

## → Advertising industry

- structure and functions
- guidelines
- career options
- copywriters
- visualizers
- freelancers
- media planner
- brand managers
- market researchers

Difference between advertising and public relations

**18.7 TERMINAL QUESTIONS**

- 1) Explain the important principles of advertising.
- 2) What are the key guidelines for good advertising?
- 3) Describe the structure and functions of an ad agency?
- 4) Differentiate between advertising and public relations.

**18.8 ANSWERS TO INTEXT QUESTIONS**

- 18.1** 1. i) (c)  
 ii) (d)  
 iii) (a)  
 iv) (e)  
 v) (b)

- 18.2** 1. i) location of the target group  
 ii) medium to be used  
 iii) length of the ad  
 iv) language of the ad  
 v) visuals to be used  
 vi) any other

**Notes**

- 18.3** 1. i) False  
ii) False  
iii) False  
iv) True  
v) False  
vi) False  
vii) True  
viii) False

- 18.4** 1. i) (b)  
ii) (a)  
iii) (a)  
iv) (b)  
v) (a)

- 18.5** 1. i) True  
ii) False  
iii) False  
iv) False  
v) True



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## **PUBLIC RELATIONS – AN INTRODUCTION**

In your first module, you have learnt that communication, in one form or another, plays a significant part in our daily lives. We use it all the time, often without realizing it, depending on our needs or desires at that moment.

Let us consider a situation where a school going child is leaving home to catch a bus to reach school. What does the child look for? Yes, you are right. The bus stop. This is often found in the form of a shelter with bus routes/ numbers indicated on a board for the convenience of passengers.

Let us take another example: the sign boards you find on the roads give you directions on how to reach a particular place. Imagine how difficult it would have been without these sign boards.

These are all common examples of communication exercises for the benefit of the public.

In this lesson, you will learn about the definition and evolution of public relations and about different types of public relations.



### **OBJECTIVES**

After studying this lesson, you will be able to do the following :

- state the meaning of public relations ;
- explain the purpose of public relations with examples;
- trace the evolution of public relations;
- discuss the government public relations structure and strategy;
- differentiate between different areas of public relations.



Notes

*ethical : correct*

## 19.1 CONCEPT OF PUBLIC RELATIONS

Let us first try and understand the meaning of the term ‘public relations’.

You have already learnt that communication is a two- way process where messages and information sent are just as important as those that are received. The same applies to public relations. It is all about communicating with others, either through the spoken word or written word, or by using a visual or some other means.

Communication and public relations are linked to each other and play an important role in a wide variety of ways throughout our lives.

You have learnt in the first module that we can communicate by merely looking, by speaking, by our posture or by our actions. Communication, if used properly, can be used to inform, educate, reassure, evoke sympathy of situations as and when they occur.

Thus we can say that:

Public relations involves:

- i) a two way communication process between an organisation and its public
- ii) communication with a view to changing the mindsets of the public in a certain direction

We can therefore define public relations as a form of communication used to persuade or influence people using ethical means.

It is important to understand that communication here, i.e. in public relations is a receiver phenomenon. It is controlled not by the sender but rather by the receiver or, in other words, the audience. For e.g. if the speaker is gifted and delivers a speech effectively in Hindi but the audience does not understand Hindi, no real communication takes place.

Therefore, the most important aspect of public relations is to focus on the ‘key public’ or in other words, the people who will receive the communication. Let us consider the following list of products/services and public who use these products/services.

| Product / Service |   | Public    |
|-------------------|---|-----------|
| Hospitals         | ↔ | Patients  |
| Merchants         | ↔ | Customers |
| Schools           | ↔ | Students  |
| Television        | ↔ | Viewers   |



|                    |    |                   |
|--------------------|----|-------------------|
| Radio              | ←→ | Listeners         |
| NIOS textbook on   | ←→ | Learners like you |
| mass communication | ←→ |                   |

In the above list, you will find that the target group or public that a hospital has to focus on are the patients. Likewise, merchants have to address customers, schools, their students, television its viewers, radio its listeners and NIOS its learners.

You will find that the desires, interests and needs of each of the above target public are different. 'Understanding' these differences and communicating in an 'effective' manner is a vital skill of public relations. The key words here are 'understanding' and 'effective'. The public relations situation is an effort to win the support of the public by addressing their wants, interests and needs rather than your own.

The sign boards that you find on the roads is a simple example of public relations.



Fig. 19.1: Sign boards

Thus in public relations, we can say that the process of communication involves the following three progressive levels:-

**AWARENESS** - The message should reach the public.

**ACCEPTANCE** - The public should agree with the message.

**ACTION** - The public should act or interact accordingly.

To understand this, let us take the example of a television advertisement on a new brand of washing powder. Some of the viewers are found to be convinced about the quality of the new product. So they take a decision to buy the product and try it out.

Notes



### Notes

We can simplify this further to say that :

Public relations is the result of what you do, what you say and what others say about you.

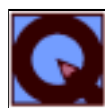
For example, while you are shopping, your manner towards the sales persons and the way they respond to you can make the difference between an actual sale happening or not.

Similarly, while appearing for an interview, the first and most important impression that you give is made on entering the room, through how you look, your dress, your manner, your attitude and how you speak.



### Activity 19.1

*While taking a walk in the evening, go to your nearest supermarket and find out if any public relations activity has been launched to sell a product. Write a few lines about your observations and experience.*



### INTEXT QUESTIONS 19.1

1. Fill in the blanks with the most appropriate word from those given in brackets:
  - i) \_\_\_\_\_ and public relations are linked to each other. (advertising, communication, television)
  - ii) Public relations is a \_\_\_\_\_ controlled phenomenon. (sender, receiver, message)
  - iii) The most important aspect of public relations is to focus on the \_\_\_\_\_. (product, public, service)
  - iv) Public relations is a \_\_\_\_\_ way communication process between an organisation and its public. (one, two, three)
  - v) The target group that a political meeting has to focus on are the \_\_\_\_\_. (consumers, patients, voters)
2. Define the term 'public relations'.

### 19.2 EVOLUTION OF PUBLIC RELATIONS IN INDIA

Now let us see how public relations evolved in India.

You must have read stories about kings who went around in disguise to see for themselves what the people felt about their administration. The Arabian tales relate how the celebrated Sultan Haroon-Al-Rashid used to wander about every night in disguise to see for himself as to what the people really felt about his administration.

Professional bards were invited to sing the glory of kings and queens.

There were people who reported to kings about popular feelings and views. In

the Ramayana there is a character called Bhadro who used to report to Rama about popular feelings and perceptions.

All these are examples of public relations which existed in one form or another in ancient India.

All our religious teachers from Gautama Buddha to Sankaracharya to Nanak and Kabir communicated in a language which the common people found easy to understand. They were all master communicators.

Another outstanding example of a master communicator is that of Mahatma Gandhi who succeeded in bringing the entire country together to achieve independence.

All of them preached in a language which was understood by the masses with a view to changing their mindset in a particular direction.

Spiritual leaders like Baba Ramdev and Sri Sri Ravishankar have also been successful in developing a huge mass base consisting of their followers by their simple and direct approach.

**DID YOU KNOW?**

*King Ashoka sent his own children to Sri Lanka to spread the message of Buddhism. From his angle, his daughter Sanghamitra was the first woman public relations executive in history.*

However, a systematic practice of public relations in India began with the INDIAN RAILWAYS in the 1920s. They utilized public relation activities such as exhibitions, festivals and advertising in newspapers, both in India and England, to attract tourists to India.

**19.3 GOVERNMENT PUBLIC RELATIONS STRUCTURE**

In a democracy like India, you will agree that popular support is required for the government to exist. The government therefore has to inform, motivate, change the attitude and finally seek support from the public to achieve its objectives.

Let us find out why it is essential for the government to keep the public informed about its plans and programmes and how this is achieved.

During the first World War (1914-1918), the Government of India set up a Central Publicity Board. This was the first organised PR/Information set-up of the Government of India. It was renamed as Central Bureau of Information, and afterwards renamed as Bureau of Public Information, and functioned as a link between the Government and the Press. One of the items on its agenda was to find out where the action of the Government was criticised. In today's parlance, we call it "feedback".

After Independence, in 1947, the Government of India set up the Ministry of Information and Broadcasting, employing professionals to look after the function of public relations.

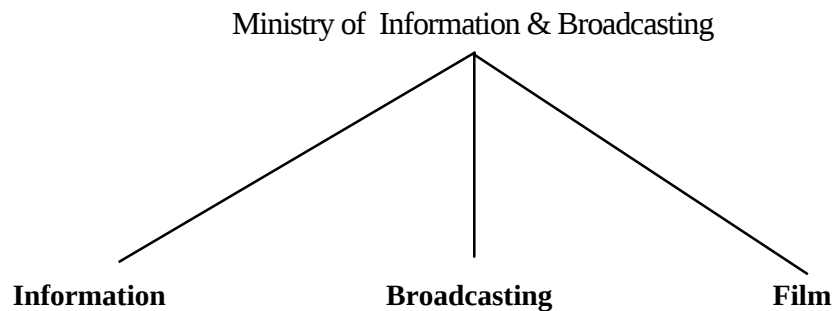
**MODULE - 5****Advertising and Public Relations****Notes**

Bards - musicians



**Notes**

Now let us trace the broad sectors of this Ministry



**Fig. 19.2**

You must also know that there are specialised units in this Ministry which handle the public information of the government of India. They are called ‘media units’ and inform people about the plans and programmes of the government.

- All India Radio (AIR)
- Doordarshan Kendra (DDK)
- Films Division (FD)
- Press Information Bureau (PIB)
- Registrar of Newspapers on India (RNI)
- National Film Archives of India (NFAI)
- Indian Institute of Mass Communication (IIMC)
- Photo Division
- Film and Television Institute of India (FTII)
- National Film Development Corporation (NFDC)
- National Centre of Films for Children and Young Persons (NCFCYP)
- Directorate of Film Festivals
- Publications Division
- Directorate of Film Publicity
- Directorate of Audio-Visual Publicity
- Song and Drama Division
- Research and Reference Division

You must understand that the above media units specialize in the use of a particular means of communication to convey information to the public.

To achieve this, a wide variety of media like the press, advertisements, performing arts, group discussions, books, television, radio and films are used.



Notes

A look at the chart given below will tell you about the type of mass medium used by each of the above media units for their functions.

| <i>Media Unit</i>                  | <i>Mass medium used</i>                              |
|------------------------------------|------------------------------------------------------|
| 1. AIR                             | radio                                                |
| 2. DDK                             | television                                           |
| 3. FD                              | film                                                 |
| 4. PIB                             | print                                                |
| 5. RNFI                            | print                                                |
| 6. NFAI                            | film                                                 |
| 7. Photo Division                  | photographs                                          |
| 8. NFDC                            | film                                                 |
| 9. NCFCYP                          | films                                                |
| 10. DFF                            | films                                                |
| 11. Publications Division          | print                                                |
| 12. Directorate of Field Publicity | film, out door media                                 |
| 13. DAVP                           | print, radio, television, outdoor media, exhibitions |
| 14. Song and Drama Division        | drama, folk songs, ballets                           |

Details about some of the government media units are given below: -

**a) PRESS INFORMATION BUREAU (PIB):**

As the name suggests, this organization gives official information to the press on the print media. The officials of this media unit regularly issue press releases on various activities/developments and news regarding a particular department. Every ministry has a separate information officer who provides information to the PIB. The head of PIB, the Principal Information Officer (PIO) is the official spokesperson of the Government of India.

**b) DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY (DAVP):**

The DAVP is responsible for all media publicity and campaigns for the Central Government. It also releases advertisements to various media like newspapers, magazines, radio and television for central ministries and departments.

**c) PHOTO DIVISION:**

The job of the Photo Division is to take photographs on various aspects of the government and make these available to the media. For example, if anyone wants an official photograph of the President, the Photo Division provides this.

**d) FIELD PUBLICITY UNIT:**

Publicity of various government programmes and projects is provided by the



Field Publicity Unit. They organize exhibitions and melas and also bring out other publicity material.

### e) SONG AND DRAMA DIVISION:

Making use of music, drama and folk/traditional media, this unit gives publicity to various government programmes. There are performing artists who carry out these activities in all parts of the country.

### f) FILMS DIVISION:

This division makes publicity films of the government. It also brings out newsreels for exhibition in commercial cinema halls across the country in different languages.

### g) RESEARCH & REFERENCE WING:

This wing provides supporting material to various ministries based on research.

### EXTERNAL PUBLIC DIVISION

The Ministry of External Affairs has a separate unit to handle media and publicity, with an official spokesperson. This division is popularly known as the XP Division.



### Activity 19.2

*Make a list of advertisements appearing in any newspaper and find out how many of these have been released by the government over a period of one week.*

As we have seen in the case of the Central Government, every state government has a public relations department which disseminate information to their public through their media units. However, the structure is less complex and need based..

Each State has a Directorate of Information and Public Relations which carries out its functions with the help of Field Publicity Officers.



### INTEXT QUESTIONS 19.2

1. Give two examples of public relations which existed in ancient India.
2. Name any five media units of the Ministry of Information and Broadcasting and indicate the type of mass medium used by them.

#### Media Unit

#### Mass Medium

- i)
- ii)
- iii)
- iv)
- v)

**Notes****19.4 TYPES OF PUBLIC RELATIONS**

You have studied in the earlier section that public relations is a multi-faceted activity involving different organisations and different publics.

But what is the purpose of public relations in these activities? Let us list them.

- i) to educate certain audiences on the advantages of a product
- ii) to promote goodwill for the organisation
- iii) to create, maintain, protect and build the reputation of the organisation

Now let us study some of the specific areas of public relations.

**PRODUCT PUBLIC RELATIONS**

When you go to the market, you must have come across new products such as soaps, shampoos, detergents displayed in an attractive manner in shops. You may have also noticed a salesman or saleswoman describing the advantages of new products in the market.

What do you understand from all this?

These are public relations exercises to launch or introduce new products and encourage people to buy them by:

- i) creating an awareness about their existence
- ii) by differentiating them from similar products in the market.

This is often done by giving samples of the product for use by consumers or by offering a discount on the product. Have you ever been offered samples of products by salespersons?



**Fig. 19.3: Product demonstration**



### Notes

Similarly, consumers can be reminded about the existing products in the market, such as a particular brand of tea or coffee powder

In product public relations, the following methods are used to launch or promote products:

- i) organizing special events
- ii) exhibitions
- iii) window display
- iv) media events such as press conferences
- v) distributing printed material such as pamphlets and brochures

You will learn about some of these methods in the next lesson.



Fig. 19.4: Window display

### EMPLOYEE RELATIONS

You have learnt that employees are one of the most important publics of a company. It is therefore important for any company to earn the goodwill of the employees and uphold its image and reputation among its employees.

How is this achieved?

This is done with the help of communication devices used to improve employer–employee relations.



Notes

Let us list some of them..

- newsletters giving vital information on the activities of the company
- bulletin boards displaying and appreciating the performance of employees
- organizing special events like picnics for employees and their families
- providing incentives, like cash prizes or gifts, for employees
- opportunities to continue education for employees and their family members

**GOVERNMENT AND POLITICAL RELATIONS**

Elections are held to choose representatives of people to run the government. This is done by a process of voting in which the people participate.

Let us see how public relations is utilized for political purposes to attract votes.

In order to gain the confidence of the people and persuade them for their votes, campaigns and meetings are organized.



Fig. 19.5: Political rally

You have seen public meetings being held in your locality where leaders talk about the achievements of their political party and encourage people to vote for them.

Posters and hoardings are erected at public places to attract the attention of the public.

**rally : public meeting**



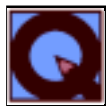
Fig. 19.6: Election poster

Several schemes are announced for the benefit of the public such as the sale of essential commodities like rice and wheat at affordable prices through the public distribution system, educational concessions for children etc.

### COMMUNITY RELATIONS

Banks, big business houses and media organisations organize programmes for establishing good community relations. This is a form of public relations used by these organisations to gain the goodwill of the community in which they operate. Let us see what type of programmes are taken up by such organisations.

- maintaining well developed parks in residential areas
- cleaning and beautification drive involving the local community
- setting up charitable dispensaries
- sponsoring events such as cricket matches
- setting up public libraries
- raising funds in the case of natural calamities such as floods, earthquakes etc.



### INTEXT QUESTIONS 19.3

1. Name any two methods/ communication devices used in the following types of public relations :
  - i) product public relations

- ii) employee relations
- iii) community relations



### 19.5 WHAT YOU HAVE LEARNT

#### → Concept of Public relations

- definition
- PR a two way communication process
- Products/ services and public

#### Evolution of public relations in India

- public relations in ancient India
- public relations in modern times

#### Government public relations structure

- Ministry of Information and Broadcasting
- Media units

#### Types of public relations

- product relations
- employee relations
- government and political relations
- community relations



### 19.6 TERMINAL EXERCISE

1. Describe the term 'public relations' with adequate examples.
2. Explain the following:
  - i) evolution of public relations in India
  - ii) structure of the government public relations structure
3. Write short notes on the following:
  - i) product relations
  - ii) employee relations
  - iii) community relations
  - iv) government and political relations



**Notes****19.7 ANSWERS TO INTEXT QUESTIONS**

- 19.1** 1. i) communication ii) receiver iii) public iv) two v) voters  
2. Refer to Section 19.1
- 19.2** 1. Refer to Section 19.2  
2. Refer to Section 19.3
- 19.3** 1. Refer to Section 19.4



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## NEW MEDIA: THE INDUSTRY

New media has emerged from the print media. But its target audience is different from that of print media. Today, we have young readers getting attracted towards new media. But, why should a young reader be tempted to look at a website, read it and perhaps write about it or start a blog? That's where the ability to attract readers becomes a critical issue. Also, to run websites, one needs finances. How is that taken care of ?

Let us discuss these and other related questions.



### OBJECTIVES

After studying this lesson, you will be able to do the following:

- trace the transition from earlier forms of mass communication to new media in India;
- discuss the impact of new media in India;
- state the meaning of convergence;
- discuss examples of new media.

### 22.1 TRANSITION TO NEW MEDIA IN INDIA

The first news websites were launched by media houses around 1986. But, as you have already studied, these web editions were simply replicas of the respective print editions. The function of these websites was nothing more than generating awareness about the existence of these media houses.

The actual transition in India happened after 1996 when several independent media houses tried to bring out a news website. But after 2000, most of the independent media organisations along with their websites closed down. That was the time when the phenomenon of convergence became popular. Convergence means the coming together of different forms of mass media. You will learn more about this later.



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## 22.2 IMPACT OF NEW MEDIA IN INDIA

The important question is that how did these independent media houses survive in the first place? Where did they get the money from ?

These independent media houses came up because they got funds from big businessmen who also lend money to others to start their own business. For this to happen, these well established business people must see growth potential in a new business. If they realise that they are going to get back several times the money that they are investing, they go ahead. These big businessmen are called **venture capitalists**.

In the case of new media, this is exactly what happened. The venture capitalists thought that new media could be a possible business option in India. It served them in two ways. One, through a media house, the venture capitalist had some access to the political groups in the country. Secondly, new media was showing signs of earning profits through business transactions via the internet .

But what they didn't realize at that stage was that Indian customers prefer to buy things only after seeing the product with their own eyes. In other words, in the Indian buying culture, the concept of 'look and feel' matters a lot. Although a few independent companies managed to stay afloat, most of them were forced to close down.

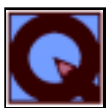
This was also a learning phase for Indian media practitioners and managers. They realized that if they ventured into new media, they had to think of innovative revenue models. They also accepted that they had to sell content to make money. Otherwise, merely getting into business transactions wasn't helping them at all.



Fig. 22.1: A customer is looking at a web page and trying to identify an item for buying. He has a very puzzled look. There is another customer who is buying things from a shop. She has a satisfied look on her face.



Notes

**INTEXT QUESTIONS 22.1**

1. Who are venture capitalists?
2. Why were venture capitalists interested in supporting new media ventures in India?
3. What was the function of early web editions ?

**22.3 NEW MEDIA AND CONVERGENCE**

If you recall what you have studied about the history of the Indian media, you have learnt that the print media played a significant role in the Indian freedom struggle. At that time, there wasn't either television or new media. It was print media that had made such a huge impact on the minds of the people.

Later, when India became independent, print media continued to rule for more than two decades. When the nation stepped into the seventies, television appeared on the scene. But for years, the Indian people had to watch the limited programmes shown. Hence, print media still continued to rule.

It was when the concept of cable television hit the Indian market, that people started watching more and more television. It was because of television that the print media also started changing. To survive in the competitive scenario along with television, Indian newspapers changed their designs and forms of writing..

When new media arrived, it was another shift in the industry. At that time, a theory came up that print media may not survive. More importantly, with new media, technology was seen in a different light. Whereas, earlier, creativity was recognized as the primary skill, now technology became an important criterion for judging the suitability of an employee.

Let us consider these issues one by one.

The first issue is on technology. The debate is whether in the next five years, the entire media industry is going to turn digital or in a country like India where infrastructure is so poor, it's only a temporary wave. So will new media soon vanish and would we be back to print ?

The answer here is simple. Television also took time to settle down. Now radio is picking up. Similarly, new media will also take its time to stabilize. But just like television will not throw print media out of existence, similarly, new media will not throw out either print media or television. All these media forms will survive, but their styles may change.

The other issue is the debate on creativity versus technical skills. Media managers are asking the question, "Should we hire journalists who are good at writing and



## Notes

reporting or who are good with technology?’ Even journalists are asking this question, “Is it our job to write, edit and report or to handle technology?”

There is a simple answer to this. All technological innovations in the media industry are happening because they are seen as complimentary to creativity. In other words, if technology does not support creativity, it’s useless. Hence, all creative professionals must make the best use of technology. In case, they feel that a certain form of technology is a hindrance to creativity, they must dump it and go for a better version of the same technology or change it altogether.

Today, journalists as well as media managers have realized fully well that a more effective form of communication does not destroy the earlier form. Rather, the earlier form of communication changes for the better and makes a place for itself in the changed scenario. Hence, media practitioners are talking of convergence.

Now, what is meant by the term ‘convergence’?

It means that several media forms such as print, radio, television etc. will exist simultaneously. They may have different mandates, but they will co-exist nevertheless.

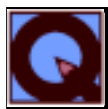
Keeping this reality in mind, media organisations are also expanding and trying to bring in different elements of mass communication under a common roof. In a global media environment, we will now find more and more media organisations running print, television, radio and new media divisions together.



Fig. 22.2: Convergence



Notes

**INTEXT QUESTIONS 22.2**

1. Fill in the blanks with appropriate word/s:
  - i) ..... did not exist in India during the time of the British rule.
  - ii) Indian newspapers changed their ..... and ..... of writing to survive competition from television.
  - iii) Convergence means the coming together of , ..... , — ..... .
  - iv) An ..... form of communication does not ..... the earlier form.

**22.4 NEW MEDIA: EXAMPLES**

Let us consider a situation when you have gone to spend your summer vacation with your grandparents in a village. This village does not have many facilities. Most importantly, you don't have a television in every house. But you are interested in cricket and you feel bad if you don't get to know the latest scores. Incidentally, there is a match going on between India and Australia and you are anxious to know the score.

Suddenly, you remember that you are carrying your mobile phone with you.. You immediately send a message and within five minutes the score flashes on your mobile screen. This is because of new media and its advantages.

You had actually got yourself registered on a news website and had sent an information by e-mail that you are interested in cricket scores. Now, wherever you travel, you only have to send a message through your mobile phone to get the latest update. This is also called **customization of news**. It means whatever kind of news interests you will be sent to you.

The most standard new media product is a website. Besides, news websites, there are innumerable kinds of websites that we see on the internet.

Today, you will find that every organisation has a website of its own. Through corporate websites, prospective customers and employees receive the initial information that's required. Each website has a 'contact us' section. If you want to speak to somebody on the phone, you can do so after noting down the number from the website. To send an e-mail, a person will only have to note down the e-mail address given on the website and send an e-mail immediately.

Some companies even encourage visitors on their websites to write blogs on their products or services. While for the organisation this is a good way to collect feedback, for the customers it could be a way to create a network of people who have bought products from the same organization. This way they can develop a common forum.



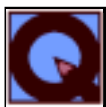
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Another product that has picked up is a **social networking site**. These are websites where anyone can open an account and become a member.

For those who want to be in touch with a lot of people, this is a very good way. You can become a member of some of these sites and interact with several people with whom you share ideas, thoughts and information. You can even trace an old friend or a classmate and begin talking to that person.

For those interested in research and academics, there are several libraries available on the internet called **online libraries** which they can refer to get material on their subjects. In the domain of education and training, learning through the internet has become very popular and is called **online learning** or **e-learning** (electronic learning). For others, the internet offers several sites from where they can buy and sell products. For children, besides information and stories, the internet has several online games that they can enjoy.

New media products are interesting because they have several elements in them. For instance, those interested in graphics, animations and cartoons may find several websites containing these elements. Those interested in reading will find several websites containing good content. All those who are interested in writing may start from blogs. Many amongst you will surely be interested in photography. You will find several websites on photography.

**INTEXT QUESTIONS 22.3**

1. What do you understand by 'customisation of news'?
2. What is meant by the term 'online learning'?

**22.5 WHAT YOU HAVE LEARNT?**

→ Transition to new media in India

- news website
- convergence

Impact of new media

- creativity vs technology

Examples of new media

- news websites
- customisation of news



Notes

- online learning
- online libraries
- online games

**22.6 TERMINAL EXERCISES**

1. Write an essay on how convergence is changing the face of the Indian media industry?
2. Make three columns and write the essential features of print, television and new media. After completing the exercise, write a note on how new media is different from print media and television.
3. Discuss the impact of new media in India.

**22.7 ANSWERS TO INTEXT QUESTIONS**

- 22.1** 1. Venture capitalists are big businessmen who lend money to people who want to start their own business.
2. Venture capitalists were interested in supporting new media ventures in India because they thought they would get good returns.
3. Refer to section 22.1.
- 22.2.** 1. i) television, new media  
 ii) designs, forms  
 iii) television, radio, new media  
 iv) effective, destroy
- 22.3** 1. Customizing news is based on one's need. For instance, for someone who is interested in cricket, a new media set up can supply him with news only related to cricket. This is known as customization of news.
2. If learning happens through the world wide web, it is called online learning. In other words, online learning is education with the help of the Internet. Several subjects, especially professional subjects, can be taught by this method.



## NEW MEDIA: TARGET AUDIENCE

We have already discussed in the earlier lessons that new media mostly addresses a young audience. We call this audience the youth. The youth is more computer-savvy or in other words, they are more comfortable in handling gadgets like computers.

Today, when we look at urban households across the country, we do find that people in the age group of 12 – 25 years are hooked on to computers or mobile phones. Interestingly, these people are more connected to each other through the internet. But what concerns parents, teachers and psychologists is the fact that interpersonal relations is getting affected amongst the youth. For this they blame the changing technology.



### OBJECTIVES

After studying this lesson, you will be able to do the following:

- list the main consumers of new media;
- appreciate the creativity factor of new media used to attract the youth;
- explain how interpersonal relations are getting affected;
- identify business options in the area of new media.

### 23.1 THE YOUTH AUDIENCE

Why does new media address the youth? It's simply because the youth spends more time with computers. Also, with growing competition, the youth needs to keep themselves informed all the while. That's why access to information is very important.

However, there is one problem that we see here. If you are exposed to too much of information, it often leaves you thoroughly confused. This is called **information overload**. Most of our young people today suffer from what is, known as



## Notes

**information fatigue.** Since, they have too much of information, they find it difficult to use it. This causes a state of depression, which is called information fatigue.

To prevent this, those using information must develop themselves in areas in which they feel comfortable. Moreover, whenever they are faced with a lot of information, they must prioritize on the basis of their areas of interest. This means classifying information into categories like ‘most important’, ‘important’, ‘not so important’ and ‘not required’.

Another problem is that collecting information does not necessarily lead to logical and analytical powers. Many teachers complain that young readers today have a lot of information but they often fail to use it to discuss something.. That’s because raw information without any analysis does not add to your knowledge unless you know how to use it when it’s required.



Fig. 23.1: Working in a computer lab

### 23.2 THE CREATIVITY FACTOR

One of the most fundamental ways in which new media tries to attract the youth is through story telling or a narrative writing style. Since we all like stories, this style is regarded as the most powerful form of communication. The narrative style is not new in the media world. Print journalists use this style whenever they want to draw the attention of readers.

If you study the history of journalism, you will realize that it’s not something new. The narrative style was first adopted in the USA in the late sixties. This trend was known as new journalism, pioneered by Tom Wolfe. But, this trend could not continue for long. With the advent of new media, this trend is coming back.

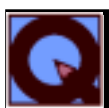


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To make the content more interesting, each story is broken into sections. It is difficult to read something at one go, but when it's broken up into interesting segments, it's easier to read and follow. That's why stories done for new media are broken up into several stories which together with multimedia form a package.

Each story is highlighted on the home page or the opening page of any website with an attractive visual and a good introductory paragraph. The main story is kept very short and crisp. Other interesting stories are written in a narrative form. These are preferably human interest stories.

To attract the youth, new media writers always like to do things differently, something similar to what Edward de Bono, the father of creativity, calls 'lateral thinking.' Try reading some of his books. You might find them interesting.

**INTEXT QUESTIONS 23.1**

1. Match the following :

- |                                     |                      |
|-------------------------------------|----------------------|
| i) Exposure to too much information | Edward De Bono       |
| ii) Difficulty in using information | Tom Wolfe            |
| iii) New journalism                 | information overload |
| iv) Father of creativity            | information fatigue  |

**23.3 NEW MEDIA AND INTERPERSONAL RELATIONS**

Let's go back to Mrs Madhavan again. Mrs Madhavan and several other parents have a serious complaint against new media. Mr Madhavan, Aditya's father, is often heard saying that his children hardly go out to play. As a child, Mr. Madhavan proudly recalls that they were out on the streets playing in the evenings. It is because of that they were socially active even today. He is upset about the fact that children today only like to sit in front of the computer or watch television. They do talk to their friends, but without meeting them. Yes, they simply chat with them through the computer. The children are not learning to talk to people. This way they will never feel confident.

Don't you think this is true ? Talking and listening to people is a part of a person's interpersonal skills. Whenever we deal with people we need to develop these skills. Human beings live in a society. That means we cannot stay all by ourselves. So we need to talk, listen and share. Unless we do that, we may be very good as individuals, but when it comes to staying or working together, we are a big failure.

A very interesting film like 'Mitra, My Friend' depicts a similar case. It shows how two people chat on the internet, never realising who they are. Finally, when they meet up, they realise that they are husband and wife.



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So what do we do about this ? The best way is to probably maintain a healthy balance. Let's not run away from computers. But at the same time, let's not spend all our evenings sitting in front of a machine and cutting ourselves away from people. In many schools today, teachers advise parents to regulate television watching by their children. In a similar manner, something can be done for the internet as well.

**INTEXT QUESTIONS 23.2**

1. State whether the following sentences are true or false.
  1. We develop interpersonal skills when we deal with people.
  2. New media has affected the interactive pattern of children.
  3. We can talk to our friends through the computer.
  4. Good interpersonal skills help in developing a person's personality.
  5. Children today are generally found to be socially active..

**Activity 23.1**

1. Collect some biographical details of Edward de Bono from the internet.. Try to write a small report on his contribution to the development of creativity.
2. Talk to your classmates or friends and find out their opinion on the use of new media.
3. Study some news websites. Select articles that have been written in the narrative style and paste them in a scrapbook.

**23.4 NEW MEDIA AND BUSINESS OPPORTUNITIES**

With new media came a new idea. There were many who realized that it could be used to start a new business. You all know that to start a business you need a lot of money. But a new media venture was different. It may be expensive to start publishing a newspaper or a magazine. But to start a new media venture is not expensive.

In business, you must know that along with big industries, we also have small and medium enterprises known in short as SMEs. New media ventures can be safely categorized as SMEs. To start a business in this area you don't require huge infrastructure. But you need a lot of creativity, i.e. the ability to do things differently.

Several such ventures began in India some years ago. There were young people who set up an office in a small room and started their operations. They created



Notes

niche websites related to travel, housing, etc.

Now, what are niche websites?

***Niche websites are ones that contain very specialized content like travel, health, sports etc.***

Soon some of them became big companies. Once they grew, they hired more people and expanded their infrastructure.

If you study the business side of new media which we'll discuss in detail in the next lesson, you will realize that all it takes to build up an enterprise is the enthusiasm and energy. That's because new media is not only affordable, but it is also accessible. Those who ventured into e-learning got freelancers to develop content for them.. The only cost was in designing a website and buying space to post the content..

Similarly, those who ventured into tourism, property or retail, got a designer and a programmer to start a website. Their business was based on networking that they managed to do through the internet only..

The most important aspect was to build a revenue model or to be able to generate income. One of the ways to do that was advertising. In addition to this, these young people looked for other means of earning money like content selling. Revenue also came through subscriptions and by providing specialized services. For instance, a new media venture in tourism offers good holiday packages for its customers.

Today, there are several online shopping sites that facilitate the buying and selling process for their customers. People can book railway and air tickets through the internet. You can also buy a lot of stuff through the internet. For instance, you can order dinner or you can buy books through the internet. You can also sell your old car through the internet. Those who run these services will charge you for what they are doing. But it has picked up because people don't have much time. Most people, especially in the cities, are too busy to go out and buy things. Such people are highly benefitted by services offered through the internet.



### Activity 23.2

1. Visit the websites of Indian Railways or Air India and make a list of the schemes/ facilities being offered to passengers.



### INTEXT QUESTIONS 23.3

1. Write the full form of SME.
2. Make a list of any three items on which niche websites are found?
  - i)



Notes

ii)

iii)

3. Visit some of the online shopping sites. Make a list of sites that you have visited as well as products that interested you.



### 23.5 WHAT YOU HAVE LEARNT

→ The youth audience

- Information overload
- information fatigue

New media

- creativity factor
- narrative style

New media and interpersonal relations

New media and business opportunities

- new media ventures
- small and medium enterprises
- niche websites
- revenue model
- online shopping sites



### 23.6 TERMINAL EXERCISES

1. What are inter-personal skills? Why do you think interpersonal skills are getting affected?
2. Is new media a big industry or is it an SME? Give reasons to support your answer.
3. Write short notes on the following:
  - i) niche websites
  - ii) online shopping sites

**23.7 ANSWERS TO INTEXT QUESTIONS**

- 23.1** 1. i) Information Overload  
ii) Information fatigue  
iii) Tom Wolfe  
iv) Narrative  
v) Edward de Bono
- 23.2** 1. Talking and listening are part of our interpersonal skills.  
Whenever we deal with people we need to develop these skills.
2. Organizations insist on good interpersonal skills because teams are made on that basis.
3. True. We can talk to our friends through the computer.
4. Yes, because it builds up a person's confidence.
5. We build good human relations through good communication skills.
- 23.3** 1. Small and Medium Enterprise
2. i) travel  
ii) health  
iii) tourism
3. The answer would vary from learner to learner.

**Notes**



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## COMPARISON OF TRADITIONAL MEDIA WITH ELECTRONIC MEDIA

In the earlier lesson, you have learnt about different kinds of traditional media. Have you ever thought about the difference between traditional media and electronic media like television? It is important to understand the advantages and disadvantages of the both the mediums. Only after this, one can use the appropriate medium for the required communication. This is because the same type of medium will not be suitable for every situation and context of communication.

Every medium, whether electronic or non electronic, has its own strengths and weaknesses. Before we use these mediums, it is necessary to know the various aspects of these mediums for more meaningful use. This will help us to design our messages in a more suitable manner. Sometimes the message may be good but while using a certain medium, it may not be effective or can lead to miscommunication.



### OBJECTIVES

After studying this lesson, you will be able to do the following:

- list the advantages and disadvantages of traditional media and electronic media;
- discuss the nature of traditional media and electronic media;
- explain the integrated role of traditional media and electronic media.

### 27.1 TRADITIONAL MEDIA AND ELECTRONIC MEDIA : THEIR ADVANTAGES AND DISADVANTAGES

It is important to note that every medium has its own merits and demerits. They are useful in various situations. It is also not true that some forms of media will not work after some years. For example, when radio and television came to India, it



## Notes

## Comparison of traditional media with electronic media

was felt that news papers and traditional media will lose their existence in communication. But the truth is that they still exist and they are doing their job of communication.

Due to the familiar format, content and the usage of local language, traditional media has clarity in communication. The greatest advantage of the traditional media over the electronic media is their flexibility in accommodating new themes. For example, comments on current events useful to people are introduced into the traditional forms such as the 'tamasha' and 'jatra'.

Let us list the advantages and dis-advantages of both traditional media and electronic media.

**Advantages of traditional media**

- most useful in human communication.
- no need for special training or technology
- mostly embedded in one's own culture and tradition.
- very much a part of our lives.
- feed back is immediate and known.
- flexibility in changing the form and content for the existing context. For example, songs can be written for a social cause without changing the forms and style.
- cost effective.
- very easy to remember and can quickly attract the masses.
- most intimate with the masses in all the regions of the country.
- primary appeal is to the emotions rather than the intellect.
- commands an immense variety of forms and themes to suit the communication requirements of the masses.
- local and live, and able to establish direct rapport with the audience.
- easily available to their audience.
- flexible to accommodate new themes.
- enjoyed and approved by all the people from different age groups, and they are low-cost media as compared to the sophisticated electronic media.

**Advantages of electronic media**

- outreach is more and audiences are heterogeneous.
- messages can be communicated within no time.
- messages can be communicated to large number of people at a time.
- Variety of audio, video, text can be used in one single medium.
- great possibility of recording and archiving the content for future use.
- In the near future it might be possible to make this medium interactive.

- With the advent of live programming, distance is no longer a hindrance in communication.

### Disadvantages of traditional media

- restricted to the place of performance.
- reach is limited.
- limited scope for archiving the performance.
- can cater only to a limited audience.

### Disadvantages of electronic media

- less intimate
- feedback mechanisms are slow
- expensive medium
- special training required to make programmes
- limited access in rural areas



### INTEXT QUESTIONS 27.1

1. State whether the following statements are true or false :
  - i) Traditional media is mostly electronic in nature.
  - ii) Mass media provides the facility of recording and archiving the content for future use.
  - iii) Traditional media requires basic infrastructure to receive it.
  - iv) Mass media can communicate to large number of people at a time.
  - v) Traditional mediums are local and live helping to establish direct rapport with the audience.

## 27.2 TRADITIONAL MEDIA AND ELECTRONIC MEDIA : NATURE

Traditional media was discovered several years ago in India as a means of development and educational communication. It has remained a significant tool in the process of motivating people in the desired direction. It is the most appropriate medium for bringing about changes in attitude as it is informal and unscripted in nature. This in turn helps the rural masses to accept social changes. For example, use of traditional media can help to create awareness about the need for cleanliness in your neighbourhood.

Traditional media can be the most effective in rural areas, tribal areas and among

### Traditional Media



### Notes



## Notes

## Comparison of traditional media with electronic media

illiterates as they may not understand the language of modern communication. In fact, traditional media is nothing but the tool of communication having special characteristics to express socio-cultural, religious, moral and emotional needs of the people of society to which they belong.

Traditional media is also used for educational purposes and as a tool to reform society. It helps to convey educational messages through entertainment, colour, costume, music and dance. As these elements constitute an integral part of their culture, the audience will be able to identify easily with the experience provided by traditional media.

Let us consider an example of traditional media used in rural areas.

Traditional media plays an important role in sustaining agriculture. Let us find out how this is done .

Traditional media helps farmers to make efficient, productive and sustainable use of their land and other agricultural resources by providing information, training and education. Certain traditional media forms are identified to assist farmers to improve farming methods and techniques, to increase production, efficiency and income. This, it is hoped will ultimately improve their standard of living and lift the social and educational standards of rural life.

For this, the media should work in close cooperation with farmers. There are different forms of traditional media which can be used to train farmers. Different forms are suitable in different situations.

Now, let us learn about the different forms .

**Demonstrations:** Demonstrations are useful tools for the transfer of knowledge and encouraging farmers to try new ideas and technology which is suitable in their area. Traditional media forms such as story telling and plays could be used to make these demonstrations in the weekly market place where farmers are likely to gather.

**Fair:** Fairs help to create awareness about improved technology amongst a large number of people within a short period of time. It provides farmers with an exposure to new technology, techniques used by other farmers as well as government and non government agencies. It provides relevant literature and enables discussion in a lively and informal atmosphere.

**Interaction with experts :** Visits to other farms and research organizations which have been successful in this area provides farmers with an opportunity to interact directly with experts in this area. Their problems could be discussed and solved on the spot and the success of other farmers can be a motivating factor.

**Puppetry:** You have already learnt about the different forms of puppetry in your earlier lesson. Puppetry is a very popular form of traditional medium which is used to educate people. This form combines entertainment with education.



The above forms of traditional media could be employed as message carriers to the audience through face to face situations which makes rural communication meaningful and convincing.

Now let us discuss about the nature of electronic media.

The electronic media such as radio and television provides for the effective use of the 'sight' and 'hearing' senses.

While radio stimulates the imagination and is a portable and low cost medium, television has visual and sound capabilities. You have also studied that the audio visual character of television makes it a magic medium allowing us to watch the world from our homes.

You have also learnt in your earlier lessons that immediacy and timeliness are important characteristics of the electronic media. Hence there is no delay in their reception.

With an enormous dissemination capacity, the electronic media has a pivotal role to play in information transfer, education, culture, health, politics etc.

Access to media, a basic understanding of the spoken language and very little training is enough to use many of the services in electronic media.

With the advance in technology, it has become very easy and economical to cover vast geographical areas through the electronic media.

However, electronic media like television has changed the living habits, styles and values of people. Many researches show that viewing television can affect the behaviour of viewers, especially children.

### **Myths and dilemmas about traditional media:**

There are certain myths and dilemmas about traditional media that are prevalent in the minds of the people.

Some of them are:

- Traditional media has no relevance in the present context.
- They are not effective for communication.

Although they cater to small audiences at a time, the impact is at a much deeper level. Unlike the electronic media, the folk media involves audience participation. These art forms preserve and disseminate the tradition and culture of our forefathers. Traditional media perform an important role in changing the society for the better. Some forms of mass media are not seen to have the required impact when it comes to developmental messages. In terms of motivating change and development, traditional media is very often seen to be more effective.



Notes

**INTEXT QUESTIONS 27.2**

1. List any five advantages of traditional media
2. Mention any five disadvantages of electronic media

**27.3 INTEGRATION OF TRADITIONAL MEDIA WITH ELECTRONIC MEDIA**

India has inherited several rich, effective popular and powerful traditional media forms, which were developed over the ages. The development of electronic media may have transformed the globe into a village but the traditional media forms of certain regions have retained their importance.

Traditional media continue to play an important role in our society. Ingredients of traditional media are given special projection in the mass media and as such traditional media are being used in development communication. You may recall what you have studied about development communication in the first module.



**Fig.27.1: Watching a puppet show on a film screen**

Messages on issues like agricultural development, primary health care and nutrition, education, women and child rights are projected through the traditional media. A great majority in the rural areas enjoy performances of traditional artists as a relief from the burdens of everyday life. Many of them still do not have access to modern forms of entertainment.

Over the years they have been increasingly recognized as workable tools to impart development messages both through live performances and also in a form integrated with electronic mass media.

Electronic media like radio and television have extended the area of coverage of a traditional performance, while traditional media with their inspiring color and costume, dance and music have enriched the content of the electronic media channels.

Many scholars have suggested the integration of traditional media with electronic media for quicker transmission of information as it can motivate the rural audience. Traditional media should be an integral part of any communication programme for rural development. Wherever possible, these should be integrated with electronic media as the local people are familiar with these forms which may have been used earlier only to provide entertainment.

The prerequisites for the use of traditional media are an understanding of the rural audience and the use of these media to provide rural people with entertainment in order to attract their attention and to ensure their participation in developmental activities.

The utilisation of traditional media in communication programmes should be viewed not only from the perspectives of political and socio-economic development but also from that of cultural development. Traditional media needs to retain its social authenticity. Not all traditional media can be used for development communication purposes. Care must be taken to choose the most suitable form to communicate the relevant messages. Traditional media productions should be in tune with the needs of the society and related to the customs and beliefs of the local communities. For example, Tamasha, which is a form of drama in Maharashtra cannot be used effectively to spread social messages in rural Kerala.

Efforts should be made to preserve the originality of form; adaptation need not alter or destroy the form. Similarly, collaboration between the folk artists and the producers is absolutely essential for the successful use of folk media and electronic media together for development purposes.

However, under the impact of the more 'glamorous' and more 'powerful' electronic media, the traditional media and folk art forms are being influenced and even transformed. At the same time it is heartening to see how skillfully the electronic media exploits the traditional or folk forms to convey contemporary messages on radio and television, particularly in programmes for farmers.

It is this integrated approach which will strengthen the efficiency of both technology-based and folk media. A healthy combination of the modern and the traditional makes for a practical approach. But care must be taken to retain the originality of traditional media. It is however, unlikely that the electronic media will completely replace the traditional media just like television viewing has not affected newspaper reading.



**authenticity :  
genuineness**



Notes

efficacy :  
effectiveness

## 27.4 WHAT YOU HAVE LEARNT

### → Advantages of traditional media

- special training not required
- feedback is immediate and known
- cost effective
- local and live medium
- flexible to accommodate new themes

### Advantages of electronic media

- mostly electronic in nature
- can be communicated within no time
- vast geographical coverage possible

### Disadvantages of traditional media

- restricted to the place of performance
- can cater only to a limited audience
- limited scope for archiving

### Disadvantages of electronic media

- less intimate
- feedback mechanisms are slow

### Nature of traditional and electronic media

#### Traditional media

- an effective tool in rural and tribal areas and amongst illiterates
- conveys educational messages through entertainment, colour, costume, dance and music
- audience can easily identify with this tool of communication

#### Electronic media

- immediate and timely medium
- radio is a low cost portable medium
- audiovisual character of television makes it a magic medium for viewers
- extensive coverage possible through radio and television
- television has both positive and negative effects on viewers



→ Integrated role of traditional media and electronic media

- coverage of traditional performances through mass media channels
- transformation of traditional media forms by the introduction of film songs and dances



### 27.5 TERMINAL EXERCISES

1. Discuss the nature of traditional media and electronic media.
2. List the advantages and disadvantages of traditional media.
3. Observe television programmes for a period of one week. Make a list of traditional forms of media that you have seen on television during his period.



### 27.6 ANSWERS TO INTEXT QUESTIONS

- 27.1 1. i) False  
 ii) True  
 iii) False  
 iv) True  
 v) True

- 27.2 1. i) most useful in human communication.  
 ii) no need for special training or technicalities required.  
 iii) mostly embedded in one's own culture and tradition.  
 iv) very much a part of our lives.  
 v) feed back is immediate and known.  
 vi) any other
2. i) less intimate  
 ii) feedback mechanisms are slow  
 iii) expensive medium  
 iv) special training required to make programmes  
 v) limited access in rural areas  
 vi) any other





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28

## COMMUNICATING THROUGH TRADITIONAL MEDIA

Communication is a dynamic process. It happens all the time. Your posture, the way in which you walk, talk or carry out your work communicates something or the other. Even your dress, accessories and ornaments communicate.

For example, by looking at a person, it may be possible to say that the person belongs to a certain place or that the dress worn is from a particular state.

In this lesson, you will learn about the importance of traditional media as a tool of communication. You will also learn about the use of traditional media for creating awareness on social issues and the future of traditional media.



### OBJECTIVES

After studying this lesson, you will be able to do the following:

- explain the importance of traditional media as a tool of communication;
- describe traditional media as a part of socio-cultural and ritual communication;
- identify the use of traditional media for social issues;
- discuss the future of traditional media.

### 28.1 COMMUNICATING THROUGH TRADITIONAL MEDIA

Have you ever wondered how people without electricity, literacy and basic technological infrastructure access information? How do they communicate? What is the medium of communication they use?

Millions of people living in remote areas in developing countries do not have access to mass media like television. For example to watch a television you need electricity, to read a newspaper literacy is required. For radio also, radio receivers and a tower are required to receive the signals. For people living without electricity and other facilities this might create problems to access information.



Notes



Fig. 28.1: Traditional media : flexible, live and natural

You have already learnt that communication is a basic human need. Everybody needs to communicate and be communicated. For communication to reach a common person, it must be simple and free from language barriers. Traditional media fulfills these requirements.

Traditional media are vehicles of communication which are rich in variety. They are readily available and economically viable. Men and women of different age groups enjoy them. They win the confidence of rural masses, as they are live. In fact, traditional media create a **‘face to face situation’** between the communicator and the receiver of the message.

Have you ever seen a puppet show or a street theatre performance? These are the modern forms of traditional media which have adopted various techniques and forms from traditional forms such as drama, story telling, song and music. Do they communicate any message to you? Any media that you watch will have one or more messages.

You have studied in your earlier lessons about the use of advertisements in the mass media. **Traditional media are free from such advertisements.** This is one of the unique characteristics of traditional media. Mass media, being funded



## Notes

blend : mixture

## Communicating through Traditional Media

by the advertisers might result in sometimes becoming biased or filling the media with the content which is not relevant to the common people. Traditional media being free from advertisements communicate what is always need based and purposeful. They try to share messages about various facets of a problem or issue and convey information which will benefit the audience.

Entertainment is always a part of traditional media. Along with entertainment, educating the audience on various issues is an important characteristic of traditional media. Entertainment is one of the interesting ways to involve the audience. Messages are communicated with a blend of entertainment, education and communication. They do not create any false desires or expectations.

**INTEXT QUESTIONS 28.1**

1. From the list given below, pick out the characteristics of traditional media.
  - i) caters well to rural areas
  - ii) requires basic infrastructure
  - iii) requires electricity
  - iv) need based medium
  - v) involves entertainment
  - vi) creates expectations or false desires in the audience
  - vii) flexible medium
  - viii) natural medium
  - ix) consists of language barriers
  - x) consists of advertisements

**28.2 TRADITIONAL MEDIA AS A PART OF SOCIO-CULTURAL AND RITUAL COMMUNICATION**

Have you ever noticed that every festival in a village has either some performances or games related to it or some traditional motifs and paintings. You will also find that people in a village get together and participate actively in festivals. There are sometimes separate games and activities for the old and young, men, women and children. Participating in these games will not only yield relaxation but also entertainment and develop team spirit amongst the people. Have you participated in such games ?

These are one of the best forms of communication . You notice that communication always flows in these activities. They are intimate and personal and effective for easy adoption.



Notes



Fig. 28.2: A traditional game

Traditional media forms are a part of the way of life of a community and provide acceptable means of bringing development issues into the community on its own terms. In India, they have proven to be successful mass motivators. You have already learnt that traditional media played a significant role in the freedom movement of India.

India has a history of using traditional media for communicating development messages to the masses. Let us see how this was done.

Traditional performances like ritualistic dances, religious songs and mythology based rural plays which are highly popular, have been used to convey messages on population, health and hygiene to the rural masses. Communicators, therefore, have to test different categories of traditional performances to identify the ones that are flexible enough to absorb development messages to meet the contemporary needs; flexibility is the most important factor. It determines the viability of a traditional medium for rural communication.

Cross cultural communication hurdles are not encountered here. Though these mediums are culture and regional specific, they can communicate the solidarity and friendship with each other through non verbal communication. Performances and fine arts need no language.

Have you observed communication practices in a market place, exhibition or a social gathering? When people get together at one place, communication flows among them and there is always a possibility of discussion on various issues .



## Notes

## Communicating through Traditional Media

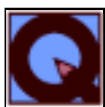
What do you understand here? A social, ritual or cultural gathering will initiate a discussion and communication begins. A market, festival, ritual, village fair or a celebration are all situations where traditional communication takes place.

But for every situation you require a separate mode of communication. The uniqueness of traditional media helps to cater to the specific needs of these situations.

**Activity 28.1**

*Can you identify any other form of public communication places where social, cultural and ritual communication takes place.*

Traditional media like street plays, songs and dances have a special role in harnessing developmental messages in India. Various governmental bodies like Song and Drama Division, educational institutions and non-governmental organizations use traditional media for creating awareness amongst people. Their primary appeal is to the emotion rather than intellect. They utilize an immense variety of forms and themes to suit the communication requirements of the masses.

**IN-TEXT QUESTIONS 28.2**

1. Recall at least three occasions/ situations in which the traditional form of communication takes place.
  - i)
  - ii)
  - iii)
2. List three forms of traditional media used to communicate development messages to people.
  - i)
  - ii)
  - iii)

**28.3 APPLICATIONS OF TRADITIONAL MEDIA**

Communication through traditional media is always respected among various communities. Do you know why? Because these are rooted in one's own culture and tradition. These will create a space for respect, friendship and understanding.

Do you know that traditional media can be used to create awareness and sensitise people on various social issues? For example, it may not be easy to create awareness on an issue such as HIV/ AIDS using face to face communication.



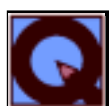
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Such an issue can be explained through a puppet show which may be more convenient and effective. Traditional media is very useful to deal with sensitive issues of health, where face to face communication may not be suitable. During the freedom struggle also many of these performing arts have played a vital role in spreading the spirit of freedom movement. In our country, the government has been successful in spreading messages of family planning, polio immunisation etc. through traditional media.

Have you heard of the term '**ballad**'? A ballad is a poem usually set to music and is often a story told in the form of a song. Ballads are also referred to as 'bullets' because they are very powerful and can communicate effectively. Issues relating to the environment, energy conservation, dowry etc. made simple and sung publicly using the ballad form. Such songs are often humorous also. The rhythmic play of words in a ballad make the messages work effectively on listeners.

Street theatre is a combination of traditional theatre forms and uses its techniques. Due to their flexibility in staging the short play at any place at any time, they always have an audience for their messages. The mix of songs, drama and music make the messages on social issues like child labour, individual differences, environment, health issues, women etc motivate viewers and leave an unforgettable impact.

While using traditional media for spreading social messages, the original form of media should not be changed. There is always the risk of distorting these forms of traditional mediums while using them for conveying messages on social issues. One must use them carefully without hurting the style, form and presentation of these forms.



### IN-TEXT QUESTIONS 28.3

1. What do you understand by 'ballads'.
2. List any two environmental issues for which you can use traditional media?

## 28.4 FUTURE OF TRADITIONAL MEDIA

### Sustainability

When you go to a movie hall to watch a film or to a cyber café to access the internet, you have to pay some money. That money will be used for sustaining those mediums of communication. It is in a similar manner that traditional forms of media also manage to sustain themselves. After a performance, viewers generally contribute money to keep the artists and the art alive. It is the people, rather our parents and grandparents who have contributed to these art forms. The money



## Notes

## Communicating through Traditional Media

which comes from the audience helps them to survive, grow and contribute more innovative programmes from time to time.

But do you know that many of these mediums are rapidly disappearing? This amounts to losing our culture and tradition. Presently many of the performers, due to the advent of television and other modern mass media have changed their creative professions. It is a dangerous situation to lose one's own past and cultural history. These mediums are not taught in schools or universities. But they are learnt by interested young people to carry them from one generation to another generation. There are many oral traditions of which there is no written documentation. The stories and songs are orally learnt from each other and preserved in the minds of the people. If there are no takers of these mediums, then these mediums will gradually be lost.

After studying the four lessons on traditional media, you might have understood how important these mediums are for our well being. But how do we make these mediums survive? Who is going to take the responsibility? It is you, and your friends. Our society needs to contribute to save these mediums. We can encourage these mediums by viewing, writing, talking, and learning about them and as a whole knowing them.

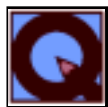
The government of India is using these mediums for spreading awareness on health, environment and other social issues among masses. For revival and survival of traditional media, the government has established bodies like the Song and Drama division, Sangeet Natak Akadamy, Lalit Kala Academy, Directorate of Audio-Visual Publicity etc. at the national, state and district levels.

The advent of modern mass media technologies which have started recording these mediums are posing a threat to these mediums. Though mass media has its potentiality in mass communication, traditional mediums are always simple and useful for better human relations.

Change is inevitable. The changing face of communication and media is limiting the space for traditional media. The debate these days is how far one can retain these mediums in their own forms? With the changing audience, these forms are also affected by modern technologies and themes. Stories of 'raja' and 'rani' or mythological stories and themes are fast disappearing. Performers are leaving their creative arts because of lack of financial support and patronage from people.

As long as this media form is respected, they can be kept alive for future generations. These are all great treasures of our culture and tradition.

But the challenge that lies ahead of us is to save the few traditional forms of media from fast eroding and reviving the older forms to present them for future generations.



### INTEXT QUESTIONS 28.4

1. Name any two government bodies which are promoting traditional media?
2. List two ways in which traditional forms of media can be preserved.



### 28.5 WHAT YOU HAVE LEARNT

→ Traditional media – a part of socio-cultural and ritual communication

Applications of traditional media

- creating awareness on social issues
- sensitizing people on various issues

Future of traditional media

- sustainability



### 28.6 TERMINAL EXERCISES

1. Describe the role of traditional media :
  - i) as a vehicle of communication
  - ii) as a part of socio-cultural and ritualistic communication
2. Explain how we can use traditional media for development issues?
3. Discuss the problems faced by traditional media forms for their survival?



### 28.7 ANSWERS TO INTEXT QUESTIONS

**28.1** 1. i), iv), vii), viii)

- 28.2** 1. i) communication in a social gathering
- ii) communication during festivals
  - iii) communication at village fairs
  - iv) any other
2. i) street plays
- ii) religious songs
  - iii) ritualistic dances
  - iv) any other



Notes

**Notes**

- 28.3**
1. Refer to section 28.3.
  2.
    - i) Save the Earth
    - ii) ban on use of plastics
    - iii) any other
- 28.4**
1.
    - i) Song and Drama Division
    - ii) Lalit Kala Academy
    - iii) any other
  2.
    - i) watching traditional performances
    - ii) writing about traditional media
    - iii) any other



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27

## PHOTOJOURNALISM

Man has always had a desire to learn and expand his knowledge. This he did by travelling to new places. Man drew pictures of the new things he saw or wrote about his travels. Then came printing. Printing could make the written word more popular amongst people. The printed word was combined with hand drawn pictures to describe what was written. This added to the people's knowledge of things and they could visualise what was being written about. With the coming of photography news could be conveyed with greater authority and emphasis with photographs. Photographs started supporting the written news in newspapers and magazines and thus photojournalism was born.



### OBJECTIVES

After studying this lesson, you will be able to do the following:

- describe the meaning of photojournalism;
- discuss the nature and scope of photojournalism;
- state the importance of composition in photojournalism;
- explain the terms 'photofeature' and 'photoeditor.'

### 27.1 MEANING OF PHOTOJOURNALISM

Every morning we wake up and read the newspaper. There is always a picture on the first page which shows the important news of the day. Such a picture is a result of what we know as photojournalism.

Once photography grew popular and became easy to do, it started getting specialised in its use. By this, you must understand that soon after the discovery of photography people were very excited and busy getting their photos taken. Soon they started travelling with the camera, gathering pictures of far off places and showed them to people who could not get there.

Wars were happening in the world; photographers went to such places and took pictures. Such photographers were the first war photojournalists. Still it was not



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possible to print these pictures on the newspaper alongside the written news.

Around the 1880s, a technology called half tone developed by which photographs could be printed in the newspapers. Photojournalism as we know today is news photography. Photographs that support the story of a news event fall in this category and photographers who specialise in this are called photojournalists.

## 27.2 TYPES OF PHOTOJOURNALISM

Photojournalism has grown into a very specialised form of photography and it has many more avenues. This is because news itself has many areas wherein a particular person is assigned to work in. So photographers according to their likes and dislikes have gone into specific areas. When a photographer is gifted with the ability to write in support of his photograph in a few words, he becomes a photojournalist.

Let's find out the different types of photojournalism.

- **Sports photojournalism:** As sports events are a big part of news, there are photojournalists who specialise in photographing sports. This is also because sports photography requires a specialised skill as well as equipment. Nowadays there are photojournalists who specialise in photographing individual sports. For example in India, there are photojournalists who are dedicated to cricket photography as it is the most popular sport and is now played throughout the year irrespective of it being day or night.



Fig 27.1 : (a) Sports photography



Fig 27.1 : (b) Sports photography



Notes



Fig. 27. 1: (c) Sports photography

- **War photojournalism:** This is the earliest form of photojournalism, where photojournalists have covered wars and sent photos from the centre of action. In India we see a lot of photographs in newspapers, of conflicts within the country such a terrorist activity or a riot where the photographer is in a dangerous situation and yet he manages to send us pictures, risking his life.



Fig. 27.2: War photography

- **Glamour photojournalism:** Film stars and other famous personalities have become a major part of news coverage as most people want to peep into the lives of the rich and famous. There are photojournalists who specialise in this kind of photography only are also called paparazzi, which is an Italian word.
- **Spot news photojournalism:** This means covering events that make day

**Notes**

to day news, like political events, crime, accidents etc. This is in fact the most common type of photojournalism and is most demanding for a photojournalist.



**Fig. 27.3 : (a) Spot news photography**



**Fig. 27.3 : (b) Spot news photography**

- **Travel photojournalism:** This type of photojournalism involves the documentation of an area's landscape, people, cultures, customs and history.

Travel photographs are taken by professionals or even amateurs. Photographs taken by amateurs are shared online with friends, relatives etc through photosharing websites.



Notes



Fig. 27.4: Travel photography

- **Wildlife photojournalism** : This is regarded as one of the more challenging forms of photojournalism. Advanced photographic equipment as well as a good knowledge of the animal's behaviour as well as the terrain is needed to take wildlife photographs.



Fig 27.5: (a) Wildlife photography

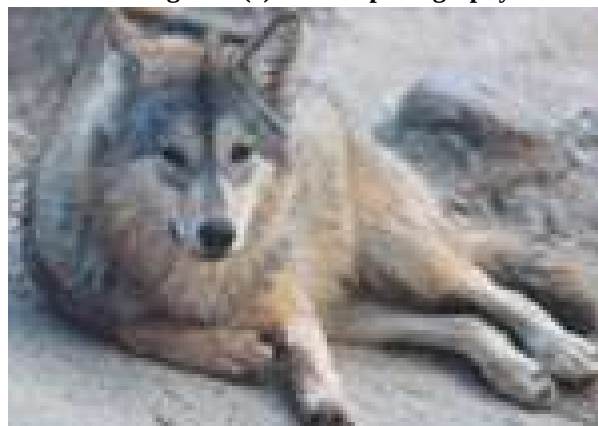


Fig. 27.5 : (b) Wildlife photography

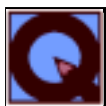
**Notes**

Though these are only some of the many specialised categories of photojournalism, each newspaper has its set of photojournalists who cover all affairs that may make news around the globe.

Photojournalists can be of two kinds, those who are employed by the newspaper and the others who work as freelancers i.e. those who work independently and sell the pictures that they take to newspapers and other news agencies.

Photojournalism is now no longer limited to newspapers. With the emergence of the internet as a major source of news, the scope of photojournalism has extended itself into what is known as web based photo journalism. Some of you who use the internet would have seen websites that are like newspapers. These sites also employ journalists as well as photojournalists to gather news for their organisations.

Now with so many people carrying the camera in their phones, it may be of interest for you to know that newspapers and websites use photos sent by people like us to them, because we as ordinary people may be present with our mobile phone cameras at places when an incident of interest to the newspaper may take place!

**INTEXT QUESTIONS 27.1**

1. State whether the following statements are true or false.
  - i) Covering events that make day to day news is known as glamour photo journalism.
  - ii) War photographers are not photojournalists.
  - iii) Photo journalism is limited to newspapers.
  - iv) Web based journalism uses photojournalism as one of its components.
  - v) Spot news photojournalism is one of the most common types of photo journalism.

**27.3 COMPOSITION**

Any photograph must speak for itself. This means that on seeing a photograph the person watching it must immediately understand what it is trying to convey. There is a saying that “a single picture is worth a thousand words”. This means that a picture can convey a message more convincingly than a thousand words. You may have seen many photographs that leave a lasting impression on you. Have you wondered why it is so? This is because the subject which is photographed is placed in the picture frame in such an intelligent manner that it leaves an impact on the viewer. This placement of the subject or subjects within the picture frame is called **composition**.

Composition has a special meaning when it has to convey news to the public as is the case in photojournalism. It is the placement of the subject being photographed



## Notes

that leaves an impact on the viewer. Let us consider a situation where you have to show a photograph of a poor man. You can take a simple photo of a beggar on the street and convey your message. But if the same photograph is taken in such a manner that the beggar is close to the camera but at a distance is also a rich man sitting in a big car. This picture will have a greater impact because its composition shows the contrast in the two people in the same picture and highlights the condition of the beggar as against the rich man. One can think of many such instances.

Composition also deals with making the picture look more appealing to the eye. Action photographs of war or sports show a kind of energy that should make the viewer feel that he is in the midst of those actions.

Composition also demands balance, that is to say a photograph must be taken in such a manner that it should not seem to make our eye wander to a corner. The various subjects should be so organised that the picture has a pleasing effect. There are some basic rules of framing, of which the **rule of thirds** is the most common. It states that elements in a frame must be so placed that they roughly fall on the intersection of the lines that divide the frame in three rows and three columns. This is no hard and fast rule, yet it helps in leaving a positive impact on the viewer.

**Camera angle** is another factor that has an impact on composition. If the person in a picture is an important person like a leader or a film personality, one composes the picture by keeping the camera below the person's eye level. When this is done the person shall appear much larger. Similarly taking a picture from above a person's height also called top angle makes the person appear small. All such methods of composition are employed to make the picture more effective in terms of what it is trying to say, so that the viewer can immediately understand its meaning.



## INTEXT QUESTIONS 27.2

1. Name a basic rule of framing.
2. What is composition?
3. Identify a factor which affects composition.

## 27.4 PHOTOFEATURE AND PHOTOEDITING

A photofeature is also called a **photo essay**. As the name suggests it is a story or an essay on a subject told using photographs. It can be done on anything that is photographed, a place or person etc.

You may have come across photofeatures in magazines on certain interesting issues. How does a photojournalist work on a photofeature?

A photofeature is generally conceived at the desk of the editor of the magazine or newspaper who will brief the photo editor about it.



Notes

Now who is a photo editor? A **photo editor** is the overall in charge of the photo section in a newspaper or magazine. He chooses the photographer and discusses the topic. He may also choose a reporter who will write the story around the photo essay. It is also the job of the photo editor to decide and select on the best pictures that convey the whole story.

You have already learnt that a single picture is worth a thousand words”. Therefore a good photo essay which comprises of few very nice pictures will have a greater impact on its viewer than the best written essay.

Let us consider the example of a photo feature that will be based on a family and attempts to list five photographs which shall introduce them to others. If there are parents, their daughter, and grandparents in the family, you may have the following photographs:

- Group photo of the whole family having a meal together.
- father leaving for work.
- mother preparing food in the kitchen
- daughter coming home from school
- grandparents watching television.

These are the few photographs that will make a brief photo essay on the above family. Of course there may be many other interesting pictures that could be taken. Here you will have to be your own photo editor or take the opinion of a senior person to pick up the best photos that make a complete photo essay on the family.



### INTEXT QUESTIONS 27.3

1. What is a photo feature?
2. Who is a photo editor ?
3. What is the other name for a photo essay?



### 27.5 WHAT YOU HAVE LEARNT

- > Meaning of photojournalism
- > Types of photojournalism
  - sports photojournalism
  - war photojournalism
  - glamour photojournalism



## Notes

- spot news photojournalism
- travel photojournalism
- wildlife photojournalism

## → Composition of a photograph

- placement of the subject
- balance
- camera angle

## → Photofeature and photoediting

**27.6 TERMINAL EXERCISES**

1. What is photojournalism. Explain with examples from newspapers.
2. What is the use of composition in photojournalism.
3. Explain the role of a photo editor in a photo feature.

**27.7 ANSWERS TO INTEXT QUESTIONS**

- 27.1** 1. i) False  
 ii) False  
 iii) False  
 iv) True  
 v) True.

- 27.2** 1. Rule of thirds.  
 2. The placement of the subject or subjects within the picture frame elements is called Composition.  
 3. Camera angle.

- 27.3** 1. Photo feature is a story or an essay on a subject told mainly by photographs  
 2. A photojournalist is the person who is the overall in charge of the photo section in a newspaper  
 3. Photo Feature.



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Notes

## ROLE OF A PHOTOJOURNALIST

You would have understood by now that the back bone of photojournalism is the photojournalist. A good photojournalist is both a skilled photographer who uses the camera and other equipment to his best advantage. He must also be a thinking creative person who mixes technique and judgement to capture images as they happen because news events do not wait for the photographer.

Some photojournalists attempt to make their photographs more interesting by manipulating the image (for example, by making people pose for the photograph). This is wrong as the main task of a photojournalist is to give the viewer an image that is truthful and speaks for itself. Manipulating an image is like making up a news story. It would no longer be journalism but story telling.



### OBJECTIVES

After studying this lesson, you will be able to do the following :

- describe the preparedness required for a photojournalist;
- explain the work ethics in photojournalism;
- discuss the history of photojournalism in India;
- enlist some famous photojournalists of India.

### 28.1 PREPAREDNESS OF PHOTOJOURNALISTS

Events wait for no one, especially for photojournalists. A photojournalist must be prepared to act fast and have his camera always at hand. The interesting pictures are most often a result of the alertness of the photojournalist who is at the right place at the right time. If a photojournalist is casual about his job, he is likely to miss many important chances. It is also not just being present at an important location but it is also about being positioned at the best place with the camera ready.

There are some events about which a photojournalist has advance information. So he can be there well before the action begins. For example, a public function like



## Notes

## Role of a Photojournalist

a sports event or a political meeting is usually announced well in advance. Newspapers are informed about the time and the venue. If the photo editor thinks that the event is important he will assign a photojournalist to attend the event. The photographer will take pictures of the participants, the audience, the venue etc..

However, there are events that no photojournalist can prepare for like a terrorist attack, a riot, a train accident, an earthquake or a bridge collapse. If a photojournalist is present when some thing like this occurs he has to act quickly while at the same time ensuring his own safety. It is rare for photojournalists to capture terrorist attacks, serious accidents or major natural disasters as they happen. It is usually the aftermath that the camera captures. The photojournalist then tries to take pictures that convey the sense of the event, its magnitude and its impact on people and the place where it has occurred. The best pictures are a result of the judgement and sensitivity of the photographer.

Only a small selection of pictures appear in the newspapers each day. Why is this so? Just as not all the news stories gathered by reporters get published in a newspaper not all pictures taken by photojournalists get published. A photo editor will look at all the pictures that have been submitted by various photojournalists on any given day and make a choice about what will appear and what will not.

Let us see how this is done by the photo editor.

One consideration will be the major news events of the day. A photograph that enhances the lead story is almost certain to be published. For example, if the most important news of the day is that fuel prices are going to go up, a photograph of long lines of auto rickshaws or trucks at a petrol station is quite likely to get published.

Another consideration is the photograph itself. If a photograph is hard hitting, or tells a story then it has a better chance of being published. For example, a picture of a flood, with only the roofs of houses above water has a greater impact than many hundred words describing the same flood.

What will interest the reader is also a consideration while choosing pictures for the newspaper. So photographs of local events like an inter-school sports competition or the inauguration of a new school building often get published.

When a photojournalist is doing a photo feature, there is need for a different approach and different kind of preparedness. If the photos are of people then the photojournalist must have patience and win the trust of the people to be photographed. Most people are self-conscious when they have a camera pointed at them or feel shy when facing one and do not behave as they normally would. The photographer should work in a way that the people who are being photographed do not feel his presence. This is most easily done if the photojournalist spends time with the people being photographed, talks to them about what they are doing and explain the purpose of the photograph. So when the photographs are being taken they are no longer curious or worried about the photographer's interest in them and can ignore the camera and behave naturally when the camera is pointed at them.

**INTEXT QUESTIONS 28.1**

1. Name two events for which a photojournalist is prepared and two events for which he cannot be prepared.
2. What is the role of a photoeditor ?
3. How does a photojournalist prepare for a photofeature?

**28.2 ETHICS AND THE PHOTOJOURNALIST**

Ethics is an important word in journalism. Ethics are the moral principles that influence the conduct of people. Journalistic ethics are the moral principles that govern the practice of all forms of journalism. They guide the photojournalist in deciding what is right and what is wrong.

Truthfulness is a core journalistic ethic. A photojournalist must always strive to take pictures that tell the truth.

This issue of ethics has become more important in the digital age when it is very easy to change the photograph on the computer. It is believed that the camera never lies. But now with a few clicks of a computer mouse, you can completely change a photograph. So much so that it is no longer a record of an event. For example, you can show a man to be smoking even if he has never held a cigarette in life or in the company of someone he has never met. You can show a crowd of people at a place when in fact there were only a few people present when the picture was taken. You can make people appear to be standing in front of well known monuments in foreign countries to which they have never been!

All manipulation of photographs is a violation of basic journalistic ethics. For the photojournalist must capture the truth. This means that the photojournalist must only photograph what has happened, when it happened and not invent a situation or recreate one by moving things around in the picture to make it seem more interesting than it really was.

It is also against journalistic ethics to stage or create a picture by having people pose for the camera. For example if a photojournalist wants a picture of a mid-day meal scheme in a school he must go to a school at meal time and take pictures of what is seen. These might be of food being prepared or served to the children or the children eating their food. It would be against journalistic ethics if he were to make a group of children in school uniform sit in rows with plates in front of them and pretend to be eating a meal at school.

A photojournalist who takes his professional responsibilities seriously would never manipulate an image or stage an event for the benefit of his camera.

**Notes**



Notes

**INTEXT QUESTIONS 28.2**

1. State whether the following statements are true or false:
  - i) Truthfulness is not a core journalistic ethic.
  - ii) Manipulation of photographs is violation of basic journalistic ethics.
  - iii) In the digital age, it is possible to change any photograph on the computer.
  - iv) A photojournalist can invent or recreate a situation according to his convenience.

**28.3 PHOTOJOURNALISM IN INDIA**

Photography arrived in India almost within two years of its discovery. As India was being ruled by the British, British photographers started taking pictures of the country, its scenery and monuments. When the first war of Independence happened in 1857, it was one of the first incidents of war photography in the world and you may have seen some photographs in magazines.

Later on when the camera became smaller, photojournalism gained greater popularity. Many political developments were also taking place in India especially around the freedom movement. All this gave a lot of chance to photojournalists to take pictures.

**Raja Deen Dayal** was one of the first notable Indian photojournalists. He was a court photographer in India during the rule of the sixth Nizam of Hyderabad. As he was the only native photographer, he has left behind a very impressive record of British India.



**Fig. 28.1: Raja Deen Dayal**

**Notes**

Among the famous photojournalists who worked then was **Sunil Janah**. A political activist and journalist, Sunil Janah began to photograph while writing assignments for his newspaper. At the time of India's independence, Janah photographed the significant events in the country and made a record of the transition from British rule to independent India. His photographs of India's partition, its people; specially the tribals as well as pictures of industries and temple structures are very famous. Photographs of Nehru and Gandhi by Sunil Janah are now seen by us everywhere.



**Fig. 28.2 Photograph taken by Sunil Janah**

There is another name which needs a special mention here, also because in a profession dominated by men, she was the first woman photojournalist. She is **Homai Vyarawalla**. Her work was first published in 1938 in the Bombay Chronicle, and later in other major publications of those times. She also worked for the Illustrated Weekly of India and during World War II covered every aspect of wartime activities in India. Her documentation of the events of the freedom movement are significant. She remained a freelance photographer until 1970 and was highly respected amongst all photojournalists.



**Fig. 28.3 : Homai Vyarawalla**



## Notes

There are several international photojournalists who loved photographing in India. Amongst them, the name of **Henri Cartier Bresson** is famous. Henri Cartier Bresson was French and his name is counted amongst the best photojournalists of the world. He travelled in India in the 1940s and then kept coming back here in later years. His most famous photograph is that of Pandit Jawaharlal Nehru announcing the death of Gandhiji. His book called 'Henri Cartier Bresson in India' is very well known.



Fig. 28.4 (a) : Henri Cartier Bresson



Fig. 28.4 (b) : Photograph taken by Henri Cartier Bresson

Amongst the photojournalists after Independence, the name of Raghu Rai is most famous. Rai's photographs are still seen as he continues to do photography. **Raghu Rai** started his career in photojournalism in the 1960s in Delhi and worked for important national newspapers like the Hindustan Times and Statesman. Later he became the Chief Photographer for 'India Today' where he worked for a long time. Now Mr Rai works as an independent photographer and his work is truly respected all over the world. His photographs of famous personalities such as Indira Gandhi and Mother Teresa are very well known. Apart from this Raghu Rai has covered all important events that have taken place in the second half of the last century such as the Bhopal gas tragedy and the Bangladesh war. He has brought out books on various subjects such as Delhi, Taj Mahal, Sikhs, Benaras etc. His early pictures are mostly in black and white but later he has photographed in colour. They all have a beautiful quality about them.



Fig. 28.5 : Raghu Rai

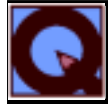
**Prashant Panjiar** is another successful photojournalist of the present times. Born in Kolkata, he is a self taught photographer who has worked for many magazines in Delhi. His most successful career was with the 'Outlook' magazine as its chief photographer and associate editor. He is a founding member of this magazine and through his photographs, he gave it a popular appeal among people and now Outlook has become a leading news magazine in India.

Mentioned above are just a few names of important photojournalists. Apart from them there have been so many who have made important contributions to the field of photojournalism by thier work in the print media all over the world. With the improvement in printing technology, newspapers have started using more photos and in colour. This has given rise to a greater demand for trained people in the field of photojournalism.





Notes

**INTEXT QUESTIONS 28.3**

1. Relate the names of photojournalists given below with their respective work.

- |                           |                                                                           |
|---------------------------|---------------------------------------------------------------------------|
| i) Homai Vyarawalla       | a) photographs of India's partition                                       |
| ii) Henri Cartier Bresson | b) photograph of Pandit Jawaharlal Nehru announcing the death of Gandhiji |
| iii) Prashant Panjiar     | c) photograph of World War II                                             |
| iv) Raghu Rai             | d) photographs in 'Outlook' magazine                                      |
| v) Sunil Jannah           | e) photograph of Mother Teresa                                            |

**28.4 WHAT YOU HAVE LEARNT**

Role of photojournalists

- preparedness of a photojournalist
  - events for which a photojournalist is prepared
  - events for which a photojournalist is prepared
  - judgement and sensitivity of a photojournalist
  - role of a photoeditor
  - approach of a photojournalist while taking photographs
- work ethics in photojournalism
  - truthfulness – core journalistic ethic
  - manipulation of photographs – violation of basic journalistic ethics
- photojournalism in India
  - arrival of photography in India
  - famous photojournalists
  - Sunil Jannah
  - Homai Vyarawalla
  - Henri Cartier Bresson
  - Raghu Rai
  - Prashant Panjiar



### 28.5 TERMINAL EXERCISES

1. Describe in detail the factors to be taken into account by a photojournalist while taking pictures for different purposes.
2. “The issue of ethics in photojournalism has become more important in the digital age when it is very easy to transform the photograph on the computer”. Discuss.
3. Explain with examples the role played by famous photojournalists in India before and after Independence.



### 28.6 ANSWERS TO INTEXT QUESTIONS

- 32.1**
1. i) political meeting, football match, any other  
ii) accident, earthquake, any other
  2. A photoeditor chooses the pictures that would appear in newspapers on any given day. This will depend upon i) the major events of the day which should be supported by photographs ii) hard hitting nature of photographs which can tell a story well and iii) interests of readers.
  3. A photographer should be patient and win the confidence of the people he wants to photograph. The photographer should work in such a way that people who are being photographed do not feel self-conscious and behave normally when the camera is pointed at them.
- 32.2**
1. i) False  
ii) True  
iii) True  
iv) False
- 32.3**
1. i) (c)  
ii) (b)  
iii) (d)  
iv) (e)  
v) (a)



Notes