7.3 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

- 1. Justice G.S. Rajadhyaksha was the chairman of the First Press Commission with very renowned persons serving as the members.
- 2. On 4 July 1966, the press council of India was established and it began functioning from 16 November 1966. This day is commemorated as the National Press Day.
- The Second Press Commission was revived in April 1980 with Justice K.K. Mathew as its chairman.

7.4 SUMMARY

- The press played a key role in the Indian freedom struggle. From time to time, the British Government enforced legal provisions to control the press.
- Just before Independence, the Interim Government formed the Press Law Enquiry Committee to study the existing laws in relation to fundamental rights.
- To study the status of the press as well as suggest measures for its healthy growth in independent India, the first Press Commission was constituted on 23 September 1952.
- Apart from legal provisions concerned with press, the Commission looked into the management, control, ownership and financial structure of the press.
- The Commission took a serious note of the occurrence of yellow journalism, slanderous writing directed against groups or communities, sensationalism, prejudice in presenting news and lack of proper responsibility in comment, indecent remarks and crudeness and personal attacks on individuals.
- The Commission emphasized the need for establishing the Council on a statutory basis. It noted that the Council should possess legal authority to hold inquiries or else each member, and the Council as a whole, will be subject to the danger of legal action by those whom it seeks to punish.
- The Second Press Commission was revived in April 1980 with Justice K.K. Mathew as its chairman. Its members included Amrita Pritam, Rajendra Mathur, Girilal Jain, K.R. Ganesh and Madan Bhatia.
- The Second Press Commission expected the press to be neither a mechanical opponent nor an automatic ally of the government. It wanted the press to play a significant role in the development process in the country.
- The Second Press Commission's report provides a decent overview of the development of press since the report of First Press Commission.

Overview of Press Commissions and Committees

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Overview of Press Commissions and Committees

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7.5 KEY WORDS

- Fundamental Rights: These are defined as the basic human rights of all citizens. These rights, defined in Part III of the Constitution, applied irrespective of race, place of birth, religion, caste, creed, or gender.
- **Press Council:** It is a body established to raise and maintain professional standards among journalists.
- Foreign Direct Investment: It is an investment in the form of a controlling ownership in a business in one country by an entity based in another country.

7.6 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short-Answer Questions

- 1. What was the remit of the First Press Commission?
- 2. Write a short-note on the Second Press Commission.

Long-Answer Questions

- 1. Describe what the First Press Commission had to say regarding the need to establish a press council.
- 2. Explain the recommendations of the First Press Commission.

7.7 FURTHER READINGS

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UNIT 8 REPORTS OF MEDIA COMMITTEES

Structure

- 8.0 Introduction
- 8.1 Objectives
- 8.2 Chanda Committee 8.2.1 Joshi Committee
- 8.3 Verghese Committee
- 8.4 Karanth Working Group
- 8.5 Answers to Check Your Progress Questions
- 8.6 Summary
- 8.7 Key Words
- 8.8 Self Assessment Questions and Exercises
- 8.9 Further Readings

8.0 INTRODUCTION

In the previous unit, you learnt about the reports of the first and second press commissions. In this unit, the discussion will turn towards various media committee reports.

In independent India, the first media committee report was set up by the then Information & Broadcasting Minister Indira Gandhi in 1964. The committee was led by former Auditor-General of India Ashok Chanda and its remit was to investigate Indian broadcasting. The committee presented a report on radio and television in 1966 that was critical of the state's financial and administrative restrictions on these media. According to Canadian professor of media and development studies Robin Jeffrey, 'The timing of the report – April 1966 – was inopportune. The Prime Minister, Lal Bahadur Shastri, had died in January, Mrs Gandhi was an unsteady replacement, the country had just fought its second war in three years and the two-year Bihar famine was beginning.' The Chanda committee recommended that Âkâshvânî and Doordarshan be separated, something that finally came into being a decade later, in 1976. The debate about the political independence of the public broadcasters was resumed in 1977 with the Verghese Committee. These reports, along with some others, are discussed briefly taken up in this unit.

8.1 **OBJECTIVES**

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

- Discuss the Joshi and Verghese committee reports
- Describe the report of the Chanda committee

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Committees

Reports of Media Committees

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8.2

When Mrs Indira Gandhi joined the Union Cabinet for the first time in 1964 as Minster of Information and Broadcasting, she set up an inquiry committee for improving *All India Radio* (AIR). The committee came to be known as the Chanda Committee as it was headed by A.K. Chanda, a former Comptroller and Auditor-General of India. The report was submitted in 1966. The committee proposed three recommendations which were:

CHANDA COMMITTEE

- to convert AIR into a corporation run by a Board of Governors like the BBC
- to separate television from radio and commercialize Vividh Bharati channel so that there is increase in the revenue of All India Radio
- the revenue earned should be utilized for improving the quality of AIR's programmes

Only the last recommendation was accepted by the Government at that time which led to the beginning of commercial broadcasting in India on 1 November 1967. Later, TV (*Doordarshan*) was separated from AIR in 1976.

8.2.1 Joshi Committee

The committee headed by P.C. Joshi was established to study the software of *Doordarshan*. The committee recommended changes in the organizational setup of radio and television. The government at that time was not ready to alter the structure and the recommendations were not acted upon.

Check Your Progress

- 1. Why was the Chanda Committee set up?
- 2. Why was the Joshi Committee established?

8.3 VERGHESE COMMITTEE

In 1977, the Janata Party was swept to power displacing Mrs Gandhi's Congress Party government. Since the Janata Party in its poll manifesto had promised to give autonomy to AIR and *Doordarshan*, on assuming office, it set up a Working Group in August 1977 under the chairmanship of George Verghese, a noted journalist, to work out the proposals for giving full autonomy to AIR and *Doordarshan*. The working group submitted its report entitled 'Akash Bharati' in two volumes in February 1978. However, rejecting the group's recommendations for full autonomy, the then Minster for Information and Broadcasting, L.K. Advani, piloted a bill in Parliament which was called the Prasar Bharati. This was introduced in the Lok Sabha on December 1989, but, because of the sudden dissolution of the then Lok Sabha, the bill lapsed. Finally in 1990, the Prasar Bharati Bill with several amendments was passed by Parliament. However the successive Governments decided not to finalize the Act. It took another 7 years for the implementation of the 'Prasar Bharati Act.'

Between 1978 and 1997, a number of committees examined the working of Radio and Television in the country. Just as there were complaints of misuse of the media during the emergency, there were complaints of the politicization of the media during the post emergency era. When Mrs Gandhi came back to power after the fall of the Janata Government, the Government constituted a committee under the chairmanship of eminent journalist and diplomat G. Parthasarathi. This committee which had equally eminent members drew specific policy guidelines for the first time for the electronic media. It presented exhaustive guidelines for the news producers and also defined the approach to external broadcasting. The government accepted the recommendation of the committee.

8.4 KARANTH WORKING GROUP

A 'Working Group on National Film Policy' was established by the Government of India led by the Janata Party on the recommendation of a Conference of State Ministers of Information in 1979. K. Shivarama Karanth. Kannada writer, educationist and *Yaksha Gana* specialist was appointed as the Chairman of the working group. Among the members of his Working Group were Mrinal Sen, Shyam Benegal, Basu Bhattacharya. Adoor Gopalakrishnan, Ramanand Sagar and Manoj Kumar, Tarun Mazumdar (film-makers). Tarachand Barjatya and D.V.S. Raju (film producers). Dilip Jamadar (documentary film-maker), Vijaya Mulay (formerly of the Censor Board) and others. The Report of the Working Group is by far the most comprehensive and need-based report, compiled so far in the history of India's cinema industry. The report was submitted its report in 1980, when Indira Gandhi had already returned to power.

The Karanth Working Group report criticised both the government's ability to overrule Central Board of Film Certification (CBFC) decision-making and the political appointment of CBFC members. According to the scholar William Mazzarella, the Karanth Working Report is exemplary of a circular governmental logic that repeatedly justifies Indian censorship: 'censorious, repressive governments and a lack of education have kept the masses immature...further censorship is necessary in order to protect these illiterate unfortunates from their own worst instincts.' The Report named both the U.K. and U.S. classification systems in its consideration of the Indian approach and noted the challenges posed for both parents and censors by the separation between the two extreme categories of 'U and 'A'. In its recommendation for an intermediary certificate Karanth Working Group report stressed that it would be 'purely advisory' and that 'Ideally the Reports of Media Committees

Reports of Media Committees

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decision as to whether a certified film may or may not be seen by children should rest with the parents'. It also recommended the introduction of a 'Q', or Quality, certificate, which if granted would exempt the film from entertainment and other taxes. The report stated, 'We feel a separate committee attached to the Censor Board consisting primarily of film makers, film critics and people from allied arts should recommend the grant of quality certificate.'

Check Your Progress

- 3. What was the name of the report of the Verghese committee?
- 4. When was the Karanth Working Group established?

8.5 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

- 1. When Mrs Indira Gandhi joined the Union Cabinet for the first time in 1964 as Minster of Information and Broadcasting, she set up an inquiry committee for improving All India Radio (AIR). The committee came to be known as the Chanda Committee.
- 2. The committee headed by P.C. Joshi was established to study the software of Doordarshan.
- 3. The Verghese committee submitted its report entitled 'Akash Bharati' in two volumes in February 1978.
- 4. The Karanth Working Group was established by the Government of India led by the Janata Party on the recommendation of a Conference of State Ministers of Information in 1979.

8.6 SUMMARY

- When Mrs Indira Gandhi joined the Union Cabinet for the first time in 1964 as Minster of Information and Broadcasting, she set up an inquiry committee for improving All India Radio (AIR).
- The committee came to be known as the Chanda Committee as it was headed by A.K. Chanda, a former Comptroller and Auditor-General of India.
- One of the recommendations of the Chanda Committee report was that the revenue earned should be utilized for improving the quality of AIR's programmes.

- The committee headed by P.C. Joshi was established to study the software of Doordarshan. The committee recommended changes in the organizational setup of radio and television.
- Since the Janata Party in its poll manifesto had promised to give autonomy to AIR and Doordarshan, on assuming office, it set up a Working Group in August 1977 under the chairmanship of George Verghese, a noted journalist, to work out the proposals for giving full autonomy to AIR and Doordarshan.
- When Mrs Gandhi came back to power after the fall of the Janata Government, the Government constituted a committee under the chairmanship of eminent journalist and diplomat G. Parthasarathi. This committee which had equally eminent members drew specific policy guidelines for the first time for the electronic media.
- A 'Working Group on National Film Policy' was established by the Government of India led by the Janata Party on the recommendation of a Conference of State Ministers of Information in 1979.
- K. Shivarama Karanth. Kannada writer, educationist and Yaksha Gana specialist was appointed as the Chairman of the working group.
- The Karanth Working Group report criticised both the government's ability to overrule Central Board of Film Certification (CBFC) decision-making and the political appointment of CBFC members.
- In its recommendation for an intermediary certificate Karanth Working Group report stressed that it would be 'purely advisory' and that 'Ideally the decision as to whether a certified film may or may not be seen by children should rest with the parents'.
- The Karanth Working Group also recommended the introduction of a 'Q', or Quality, certificate, which if granted would exempt the film from entertainment and other taxes.

8.7 KEY WORDS

- **Censorship:** It refers to the suppression or prohibition of any parts of books, films, news, etc. that are considered obscene, politically unacceptable, or a threat to security.
- Emergency: Generally speaking, it means a period where fundamental rights in India are suspended due to a grave or dangerous situation. Specifically, it refers to the period of 1975-1977 when fundamental rights had been suspended by the central government.
- **Diplomat:** It means an official whose job is to represent one country in another, and who usually works in an embassy.

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8.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

NOTES | Short-Answer Questions

- 1. What were the recommendations of the Chanda Committee?
- 2. Write a short-note on the Joshi Committee.

Long-Answer Questions

- 1. Discuss the Verghese Committee and its recommendations.
- 2. Describe the Karanth Working Group report.

8.9 FURTHER READINGS

Mcquail, Denis. 2013. Journalism and Society. New Delhi: Sage Publications.

- Bro, Peter. 2018. *Models of Journalism: The Functions and Influencing Factors*. London: Routledge.
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BLOCK - III MEDIA AND ITS FUNCTIONS AND TYPES

UNIT 9 MASS COMMUNICATION MEDIA

Structure

- 9.0 Introduction
- 9.1 Objectives
- 9.2 Media for Mass Communication
- 9.3 Print Media
- 9.4 Electronic Media
- 9.5 Radio
- 9.6 Television
 - 9.6.1 Cinema
- 9.7 New Media
- 9.8 Answers to Check Your Progress Questions
- 9.9 Summary
- 9.10 Key Words
- 9.11 Self Assessment Questions and Exercises
- 9.12 Further Readings

9.0 INTRODUCTION

In the previous unit, you learnt about the reports of various media committees. The present unit is meant to give you an overview of the different tools of media that facilitate the process of mass communication.

Mass communication is one of the central activities of modern society. It is possible for the people to communicate with each other at the interpersonal level with the help of language in the form of speech, but one cannot communicate with masses without using other types of media such as print, radio, films, television and the most recent of them the 'new media'. In this unit, a brief history and evolution of these media along with the strength, weaknesses and impact is discussed with an objective of giving a comprehensive picture of these media and their use and utility in the process of mass communication. The unit involves discussion on various types of mass media along with their genres with which people construct their messages. Mass Communication Media

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9.1 **OBJECTIVES**

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

- Describe the various media of mass communication
- Discuss the origin and growth of different media
- Describe the different genres or types of the mass media
- Evaluate the use and impact of these media in mass communication
- Relate the various media of mass communication with the process of mass communication

9.2 MEDIA FOR MASS COMMUNICATION

The main feature of mass communication is that people are heterogeneous and scattered all over the world. The role of mass media in mass communication is to disseminate information to all the people in the world at a single point of time.

As we have seen in the earlier units, speech is the primary media of communication and all other media are merely extension of speech. However, it is important to understand the difference between media of communication and media of mass communication. Telephone, gramophone, photographs, postcards and letters are some of the main media of communication. They allow communication between individuals. They mostly involve one-to-one communication.

Mass communication is also defined as one-to-many type of communication. It requires certain type of media that allows one-to-many communication. Radio, cinema, print, television and the Internet are the technologies of media that make mass communication possible.

Print has allowed the circulation of manuscripts at the mass level whereas radio has extended the scope of human speech. Cinema came to our rescue by giving us moving images that were identical to the reality around us. Television helped us in sending the live events and realities in real time. Internet in one sense is not like the mass media such as radio, television and cinema as these technologies are invented to send a message from the source to all the possible readers, listeners and viewers.

9.3 PRINT MEDIA

Print can be defined as a medium that disseminates writing or textual matter. Printing is defined as a process that involves the use of ink, paper and a printing press for reproducing text and image. The technology of printing using a printing press allows a large-scale production of the same matter. Printing is a technique that is an integral part of publishing.

Printing has covered a long journey starting from wooden block printing that was in practice in China and Korea much before Johann Gutenberg designed movable types made of molten metal alloy and a printing press in the mid-fifteenth century. Lots of efforts were made by him to cast the right type of letters, developing the right type of ink that he made from lamp black mixed in an oil-based varnish and combining together all these important components for the use of printing. It is said that it took him almost 20 years to bring this system into practice. His system is considered as the first revolution in printing technology.

The second revolution in printing technology came at the end of the 19th century. Two methods of mechanical typesetting were invented that speeded up the process of setting the type in metal. They were monotype system and line casting. The third revolution was phototypesetting. Finally, Desktop Publishing (DTP) is considered the fourth revolution in printing. The DTP system has brought dramatic changes in the printing industry. Presently it is a widely accepted system in printing.

The most recent and the most revolutionary invention in the field of printing technology is that of desktop publishing. It is a new way to create a print document in less time and at less cost. Linked with the Internet technology of data transfer, it has given a new lease of life to the newspapers in this age of faster communication like television and online journalism.

Genres of Print Medium

The emergence of print medium has been a big achievement of the human species as it has not only allowed it to store and disseminate the knowledge, it has also allowed us to communicate in numerous ways in print. Books were the very first form that were printed and distributed; afterwards the periodicals came which soon gave place to newspapers. People used print for pamphlets and handbills for advertising and political propaganda. Magazines in weekly, fortnightly, monthly and bimonthly periodicity found their way at a later stage.

In this section of the unit, we will look at various genres of print to understand its power and reach.

Books

Everyone would agree that books are an invaluable source of Knowledge. As we have seen earlier, books were present even before printing was invented, but they used to be in the form of manuscript. Books provided people to think individually and involve in discourses that would have been difficult in speech. In that way we can say that books not only stored the human knowledge but they also paved the way for the development of knowledge.

There are many types of books and each one really teaches us to look at that particular book in a different way. The books can be commonly classified according to their content. They are broadly either fiction or non-fiction. However, by no means the books are limited to this classification only. Mass Communication Media

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Fiction

Many of the books published today are fictitious stories. They are in-part or completely untrue or fantasy. Historically, paper production was considered too expensive to be used for entertainment. An increase in global literacy and print technology led to the increased publication of books for the purpose of entertainment, and on many social issues that are allegorically called social commentary.

The most common form of fictional book is called the 'novel' that contains stories that typically feature a plot, themes and characters. Stories and narrative are not restricted to any topic. In a way we can say that the modern literature would not have benefitted with this and other genre if the technology of printing a book was not there. There are comic books in which the story is not told, but illustrated.

Non-fiction

There are reference books that provide information as opposed to telling a story, essay, commentary or otherwise supporting a point of view. An 'encyclopaedia' is a book or set of books designed to have more in-depth articles on many topics. A more specific reference book with tables or lists of data and information about a certain topic, often intended for professional use, is often called a 'handbook'.

There are books with technical information on how to do something or how to use some equipment. There are textbooks that help the students in their studies in various disciplines.

There are several other types of books which deal with various subjects in various formats and have different objectives. There are books on photography having a major part of the content as photographs whereas 'the Life and Time publications' series of books on various topics like forests, marine life, automobile, architecture, etc., have so many visuals along with the text that it gives an entirely different experience of reading books.

Periodicals

A periodical is a published text that appears on a regular interval of time. It can be a weekly, monthly, bimonthly, quarterly or an annual. In early years almost all newspapers were like periodicals. Even now, some small newspapers published from various small towns and remote areas can technically be considered as periodicals as they are not published daily, though they are called newspapers. Some examples of periodicals are newsletters, magazines, journals and annual reports. There are some exceptions as far as their naming is considered, for instance, *The Wall Street Journal* is actually a newspaper and not a journal.

The first issue of the periodical *Review* was published in London in 1704. This periodical of four pages was like a weekly newspaper, yet it was different from the early newspapers as it focused on the articles on domestic and national

policies. Daniel Foe, the founder of *Review* edited the first issue from the New Gate prison where he was kept for his critical views on certain policies of the Church of England.

With the growth of industry and various market trends, the taste and needs of the masses have changed in recent years. Publishers understand their market. Hence, today we see a variety of magazines on automobiles, home decoration, real estates, mobiles, computers, etc.

Magazines are also available on the Internet. They are known as online magazines. They share some features with blogs and also with online newspapers. The online magazines that are a part of the World Wide Web are called 'webzines'. The suffix 'ezine' here refers to' their distribution carried out electronically' where 'zine' is an abbreviation of the word magazine.

Though magazines are also kept and preserved in libraries along with other books, but there was a time when people collected and preserved the issues of their favourite magazines at their homes. The knowledge and information in them never exhausts with the change of time.

Newspapers

A newspaper is also a periodical. It publishes at regular intervals. Reports, articles, editorials, features, notices, advertisements, cartoons and photos are some of its contents. It is printed on a low-grade paper that is not expensive and it is known as newsprint.

A newspaper covers a variety of topics. There are some newspapers that concentrate on a specific topic, for instance, a business newspaper covers all the information regarding business and economy and issues that affect the business or are essential for business. A newspaper of general interest caters to the needs of everyone by covering stories on national, international and regional political as well as social events. It also informs us on business, crime, sports, literature, fashion, films and other entertainments like puzzles, comic strips and features on food, places, personalities and fine arts. Weather reports, forecasts and horoscopes are other attractive features of a newspaper.

A newspaper is known by its editorial writing. In fact, the editorial page reflects the policies and ideology of a newspaper. Editorial page contains editorials written by the editor or by the editorial team on current issues, articles by guest writers expressing their opinions on certain issues and a letters to the editor column.

Newspapers can be categorized on the basis of their periodicity. A daily newspaper is issued everyday and a weekly newspaper appears once a week. Weekly newspapers are usually small newspapers appearing from districts or small towns. They depend on mainstream major papers for their contents on international and national issues. Newspapers can be further categorized into three types according to their size. They are broadsheet, tabloid and quarto-size newspapers. The normal size newspapers like The Hindu and The Times of India are known as Mass Communication Media

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broadsheet newspapers. The tabloid newspapers are small in character. Generally, the special supplements of big newspapers are published in tabloid forms. The small and medium newspapers are generally tabloid size newspapers. The quartosize newspapers are one-fourth of the broadsheet newspapers. They are not in existence now days.

During the last decades due to the growing markets, newspapers have become more colourful with a bundle of advertisements and celebrity news. Most of the newspapers are coming with various types of supplements to cater to the needs of various sections of the society and also to keep up with the recent trend of value addition.

Posters

A piece of printed paper that is clipped to community boards, pasted on walls or simply hung on the doors and trees is known as 'poster'. A poster includes textual as well as graphic information. Some varieties of posters are completely graphical or textual representations.

Generally they are designed to attract the attention of the masses. Hence they are attractive, colourful and eye-catchy. They are used in propaganda, protests, advertising or simply inform people about any event.

From the earlier times people have been using posters in various forms like placards and poster bills. We see agitators holding in their hands placards in rallies or even at airports one can see people holding placards with the name of the person written on it, they are looking for. We often see in the markets or in our colonies some information regarding sale, or tuitions printed on a piece of paper and pasted on the walls. This is also a form of poster that is used for advertising purpose.

Advertising posters are used for films, books or event promotions and also for inviting audiences for music and dance recitals and pop shows. Till recently Bollywood film posters were in high demand by the producers. Posters are also used for academic purposes in promoting and explaining the theme of seminars and conferences. Posters are being widely used in protecting environment, saving wildlife, and maintaining peace and harmony in the world.

Pamphlets

UNESCO's Institute of Statistics defines a 'pamphlet' as a non-periodic printed publication of at least 49 pages exclusive of the cover pages. A pamphlet is an unbound booklet. It does not have a hard cover. It may consist of a single sheet of paper, printed on both sides and folded usually in half. According to the volume of the matter and size of the paper, it may be folded in thirds or in fourths. It contains the information about a product or service.

When we buy an electric appliance, medicines, computers or mobiles, we get a folded sheet of paper mentioning on it 'how to use' instructions. This is a

pamphlet. Actually pamphlets play a very important role in marketing business. They do not require much money in their production and can be distributed easily to customers. They can be used in political campaigning. They are also referred as leaflets.

Flyers

Flyers or handbills are single-page unfolded leaflets usually meant for advertising services or products. They can be used by individuals in promoting their business, product, services or any special cause. Flyers can be handed to people in shopping complexes. They are cost-effective and are considered as a very reliable form of direct marketing or advertising. We get a variety of flyers in the morning kept in between the folds of newspapers—they may be simple, colourful, printed on coarse, dull or glossy paper, small or large.

Brochures

A brochure is a type of pamphlet or leaflet. It can be a single sheet or can have multi-sheets. In the latter case, it is stapled on the creased edge. A brochure uses high quality paper; it is more colourful and is folded. It contains information and sometimes photos or graphics as well. Theatres circulate brochures amongst their audiences before the play or concert starts, mentioning the castings and details of the programme. Hospitals and hotels offer brochures to their visitors informing them about their services.

Brochures are often printed on glossy paper. Professional and high-quality brochures are produced using in-design, quarks express and adobe illustrator. There are various types of brochures like sales brochures, corporate brochures, travel, company and marketing brochures.

Print as a Medium

The print has made a lasting impact on the societies. The print media has had the privilege to be on the scene for more than three centuries as the sole media of mass communication. It has seen many types of revolution and has reported them as newspapers. It has been and still is the biggest reservoir of the knowledge accumulated over many centuries in the form of books.

In fact many scholars say that it was the written medium along with the print that has allowed human beings to indulge with the spirit of experimentation that alone is responsible for the development of science and technology. They say so because the writing makes us use our hands while the speech never allowed us to do that.

It was only because of the print that we could discover the new ways of telling the stories. The novel as the form of literature could not have existed if the art of printing would not have allowed us to deal with the narratives of reality at such lengths. We learnt many different ways of expressing us with the help of print Mass Communication Media

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medium. The pamphlets, posters, newspapers and magazines and reference books are all made possible by the printing technology.

The contribution of print to democracy is enormous as everyone today would acknowledge that the newspapers and magazines are the lifeline of the modern democratic societies. They help people to become conscious citizens and empower them to debate and discuss various issues concerning them.

Check Your Progress

- 1. What is the role of mass media in mass communication?
- 2. What is a poster?
- 3. What is a brochure?

9.4 ELECTRONIC MEDIA

Electronic media helps the students to understand different aspects of communication by the means of audio, visual and audio-visual media. Communication has metamorphosed into a high-end technical art with the passage of time. Technological advancement has been a catalyst in this metamorphosis. Various types of media, namely, print, mass electronic as well as news media are the areas that have gained momentum in recent years.

Mass media are social media that contribute towards not only building strong nations but also spreading a feeling of unity through transmission of values and norms in messages. Mass media can facilitate successful socialization of individuals. They have the ability to mobilize people by spreading a single message to a large audience. Messages conveyed through mass media can reach people who are spread far and wide almost instantly. Let us analyse the importance of electronic media especially with reference to the field of development in our country.

- 1. **Radio:** All India Radio or AIR as it is popularly known started with only six broadcasting stations in 1947. By 1997 there were 155 radio stations, and the number has been increasing since then. Now, with the privatization of air waves, private FM radio has managed to make its presence felt very strongly in the country. In fact, even today radio remains the most popular means of infotainment for the rural masses and for those who are always on the run. In 1956, the rural forums that were conducted in association with UNESCO became highly popular in Pune.
- 2. **Television:** Television was introduced in the country in 1959 but its usage was very restricted. The television network in India was programmed, strengthened and established with the combined efforts of UNESCO, the US, Germany, Japan and Yugoslavia. Today India is

the world's second largest cable connected country. Today, programmes are telecast 24x7 on Indian television.

Satellite Instructional Television Experiment (SITE) is considered to be one of the biggest techno-social communication experiments in education and rural development. The one-year experiment (August 1975 - July 1976) aimed to provide direct broadcasting of instructional and educational television in 2400 villages in the states of Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa and Rajasthan. Over 500 conventional television sets spread over 335 villages in Kheda district, Gujarat was also part of SITE. Satellite technologists had referred to SITE as a giant leap from the bullock cart stage to satellite communication without discriminating between the rural poor and the urban rich in issues related to information and communication. It had given 50 years of communication lead to the rural poor of the country. SITE telecasts were specifically aimed at rural primary school teachers as well as students in the age group of 5-12 years studying in grades 1-5. Rural adults preferred watching television programmes that provided them information on improved agricultural practices, health and family planning. They were also able to view news. Television was considered as the window to the world. The telecast reliability was above 99 per cent during the experiment period.

3. Internet: Technological advances have made information a basic resource. By the beginning of the 21st century, the US had more people working in the production of information than in the manufacturing or agriculture industry. This led to the advent of the concept of 'information society'. India has caught up very fast and is today one of the world leaders to have created enterprises centred around information technology. The closing decade of the twentieth century was the opening of historic information and communication technology interventions for development. This period was witness to enormous and unprecedented changes in every aspect of communication technologies, policies, infrastructure development and services. Indian political leaders opted to give up the outdated practice of government control over communication. The same has moved from the hands of the government to national and international private players.

The different media such as films, radio and television have been discussed in detail subsequently in this unit.

Check Your Progress

- 4. When was television introduced in India?
- 5. What was SITE?

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9.5 RADIO

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The emergence of radio in Europe after a long stretch of their dependence on print changed the human behaviour to a large extent. It has been described as 'tribal drum because the radio had socked the European people who had learned to divide the world in public and private spaces'.

The need for rapid long-distance communication led to the invention of the radio. Mid-nineteenth century was a period where long-distance communication technologies were coming one after other. The first was the election dot and dash telegraph in 1844 by F.B. Morse. The technology of telephone in 1876, wireless telegraph in 1896 and the concept of radio telephony got materialized in 1906. All this become possible as the science was already there. Michael Faraday was doing experiment on magnetic fields. Another scientist Maxwell predicted that electromagnetic energy could be sent at the speed of light. He proved the existence of radio waves in the decade of 1860 and a little later a German physicist Heinrich Rudolph Hertz found that the fast moving electric current could be projected into the space.

It was Sir J.C. Bose, an Indian, who had invented radio in 1876, but he could not patent it due to lack of knowledge about patents. But Marconi successfully sent radio signals in 1895, and patented the radio in 1896. Thus, Marconi became the official inventor of radio.

Medium Wave and Shortwave

Let us try to understand how this technology of receiving voice in the radio sets kept at our homes was made possible. Radio communication uses electromagnetic waves to transfer information, in our case voice, from one point to another. Our voice frequencies range from 50 Hz to 3000 Hz. The basic principle of radio communication involves conversion of such voice frequencies to a higher frequency then radiating them through an antenna and at the receiver end again converting the electromagnetic radiations to voice frequencies. Transmitters and receivers are required to propagate and intercept radio waves. Radio waves carry the information or signals. This information is encoded directly on the wave by interrupting its transmission or it is impressed on it by a process known as modulation. When at the receiver end these electromagnetic radiations are converted back to voice frequencies, the process in known as demodulation.

Amplitude modulation is the older method of broadcasting, and it is still in use. We already know that AM radio was started with the broadcast on the eve of 1906 by Canadian scientist Reginald Fessenden. During winters the AM broadcast band is more favourable as the nights are lengthy and have longer dark hours.

The AM radio technology is a simpler broadcasting on several frequency bands. It gets disrupted by manmade or atmospheric interferences. Hence, it is

not well suited for music programmes but all over the world is used in the programmes of news, talks, sports, etc.

Medium waves (MW) signals have a typical characteristic of following the curvature of the earth at all times. They are also refracted off the ionosphere at night. Hence this frequency band is ideal for local as well as continent-wide services. This happens because AM signals get disrupted in large urban areas by metal structures, tall buildings, lightening and atmospheric noise. Medium wave is a radio wave with a wavelength between 100 and 1000 meters. Basically it is a frequency between 300–3000 KHz.

Shortwave (SW) is a high frequency between 3000–30,000 KHz. The wavelengths in this band are shorter. The SW radio is used for long-distance communications. It can easily be transmitted over a distance of several thousands of kilometers. In tropical regions, SW is less disrupted by thunderstorms than medium wave radio and thus can cover a larger geographic area. But overcrowding on the wavebands, atmospheric disturbances and electrical interferences from appliances and installations disturb the broadcast. In such cases, the delivered voice quality is poor at times. Even otherwise, the audio quality of shortwave broadcast is inferior in comparison to the MW though the SW frequencies can reach any location on the earth.

It was the shortwave that made it possible for us to listen to BBC, Voice of America, Deutshe welle and broadcasts from all over the world. Similarly, the External Services Division of All India Radio uses the shortwave to broadcast its programmes in various foreign languages to the concerned countries. Shortwave transmissions were of great importance to us from the very beginning. It brought events to the listeners from other countries. Germany and Soviet Union started to broadcast internationally in the 1920s. The Voice of America and the BBC also broadcast in various languages.

FM Radio

From the early days of radio transmissions, scientists were bothered by the hissing noises caused by the atmospheric electricity. They made great efforts to reduce this but the problem was not solved completely. Edwin Armstrong in 1933 developed a new kind of radio signal based on frequency modulation. Frequency modulation is a method of conveying information over a carrier wave by varying its frequency. This is different from AM in which the amplitude of the carrier wave is varied while its frequency remains constant. Since this system is static, free and can carry much higher or lower frequencies, it proves to be an ideal carrier of music. The reach of the FM is only up to the horizon hence the broadcast is limited to a specific area only.

Armstrong used a much broader bandwidth than the AM stations. By doing this, he gave not only hissing-free reception but also much higher audio quality than provided by the AM radio. Frequency band to FM radio is about 88–108

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MHz. The FM Radio is broadcast in stereo that means it has two channels of information. The FM system rejects the noise better than the AM system. Noise is spread across the wide spectrum. The amplitude of the noise varies quite randomly at these frequencies. The AM system picks up any change in amplitude that changes the signal. Hence, AM is resistive to noise while FM is not. That is the reason why FM is able to provide interference-free reception and a high audio quality.

Satellite Radio, XM and Podcasting

Satellite radio is a digital radio signal. It is the latest in digital radio technology. It is relayed through satellites hence can be received in a much wider geographical area than the terrestrial AM and FM radio. Satellite radio services are subscription based and they are provided by commercial companies. Satellite radio is one of the fastest growing entertainment services in the world.

At present there are two space-based radio broadcasters namely WorldSpace and Sirius XM radio. These companies have merged into a single company but the two services are not fully integrated yet.

The ground station transmits a signal to GEO satellites. These signals are reflected back by the satellites to radio receivers on the ground. Radio receivers receive and unscramble the digital data signal which contains more than 170 channels of digital audio. These signals contain encoded sound and information about the broadcast that include the title of the song, artist's name and genre of music to be displayed on the radio.

Podcasting is a service that allows the Internet users to pull audio files from a podcasting website to listen to various programmes on their computers or on personal digital audio players. Podcasting is the combination of Podium and casting. MTV jockey Adam Curry and software developer Dave Winer jointly developed podcasting in 2004. Curry downloaded the Internet radio broadcasts to his ipod with the help of a programme called ipodder. Though podcasting is almost free of cost, some of the international companies are eyeing it for making profits. In Australia, podcast network runs commercials during its audio programmes. The radio stations like the National Public Radio, the Canadian Broadcasting Corporation and the BBC also podcast their programmes.

Very soon the use of podcasting technology will not be limited to just music alone; it will be a useful tool in the field of education as well. Podcasting in India is at an initial stage. Despite the fact that there are approximately 3,000 Indian podcasters, podcasting is not a very popular venture. One of the podcasters is Sunil Gavaskar who hosted a cricket podcast at Yahoo India. Some of the podcasts in Indian languages are *podmasti*, *podbharti* and *podbazar*. The XM Satellite Radio (XM) is one of two satellite radio (SDARS) services in the United States and Canada, operated by Sirius XM Radio.

Radio as a Medium of Communication

Radio is a useful and powerful instrument for mass communication. In developing countries like India, radio is an important mass media. As more than 30 per cent of the people are illiterate, radio caters the information and entertainment needs of the people as they cannot read the newspapers. Further, for disseminating the development messages, radio is the most effective medium.

It has certain drawbacks and advantages as an audio medium. It is capable of disseminating information at distances and in a very wide area very quickly. Messages and information can be delivered the moment they are received. Unlike television it does not require special arrangements for the broadcast. A radio reporter can be prompter than a TV reporter thus making radio more reliable for broadcasting the event or happenings and is certainly a faster medium than the print.

As an audio medium its reach is quite comprehensive. It delivers the messages that are heard and comprehended by all from highly educated intellectuals to neoliterates as well as to illiterates. It is a different fact altogether that though each individual receives the same massage, he/she may interpret it differently.

Radio is cost effective as well. It runs on electricity for which charges are nominal. Even battery-operated radio sets or transistors are not expensive as the batteries are not very costly. Now a day, people are able to access FM radio on their mobile phones as well.

Radio is a boon for differently able persons who cannot see as they can listen to the news, enjoy music and make themselves aware of the world which they cannot see. Even for normal people it enhances their visualizing and imaginative powers. Properly framed and well-spoken sentences for a particular situation create a similar picture of the situation in the minds of listeners giving them the opportunity to visualize it. For this, writing skills and good speech play a very important role. It applies to every radio programme, be it a programme of news and current affairs, a docudrama or a feature.

When people for the first time heard the explosions of bombs during the World War II they came to believe what disaster was brought by the war and what it did to the lives of hundreds of people in the city. They believed in the authenticity of the radio that brought the war close to them.

Radio does not captivate its listeners. They can receive manages, enjoy music or feature while they are working. A busy executive may also listen to a current affairs programme while driving, a student can listen to important announcement and news while getting ready for his college, a farmer may listen to agriculture or music during his work in the field. Radio does not snatch time from one's working schedule. Mass Communication Media

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When people are engaged in listening, most of the information gets registered and recorded in their minds. As there is no distraction while listening to radio programme, the information is retained in their minds and they have opportunity to think about it as well. Thus, radio helps in developing our thinking ability and in shaping our attitudes.

Keeping in mind the impact and strength of radio, the Government of India launched several projects in the field of education, healthcare, agriculture, etc. They were school broadcast (1937), adult education and community development (1956), farm and home broadcast (1966), university broadcast (1965), etc.

Today the radio has become interactive and has started live broadcast too where people can participate by sharing their views on topics that are discussed. Almost all services of All India Radio offer live participation of audiences. The FM radio stations are much ahead in this regard. People can inform the FM station about various happenings and events they witness while the programme is on air. For instance, the events like road accident, traffic jams, sudden fall in temperature or rains in a particular area, storms, etc. Thus, people could associate themselves more with radio. They found themselves participating in the programme which was certainly exciting. This technique also increases the listenership which is good for radio channels for their survival by getting more sponsors.

Some governments have provided aid or sponsored programmes on education, agriculture, health, women empowerment, etc. But this is not sufficient. More guidelines and more schemes and formats have to be checked out to bring remote population close to each other to work for issues like hunger, poverty, unemployment and so on. Masses should just not enjoy being on air and talking rubbish and irrelevant things; they must come forward with new innovation and constructive ideas to fight against these problems.

9.6 **TELEVISION**

Television has been the most spectacular invention of the 20th century. It has not only made it possible to view the events and happenings of the world instantly, it has brought the cinema in the form of soap operas and telefilms and even in its usual form to the drawing rooms of the people. It has become the most accessed media and very powerful tool for forming opinions as well. Many politicians have been able to capture and maintain their political power with the help of television. Some of these people own television networks not only in Europe and Latin America but in India as well.

In 1884, a German Scientist Paul Nipkow experimented with a rotating disk containing small holes and found that this device can work as a scanner. The disk, known as Nipkow disc, produced patterns of electric impulses required to transmit pictures. This device became an integral part of the technology of transmitting images. Even today, this scanning concept is a standard component of

the television. After Paul Nipkow's technology, it is J.L. Baird who invented television in 1926.

The television industry grew further with the growth of cable television and with adoption of video cassette recorders. Cable television system was needed in those areas that were not getting the proper signals because of geographical as well as manmade conditions. Tall buildings, densely populated areas and valleys or hills blocked television signals. As a result, television transmitter could not receive them. Initially setting up of cable system was started on a low scale but when it was found that the picture quality is good, the cable operators jumped in for making profit.

The beginning of the 1970s was the period when Video Cassette Recorder (VCR) was adopted all over the world for recording the programmes of one's choice from the TV network. It was also a very useful device for editing. The VCR was invented in America by Ampex Corporation. Charles Ginsberg designed this machine to record television programmes on a magnetic tape. Japan improved the technology by standardizing the systems and became the number one manufacturer and exporter of video cassette recorder. The VCRs became more popular for movie viewing. Movies were recorded on the VCRs and cassettes were sold in the markets or at book stalls. The tape technology of the VCRs gave rise to digital storage technology where any programme can be squeezed on a compact disk.

The Russians launched Sputnik, the world's first satellite on 4 October 1957. A few months later, the United States launched Explorer I on 1 January 1958. In 1976, history was created by Home Box Office (HBO) by starting satellite delivery of programming to cable networks with the telecast of 'The Thriller from Manila', a heavyweight boxing match. The match was played between Joe Frazier and Mohammed Ali. With the growth of satellite broadcasting, people looked to the multi-channel facilities with low price, as an alternative to cable.

Satellite system provides clear pictures and stereo sound on various channels. Conceptually, satellite system is a wireless system that delivers television programming directly to the viewers. Satellite TV systems transmit and receive radio signals using satellite dishes. These dishes act like antennas. Earlier the size of the uplink dishes was quite huge as much as 9 to 12 meters in diameter. Satellites are placed in geosynchronous orbits. They stay in one place in the sky relative to the earth. Each one is approximately 22,200 miles or 35,700 kms above the earth.

The first ever satellite TV signal was sent from Europe to the Telstar Satellite in 1962. The first geosynchronous communication satellite Syncom 2 was launched in 1963 and Intelsat I, the first commercial communication satellite was launched in 1965. Intelsat I is also called 'Early Bird'. Soviet Union was the first to start national network of Satellite Television which was named 'Orbita' and was deployed in 1967. Mass Communication Media

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All over the world, the satellite TV is growing rapidly in the recent years. The television is migrating from analogue to digital where audio and video are transmitted by discrete signals. The use of digital signals is allowing other uses of radio spectrum. This has been made possible with the advent of broadband. The advanced broadband technology allows consumer to combine video, phone and data services with an access to the Internet. The most significant advantage of such a system is that digital channels are accommodated in less bandwidth. This allows more channels to flow in the same space. Digital system provides high definition TV service with better picture, better sound and multimedia service with feedback and talkback facility. Digital signals react differently to interference and obstacles. The common problems faced in analogue TV were ghosting of images, noise, and less clear or sometime wavy picture quality. But in digital technology audio and video are synchronized digitally hence providing a crystal clear reception. It is a system of storing, processing and transmitting information through the use of distinct electronic pulses that represent the binary digits 0 and 1. In analogue system, the sound of the broadcast is modulated separately from the video. Analogue is a transmission standard that uses electrical impulses to emulate the audio waveform of sound.

Television in India

Television in India appeared on 15 September 1959. It was started as an experiment to train personnel and to find out its possibilities in the field of community development and education. UNESCO granted a sum of \$20,000 and offered the required equipments to make this experiment possible. In the beginning, 180 community teleclubs benefitted from the programmes that were telecast twice a week, each of 20 minutes duration. The range of the transmitters was just 40 kilometres. After two years in 1961 it was found that the programmes had some impact on the audiences. As a result, educational programmes on science for the teachers were started in 1961.

Programmes on entertainment and information were introduced from August 1965. Next important step was the introduction of the programmes on agriculture. With the help of the Department of Atomic Energy, the Indian Agriculture Research Institute, Delhi Administration and the State Governments of Haryana and Uttar Pradesh, a programme named 'Krishi Darshan' was started for the farmers. The range of the transmitters was now increased up to 60 kilometres.

By 1975 there were four television centres in the cities like Mumbai, Srinagar, Amritsar and Pune (relay centre). Under Satellite Instructional Television Experiment Scheme, six states were selected for the transmission of educational programmes. This project lasted from 1975 to 1976. From 1 January commercials were introduced on the television. The same year, television was separated from All India Radio and as an independent media was called Doordarshan.

Doordarshan National Programme was started in 1982 and colour television was also introduced in the same year.

Television as a Medium

Television is an audio-visual medium. It provides visuals along with sounds. Because of this distinctive feature, television dominates over other media of mass communication. In its presentations television carries some of the characteristics of film, stage and radio. If the language of radio consists of sounds and spoken words, then the language of television contains various types of visuals, i.e., stills to moving pictures and various types of natural and artificial sounds.

Television does not always require the words to construct a message. Visuals have the capability of doing so. For instance, in radio the description of mountains covered with snow requires a language, speech and style that create an image of snow-covered mountains in the minds of the listeners whereas in television the visual of snow-covered mountains alone is enough to send the message across to the viewer without using a single word.

Television is a medium of moving visuals. Still pictures create dullness and moving visuals fill the screen with life. Television has the capability of presenting the visuals in the way these exist, whereas the description of any visual through spoken words and sounds may create various images with various interpretations in the mind of the listeners.

Television is a medium people can rely on. Watching the event with one's own eyes leaves no scope for doubt. We rely on print but want to listen to the information on radio to make ourselves one hundred percent sure. In spite of listening to the information on radio we want to watch it for the sake of authenticity and reliability. People did not believe in the grave intensity of the massacre brought by Pol Pot till they watched the heaps of skeletons on television. Watching people, events, happenings, etc., does satisfy us because we know that camera does not lie. But many times camera projects not so true picture as well. A close shot of a flooded street can turn it into a wide flooded area and a long shot of drought can give an impression of just a dry barren area.

Television not only strengthens one's belief about the events being telecast on it, but also attracts masses much more than print or radio. One can sit and continue watching for hours together without getting bored. This silver magic of the television screen is producing hundreds of couch potatoes all over the world. Reading a book or a newspaper demands time and compels one to think in order to understand the text. Radio provides ample time to do any other activity while listening, yet it requires lots of attention to visualize the message for better understanding. Television makes the person just watch without giving him time to think and rationalize. It takes away one's valuable time without letting him know about it.

Use of Television

Television has a distinct characteristic of capturing the audiences which was considered as the best tool for teaching and training the mass audiences. Its audioMass Communication Media

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visual technology makes it more effective than radio that depends solely on the audio channel. By the way of entertaining and informing the masses, it can motivate them in many ways. From the very beginning, the experts were of the view that television can make difficult and tough aspects of various subjects interesting and easy to understand through is distinct quality of demonstrating them visually with a better presentation.

The State university of IOWA used television as an instructional medium in 1932 on an experimental basis. Since then there is no looking back and many universities, private organizations and various governmental departments have started using television as an instructional medium not only in the field of education but also in the arena of health, environment, etc., all over the world.

In India, since its inception, television was considered as an appropriate and efficient tool which could be used in education and development. Educators planned out a project for imparting education to schools. This first developmental project of Indian television was designed for the secondary schools of Delhi. The broadcasts were syllabus based and their aim was to improve the standards of teaching science. Very few schools had laboratories, equipments and well-qualified science teachers. This new teaching method was welcomed by the students and teachers. This project was made possible with the financial aid by the Ford foundation. In 1969, UNESCO found in a survey that schools having television sets had performed better than the other schools. In those days not every house or school had television set.

A specially designed project called 'Krishi Darshan' for farmers was started on 26 January 1966. The aim was to inform the farmers about the latest developments in agriculture and new techniques of farming.

9.6.1 Cinema

Apart from using language for communication, human beings have been using visual messages for communicating. The reason for this is our dependence on our eyes for receiving maximum amount of information as eyes are the most important sense organ.

The growth of cinema could be traced back to the cave paintings. The painting as a medium of reproducing the reality in term of landscape and portrait has led to the invention of camera that further fuelled our imagination to think about inventing moving images.

The word cinema is derived from Greek word *kineto* which means 'movement'. Thus the word 'movie' came into existence. The technique of films is related to the discovery and development of photography. It was in the early 19th century when scientists were working on optics. They invented many devices like thaumatrope of Dr. Filton in 1826, Phenakistoscope of the Belgium scientist Joseph Plateau, stroboscope of Viennese scientist Simon Stampfer to name a few. The working principle of all such devices was same, i.e., a disc with painted pictures of

different movements of an object on it, when rotated gave an impression as if the object is moving. Later on this principle E.J. Marey of Paris devised a photographic gun in 1882 for taking the pictures of moving objects like birds and animals. Seven years later he modified his camera where in place of a roll of light sensitive paper, he used celluloid film. He named his camera as 'chronophotographe'. An Englishman Edward Muybridge used a battery of cameras in a row to record the movements of racing horses somewhere in 1877. Thomas Alva Edison experimented with moving pictures under the direction of W.K.L. Dixon in 1888. Thomas Alva Edison invented a device called kinetoscope in 1895. In 1896, Lumiere Brothers invented an improved version and named it as Cinematographe in 1896. Dixon made a remarkable effort by using celluloid films designed by George Eastman. These celluloid films later became the best medium for photography as it was possible to roll them. The camera that Edison had designed was heavy thus not portable.

French brothers Louis Lumiere and Auguste Lumiere succeeded in inventing a portable, suitcase sized cinematographe or camera that contained a film processing unit and a projector. The technology of Lumiere's cine-camera was based on his contemporary Edison's bulky camera. Their first film depicted the arrival of a train. The first public show of films by Lumiere brothers was organized in France in 1895.

Genres of Films

Documentary, feature film and telefilms are amongst some forms of films. It is a form of moving pictures meant to document facts and aspects of reality. According to a Scottish documentary maker, a documentary is a 'creative treatment of actuality'. In 1926 he defined a non-fiction film as a documentary.

An American film maker Pare Lozentz defines a documentary as 'a factual film', which has to be dramatic in nature. A documentary can be classified into several genres. A very popular form of documentary in the early 20th century was called 'travelogue films'. It was also known as 'scenics'. Frank Hurley, an Australian photographer and adventurer, made a documentary named as 'south' in 1919 on Trans-Antarctic expedition. He had participated in several Antarctic expeditions. He also served as an official photographer with Australian forces during World War II. This documentary had depicted the failure of the expedition. 'Nanook of the North' produced by Robert J. Flaherty in 1922 is said to be a romanticized documentary.

Documentary can also serve as propaganda film. Frank Capra's 'Why we fight' in 1944 was commissioned by the Government to convince the United State's public that it was time to go to war. During 1940s, British documentary makers blended propaganda, information and education in their propaganda documentaries. Their approach was more poetic in nature.

Before each election politicians convey their achievements to public through propaganda documentaries. Making a documentary on wildlife is an interesting Mass Communication Media

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task that requires lots of patience where as a documentary on a biography demands well-researched facts.

With time and growth of technology the trends in documentaries are changing. Instead of portable camera and sound equipment, handicams are used for making documentaries which reduces the cost of production. Usually documentaries are of short duration, say from 5 minutes to 30 minutes. They are cost effective and require less efforts and time.

Feature Film

A feature film is a film of full length. American Film Institute and the British Film Institute define feature film as a film with duration of 40 minutes or longer. In India the duration of a feature film is usually more than 120 minutes. *The Chamber's Dictionary* defines feature film as a long cinematograph film forming the basis of a programme. Feature films are also called movies.

Story types or genres develop the category of films. Action films include stunts, chases, battles and fights and usually demand high budget. Adventure films are exiting stories of hunts, searches for the unknown and unseen. They are full of new experiences. Comedies are meant for provoking laughter and amusement. The light-hearted plots of comedies attract wide audiences. Other genres include horror films, crime and detective films. Dramas are serious presentations whereas musicals are song and dance based films. Historical films are big budget films portraying mythical, legendary characters. Science fictions are visionary and imaginative and war movies are sensitive. Sometimes, a new genre develops on public demand or on the demand of current political and social atmosphere like films on terrorism, diseases, marriages, family relations, etc. Apart from the commercial films there are certain films which are not dramatized, but filmed according to the real life situations. These types of films are called parallel films (new wave films in France and India).

A film is created by recording photographic images using cameras. Originally the term 'film' was used for a photographic film. A film can be called as an extension of photography. A cinemascope film, in comparison to a regular film, has a wide length and a short height. Films can be educative, for instance a film based on the works of a leader or on a classic novel. They can be made for propaganda or can be artistic in nature.

Telefilm

Telefilms are the films produced for television broadcasting. Usually they are short films with a low budget. Doordarshan has produced certain quality telefilms in the past. It has introduced the works of famous writers like Premchand's *Nirmala*, Bhishma Sahani's *Tamas*, etc., in the form of telefilm. Such films are either funded by the ministry, NFDC or commissioned by Doordarshan. The regional centres of Doordarshan have also produced many telefilms of one hour duration. The FTII produces telefilms that are telecast on Doordarshan.

Famous directors like Shyam Benegal and M.S. Sathyu have also directed several class telefilms. Telefilms on Doordarshan have also served as laboratories for the young upcoming directors and actors as they had experimented with the subject, form, content and innovativity.

Cinema as Medium

Most of the cinema is meant for entertainment. It is a product that is made for consumption. Such films may be enjoyed by those who simply want to relax and wander in a world of fantasies. This dreamy effect makes the audience forget about the real world; rather the reel world becomes real to him. It is a very powerful impact that depending on the theme and treatment of the film can do wonders on the one hand and on the other can bring disaster to the lives of the viewers.

Sometimes the impact of the films is not realised at once. It lives with us in our subconscious and appears gradually. In fact the impacts hide in our thoughts and take their own time for their realisation.

Cinema has changed with time and has always tried to cope with the changing reality. It picks up the issues from the society. Serious and grave issues drive us to think about the needs of the society. They can make us more responsible towards our society by creating sensitivity and feelings for our own people. On the other hand violence, crime, vulgarity, lust and unreal lavish lifestyles corrupt the minds suggesting ways to achieve all that is shown at any cost. Thus it can also produce lame and uncultured class of people.

Most of the commercial cinema has a drastic effect on youth. They blindly follow their ideals in fashion, glamour and glitz. They strive to behave like them and try to look like them. This hampers their mental and psychological growth that is required in the building of a nation.

One of the good things that cinema has brought to us is an understanding of creativity through cinematography. Indian films too have given the best lyrics, composers and singers to the society. Cinema has introduced various forms of music, from classical to folk and from devotional to pop. Films made on the literary works have not only introduced to us great writers and their thoughts but also helped in developing a better understanding of the society and its people.

9.7 NEW MEDIA

The last two decades of the 20th century were a remarkable period from the point of view of media and communication technology. It was also a period of the emergence of globalization and expansion of markets.

The advancement in the field of information technologies not only realised the dream of Marshal McLuhan of the global village by inventing the technology of the Internet, it also changed the technologies of print, radio and television. Mass Communication Media

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The unceasing innovations in the telecommunication technologies not only helped the growth and expansion of the Internet, it also paved the way for a new media nowadays popularly called mobiles. Mobile technology in convergence with information technology has enormous potential in the days ahead.

History of Computers and Internet

The innovation of the first computer called Mark-I is as recent as 1940, though the origin of computers is traced back to 3000 years back when the first computing machine known as *Abacus* was developed in China. Later, Charles Babbage was credited with the hypothesis which allowed the invention of computer.

The development of computers in the initial 15 years was very slow as the vacuum tubes were used in them. The ENIAC (Electronic Numerical Integrator and Computer) machine developed in 1942 was very huge as it used around 18000 tubes. It was only after the emergence of silicon transistor in 1954 and the invention of integrated circuits around 1964 that the research and development of computers gained pace. These two major inventions allowed the manufacturing of small size computers. In 1948, the invention of transistors by Bell Laboratories by Shockley, Brattain and Bardeen led to the improvements in computer technology which ultimately led to the making of Integrated Chips (IC).

Computers were not very popular in the initial days as one had to learn a number of commands to operate them. They were mainly used by the scientists and researchers in general and the computer scientists in particular. It was only in 1984 when the Apple machine innovated by Steve Jobs and Steve Wozniak was launched in the market that the fancy for this wonderful machine caught at the public level. Apple was the first GUI (Graphic User Interface) machine which even a child was able to use for making drawings or play games.

The computer during these days became much more than just a numbercrunching machine. It was mainly used as sophisticated word processor in comparison to the recently developed electronic typewriter. Some people also used these machines to make drawings or draw charts and graphs. A few years later they became effective publishing machines when the software like Ventura or Page maker along with many other software for creating drawings or digitalizing photographs were launched in the market.

Multimedia Technology, World Wide Web and Broadband

The next phase in the development of computers and the related technology which was by now called information technology was the development of multimedia computers. These machines had the capability of digitalizing visuals like photographs and audio including speech and music. Software was also developed to create

animations. The technology of the Internet was also developed very rapidly during the same period. All these developments necessitated researches on computer architecture to increase the speed of processing and on telecommunication technologies for increasing the speed of data transfer across telephone lines.

The multimedia messages required more space to store them. Hence, we saw a rapid growth in storage media where one moved away from 5.25 inch floppies to 650 MB CD ROM and later to DVDs on one hand and from 10 MB hard disc to higher capacity hard disc ranging from 10 GB to 1 Terrabyte and more. The computer architecture changed in leaps and bounds as we saw the primary 8086 processors with 8 bit architecture getting replaced by 286, 386, 486, Pentium and PI7 with 16 bit to 64 bit architecture. The processor speed was increased from the initial 5 MHz to 3.2 GHz. Similarly, the modems used for transmission of data became redundant as the Internet changed itself from the text only form to multimedia web and the communication lines using copper wire too became redundant as the high speed data transmission required the optical fibre capable of working as a broadband transmission line.

The World Wide Web (www) too has changed the generation to web2 which is increasingly used not only for audio and video uploading and downloading but for social networking as well. It has become a more popular media than radio and television. The WWW also has a literacy component as the portals are being used to read news and other information. The encyclopaedic storage of the Internet has also made it an educational tool.

The only drawback is that it is still far away from the kind of reach that radio and television possess. It has not penetrated to the desired level even in the developed world.

Mobile Communications

The advances in telephony have surprised every one of us. From the manual operator-driven exchanges it has moved to the automatic digital exchanges and made it possible to get connected with people anywhere in the world without losing any time. As if that was not enough, the telecommunication technology moved away from the line-based communication to wireless radio communication and later incorporated satellites in its operations.

The cumbersome telephones have been replaced by the handy mobile of ever-diminishing sizes. The digital technology provided by the developments in the information technology have allowed mobiles to become a convergent media that can today be used to take snaps, listen to radio, view television programmes, write messages and even articles along with its basic function of connecting people with the help of voice communication. In this sense, it is the new media for future with lots of promises. Mass Communication Media

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Check Your Progress

even in the developing countries. In India alone it has grown considerably faster

Interestingly, the mobile technology has seen a rapid and huge penetration

- 6. What led to the invention of the radio?
- 7. When was the first ever satellite TV signal sent?
- 8. How is a film created?

than the commuters and the Internet.

9. What allowed the rapid research and development of computers?

9.8 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

- 1. The role of mass media in mass communication is to disseminate information to all the people in the world at a single point of time.
- 2. A piece of printed paper that is clipped to community boards, pasted on walls or simply hung on the doors and trees is known as 'poster'.
- 3. A brochure is a type of pamphlet or leaflet. It can be a single sheet or can have multi-sheets. In the latter case, it is stapled on the creased edge.
- 4. Television was introduced in the country in 1959 but its usage was very restricted.
- 5. Satellite Instructional Television Experiment or SITE is considered to be one of the biggest techno-social communication experiments in education and rural development. The one-year experiment (August 1975 – July 1976) aimed to provide direct broadcasting of instructional and educational television in 2400 villages in the states of Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa and Rajasthan.
- 6. The need for rapid long-distance communication led to the invention of the radio.
- 7. The first ever satellite TV signal was sent from Europe to the Telstar Satellite in 1962.
- 8. A film is created by recording photographic images using cameras.
- 9. After the emergence of silicon transistor in 1954 and the invention of integrated circuits around 1964 that the research and development of computers gained pace.

9.9 SUMMARY

- Mass communication is defined as one-to-many type of communication. It requires certain type of media that allows one-to-many communication. Radio, cinema, print, television and the Internet are the technologies of media that make mass communication possible.
- The most recent and the most revolutionary invention in the field of printing technology is that of desktop publishing. It is a new way to create a print document in less time and at less cost. Linked with the Internet technology of data transfer, it has given a new lease of life to the newspapers in this age of faster communication like television and online journalism.
- A piece of printed paper that is clipped to community boards, pasted on walls or simply hung on the doors and trees is known as 'poster. A poster includes textual as well as graphic information. Some varieties of posters are completely graphical or textual representations.
- Flyers or handbills are single-page unfolded leaflets usually meant for advertising services or products. They can be used by individuals in promoting their business, product, services or any special cause. Flyers can be handed to people in shopping complexes.
- Edwin Armstrong in 1933 developed a new kind of radio signal based on frequency modulation. Frequency modulation is a method of conveying information over a carrier wave by varying its frequency. This is different from AM in which the amplitude of the carrier wave is varied while its frequency remains constant.
- Satellite radio is a digital radio signal. It is the latest in digital radio technology. It is relayed through satellites hence can be received in a much wider geographical area than the terrestrial AM and FM radio. Satellite radio services are subscription based and they are provided by commercial companies.
- The word cinema is derived from Greek word *kineto* which means 'movement'. Thus the word 'movie' came into existence. The technique of films is related to the discovery and development of photography. It was in the early 19th century when scientists were working on optics. They invented many devices like thaumatrope of Dr. Filton in 1826, Phenakistoscope of the Belgium scientist Joseph Plateau, stroboscope of Viennese scientist Simon Stampfer to name a few.

9.10 KEY WORDS

• **Broadcasting**: It means the transmission of television and radio signals over air from fixed terrestrial transmitters and with limited range.

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- Hertz (Hz): It is the unit of measurement of cycles per second used for the sound portions of the electromagnetic spectrum.
- **Communication:** It is a process of increased commonality or sharing between participants on the basis of sending and receiving messages.
- Newspaper: It refers to the print media form appearing regularly (usually not less than once a week), containing (at least) reliable reports of recent or ongoing events of general interest and offered for public sale.
- Cable Television: It means a television broadcasting system in which signals are transmitted by cable to subscriber sets.
- **Modulation:** It refers to the pattern of waves in the electromagnetic spectrum.
- Short Wave: It refers to a directional system of broadcasting in which the signal is bounced from the ionosphere to a location on the earth
- **Bandwidth:** It means the width (i.e., range of frequencies) of a channel or signal carried between a transmitter and a receiver.
- **Broadsheet:** It refers to newspapers having the size 600 × 380 mm (23¹/₂ × 15 inches), generally associated with more intellectual newspapers
- **Tabloid:** It refers to the publication having half the size of broadsheets at $380 \times 300 \text{ mm} (15 \times 11^{3}/_{4} \text{ inches})$ and often perceived as sensationalist in contrast to broadsheets.
- **Multimedia:** It means the combination of various forms of media (texts, graphics, animation, audio, etc.) to communicate information
- **Supplements:** It means an additional section of a newspaper devoted to a specific subject.
- **Digitalization:** It refers to the computerization of all data transmission, storage and processing employing the binary code, and as such the basis for convergence of media.
- Amplitude Modulation (AM): It means the encoding of a carrier wave by variation of its amplitude in accordance with an input signal.
- Frequency Modulation (FM): It means the encoding of a carrier wave by variation of its frequency in accordance with an input signal.
- **Parallel Cinema:** It refers to the alternative to the mainstream commercial cinema, a specific movement in Indian cinema, known for its serious content, realism and naturalism, with a keen eye on the sociopolitical climate of the times.

9.11 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short-Answer Questions

- 1. Write a short-note on media for mass communication.
- 2. What are periodicals?
- 3. What are the different tools of new media?
- 4. What do you understand by Satellite Radio?
- 5. Briefly discuss the history of computers.

Long-Answer Questions

- 1. What are the basic characteristics of the modern media of mass communication?
- 2. What are the important milestones in the evolution of the printing technology? Describe the different genres of the print medium.
- 3. Analyse the significance of radio as a means of mass media. Discuss different types of radio networks on the basis of the technology used.
- 4. Describe the basic features of the different types of films.
- 5. Describe the advantages enjoyed by the television as a medium of mass communication in relation to other forms of communication.

9.12 FURTHER READINGS

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UNIT 10 PUBLIC BROADCASTING AND THE CABLE REVOLUTION

Structure

- 10.0 Introduction
- 10.1 Objectives
- 10.2 Prasar Bharati Bill
- 10.3 FM and Community Radio
- 10.4 DTH and Cable Revolution 10.4.1 Current Status
- 10.5 Answers to Check Your Progress Questions
- 10.6 Summary
- 10.7 Key Words
- 10.8 Self Assessment Questions and Exercises
- 10.9 Further Readings

10.0 INTRODUCTION

In the previous unit, you learnt about the different types of media and their functions. This unit discusses public broadcasting. Public broadcasting includes radio, television and other electronic media outlets whose primary mission is public service. In most places around the world funding of the public sector comes from the government, especially via annual fees charged on receivers. In India, Prasar Bharati is the public broadcaster. It is an autonomous corporation of the Ministry of Information and Broadcasting and consists of the Doordarshan television network and All India Radio. The unit will also discuss DTH and the Cable Revolution, as well as FM and the Community radio.

10.1 OBJECTIVES

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

- Describe the Prasar Bharati Act
- Discuss AIR as well as community radio
- Explain the cable revolution in India

10.2 PRASAR BHARATI BILL

Prasar Bharati was established following a demand that government owned broadcasters in India should be given autonomy like those in many other countries.

The Parliament of India passed an Act to grant this autonomy in 1990, but it was not enacted until 15 September 1997. The Prasar Bharati Act provides for establishment of a broadcasting corporation, to be known as Prasar Bharati, to define its composition, functions and powers. The Act grants autonomy to All India Radio and Doordarshan, which were previously under the government control. The Act received the assent of the President of India on 12 September 1990. After being unanimously passed by the Parliament, it was finally implemented in September 1997. By the Prasar Bharati Act, all the property, assets, debts, liabilities, payments of money due, all suits and legal proceedings involving Akashvani (All India Radio) and Doordarshan were transferred to Prasar Bharati.

Prasar Bharati Act stipulates that the general superintendence, direction and management of affairs of the Corporation vests in the Prasar Bharati Board, which may exercise all such powers and do all such acts and things as may be exercised or done by the Corporation.

Prasar Bharati Board consists of the following:

- Chairman
- One Executive Member
- One Member (Finance)
- One Member (Personnel)
- Six Part-time Members
- Director-General (Akashvani), ex-officio
- Director-General (Doordarshan), ex-officio
- One representative of the Union Ministry of Information and Broadcasting (India), to be nominated by that Ministry
- Two representatives of the employees of the Corporation, of whom one shall be elected by the engineering staff from amongst themselves, and one shall be elected by the other employee from amongst themselves

The President of India appoints chairman and the other members, except the ex-officio members, nominated member and the elected members. The Board shall hold not less than six meetings every year, but three months shall not intervene between one meeting and the next meeting.

Functions and Objectives

- (a) The primary duty of the Board is to organize and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting on radio and television.
- (b) The Board shall, in the discharge of its functions, be guided by the following objectives, namely:
 - Upholding the unity and integrity of the country and the values enshrined in the Constitution

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- Safeguarding the citizen's right to be informed freely, truthfully and objectively on all matters of public interest, national or international, and presenting a fair and balanced flow of information including contrasting views without advocating any opinion or ideology of its own
- Paying special attention to the fields of education and the spread of literacy, agriculture, rural development, environment, health and family welfare and science and technology
- Providing adequate coverage to the diverse cultures and languages of the various regions of the country by broadcasting appropriate programmes
- Providing adequate coverage to sports and games so as to encourage healthy competition and the spirit of sportsmanship
- Providing appropriate programmes keeping in view the special needs of the youth
- Informing and stimulating the national consciousness in regard to the status and problems of women and paying special attention to the upliftment of women
- Promoting social justice and combating exploitation, inequality and such evils as untouchability and advancing the welfare of the weaker sections of the society
- Safeguarding the rights of the working classes and advancing their welfare
- Serving the rural and weaker sections of the people and those residing in border regions, backward or remote areas
- Providing suitable programmes keeping in view the special needs of the minorities and tribal communities
- Taking special steps to protect the interests of children, the blind, the aged, the handicapped and other vulnerable sections of the people
- Promoting national integration by broadcasting in a manner that facilitates communication in the languages in India; and facilitating the distribution of regional broadcasting services in every state in the languages of that state
- Providing comprehensive broadcast coverage through the choice of appropriate technology and the best utilization of the broadcast frequencies available and ensuring high quality reception
- Promoting research and development activities in order to ensure that radio broadcast and television broadcast technology are constantly updated

Check Your Progress

- 1. Why was Prasar Bharati established?
- 2. What is the primary duty of the Prasar Bharati board?

10.3 FM AND COMMUNITY RADIO

The All India Radio (AIR) came up as an instrument of establishing and maintaining the British hegemony, but after Independence the radio committed itself to the development programmes of the Government of India and became the most effective media of nation building. It took up the task of helping in the development of the economic scenario of the country. The Indian Constitution was adopted in 1950 and authorized a strong role for the Indian State in the economic development of the country. The use of broadcasting was further considered to be a development process that was naturally a consequence to this state-led developmental philosophy. Indian radio was specially designed to contribute to the process of social modernization, which was an important prerequisite of economic development. The dominant development philosophy of the time scrutinized the problems of development as the basic ones in the developing countries. These internal causes included traditional value systems; lack of entrepreneurial ability, lack of innovation and lack of a national consciousness and experts could suggest only communication solutions to bring upon. The main problem was that the old ideas were influencing the young minds thus hindering the process of social change and modernization. The role of broadcasting provided an inlet for the flow of modern ideas.

All India Radio

Keeping in mind the impact and strength of radio, the Government of India launched several projects in the field of education, health care, agriculture, etc. They were School broadcast (1937), Adult education and community development (1956), farm and home broadcast (1966), university broadcast (1965), etc.

Today, the radio has become interactive and has started live broadcast too where people can participate by sharing their views on topics that are discussed. Almost all services of AIR offer live participation of audiences. FM radio stations are much ahead in this regard. People can inform FM stations about various happenings and events they witness while the programme is on air like road accidents, traffic jams, sudden fall in temperature or rains in a particular area, storms, etc. Thus, people could associate themselves more with radio. They found themselves participating in the programme which was certainly exciting. This technique also increases the listenership which is good for radio channels for their survival by getting more sponsors. Public Broadcasting and the Cable Revolution

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Some governments have provided aid or sponsored programmes on education, agriculture, health, women empowerment, etc. But this is not sufficient. More guidelines and more schemes and formats have to be checked out, to bring remote population close to each other to work for issues like hunger, poverty, unemployment, and so on. Masses should just not enjoy being on air and talking rubbish and irrelevant things; they must come forward with new innovations and constructive ideas to fight against these problems.

For the purpose of educating adults and developing the community, a project named 'Radio Forums Project' was started in 1956. This was an agriculturebased project that was commenced with the help of UNESCO in Maharashtra. 144 villages in the vicinity of Pune were benefitted from this project. Another successful project was started in 1966 for farmers. During the Green Revolution farmers adopted useful agriculture-related techniques that were broadcast on radio. This programme was aired under agriculture extension project of the Government of India. The broadcasts were planned to provide information on agriculture technology, fertilizer insecticides, seeds, agriculture machines, etc. Those days with the efforts of radio broadcast and farmers' inclination and interest in innovative practices, a new variety of rice was harvested in abundance. It was popularly named as 'Radio rice'. Even today, various stations of the All India Radio are regularly broadcasting programmes for farmers and their community with an aim to education, inform and to entertain them at the same time. Radio is providing significant information through popular programmes on various issues like environment protection, land and water conservation, role of panchayats, biotechnology for agriculture, among others.

Radio empowers rural and urban women with its specially-designed programmes targeted to educate them in the areas like health, family welfare, child care, food and nutrition and home management. It also educates them about their rights. Radio programmes on family welfare in various formats like discussions, drama, jingles and feature have made women aware of the benefits of a small family.

In 2003, AIR broadcast an innovative community-based radio programme titled 'Panchayat Vani'. This programme is aimed to spread awareness about the functioning of Panchayati Raj institutions in three districts of Bihar, namely Muzaffarpur, Madhubani and Khagaria. The programme was produced by CENCORD in collaboration with the Delhi-based Participatory Research in Asia. Panchayat Vani was initiated in early 2003 to inform local community about the need to strengthen the panchayati raj institutions. This programme has been replicated in many other parts too. The famous development journalist, editor and the member of the committee for the autonomy of All India Radio B.G. Varghese says 'Radio has a community building capacity if you can create interest in the context of what is being broadcast. People identify with the programme and the situation. They feel that they are sharing (their problems) with others.'

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Andaman and Nicobar Islands situated in the Bay of Bengal, is 1200 km. away from the main territory of India. Till the mid-20th century, radio was a major source of information and communication. But, in the 21st century, which is known as the era of information technology, television, cable channels, videoconferencing and the Internet have made the communication quicker and cheaper and made the radio outdated. But, in Andaman and Nicobar Islands the radio has still a place of pride. Rural people depend upon the radio for national, international and regional news, weather condition, arrival and departure of ships, boats, etc. Farmers in these islands listen to radio regularly particularly more the programmes related to agriculture, animal husbandry and veterinary, fisheries, and fishing. Forty years back in 1963 an All India Radio station was established in these Islands. Since then it is providing its services continuously to the islanders. It broadcasts regularly two agricultural programmes daily in Hindi, 'Kishano Ke Liye' in the morning at 5.55 a.m. and another 'Krishi Jagat' at 6.15 p.m. Both the programmes are very popular among the farmers.

Radio has also some inherent limitations which need to be understood and addressed in order to provide effective programmes. Radio as such, is one-way, evanescent and its audience is passive. Moreover, even well-absorbed and wellrehearsed knowledge seldom in itself leads to long-term changes in practice. The transition from awareness to trials and eventual adoption of new practices depends on the existence and effectiveness of networks of extension service that are adequately linked to the broadcasts. Unfortunately, in many poor countries these extension services are rarely sufficient.

A further important aspect is the timing of the broadcast. Radio needs to be programmed and messages designed and disseminated at the appropriate time. Also the relevance of the topic for the current season on the agricultural calendar has to be taken into account and farm radios need to be ahead or within the farming activities calendar.

Agriculture project designers should consider rural radios in their projects and plan communicating to the stakeholders through this means from the beginning. Public emissions that are followed by the entire village on the public square could be followed by a local facilitator who is able to verify the perception of the rural actors on a number of issues providing feedback to the program planers and implementers.

In order to be successful, radio broadcasts needs to create a strong link between the farmers, radio broadcasters and the extension workers. Moreover, programmes should feature a certain entertainment value and should be scripted in a way that compels people to become customary listeners.

Community Radio

Community radio has a lot of advantages to be the perfect mass communication tool for development communication. It is playing and can further play the significant

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role to develop the backward areas and bring them at the main stream of developmental process.

During the recent years, many community radio stations have been established by different NGOs. These stations are working excellently. They have been focusing on social, agricultural and livelihood related problems. They are also raising the voice against the corruption at village, block and district level. Jharkhand based Radio Manthan has played a very important and daring role in this regard. Radio Manthan has shown the democratic, peaceful and effective way to fight against corruption. Educating people about their rights is also a vital issue taken in hand by many community radios.

Community radio is very effective in areas with tough geographical features especially in the hill areas. It can be used to circulate useful information with a great ease. A number of community radio stations are working in Uttarakhand, a hilly state for example- Radio Pradeep, Mandakini ki Awaz. Hevalwani, Sristi, etc. They are working for the development of remote and backward hilly area.

The agriculture department of the Government of Bihar has the permission to establish a community radio station in Samastipur district dedicated to agriculture and related activities. This radio will educate the farmers about new techniques of agriculture, marketing options and other useful things. Depending on the success and popularity of this project, the department of agriculture plans to establish more such radio stations.

10.4 DTH AND CABLE REVOLUTION

Television in India began when the Delhi Television Centre came into existence on September 15, 1959. In the beginning this centre used to beam 20 minutes programme twice a week. To make the experiment successful, 180 'teleclubs' were formed where TV sets provided by UNESCO were put up. In 1961, a survey conducted by UNESCO concluded that 'some impact' was made by teleclubs' programme. In addition to social education programme – the very basis of setting up the TV centre in the capital, the centre introduced information and entertainment programme from August 1965. A TV production studio was also set up with the help of the Federal Republic of Germany.

With the addition of news, information and entertainment programme, the service was extended to three hours by 1970; aside from this, two weekly programme of 20 minutes duration each for 'teleclubs' were already running. Another programme called 'Krishi Darshan' for farmers in 80 villages was also added. Meanwhile, the range of transmitter was extended to 60 k.m. and the farmers of Haryana and Uttar Pradesh could easily pick it up.

India during that year imported 22,000 TV sets but by mid-seventies the number of television sets being manufactured in India soon crossed the 100,000 mark. In view of Indira Gandhi government's popularity and demands from the

advertising industry, television manufacturers and consumers in Indian cities, it was decided to expand the medium nationwide. The number of TV sets in Delhi and neighbouring states amounted to 200,000 sets. Such was the encouragement that the Bombay Centre was opened in 1972 and a year later, TV centres became functional in Srinagar, Amritsar and Pune though only as relay centres. A couple of years later Kolkata (then Calcutta), Chennai (then Madras) and Lucknow centres became operational. January 1, 1976, marked the beginning of 'commercials' being telecast at all these centres.

Another milestone was achieved the same year when television was separated from All India Radio. The ministry of I & B recognised television as an independent media unit and named it 'Doordarshan'. This decision taken by the ministry raised hope for improvement in the quality of the content and duration of the programme. The very next year saw terrestrial transmitters being set up in Jaipur, Hyderabad, Raipur, Gulbarga, Sambhalpur and Muzaffarpur. This extended television coverage to a population of more than 10 crores. It was during this year that political parties shared equal radio and TV time with the ruling party for their election campaigns – a unique and unparalleled decision in the history of Indian broadcasting.

Satellite Instructional Television Experiment (SITE)

Launched as an experimental satellite communications project in 1975, the Satellite Instructional Television Experiment (SITE) was aimed at providing informational television programme to rural India. NASA and the Indian Space Research Organization (ISRO) jointly designed the project. The experiment had a two pronged strategy - first to educate the poor on various issues via satellite broadcasting, and secondly to help India gain technical experience in the field of satellite communications. The experiment covered 2400 villages in six states of Orissa, Bihar, Rajasthan, Madhya Pradesh, Andhra Pradesh and Karnataka. The experiment ran for one year from 1 August 1975 to 31 July 1976. While All India Radio produced the television programme, NASA stationed the ATS-6 satellite above India for the duration of the project broadcast. Various international agencies such as the UNDP, UNESCO, UNICEF, ITUFord Aerospace were major players in supporting the project while General Electric, Hughes Aircraft, The Massachusetts Institute of Technology, and so on, were the minor players. The experiment was successful because it played a major role in helping India develop its own satellite programme known as INSAT. It also made clear that India could use advanced technology to fulfil the socio-economic needs of the country. SITE was followed by similar experiments in various countries, which showed the important role that satellite TV could play in providing education.

The INSAT series of domestic communication satellites and microwave cable networks provided India the infrastructure for a national satellite hook-up. With India's hosting the Asian Games in 1982, the rapid expansion of television networks got a further boost. During the middle of 1980s, New Delhi and Mumbai Public Broadcasting and the Cable Revolution

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(then Bombay) witnessed the introduction of a second channel which rapidly went to other metros as well. It was called DD-1.

After the Asian Games were over, the television industry in India saw the entry of film directors and producers. Progressive directors like Govind Nihalani, Saeed Mirza, Shyam Benegal and Basu Chatterjee, who specialised in directing low budget films, found a good expression for themselves in television. Nihalani came out with *Tamas*, a serial on India's partition, Saeed Mirza produced a sociopolitical show called *Nukkad*, while Basu Chatterjee's *Rajani* made a mark on the small screen. Benegal, however, failed to attract viewers to his Sunday morning production known as *Bharat ek khoj* which was inspired by Jawaharlal Nehru's book *Discovery of India*.

In the late 1980s, what took Indian television by storm was the entry of bigwigs of commercial cinema into the television industry. Noted filmmaker Ramanand Sagar made *Ramayana* while another colleague B.R. Chopra produced *Mahabharata*. Both of them were Sunday morning serials, and when they were telecast, it was said that there used to be a curfew like atmosphere in most of India. After their success, soon political satires like *Kakkaji Kahin* and episodes of *Malgudi Days* followed suit.

Rapid Strides in Telecast Technology

Telecast technology has undergone a sea change through all these decades. Initially, the technology employed was terrestrial television where the range of the transmitter used to be limited, say only about 50 kilometers. Thus, the signals reached Delhi and some of its neighbouring states like Uttar Pradesh, Haryana and Rajasthan only. Delhi and its local studio used to telecast programme to Mumbai and other places and viewers of these cities had no option but to remain content with whatever they got. What was a revolutionary change was the arrival of cable TV in the early 1990s.

Satellite based TV transmission in India took almost one and a half decades to come into existence. Although it turned out to be successful during its trial period as part of SITE, it took off only in the early nineties when STAR (Satellite Television Asia Region) TV arrived from Hong Kong. With this development, national and international channels and programme in different Indian languages became accessible to Indian viewers throughout the country. But STAR alone was not the solution to the problems of Indian television. For almost 50 per cent of TV households in the country, satellite transmission was simply unaffordable. Therefore, it was imperative that satellite transmission became connected to terrestrial cable. When this occurred, the monopoly that Doordarshan used to exercise automatically ended. As did the monopoly of Hindi and English TV programme. Southern channels like Asianet, Eenadu TV (ETV) and Sun TV and others paved the way for the growth of television in South India and began to get higher ratings and advertising revenues as compared to English and Hindi channels.

In 2003, Doordarshan launched the Direct-to-Home (DTH) deliver mode. In this mode, it became mandatory to have a set-top box (STB) to receive signals direct from communication satellites. This move set the viewer's free from the clutches of cable operators, although it was an additional investment and many thought it was expensive as well. It also inspired channels like Zee TV and Star TV to have their own DTH service – Dish TV and Tata Sky respectively. Today, a majority of viewers in the major cities subscribe to either of the two services.

10.4.1 Current Status

DTH service a comparatively recent entrant as compared to cable transmission, has certain technical advantages over cable operations. DTH is an addressable system and covers the entire country. In DTH service a large number of television channels are digitally compressed, encrypted and beamed from very high power satellites. The programmes transmitted through DTH can be directly received at homes by installing small dish antennas at convenient locations in the buildings. DTH transmission service does not require any commercial intermediary, since an individual user is directly served by the DTH operator. DTH Service refers to distribution of multi-channel programmes in Ku Band by using a satellite system, for providing TV signals direct to subscribers' premises. DTH provides subscribers the advantage of geographical mobility meaning thereby that once a customer purchases DTH hardware, he/she can continue to use the same unit anywhere in India.

The Government on 15th March, 2001 issued detailed guidelines and Licensing Agreement for operating DTH services in India which were amended on 6th November, 2007. The eligibility conditions in the guidelines, inter-alia, provide a ceiling of foreign equity holding, including FDI/NRI/OCB/FII, in the applicant company of 49%, and within the foreign equity, the FDI component of 20%. The Department of Industrial Policy and Promotion has liberalized the FDI Policy in electronic media vide Press Note No. 5 (2016 Series) dated 24th June, 2016 with a ceiling for Broadcasting sector of 100% (Automatic route). The Applicant Company must have Indian management control with the majority representatives on the Board as well as Chief Executive of the Company being Resident Indians.

Cable TV

Cable TV forms the backbone of the broadcasting distribution industry and has played a prominent role in the growth of the electronic media sector in the last 20 years. Despite the fast growth of the DTH services, Cable services continue to dominate the distribution of TV channels as of today. The Cable TV service value chain comprises four main supply side entities i.e. broadcaster, Multi System Operator (MSO), Local Cable Operator (LCO) and the end consumer. Broadcaster generates the content to be televised which is received by the viewer by "up-linking" the content signals to the satellite. MSOs downlink the broadcasters' Public Broadcasting and the Cable Revolution

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signals from the Satellite, decrypt any encrypted channel and provide a bundled feed consisting of multiple channels to the LCO.

As per TRAI, there are around 6,000 18 the end consumer. Broadcaster generates the content to be televised which is received by the viewer by "uplinking" the content signals to the satellite. The MSO business is dependent on the broadcaster for content and on the LCO for last mile connectivity and subscription revenue collection. MSO is required to have head-ends for receiving TV signals. LCOs receive bundled signals from the MSO and retransmit this to subscribers in their area through cables. It is estimated that there are around 60,000 cable operators in the country.

There are several drawbacks of analogue cable television system including limited carrying capacity, no provision for selection of a-la-carte channels, lack of transparency of subscriber's base, distorted quality of picture. The Telecom Regulatory Authority of India (TRAI), in its recommendations dated the 5th August, 2010 on "Implementation of Digital Addressable Cable Systems in India" had, inter alia, recommended that digitalization with addressability be implemented on priority in cable TV services and, accordingly, recommended a time frame comprising four phases for switch over from analogue system to the digital addressable system (DAS) in the cable TV sector detailed later. Addressability means that the signals of cable operators will be encrypted and so received through a Set Top Box after due authorization from the service provider, enabling identification and maintenance of data base for each subscriber, to bring transparency and prevent piracy. Implementation of DAS would benefit all stakeholders.

Check Your Progress

- 3. List some of the community radio stations working in Uttarakhand.
- 4. What was the aim of SITE?
- 5. When were guidelines related to DT services in India issued?
- 6. What forms the backbone of the broadcasting distribution industry in India?

10.5 ANSWERS TO CHECK YOUR PROGRESS QUESTIONS

- Prasar Bharati was established following a demand that government owned broadcasters in India should be given autonomy like those in many other countries.
- 2. The primary duty of the Board is to organize and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting on radio and television.

- 3. A number of community radio stations are working in Uttarakhand, a hilly state for example, Radio Pradeep, Mandakini ki Awaz, Hevalwani, Sristi, etc. They are working for the development of remote and backward hilly areas.
- 4. Launched as an experimental satellite communications project in 1975, the Satellite Instructional Television Experiment (SITE) was aimed at providing informational television programme to rural India.
- 5. The Government on 15th March, 2001 issued detailed guidelines and Licensing Agreement for operating DTH services in India which were amended on 6th November, 2007.
- 6. Cable TV forms the backbone of the broadcasting distribution industry and has played a prominent role in the growth of the electronic media sector in the last 20 years.

10.6 SUMMARY

- Prasar Bharati was established following a demand that government owned broadcasters in India should be given autonomy like those in many other countries.
- The Parliament of India passed an Act to grant this autonomy in 1990, but it was not enacted until 15 September 1997.
- The Prasar Bharati Act provides for establishment of a broadcasting corporation, to be known as Prasar Bharati, to define its composition, functions and powers.
- The Prasar Bharati Act grants autonomy to All India Radio and Doordarshan, which were previously under the government control.
- Prasar Bharati Act stipulates that the general superintendence, direction and management of affairs of the Corporation vests in the Prasar Bharati Board, which may exercise all such powers and do all such acts and things as may be exercised or done by the Corporation.
- The All India Radio (AIR) came up as an instrument of establishing and maintaining the British hegemony, but after Independence the radio committed itself to the development programmes of the Government of India and became the most effective media of nation building.
- Keeping in mind the impact and strength of radio, the Government of India launched several projects in the field of education, health care, agriculture, etc.
- Radio has also some inherent limitations which need to be understood and addressed in order to provide effective programmes. Radio as such, is one-way, evanescent and its audience is passive.

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- Community radio has a lot of advantages to be the perfect mass communication tool for development communication.
- Television in India began when the Delhi Television Centre came into existence on September 15, 1959. In the beginning this centre used to beam 20 minutes programme twice a week.
- Launched as an experimental satellite communications project in 1975, the Satellite Instructional Television Experiment (SITE) was aimed at providing informational television programme to rural India.
- The INSAT series of domestic communication satellites and microwave cable networks provided India the infrastructure for a national satellite hook-up.
- Telecast technology has undergone a sea change through all these decades. Initially, the technology employed was terrestrial television where the range of the transmitter used to be limited, say only about 50 kilometers.
- DTH service a comparatively recent entrant as compared to cable transmission, has certain technical advantages over cable operations.
- DTH is an addressable system and covers the entire country. In DTH service a large number of television channels are digitally compressed, encrypted and beamed from very high power satellites.
- Cable TV forms the backbone of the broadcasting distribution industry and has played a prominent role in the growth of the electronic media sector in the last 20 years.
- Despite the fast growth of the DTH services, Cable services continue to dominate the distribution of TV channels as of today.
- There are several drawbacks of analogue cable television system including limited carrying capacity, no provision for selection of a-la-carte channels, lack of transparency of subscriber's base, distorted quality of picture.

10.7 KEY WORDS

- **Public Broadcasting:** It refers to television and radio programmes that are broadcast to provide information, advice, or entertainment to the public without trying to make a profit.
- **Community Radio:** It is a radio service offering a third model of radio broadcasting in addition to commercial and public broadcasting.
- **DTH:** It is defined as the reception of satellite programmes with a personal dish in an individual home.
- **INSAT:** It is a series of multipurpose geo-stationary satellites launched by ISRO to satisfy the telecommunications, broadcasting, meteorology, and search and rescue operations.

• **Biotechnology:** It refers to the exploitation of biological processes for industrial and other purposes, especially the genetic manipulation of microorganisms for the production of antibiotics, hormones, etc.

10.8 SELF ASSESSMENT QUESTIONS AND EXERCISES

Short-Answer Questions

- 1. Who does the Prasar Bharati board consist of?
- 2. State the advantages of DTH over cable.
- 3. What are the drawbacks of an analogue cable television system?

Long-Answer Questions

- 1. Explain the functions and objectives of the Prasar Bharati Board.
- 2. Describe the history of All India Radio.
- 3. 'Community radio has a lot of advantages to be the perfect mass communication tool for development communication'. Discuss.

10.9 FURTHER READINGS

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UNIT 11 MASS MEDIA INSTITUTIONS IN INDIA

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Structure

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11.0 INTRODUCTION

In the previous unit, you learnt about the Prasar Bharati Bill, community radio and cable and DTH services in India. In this unit, the discussion will turn towards the mass media institutions in India.

As you have learnt so far, the mass media is a branched out assortment of media technologies that reach a large audience via mass communication. The technologies through which this communication takes place include a variety of outlets including broadcast and digital media. The major institutions of mass media in India are the government institutions such as the Prasar Bharati, All India Radio, as well as the autonomous institutions tasked to regulate press activities such as the Press Council as well as the Press Registrar. This unit will take up these subjects.

11.1 OBJECTIVES

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

- Discuss the various government media units
- Explain the significance of the Press Council of India
- Describe the functions of the Press Registrar of India

11.2 GOVERNMENT MEDIA UNITS

Let us discuss the different media units in India. We have already touched upon them in earlier units.

11.2.1 Doordarshan

Over the past couple of decades, if many third-world countries have ventured into the cost-intensive development of independent television networks/systems, it is because they realized the significance of broadcasting in national development. Developing countries required broadcasting to not only be able to establish a sense of national identity but also promote modernization and support related projects and campaigns. In most countries the television was introduced and developed with the middle class in mind, who could also afford to purchase television sets. However, in India, television was introduced with the aim of promoting development.

Doordarshan is the public service broadcaster in India and functions under the aegis of an autonomous body called the Prasar Bharti. In fact, it is one of the largest broadcasting organizations in the world with reference to its infrastructural capacity. Doordarshan celebrated its golden jubilee (50 years since inception) in the year 2009.

Experimental television programmes of Doordarshan began in 1959. SITE (Satellite Instruction Television Experiment) of 1975–76 was a very prominent project. However, Doordarshan became immensely popular after television became a mass medium in the country in the 1980s. The factors that spurred this development included:

- (i) Commercialization of Doordarshan
- (ii) Focus on entertainment as a result of commercialization
- (iii) Development of a national network of transmitters linked with satellite technology
- (iv) Economic reforms that resulted in the availability of television sets at lower rates

There was a virtual monopoly of the state-controlled Doordarshan till the early 1990s. Doordarshan's reach had increased from 26% in 1982 to 80% in 1991. Currently, Doordarshan (DD) runs exclusive channels that provide entertainment, sports and news. There are also several educational and regional channels.

11.2.2 Akashvani

The pioneers of broadcasting in India were the amateur radio clubs in Calcutta (now Kolkata), Madras (now Chennai), Bombay (now Mumbai) and Lahore after several experimental broadcasts were conducted in Bombay and other cities.

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The Radio Club of Calcutta was the first amateur radio club to start functioning in November 1923. Madras Presidency Radio Club came close on its heels in May 1924 and began broadcasting in July. The clubs came together because of financial crunch to form Indian Broadcasting Company Ltd. (IBC) in 1927. This was a private company on the lines of European Broadcasting. The IBC built two weak little stations at Calcutta and Bombay. Within three years, the company had as many as 7000 listeners. However, due to lack of revenue it lost a great deal of money and decided to go into liquidation. There was no support from the government. At the last moment BBC started an Empire programme on the short wave. There was a sudden rush from Europeans to buy radio sets to be able to listen to this programme and 8000 sets were purchased in bulk after imposing a 15 per cent import duty on them.

The government-run broadcasting was set up and was named as Indian State Broadcasting Service (ISBS). Lionel Fielden was made its first controller. It was his idea to rename this service as All India Radio (AIR).

AIR after Independence

When British Raj ended in 1947, All India Radio had a small network of six stations. There were 2.5 lakh receiving sets which meant one set for every 12500 persons in the country. This would hardly characterize the organization as a mass communication system; and among the available mass media radio was the only channel that had the potentiality to be quickly developed into an effective and truly national service. That was particularly the case, since the reach of the printed word was limited as only about 30 per cent of the population was literate and 80 per cent lived in villages. So out of necessity, the quick development of the radio became the policy of the planners and the government under the successive five year plans.

AIR came to be known as Akashvani in 1957. Since then it has emerged as the biggest media organization of the central government, with its programmes received by over 3 crore radio receiver sets in India. As a fast and instantaneous communication medium, it has an in built advantage of overcoming the country's formidable literacy, linguistic, cultural and physical barriers. It could also involve different types of people and integrate various kinds of cultural, musical, dance and folk art forms that are found in India. During the British period this was not possible because the alien government had little respect for national aspirations as also for an indigenous form of entertainment. After independence this attitudinal obstacle ended.

Luckily, AIR had experienced personal and 'its innovative zeal was unbounded.' For example, in 1948 AIR Bombay arranged to interview the Hollywood Greer Garson through an intercontinental link arranged by the Post and Telegraph department. In fact, that spirit had infused largely the software policy of AIR. Accordingly, the main thrust of its programmes was on putting out

need - based innovative programmes. In addition, that was the requirement of the time after the communal bloodbath of partition, the urgency of emotional integration after the reorganization of states and initiation of the process of integrated planning. The programme advisory committees set up at various stations and guidelines evolved in August 1980 too have sought to inject a high spirit of professionalism in broadcasting programmes and to make them more receptive to constructive criticism. To this end, listeners' letters, regular feedback service, and analysis of listeners' reactions by audience research units to the programmes broadcast have also made significant contribution.

The manifestation of the spirit of innovativeness was evident when AIR covered sports events during Asiad 1982. In fact, it proved to be a landmark coverage. AIR broadcasted the various events to listeners all over the country. It also furnished facilities for dubbing and relaying the events to foreign broadcasting organizations. A team of nearly 550 people consisting of programmers, engineers and technicians were placed on duty in different stadia to catch the events in sound and convey them to listeners. All the technical infrastructure required for this historic event was provided internally.

Diversified Programmes of AIR

Over the years, All India Radio has expanded its range of programming. Today its home service programmes are transmitted for 3.91 lakh hours every year, excluding 1.76 lakh hours of Vividh Bharati programmes. Further, All India Radio also presents programmes in seventeen different foreign languages and eight Indian languages for over 56 hours daily on its external service to listeners aboard so as to present India's point of view on important issues.

Radio is considered to be the music box for the common man. Previously, music, particularly, Indian classical music was considered to be the reserve of the rich. Due to the radio, different kinds of Indian music, whether they are classical, folk, film based, tribal, devotional, and so on can be enjoyed by anyone who owns a radio. Studies show that radio stations spend about 40 per cent of their total broadcasting time to programmes related to music. Thus, it can be said that All India Radio is facilitating the protection of the Indian musical heritage by acquainting the younger generation with the Indian classical music tradition.

AIR is seeking to scout new talents continually through regular music auditions as well as annual music competitions. Young and promising artists of higher grades are regularly featured in public concerts as well as in zonal hook up programmes. Classical music programmes comprise a weekly national programme of music which presents to the nation music by leading practitioners of both Hindustani and Karnataka schools of music. As a promotional measure, a festival of music, known as radio sangeet sammelan is also organized every year. The recordings of these concerts are broadcast on AIR's network in the country. One of the significant achievements of AIR's national programmes in music as also of radio sangeet Mass Media Institutions in India

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sammelan is integration through the interaction of the two major styles of Indian music. Eminent artists as well as the more promising younger talents in both styles are presented in these programmes which are beamed on the national network.

Since 1973, it also broadcasts a national programme of regional music, which brings to the listeners the rich tradition of folk and the light music of various regions. Besides, AIR stations put out sizeable chunks of folk and light music in their programmes. In 1952, it started the orchestral programme called 'vadyavrinda' consisting of both Hindustani and Karnataka instrumentalists. The Delhi unit has done remarkable experiments in orchestration of Indian music and has wide repertoire of a variety of compositions based on traditional ragas and fold tunes. The madras unit comprised mainly Karnataka musicians. AIR is also paying equal attention to the development of folk light and choral music.

Even today, discerning people like to listen to radio news bulletins for they attempt to give comprehensive and speedy coverage of news and views in addition to commentaries and discussions on current affairs. Besides focusing on major trends in political, economic, social, cultural and scientific fields they give adequate attention to rural development, parliamentary proceedings and sports activities. News is broadcast daily through 254 bulletins. Of these, 68 bulletins in 19 languages are beamed from the home service from Delhi, 123 original bulletins in 60 languages and dialects and 63 bulletins of external services in 24 languages. Specialized news, sports news, state and development news, slow speed bulletins in English, Hindi and Urdu, a weekly bulletin of human interest stories constitute other important bulletins of AIR covered by its own correspondents. In days when parliament is in session, daily commentaries in English and Hindi review the day's proceedings in the two Houses. Since 1977, a weekly coverage has also been introduced. A similar coverage of state legislatures is broadcast for state capitals in the languages concerned.

The external services broadcasts are designed to project a true and objective image of the country to listeners abroad. They explain the country's point of view on matters of national and international importance. They also seek to acquaint listeners with the ideas and achievements of India as an open society, as also its secular ideals. These broadcasts are equally significant to service as a link with people of Indian origin living or settled abroad.

AIR beams programmes for special audiences and occasions. Specific programmes are relayed for the armed forces, women and children, youth, students, industrial workers, rural and tribal people. 14 stations broadcast daily programmes for the armed forces. Almost 55 stations present programmes twice a week in original languages for women. The objective of these programmes is to provide entertainment and impart necessary information on household topics. Programmes on family welfare, a very important sector of human progress are planned and produced by 36 family welfare units at various stations of the broadcasting network. These programmes are integrated with the general programmes as well as those meant for the special audiences like rural, folk, women, youth and industrial workers.

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The early sixties saw a vast growth in rural broadcasting. Auxiliary transmitting centres were installed to extend the coverage of the existing station. Farm and home units were created at several stations. By 1965, every station of AIR started broadcasting special programmes especially for rural listeners for about 30 to 75 minutes on a daily basis. Besides, a daily programme on hardcore agriculture and weather reports are broadcast for 45 to 55 minutes from 64 farm and home units, located in different AIR stations. These programmes aimed at providing educational and informational support to the intensive agricultural and rural development programmes. They also seek to disseminate new agricultural technology to farmers in their local languages or dialects, besides covering other subjects like rural cooperation, animal husbandry, poultry, fisheries and cottage industries. 31 stations present specially conceived and cooperatively developed programmes called the 'farm school of AIR' where instruction and guidance on farming is provided to listeners. In this programme, lessons on subjects like rice and wheat cultivation use of fertilizers, dairy, poultry, fisheries and nutrition are given. The evaluation of these programmes has indicated that the audience finds them extremely useful. It is interesting to learn from the record projects of agricultural universities that AIR's rural programmes are not only useful to the villagers but also command credibility and acceptability. The imprint of AIR is best known by the terms - radio seeds and radio fertilizers.

In order to provide a forum for the self-expression of the youth between the age of 15 to 30 years, AIR broadcasts a programme for youth called 'yuvavani' from 74 stations. This service provides an opening for the talents of this age group to present their viewpoints by participating in a wide range of programmes, talks, discussions, interviews, plays, features and music. Under these programmes a youth news bulletin is also broadcast by the youths.

AIR is an extensive arm of India's cultural activities. Its programmes include at least two plays a week. Besides, original plays, radio adaptations of outstanding stage plays, novels and short stories are also broadcast. Since 1956 outstanding plays from Indian languages are being transmitted in the national programme of plays. The national programme of features which commenced in 1956 focuses attention on matters of national importance or interest in political, economic, social or cultural spheres. In fact, many people with a literary bent of mind lay great emphasis on AIR's literary and cultural programmes and draw mental exhilaration from them.

AIR is becoming a good aid in school education. Most AIR stations broadcast programmes based on the school curriculum to reach students in interior areas. Radio support to university correspondence degree courses is also provided by several stations.

Sports events in India and abroad are covered by reviews, running commentaries and voice dispatches. In metropolitan centres a daily sports service is put for 95 minutes covering all important sports events. In addition, two news

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bulletins, one in English and other in Hindi, of five minutes duration, and weekly sports newsreels are also broadcast.

There are special occasions which attract special programmes on the national hook up of AIR. These include the Republic day, Independence Day, anniversaries, visits of foreign dignitaries or the visits of Indian dignitaries abroad.

Radio is a popular entertainer as well. Vividh Bharati, a popular broadcast for this purpose is transmitted from 31 centres including two short wave transmitters at Mumbai and Chennai. The total duration of Vividh Bharati is 12 hours and 45 minutes on week days and 12 hours and 15 minutes on Sundays and holidays. The programmes which are generally acclaimed are music, humorous skits, short plays and features.

AIR introduced broadcasting of commercials on November 1, 1967. That is a part of marketing service, through it brings revenue as well. Today the service is provided by 28 centres. Advertisements are accepted in any language as tape recorder spots of 7, 15, 30 and 60 seconds duration.

Radio as a mass media tool and the concept 'radio for all' will be roughly measured in terms of the number of radio receiving or transistor sets in the country. Since independence these sets have increased manifold to an aggregate of around 3 crores. The number may increase with the lifting of licence fee this year. In terms of diffusion rate it means nearly 4.4 sets for 100 persons. Still a figure below the minimum UNESCO norm of 5 sets for 100 people or one set for each family. In the Indian context, however, the redeeming situation is that one set can be used to serve a larger number of people beyond the household. In addition, there are about 1.6 lakh community sets which operate in rural areas. Although the transistor revolution which has swept every part of the country has reduced the importance of community sets, some recent studies have underlined the need of continuing to have community receiver sets at least in selected areas. In the sixties, when the community listening scheme was in full swing and assessed, it was revealed that the discussions in community listening and deliberations were excellent or good and that participants learnt a 'great deal' or quite a lot.' also In addition, these forums developed rapidly into decision-making bodies capable of speeding up common pursuits of the village.

The government's interest in radio and its concern about its growth were reflected in the allocations to broadcasting in its successive five year plans. As a result AIR grew in size and status. Today this national service comprises 86 stations including two Vividh Bharati commercial centres, one at Chandigarh and other at Kanpur. In addition, the network includes two auxiliary study centres at Bhubaneswar and Shantiniketan.

AIR's programmes are beamed from 162 transmitters of which 126 are medium dash wave. Broadly speaking we may say that AIR now serves about 90 per cent of population and about four-fifths of the total area of the country. More than any other media, its sweep includes far flung areas like Leh and Laddakh,

Tawang in Arunachal Pradesh and the distant islands like the Andaman and Nicobar and the Lakshadweep. One may hope that it is not in the distant future that AIR may reach its full moon day by claiming to cover all the areas of the country and its entire population.

Simultaneously, AIR has also staged a leap forward in its software and research development aspect. Today it does face occasional fireworks or adverse comments of critics. It also has an intrinsic weakness of not enjoying high credibility because of its being a government controlled medium. Yet, AIR is considered by media authorities and researchers to have proved its worth and utility both as an informational channel and a development and cultural activist. Still more, it has provided healthy entertainment through its various light and humorous programmes. Extension research and other field surveys have already given great credit to radio both as a credible promoter of suitable climate for development and progress and also for having advanced farm educational and cultural renaissance. Its contribution in the form of transmitting useful and timely information, motivation and suggestions for rural development is conceded. Its sponsors claim that radio is helping to create a climate of opinion in which social change can take place and people could be involved in the process. One can safely presume that along with TV, documentaries and farms journals, AIR will provide an adequate communication umbrella to integrated rural broadcast, feedback interviews, 'meet the activists and innovators' and critic series, impact studies and others. Thus, AIR has an activating role in furthering India's culture, education, music and other practising arts. The increasing number of Walkman transistors and the growing popularity of listeners' letters are obvious indications.

11.2.3 PIB

The Press Information Bureau (PIB) is the nodal agency of the Government of India to disseminate information to the print and electronic media on its various policies, and programmes. The organization is headed by the Principal Information Officer. There are eight regional offices and thirty-five branch offices for disseminating information. The Bureau at the headquarters has a team of officers attached to various Ministries and Departments for the purpose of assisting them in the management of the media and public relations. The PIB acts as an interface between the government and the media and the Information Officers serve as official spokesmen for the government.

The Press Information Bureau functions as an interface between the government and the media and also serves to provide feedback to the government on people's reaction as reflected in the media.

PIB disseminates information through different modes of communication viz. press releases, press notes, feature articles, backgrounders, photographs, database available on Bureau's website. Information disseminated is released in English, Hindi and Urdu and subsequently translated in other Indian languages to reach out to about 8,400 newspapers and media organizations in different parts of country. Mass Media Institutions in India

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In addition PIB organizes Press Conferences, Press Briefing, Interviews of the Minister's/Secretary's and other senior officers for sensitizing media persons on important policy initiatives of the Government. The Bureau also conducts Press Tours to successful project sites to enable media to have firsthand account of developmental activities going on in the country.

PIB has eight Regional Offices headed by Additional Director Generals and 34 Branch Offices and Information Centers to cater to information needs of regional press and other media. In addition to release of publicity material issued from the Headquarters in local language, these Regional and Branch Offices of PIB issue original press releases, press notes, backgrounders etc. whenever an important event is organized by any of the Central Ministries or Public Sector Undertakings in a particular region. These Offices also take up the decisions of the Central Government which may be of special importance to a particular region for focused publicity through information dissemination on sustained basis.

Activities of PIB can be broadly classified in three Categories viz. Information, Education & Communication (PUBLICITY), Feedback, Accreditation & Special Services Departmental Publicity Officers (DPOs) have been attached to various Ministries and Departments for disseminating information to the media through press releases, press notes, backgrounders etc. and also by arranging press conferences, press tours, media briefings etc., These Officers have been consistently providing the requisite service to their respective Ministries and have been also meeting the information needs of media in respect of those Ministries. DPOs also advise their respective Ministries on all matters pertaining to information needs of media and Ministries' publicity requirements.

Beside the routine publicity work, the Bureau makes some special endeavours towards publicity like Editors Conference on Social and Infrastructure Issues, Economic Editors' Conference (EEC) PICs and Press Tours.

Public Information Campaigns (PICs) are organized as information camps in collaboration with DAVP, DFP, S&DD etc. to provide information to common people on various schemes of the Central Govt. The strategy of a PIC is to combine information dissemination with the delivery of services at the doorsteps for the beneficiaries particularly in rural areas. It envisages direct contact with the 'Aam Aadmi' and seeks to empower citizen particularly from rural areas with knowledge of various welfare schemes of Central Govt. under the flagship programmes.

Bureau's officers attached to various Ministry/Departments also provide feedback to their respective Ministries and Departments. As part of the Special Services, the Feedback Cell in PIB prepares Daily Digests and Special Digests based on news stories and editorials from National as well as Regional dailies and periodicals for the use by Ministries. The Feature Unit of the Bureau issues backgrounders, updates, info-nuggets, features and graphics, which were also sent to the Regional/Branch offices for translation and circulation to the local media.