

CHAPTER 7

MASS MEDIA AND COMMUNICATION

1. Definition

- 'Mass' media they reach mass audiences – (very large number of people).
- Mass media include a wide variety of forms, including television, newspapers, films magazines, radio, advertisements, video games and CDs.
- Also referred to as Mass Communications
- The structure and content of mass media is shaped by changes in the economic, political and socio-cultural contexts.
- The relationship between mass media and communication is dialectical, both influence each other.
- Mass communications is different from other means of communication as it requires a formal structural organisation.
- There is a difference between how easily different sections of people can use mass media.

2. Mass media during colonial period.

- The growth of Indian nationalism was closely linked to its struggle against colonialism.
- It emerged in the wake of the institutional changes brought about by British rule in India.
- Anti colonial public opinion was nurtured and channelised by the nationalist press, which was vocal in its opposition to the oppressive measures of the colonial state.
- This led the colonial government to clamp down on the nationalist press and impose censorship for instance during the Ilbert Bill agitation in 1883.

- Association with the national movement led some of the nationalist newspapers like Kesari (Marathi), Mathrubhumi (Malayalam), Amrita Bazar Patrika (English) to suffer the displeasure of the colonial state.
- But that did not prevent them from advocating the nationalist cause and demand an end to colonial rule.

3. Beginning of Modern Mass Media

- The first modern mass media institution began with the development of the printing press.
- This technique was first developed by Johann Gutenberg in 1440
Its effects were
 - With the Industrial Revolution, the print industry also grew
 - newspapers began to reach out to a mass audience
 - People across the country began to feel connected and developed a sense of belonging or 'we feeling' – growth of nationalism.

4. Mass Media during Colonial Period

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- Imposed censorship, Eg. Ilbert Bill agitation in 1883.
- Nationalist newspapers like Kesari (Marathi), Mathrubhumi (Malayalam), Amrita Bazar Patrika (English).
- advocating the nationalist cause and demand an end to colonial rule.

5. Mass Media during British period

- During British rule mass media comprised a range of newspapers and magazines, films and radio.
- Radio was wholly owned by the state.
- circulation of news and information was read and spread by word of mouth (from commercial and administrative hubs like markets and trading centres as well as courts and towns).

6. A. Mass Media in Independent India

- The media expected to spread the spirit of self-reliance and national development among the people.
- The media seen as a means to inform the people of the various developmental efforts.
- to fight against oppressive social practices like untouchability, child marriages, and ostracism of widows.
- formulate public opinion.
- It provide a platform for voicing grievances.
- promotion of national scientific ethos.

B. Radio

- At the time of independence there were only 6 radio stations located in the major cities catering primarily to an urban audience.
- an active partner in the development of the newly free India. The AIR's programmes consisted mainly of news, current affairs, and discussions on development.
- Vividh Bharti, a channel for entertainment broadcasting Hindi film songs.
- The transistor revolution in the 1960s made the radio more accessible.
- In 2000 around 110 million households were listening to radio broadcasts in 24 languages. More than 1/3rd of them were rural households.

C. Televisions

- Television programming was introduced experimentally in India to promote rural development as early as 1959.
- Later the Satellite Instructional Television Experiment (SITE) broadcasted directly to community viewers in the rural areas.
- Television stations were set up under Doordarshan in 4 cities (Delhi, Mumbai, Srinagar and Amritsar) by 1975. Three more stations in Kolkata, Chennai and Jalandhar.

- As programmes become commercialized, there was a shift in target audience.
- Entertainment programmes grew and were directed to the urban consuming class.
- The advent of colour broadcasting during the 1982 Asian Games in Delhi.

D. Print Media

- After Independence, the print media helped in the task of nation building by taking up developmental issues as well as giving voice to the widest section of people.
- The greatest challenge that the media faced was, the declaration Emergency in 1975 and censorship of the media.

7. Globalisation and the Media

A. Print Media

- There has been an amazing growth in the circulation of newspapers especially in the Indian Language newspaper because of —
- the rise in the number of literate people who migrate to cities.
- the needs of the readers in the small towns and villages are different from that of the cities and the Indian language newspapers cater to those needs such as *Malayala Manorama* and the *Eenadu*.
- Indian language newspapers having adopted advanced printing technologies and also attempted supplements, pullouts, and literary and niche booklets.
- Entry of glossy magazines into the market.
- In order to compete with the electronic media, newspapers, especially English language newspapers have reduced prices, brought out editions from multiple centres and increased dependence on the sponsors of advertisements.
- New Marketing strategies have been adopted such as, door-to-door surveys, research, consumer contact programmes, increased sales of colour supplements, glossy finish etc.

B. Television

- In 1991 there was one state controlled TV channel Doordarshan in India but by 1998 it increased to almost 70 channels. Privately run satellite channels have multiplied.
- There has been a manifold increase in viewership.
- There has been an expansion in the cable television industry. Video viewing at home and in community-based parlours increased rapidly.
- The incoming of transnational television companies like Star TV, MTV, Chennals (V), Sony.
- Foreign network has introduced regional language channels, such as Bengali, Punjabi, Marathi and Gujarati.
- Most television channels telecast throughout the day, 24×7.
- Television has fostered public debate.
- There are a large number of reality shows, talk show, Bollywood shows, family soaps, interactive shows, game shows and comedy shows.

C. Radio

- Gloablisation led to the opening up of Govt. controlled broadcasting system.
- Variety of programmes like sports, cultural, etc. became popular among the masses.
- The advent of privately owned FM radio stations provided a boost to entertainment programmes over radio.
- Most of the FM channels belongs to media conglomerates. Like 'Radio Mirchi belongs to the Times of India group, Red FM is owned by Living Media and Radio City by the Star Network.
- Radio is now used as an active medium of communication to inspire the youth and women shown in the three films 'Rang de Bansanti' and Lage Raho Munna Bhai and recentry in Tumhar Sullu.

8. Mass Media is bridging the Gap between Rural and Urban areas

by :

- Bringing images of urban life styles and patterns of consumptions into the rural areas.
- Urban norms and standards are becoming well known even in the remote villages creating new desires and aspirations for consumptions.

Effects are :

- Increase in non-farm rural occupations like transport services, business enterprises etc.
- If close to urban areas they may travel daily to the nearest urban centre to work while staying in the village.
- A combination of information and entertainment to sustain the interest of the reader.
- A wide coverage of different issues to appeal to the readers across all age groups.
- There is a rise in the number of literate people who are migrating to cities.
- The Indian language newspapers cater 'to the needs of the readers in the small towns and villages and also of the readers from that of the cities.
- The Indian language newspapers have adopted advanced printing technologies.
- They have also brought out supplements, pullouts, and literary and niche booklets, glossy papers, advertisement (property, matrimonial) etc.
- Effective marketing strategies have helped in the growth of India language newspapers.
- It is reasonably priced.

1 MARKS QUESTION

1. TV, newspaper, radio, advertisements etc are the different forms of _____
2. The relationship between mass media & communication with society is _____
3. The term 'Imagined community' was governed by _____
4. In independent India the first Prime Minister _____ called upon the media to practice as watch dog of _____
5. Censorship was imposed on the media on the declaration of _____ in the year _____.
6. Dual commentary has been adapted to cater to the needs of the India audiences by _____
7. Kaun banega crorepati & India Idol are examples of _____
8. Is the statement correct
 - i) Modern mass media connected people across the country and developed a "we feeling" & growth of nationalism
 - ii) Introducing Herbert Bill Agitation in 1883, colonial government imposed censorship to suppress anti colonial public opinion (correct the statement)
 - iii) During the British Raj newspaper and magazines in english and vernacular languages were widely circulated (True/False)
 - iv) Vernacular newspaper are called the national dailies (correct the statement)
 - v) The potential for using FM stations is enormous in post liberalization India. (True/False)
9. The first modern mass media institution began with the development of
 - a. Radio
 - b. printing press
 - c. television

- d. cinematography
- 10. National movement led to the emergence of nationalist newspaper to advocate nationalistic cause and demanding end to colonial rule. Which of the following newspaper was not a part of it
 - a. Kesari
 - b. Business Standard
 - c. Amrit Bazar Patrika
 - d. Matribhumi
- 11. Strategies used to make India language newspaper popular are
 - a. use of advance printing technologies
 - b. provide supplement pull outs
 - c. door to door survey and research
 - d. All of the above
- 12. To cater to India's geographic_____ and_____AIR operates at three tiered levels---national, regional and local.
- 13. 'Radio Mirchi' belongs to media conglomerates known as
 - a. Times of India group
 - b. Hindusthan Times
 - c. Living Media
 - d. Star network

2 MARKS QUESTION

- 1. What is meant by the term infotainment?
- 2. How does mass media bridge the gap between rural and urban areas.

4 MARKS QUESTIONS

1. In independent India, Jawaharlal Nehru, the first prime minister, called upon the media to function as the "watchdog of democracy". Why?

Or

What is the mass media expected to do in order to function as the 'watchdog of democracy'?"

2. What were the reasons for the amazing growth in Indian language newspapers?

6 MARKS QUESTIONS

1. Discuss the role of radio broadcasting in newly free India.
2. In what ways has Globalisation affected the print media.
3. Discuss the role of TV broadcasting in newly free India.