INTRODUCTION TO MASS COMMUNICATION
MCM101

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attention to the printing as it almost revolutionized the communication in centuries to follow this invention.

Previously, books were copied by scribes who wrote them out by hand. Books were therefore a scarce resource. While it might take someone a year to hand copy a Bible, with the Gutenberg press it was possible to create several hundred copies a year, with two or three people that could read, and a few people to support the effort. Each sheet still had to be fed manually, which limited the reproduction speed, and the type had to be set manually for each page, which limited the number of different pages created per day.

Despite some resistance, Gutenberg's printing press spread rapidly across Europe. Within thirty years of its invention in 1453, towns from Hungary to Spain and from Italy to Britain had functional printing presses. It has been theorized that this incredibly rapid expansion shows not only a higher level of industry (fueled by the high-quality European paper mills that had been opening over the past century) than expected, but also a significantly higher level of literacy than has often been estimated.

The first printing press in a Muslim territory opened in Andalusia (Muslim Spain) in the 1480s. This printing press was run by a family of Jewish merchants who printed texts with the Hebrew script.

Effects of printing on culture

The discovery and establishment of the printing of books with moveable type marks a paradigm shift in the way information was transferred in Europe. The impact of printing is comparable to the development of language, the invention of the alphabet, and the invention of the computer as far as its effects on the society are concerned.

Gutenberg's findings not only allowed a much broader audience to read Martin Luther's German translation of Bible, it also helped spread Luther's other writings, greatly accelerating the pace of Protestant Reformation. They also led to the establishment of a community of scientists (previously scientists were mostly isolated) that could easily communicate their discoveries, bringing on the scientific revolution. Also, although early texts were printed in Latin, books were soon produced in common European vernacular, leading to the decline of the Latin language.

Because of the printing press, authorship became more meaningful. It was suddenly important who had said or written what, and what the precise formulation and time of composition was. The printing process ensured that the same information fell on the same pages, page numbering, tables of contents and indices became common. The process of reading was also changed, gradually changing from oral readings to silent, private reading. This gradually raised the literacy level as well, revolutionizing education.

It can also be argued that printing changed the way Europeans thought. With the older illuminated manuscripts, the emphasis was on the images and the beauty of the page. Early printed works emphasized principally the text and the line of argument. In the sciences, the introduction of the printing press marked a move from the medieval language of metaphors to the adoption of the scientific method.

In general, knowledge came closer to the hands of the people, since printed books could be sold for a fraction of the cost of illuminated manuscripts. There were also more copies of each book available, so that more people could discuss them. Within 50-60 years, the entire library of "classical" knowledge had been printed on the new presses. The spread of works also led to the creation of copies by other parties than the original author, leading to the formulation of copyright laws. Furthermore, as the books spread into the hands of the people, Latin was gradually replaced by the national languages. This development was one of the keys to the creation of modern nations. Effects of printing press on masses have been much more and will be discussed more elaborately after few lectures.

We can guard against the risks of over simplification by recognizing the fundamental distinction between simplification and over-simplification. By definition, and of necessity, models simplify. So do all comparisons. As Kaplan (1964) noted, "Science always simplifies; its aim is not to reproduce the reality in all its complexity, but only to formulate what is essential for understanding, prediction, or control that a model is simpler than the subject-matter being inquired into.

b. Can lead to a confusion of the model between the behaviors it portrays

Mortensen: Critics also charge that models are readily confused with reality. The problem typically begins with an initial exploration of some unknown territory….Then the model begins to function as a substitute for the event: in short, the map is taken literally. And what is worse, another form of ambiguity is substituted for the uncertainty the map was designed to minimize. What has happened is a sophisticated version of the general semanticist's admonition that "the map is not the territory." Spain is not pink because it appears that way on the map, and Minnesota is not up because it is located near the top of a United States map.

"The proper answer lies in acquiring skill in the art of map reading."

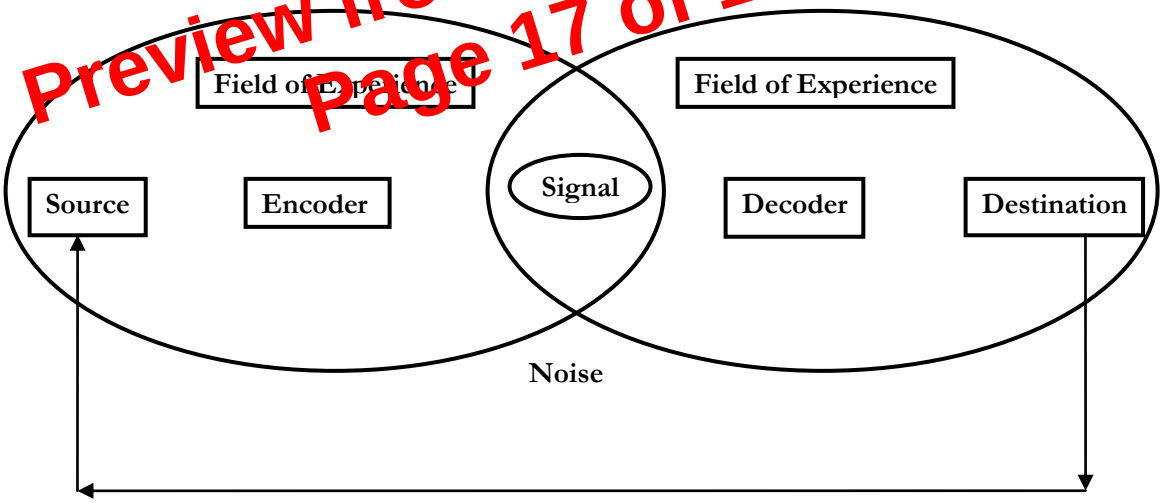
c. Premature Closure

The model designer may escape the risks of oversimplification and map reading and still fall prey to dangers inherent in abstraction. To press for closure is to strive for a sense of completion in a system.

The danger is that the model limits our awareness of unexplored possibilities of conceptualization. We tinker with the model when we might be better occupied with the subject-matter itself. Building a model, in short, may crystallize our thoughts at a stage when they are better left in solution, to allow new compounds to precipitate

Having seen this discussion by a range of scholars, we continue to figure out more about the model we have chosen for analysis.

Schramm-Osgood's Interactive Model, 1954



- **Verbal**
- **Non verbal**

Verbal

All the messages said or written in words make part of the verbal communication. This way, all that appears as text in books, magazines and newspapers is part of verbal communication. One can guess the size of an industry in the area of mass communication based on verbal communication.

Likewise, all the words heard on radio, television, telephone or any other public address system are also part of verbal communication. Again, the industry and technology based on verbal communication is enormous in size and value as well.

One amazing part of the verbal communication is the availability of events of significance in history. Little is understood about the past from the available artifacts but a great deal of human civilization, growth and conflict is available in the form of verbal communication. The spread of religions and sharing of most scientific work is also due to the verbal communication over the centuries which recorded facts, sentiments and event of common human interest.

It is on the basis of verbal communication that the world has seen great poets, writers, playwrights, historian and newsmen. This also proves at what great scale the verbal communication has created job opportunities. In modern days, people having verbal communication skills are in high demand, especially with the fast expanding media all across the globe.

Non verbal

Senses

Part of human communication involving other than written or spoken words is referred to as non verbal communication. It involves human senses of sight, taste, touch, hearing and smelling.

As a matter of fact about 90 percent communication among human beings takes place through their senses and the rest by the use of words as language.

Symbols, signs

Emblems, gestures, symbols and signs make more vivid and strong communication as compared to words which are often difficult to decipher.

For instance making a victory sign by politicians, army generals, sportspersons and leaders in general at the time of defeating enemy is easily understood even by the illiterate. If the same feeling is expressed in words, many may not come even close to understanding what it is.

The traffic signals, red-cross mark and the symbol of dove are but few illustrations to make people around understand what a message stands far.

Combination

For practical purposes, however, the use of verbal and non verbal makes a very strong piece of communication. One may see a match on TV but an enthusiast commentator may relish the joy if your favorite team is winning the game. Similarly, feature films, documentaries and dramas on mini screen stand for more effective pieces of communication than if only one for of communication is brought into use.
Even the newspapers and magazines, which are more to bank on verbal communication, carry so much of non verbal communication in the form of images, graphics and maps.

The research journals also exploit the verbal-non verbal combination to share and advance the cause of scientific developments. In fact it has become rather impossible to find a newspaper and magazine, even books, which do not use non verbal communication to explain various aspects of daily life.

about an experience in to words. It is even more difficult for the reader – receiver – to decode or understand who has no experience of those feelings. For instance a person has never visited Swat valley. It is so difficult to make him or her feel the way writer has felt the experience of visiting the all awesome valley even if he has chosen best words and articulation to describe the feelings.

You never know whether a person has exaggerated while giving an account of some event as words are not like mathematics to give same result after same exercise. This makes the task of historians extremely difficult who have to write for people centuries after when a sea of cultural changes would have taken place only to alter the meanings of the same words used by the authors of the history book. It is here that we can recall the Shcramm-Osgood communication model which emphasizes on the common experience of the things talked about by the sender in a message.

Static Evaluation

Words themselves do not carry the same meanings through time and space. A word which gave a specific meaning a hundred years ago may not give the same meanings today – for scores of reasons. Similarly meanings of same words are changed at some distance. A verbal message which once stood for certain meanings, may not always stand for the same meanings because static meaning evaluation does not hold in any language.

NON VERBAL MESSAGE

Many messages we come across in our daily life are non verbal – not in words by in gestures, symbols, signs etc. Here we will see how this part of communication takes place.

Gestures

We usually adopt some patent gestures to communicate certain feelings. A victory sign is a clear example of sending a message of a win. A baby brings certain gestures on his/her face to communicate mother and others about the pain or pleasure it is feeling. Wink of an eye may send a message across for multiple meanings.

Signs and Symbols

At times the non verbal communication – message, prove more to be understood beyond the bounds of culture and creed. A red cross sign has assumed a global understanding for medical care. Blaring of siren by an ambulance sends the same meaning to all. Traffic signals are globally understood the same way.

Cultural Conflict

Some cultures however differ in communicating the same meanings of common symbols. For instance present a while rose in Japan may stand for meanings different if the same is done in the subcontinent. Seeing into the eyes may stand as a sign of truthfulness of a child, it may be deemed as an offense.

Body Gestures (Language)

As we send down a message even in words, we tend to attach some non verbal action to give more meaning to the message. If we have to say sit down please, we also extend our hand as to support the verbal communication.

Voice Accentuation

Not only at most inter-personal and group communications but also at the level of mass communication the common most thing in a message is the voice accentuation. Speakers at a mass rally or even on radio and television tend to change their voice level and stress words to give some particular meaning to their utterances. You also do it when you talk to a baby and discipline your voice level – with the same set of words – when talking to an older person like father or teacher for instance.

Hickey was sentenced to a 4 months jail term and Rs.500 fine, which did not deter him. After a bitter attack on the Governor-General and the Chief Justice, Hickey was sentenced to one year in prison and fined Rs.5000, which finally drove him to penury. These were the first tentative steps of journalism in India.

Calcutta

B. Messink and Peter Reed were pliant publishers of the *India Gazette*, unlike their infamous predecessor. The colonial establishment started the *Calcutta Gazette*. It was followed by another private initiative the *Bengal Journal*. The *Oriental Magazine of Calcutta Amusement*, a monthly magazine made it four weekly newspapers and one monthly magazine published from Calcutta, now Kolkata.

Madras (Chennai)

The *Madras Courier* was started in 1785 in the southern stronghold of Madras, which is now called Chennai. Richard Johnson, its founder, was a government printer. Madras got its second newspaper when, in 1791, Hugh Boyd, who was the editor of the *Courier* quit and founded the *Hurkaru*.

Tragically for the paper, it ceased publication when Boyd died within a year of its founding. It was only in 1795 that competitors to the *Courier* emerged with the founding of the *Madras Gazette* followed by the *India Herald*. The latter was an "unauthorised" publication, which led to the deportation of its founder Humphreys. The *Madras Courier* was designated the purveyor of official information in the Presidency.

In 1878, The Hindu was founded, and played a vital role in promoting the cause of Indian independence from the colonial yoke. Its founder, Kasturi Ranga Iyengar, was a lawyer, and his son, K Srinivasan assumed editorship of this pioneering newspaper during for the first half of the 20th century. Today this paper enjoys the highest circulation in South India, and is among the top five nationally.

Bombay

Bombay, now Mumbai, surprisingly was a late starter - *The Bombay Herald* came into existence in 1789. Significantly, a year later a paper called the *Courier* started carrying advertisements in Gujarati. The first media merger of sorts: The *Bombay Gazette*, which was started in 1791, merged with the *Bombay Herald* the following year. Like the *Madras Courier*, this new entity was recognized as the publication to carry "official notifications and advertisements".

'A Chronicle of Media and the State', by Jeebesh Bagchi in the *Sarai Reader 2001* is a handy timeline on the role of the state in the development of media in India for more than a century. Bagchi divides the timeline into three 'ages'. The Age of Formulation, which starts with the Indian Telegraph Act in 1885 and ends with the Report of the Sub-Committee on Communication, National Planning Committee in 1948.

Urdu Press

In 1822 the Persian weekly Jam-e-Jahan Numa first time published in Urdu. Some time it publishes in Urdu, some time in Persian and some time in both the languages. During the earlier days of journalism newspapers were either weeklies or biweeklies, none of them was a daily. On January 14, 1850 Munshi Harsukh Rai started weekly Kohinoor. With a circulation of only 350 it was the largest circulated newspaper of that time. The circulation of other newspapers on that time was only 100 to 200.

Urdu Guide was the first daily newspaper, which was started by Maulvi Kabeeruddin from Kolkata in 1858. In the very same year as a second daily Roznamcha-e-Punjab started from Lahore. As a first Urdu daily of Bihar, Dini Bihar started in 1876 from Arah district. Zameendar, which was the best newspaper of that time, was started in 1903 from Lahore. It was the first newspaper, which used the news from erstwhile news agencies. This newspaper highly supported the freedom struggle. At that time the circulation of Zameendar was 30,000. Before Zameendar, in 1884 Munshi Mehar Baksh started a morning (Naseem-e-Subah) and an evening newspaper (Sham-e-Wisal). Maulvi Saiful Haq started the daily Rahbar-e-Hind from Lahore in 1885. In 1902 Maulvi Sanaullah Khan started the weekly Watan which regularly published for 33 years. Maulana Muhammed Ali Jauhar started Naqueeb-e-Hamdard in 1912. Later it called only Hamdard. In the very same year Maulana Abul Kalam Azad started Al-Hilal. After Zameendar it was the largest circulated

LESSON 15

TELEGRAPH DOES MIRACLE IN DISTANCE COMMUNICATION TELEX AND TELEPHONE ENTHRALL PRINT COMMUNICATION

It was undoubtedly a historic day when scientist Samuel Morse on May 14, 1844 successfully established a link between Baltimore and Washington DC by transmitting the first tele message 'What hath God wrought' on a device invented by him and which we know as telegraph today.

By this date, it was almost 150 years that print media was active but was not finding way to reach to a large audience in a short time. There were no rails and motorcars. Transport system was as fast as fresh horses could maintain it. In rains and harsh weathers communication was blocked.

The news of sending message by wire to a reasonable distance in real time was received with great warmth by the print industry across the world which was assessing a bright future for it was not possible to reach larger number of people and at a distance not possible to cover before.

How telegraph system came about?

Fires, smoke signals, and drums have been used since antiquity to transmit messages over long distances. The term *telegraph* was coined by scientist Claude Chappe to describe such methods, a version of which was invented by him and his brothers to signal each other while in school. In 1793 Chappe introduced in France a form of this system for the transmission of messages based on stations with towers using a code to transmit signals by the position of crossed arms.

The idea of the electric telegraph was born when the first experimenters with electricity noticed that electric charges could travel through wires over distances. In 1753 in Scotland Charles Morrison described a system of 26 wires for transmitting the 26 letters of the alphabet. Electrostatic charges traveling through these wires deflected suspended balls at the receiving station. However, this was never developed as a practical system.

During the early 19th century several scientists experimented with the transmission of messages through electric wires. At this time scientists had gained access to a steady, low-voltage source of electricity. Karl Friedrich Gauss and Wilhelm Weber transmitted signals over wires and detected them with sensitive galvanometers around 1833. In England Charles Wheatstone developed a telegraph with a five-needle galvanometer that indicated the transmitted letters. The Wheatstone telegraph actually came into use, linking Liverpool with Manchester in 1839. In Germany Carl Steinheil developed a telegraph that printed coded messages on a ribbon.

The electromagnet, a magnet whose field appears when current is on and disappears when it is off, was discovered in the 1820s. The American painter Samuel Morse first became acquainted with an electromagnet when it was shown to him by a young chemist he met on a transatlantic ship. Morse realized that a magnet turning on and off by transmission of a current from a distant source could be used to send messages. He soon enlisted America's greatest scientist of the time, Joseph Henry, to develop ways to cause an electromagnet to work at a distance. The electric telegraph became truly functional with the idea of using a code of dots and dashes to transmit the letters of the alphabet. Despite this technical help, Morse is given credit for the invention because he put together a practical system and got people to accept it.

Morse patented his telegraph in 1837 and officially inaugurated a link between Baltimore, Maryland, and Washington, DC, on May 14, 1844, by transmitting the message "What hath God wrought." The message was transmitted by a telegraph key, a special switch that allows an electric current to be rapidly switched in and out; it was printed in the dot-dash code on ribbons of paper.

Morse's telegraph quickly spread in the United States, and later it superseded the existing systems of Wheatstone and Steinheil in Europe. In 1862, 240,000 km (150,000 mi) of telegraph cable covered the world, of which 77,000 km (48,000 mi) were in the United States and 24,000 km (15,000 mi) in Great Britain. Europe and the United States became linked by an underwater telegraph cable in 1866.

While the magnetic phone was an important breakthrough, it had significant drawbacks. For example, callers had to shout to overcome noise and voice distortions. Additionally, there was a time lapse in the transmission which resulted in nearly incoherent conversations. These problems were eventually solved as the telephone underwent numerous design changes. The first phones made available to consumers used a single microphone. This required the user to speak into it and then put it to the ear to listen. Thomas Edison introduced a model that had a moveable listening earpiece and stationary speaking tube. When placing a call, the receiver was lifted and the user was connected directly to an operator who would then switch wires manually to transmit. In 1878, the first manual telephone exchange was opened. It served 21 customers in New Haven, Connecticut. Use of the telephone spread rapidly and in 1891, the first automatic number calling mechanism was introduced.

Long-distance service was first made available in 1881. However, the transmission rates were not good and it was difficult to hear. In 1900, two workers at Bell System designed loading coils that could minimize distortions. In 1912, the vacuum tube was adapted to the phone as an amplifier. This made it possible to have a transcontinental phone line, first demonstrated in 1915. In 1956, a submarine cable was laid across the Atlantic to allow transatlantic telephone communication. The telecommunication industry was revolutionized in 1962 when orbiting communication satellites were utilized. In 1980, a fiber-optic system was introduced, again revolutionizing the industry.

Background

Telephones still operate on the same basic principles that Bell introduced over one hundred years ago. If a person wishes to make a call, they pick up the handset. This causes the phone to be connected to a routing network. When the numbers are pressed on a touch-tone keypad, signals are sent down the phone line to the routing station. Here, each digit is recognized as a combination of tone frequencies. The specific number combination causes a signal to be sent to another phone, causing it to ring. When that phone is picked up, a connection between the two phones is initiated.

The mouthpiece acts as a microphone. Sound waves from the user's voice cause a thin, plastic disk inside the phone to vibrate. This changes the distance between the plastic disk and another metal disk. The intensity of an electric field between the two disks is changed as a result and a varying electric current is sent down the phone line. The receiver on the other phone picks up this current. As it enters the receiver, it passes through a set of electromagnets. These magnets cause a metal diaphragm to vibrate. This vibration reproduces the voice that initiated the current. An amplifier in the receiver makes it easier to hear. When one of the phones is hung up the electric current is broken, causing all of the routing connections to be released.

The system of transmission presented describes what happens during a local call. It varies slightly for other types of calls such as long distance or cellular. Long distance calls are not always connected directly through wires. In some cases, the signal is converted to a satellite dish signal and transmitted via a satellite. For cellular phones, the signal is sent to a cellular antenna. Here, it is sent via radio waves to the appropriate cell phone.

With the combination of telegraph and telephone systems, scientists worked to hand over print media another great facility in the form of telex

Telex

By 1935, message routing was the last great barrier to full automation. Large telegraphy providers began to develop systems that used telephone-like rotary dialing to connect teletypes. These machines were called "telex". Telex machines first performed rotary-telephone-style pulse dialing, and then sent baud dots code. This "type A" telex routing functionally automated message routing.

The first wide-coverage telex network was implemented in Germany during the 1930s. The network was used to communicate within the government. At the then-blinding rate of 45.5 bits per second, up to 25 telex channels could share a single long-distance telephone channel, making telex the least expensive method of reliable long-distance communication.

LESSON 16

TYPES OF PRINT MEDIA

With a sort of boon coming in the world of print communication with the availability of printing press, telegraph, telephone and telex, the publishing industry made hey while the sun was shinning.

The first hundred years was the time when the print industry tried to comprehend the new situation and shaped itself into a regular and formal sector but from the start of the 19th century, print media in most countries started specializing in certain areas. Since business in the form of advertisements in the print was also flourishing, the media enjoyed a great deal of financial comfort and provided jobs to tens of thousands of people across the globe.

The publishing industry, a synonym with print media, could be classified in general terms into three distinct categories:

- **Newspapers**
- **Magazines**
- **Books**

In the following paragraphs we will see these three areas with more details.

Newspapers

It took about 150 years from the invention of printing press in the middle of 15th century that the world witnessed first regular publication which could be defined as a newspaper.

Although there have been claims by many to be decorated as first newspaper like Mixed News in China in 710, Notizie Scritte, a monthly newspaper for which readers paid a "gazetta", or small coin by Venetian government in 1556 etc, the World Association of Newspapers held "Relation", as the first newspaper published in France in 1605. By this reckoning the newspapers' history is 400 years old. The Relation followed a list of news papers from all around the world. Here is a brief account of some popular papers:

1621 ---- In London, the newspaper *Courant* is published.
1631 ---- *The Gazette*, the first French newspaper, is founded.
1639 ---- First American colonial printing press.
1645 ---- World's oldest newspaper still in circulation, *Post-och Inrikes Tidningar*, is published in Sweden
1690 ---- *Publick Occurrences* is the first newspaper published in America when it appears in Boston. The editor, Benjamin Harris, stated he would issue the paper "once a month, or, if any Glut of Occurrences happen, oftener." The royal authority, wary of publications printed without its express consent, suppresses the newspaper after only one issue.
1704 ---- Daniel Defoe, the author of *Robinson Crusoe* and often recognized as the world's first journalist, begins to publish the *Review*, a periodical covering European affairs.
1798 ---- Alois Sedenfelder Invents Lithography. Although invented over two centuries ago, off set lithography first gained popularity in the 1960's, and is now the industry standard.
1803 ---- Australia's military government publishes the *Sydney Gazette and New South Wales Advertiser*, the country's first newspaper. This is only fifteen years after the colony of convicts had been established in Sydney Cove.
1812 ---- Friedrich Koenig invents the Steam Powered Cylinder Press. In 1814, John Walter, publisher of *The Times* in London, began to assemble the new press in secrecy, fearing that his pressmen might riot if they discovered his plans. On the night of November 28, 1814, Walter took his pressmen away from their hand presses with the excuse that he was expecting important news from the continent. He then used Koenig's presses to produce the entire print run of *The Times* -- at an output of 1,100 sheets per hour.
1844 ---- Telegraph is invented.
1851 ---- Reuters – news agency, is established.
1900 ----Vladimir Lenin founds *Iskra*, in Leipzig, Germany. This revolutionary newspaper is to become a major tool for Communist propaganda.

as it may levy from registered newspapers and news agencies. This council is considered to be a euphemistic connotation of censorship.

Freedom of Information Ordinance 2002

The freedom of information ordinance introduced in 2002 contains some positive features acknowledging citizens right to know. However, the 21st day time frame for the release of information and inclusion of courts and tribunals, among those require disclosing information mar its true spirit. Large amounts of information are also not subject to disclosure under the ordinance, largely undermining the public's right to know. Instead of applying to all records held by public bodies, the ordinance provides a, restrictive list of public records subject to disclosure.

Article 19 of the Universal Declaration of Human Rights, states:

"Everyone has the right to freedom of opinion and expression; the right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media regardless of frontiers."

Activities

Article 19 monitors threats to free expression around the globe, lobbies governments to adopt laws that conform to international standards on freedom of expression; and drafts legal standards which strengthen media, public broadcasting, free expression and access to government-held information.

It also produces legal analysis and critiques of national laws, including media laws; provides legal counsel on behalf of individuals or groups whose rights have been violated; and provides capacity-building support to non-governmental organizations, judges and lawyers, journalists, media owners, media lawyers, public officials and parliamentarians.

Article 19's work is organized into five Regional Programmes – Africa, Asia, Europe, Latin America, and the Middle East – and a Law Programme. It works in partnership with 50 organizations in more than 30 countries around the world.

Article 19 is a founding member of the Freedom of Information Advocates (FOIA) Network, a global forum that aims to support campaigning, advocacy and fundraising on access to information through the exchange of information, ideas and strategies. The FOIA Network also aims to facilitate the formation of regional or international coalitions to address access to information issues.

Media Ethics

The issue of self censor has always been in view of the media people. And in particular it was observed that some elements amongst the media were responsible for maligning the name of this profession, many a media bodies prepared a code of ethics. The code is supposed to be practiced in letter and spirit to ensure that the weapon of media is not proving detrimental for the society.

A specimen of the code is given below:

DECLARATION OF PRINCIPLES ON THE CONDUCT OF JOURNALISTS

Adopted by the Second World Congress of the International Federation of Journalists at Bordeaux on 25-28 April 1954 and amended by the 18th IFJ World Congress in Helsingör on 2-6 June 1986.

This international declaration is proclaimed as a standard of professional conduct for journalists engaged in gathering, transmitting, disseminating and commenting on news and information and in describing events.

1. Respect for truth and for the right of the public to truth is the first duty of the journalist.
2. In pursuance of this duty, the journalist shall at all times defend the principles of freedom in the honest collection and publication of news, and of the right of fair comment and criticism.

A desktop publishing program (DTP), also called a "page layout program," provides complete page design capabilities, including magazine style columns, rules and borders, page, chapter and caption numbering as well as precise typographic alignment. A key feature is its ability to flow text around graphic objects in a variety of ways. Although many word processing programs offer most of these features, a desktop publishing program provides ultimate flexibility.

Original text and graphics may be created in a desktop publishing program, but graphics tools especially are often elementary. Typically, text is created in a word processing program, and illustrations are created in a CAD, drawing or paint program. Then, the text and images are imported into the publishing program.

A laser printer may be used for final output, but shaded drawings and photographs print better on commercial high-resolution image setters. For transfer to a commercial printer, documents are generally saved in their native page layout format such as PageMaker and Quark Express or as PDF files. For publishing on the Web, PDF files have become the de facto standard for documents that are downloaded and read independently of the HTML pages on the site.

newspaper in India in 1776. Bolts had to beat a retreat under the disapproving gaze of the Court of Directors of the Company.

Bengal

The Hickey's Bengal Gazette or the Calcutta General Advertiser was started by James Augustus Hickey in 1780 and is regarded as the first regular publication from the Indian soil.

Calcutta

- B.Messink and Peter Reed were pliant publishers of the *India Gazette*.
- Bengal Journal.
- Oriental Magazine of Calcutta Amusement.

Madras

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Urdu Press

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Zameendar, which was the best newspaper of that time, was started in 1903 from Lahore.

Magazine

A magazine is a periodical publication containing a variety of articles, generally financed by advertising, purchased by readers or both.

Telegraph

- Samuel F. B. Morse
- May 14, 1844
- Morse Code
- Message sent from Baltimore to Washington D.C.
- Message was: "What hath God wrought?"

Telephone

- Alexander Graham Bell
- March 7, 1876

Bell's interest in telephony was primarily derived from his background in vocal physiology and his speech instruction to the deaf. His breakthrough experiment occurred on June 2, 1875. He and his assistant, Thomas Watson, were working on a harmonic telegraph. When a reed stuck on Watson's transmitter an intermittent current was converted to a continuous current. Bell was able to hear the sound on his receiver confirming his belief that sound could be transmitted and reconverted through an electric wire by using a continuous electric current.

The original telephone design that Bell patented was much different than the phone we know today. In a real sense, it was just a modified version of a telegraph. The primary difference was that it could transmit true sound. Bell continued to improve upon his design. After two years, he created a magnetic telephone which was the precursor to modern phones. This design consisted of a transmitter, receiver, and a magnet. The transmitter and receiver each contained a diaphragm, which is a metal disk. During a phone call, the

public's right to know. Instead of applying to all records held by public bodies, the ordinance provides a, restrictive list of public records subject to disclosure.

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Industrialization of Mass Media/ Print Media

- Digital Technology
- Lithography – written on stones
- Offset Printing
- Photo Offset Printing
- Desktop Publishing

Renaissance and Scientific Revolution: Role of Print Media

In the 13th century a rediscovery of Greek and Roman literature occurred across Europe that eventually led to the development of the humanist movement in the next century. In addition to emphasizing Greek and Latin scholarship, humanists believed that each individual had significance within society. The growth of an interest in humanism led to the changes in the arts and sciences that form common conceptions of the Renaissance.

Revival of ideas spread through print

The 14th century to the 16th century – during which time printing process was invented and which led to pace up the print media communication - was a period of economic flux in Europe; the most extensive changes took place in Italy. After the death of King Frederick II in 1250, emperors lost power in Italy and throughout Europe; none of Frederick's successors equaled him. Power fell instead into the hands of various popes.

During the Renaissance small Italian republics developed into dictatorships as the centers of power moved from the landed estates to the cities. Europe itself slowly developed into groups of self-sufficient compartments. At the height of the Renaissance there were five major city-states in Italy: the combined state of Naples and Sicily, the Papal State, Florence, Milan, and Venice.

New Ideas and People who emerged:

- Nicolaus Copernicus (1473-1543) published *Concerning the Revolutions of the Celestial Spheres* in 1543 argued for the heliocentric theory of the solar system.
- Andreas Vesalius (1514-1564) published *De Humani Corporis Fabrica (On the Fabric of the Human Body)* (1543), which discredited Galen's views. He found that the circulation of blood resolved from pumping of the heart. He also assembled the first human skeleton from cutting open cadavers.
- William Gilbert (1544-1603) published *On the Magnet and Magnetic Bodies* and *That Great Magnet the Earth* in 1600.
- Tycho Brahe (1546-1601) made extensive and more accurate naked eye observations of the planets in the late 1500's which became the basic data for Kepler's studies.
- Sir Francis Bacon (1561-1626), whose greatest scientific experiment amounted to stuffing snow into a dead chicken, nevertheless penned inductive reasoning, proceeding from observation and experimentation.
- Galileo (1564-1642) improved the telescope and made several astonishing (for the time) astronomical observations such as the phases of Venus and the moons of Jupiter, which he published in 1610. He developed the laws for falling bodies based on pioneering quantitative experiments which he analyzed mathematically.
- Johannes Kepler (1571-1630) published the first two of his three laws of planetary motion in 1609.

LESSON 23

MEDIA MANAGEMENT

The issue of media management was the next once newspapers and magazines became a known entity in the society.

In the initial phase of print communication, publications were not very regular not only in the sense of on time the next day, or on a particular day in case of periodicals, but also in the sense of their layouts, design, number of pages and the content.

The media continued in this fashion by the end of 18th century. But in the meantime the world of advertising and some modernization in the printing process had been introduced. The 19th century saw the print media getting into a great discipline as dailies started fashioning themselves in the sense of contents, regularity in publishing and observing the time of appearance in the market.

The media management means to make sure that a publication meets its deadlines, keeps contents, generate revenue and maintains its technical wing to be there in the hands of end-readers well in time.

To manage print media is a hard task. Colleges and universities run special courses on media management and specialists are engaged to seek advice on matters to manage and maintain a publication.

Division

Any publication has three clear areas to manage:

- **Editorial**
- **Business**
- **Technical**

Editorial

The most important area of a daily is its editorial section. A large circulation daily has to follow a service structure to make sure that the people working in the editorial department are in a well defined hierarchy.

The staff is generally divided into two categories:

- **Field staff**
- **Newsroom and editorial**

The field staff comprises reports who are assigned beats (areas) like crime, politics, business, environment, sports or some are assigned with special reports on different subjects.

The other part of the editorial staff is supposed to mange the newsroom where ultimately every matter is taken care of that is to appear the next day. The part of the staff is supposed to write daily editorials, articles, comments etc. All the staff is headed by an editor who is responsible for what report or comment has appeared in the paper.

Writing for a newspaper is not an easy task. The writer has to take into account the policy of the paper, laws and regulations and the ethics which are generally observed in a society. Many a time writers face severe reaction on their write-ups and have to go behind bars. The publications have to see closure for adhering to their policy if it is against the government.

Business section

Every publication needs management of its finances. The revenue it generates and the money it spends. For revenue generation advertising and circulation departments are established. The advertising

Further Developments and scientific usages

E. J. Marey, the painter Thomas Eakins, and Eadweard Muybridge all devised means for making stop-action photographs that demonstrated the gap between what the mind thinks it sees and what the eye actually perceives. Muybridge's major work, Animal Locomotion (1887), remains a basic source for artists and scientists alike. As accessory lenses were perfected, the camera's vision extended both telescopically and microscopically; the moon and the microorganism became accessible as photographic images.

Photographs come to news media

The introduction of the halftone process in **1881** made possible the accurate reproduction of photographs in books and newspapers. In combination with new improvements in photographic technology, including dry plates and smaller cameras, which made photographing faster and less cumbersome, the halftone made immediate reportage feasible and paved the way for news photography.

George Eastman's introduction in 1888 of roll film and the simple Kodak box camera provided everyone with the means of making photographs for themselves. Meanwhile, studies in sensitometers, the new science of light-sensitive materials, made exposure and processing more practicable.

The power of the photograph as record was demonstrated in the 19th century when William H. Jackson's photographs of the Yellowstone area persuaded the U.S. Congress to set that territory aside as a national park.

In the early 20th century photographers and journalists were beginning to use the medium to inform the public on crucial issues in order to generate social change. Taking as their precedents the work of such men as Jackson and reporter Jacob Riis (whose photographs of New York City slums resulted in much-needed legislation), documentarians like Lewis Hine and James Van Der Zee began to build a photographic tradition whose central concerns had little to do with the concept of art. The photojournalist sought to build, strengthen, or change public opinion by means of novel, often shocking images.

Impact of New Technology

The development of the 35-mm or "candid" camera by Oskar Barnack of the Ernst Leitz company, first marketed in 1925, made documentarians infinitely more mobile and less conspicuous, while the manufacture of faster black-and-white film enabled them to work without a flash in situations with a minimum of light. **Color film for transparencies (slides) was introduced in 1935 and color negative film in 1942.** Portable lighting equipment was perfected, and in 1947 the Polaroid Land camera, which could produce a positive print in seconds, was placed on the market. All of these technological advances granted the photojournalist enormous and unprecedented versatility.

The advent of large-circulation picture magazines, such as Life (begun 1936) and Look (begun 1937), provided an outlet and a vast audience for documentary work. At the same time a steady stream of convulsive national and international events provided a wealth of material for the extended photo-essay, the documentarian's natural mode. One of these was the Great Depression of the 1930s, which proved to be the source of an important body of documentary work. Under the leadership of Roy Stryker, the photographic division of the Farm Security Administration (FSA) began to make an archive of images of America during this epoch of crisis. Walker Evans, Arthur Rothstein, Russell Lee, and Dorothea Lange of the FSA group photographed the cultural disintegration generated by the Depression and the associated disappearance of rural lifestyles.

With the coming of World War II photographers, including Margaret Bourke-White, Edward Steichen, W. Eugene Smith, Lee Miller, and Robert Capa, documented the global conflict. The war was a stimulus to photography in other ways as well. From the stress analysis of metals to aerial surveillance, the medium was a crucial tool in many areas of the war effort, and, in the urgency of war, numerous technological discoveries and advances were made that ultimately benefited all photographers.

LESSON 27

FILM MEDIA IN SUBCONTINENT AND PAKISTAN-I

Film is a term that encompasses motion pictures as individual projects, as well as the field in general. The origin of the name comes from the fact that photographic film has historically been the primary medium for recording and displaying motion pictures.

Many other terms exist for an individual motion picture, including picture, picture show, and most commonly, movie. Additional terms for the field in general include the big screen, the silver screen, the cinema and the movies.

Films are produced by recording actual people and objects with cameras, or by creating them using animation techniques and/or special effects. They comprise a series of individual frames, but when these images are shown rapidly in succession, the illusion of motion is given to the viewer. Flickering between frames is not seen due to an effect known as **persistence of vision** — whereby the eye retains a visual image for a fraction of a second after the source has been removed.

A true art-form

Film is considered by many to be an important art form; films entertain, educate, enlighten and inspire audiences. The visual elements of cinema need no translation, giving the motion picture a universal power of communication. Any film can become a worldwide attraction, especially with the addition of dubbing or subtitles that translate the dialogue. Films are also artifacts created by specific cultures, which reflect those cultures, and, in turn, affect them.

Films come to subcontinent

The Lumière Brothers of France exhibited their short films in December 1895 at Grande Cafe, Paris. The following year, they brought the show to India and held its premiere at the Watson Hotel in Bombay on 7 July 1896. It was a package of 6 films viz, Entry of Cinematograph, Arrival of the train, The sea bath, A demolition, Leaving the factory and Ladies and Soldiers on wheels. From 18 July 1896, films were released at the Novelty Theatre on a regular basis. Entrance tickets ranged from four anaas to one rupee.

Raja Harishchandra (1913) was the first silent feature film made in subcontinent. It was made by Dadasaheb Phalke. By the 1930s, the industry was producing over 200 films per annum. The first Indian sound film, Ardeshir Irani's Alam Ara (1931), was a super hit. There was clearly a huge market for talkies and musicals; Bollywood and all the regional film industries quickly switched to sound filming.

The 1930s and 1940s were tumultuous times: like the whole world the subcontinent was rocked by the Great Depression, World War II, the Indian independence movement, and the violence of the Partition. There were a number of filmmakers who tackled tough social issues, or used the struggle for independence as a backdrop for their plots. In late 1950s, Bollywood films moved from black-and-white to colour. Lavish romantic musicals and melodramas were the staple fare at the cinema. Successful actors included Dev Anand, Dilip Kumar and Raj Kapoor.

Controversies

Accusations of plagiarism

Constrained by rushed production schedules and small budgets, some writers and musicians have been known to resort to plagiarism. They copy ideas, plot lines, tunes from sources Hollywood and other Western movies, Western pop hits).

In past times, this could be done with impunity. Copyright enforcement was lax here. As for the Western sources, the film industry was largely unknown to Westerners, who would not even be aware that their material was being copied. Audiences also may not have been aware of the plagiarism, since many in the Indian audience were unfamiliar with Western films and tunes.

While copyright enforcements are more familiar with foreign movies and music, flagrant plagiarism may have diminished -- however, there is no general agreement that it has.

Pre-cinema times

Telling stories from the epics using hand-drawn tableau images in scroll paintings, with accompanying live sounds have been an age old tradition. These tales, mostly the familiar stories of gods and goddesses, are revealed slowly through choreographic movements of painted glass slides in a lantern, which create illusions of movements. And so when the Lumière brothers' representatives held the first public showing at Mumbai's (Bombay) Watson's Hotel on July 7, 1896, the new phenomenon did not create much of a stir here and no one in the audience ran out at the image of the train speeding towards them, as it did elsewhere. The viewer took the new experience as something already familiar to them

In Calcutta, Hiralal Sen photographed scenes from some of the plays at the Classic Theatre. Such films were shown as added attractions after the stage performances or taken to distant venue where the stage performers could not reach. The possibility of reaching a large audience through recorded images which could be projected several times through mechanical gadgets caught the fancy of people in the performing arts and the stage and entertainment business. The first decade of the 20th century saw live and recorded performances being clubbed together in the same program.

Influence of traditional arts – music, dance on cinema

The strong influence of its traditional arts, music, dance and popular theatre – which was already in existence for the last about 80 years, on the cinema movement in subcontinent in its early days, is probable responsible for its characteristic enthusiasm for inserting song and dance sequences in subcontinental cinema, even till today.

First local film showing

Raja Harish Chandra

Director Dada Saheb Phalke [illegible] studio in Dadar Main Road, wrote the scenario, erected the set and started shooting for his first venture Raja Harishchandra in 1912. The first full-length story film of Phalke was completed in 1912 and released at the Coronation cinema on April 21, 1913, for special invitees and members of the Press. The film was widely acclaimed by one and all and proved to be a great success.

Phalke hailed from an orthodox Hindu household - a family of priests with strong religious roots. So, when technology made it possible to tell stories through moving images, it was but natural that the film pioneer turned to his own ancient epics for source material. The phenomenal success of Raja Harishchandra was kept up by Phalke with a series of mythological films that followed - Mohini Bhasmasur (1914), significant for introducing the first woman to act before the cameras - Kamalabai Gokhale. The significant titles that followed include - Satyawan Savitri (1914), Satyavadi Raja Harischandra (1917), Lanka Dahan (1917), Shri Krishna Janma (1918) and Kalia Mardan (1919).

Regional Cinema

(Here we will discuss different regions in the subcontinent where the film art flourished. The mention of Lahore as one very strong pocket which nurtured a film industry will be made in the next setting along with cinema life in Pakistan).

South subcontinent

The first film in Southern India was made in 1916 by R Nataraja Mudaliar- Keechaka Vadham. As the title indicates the subject is again a mythological from the Mahabharata. Another film made in Madras - Valli Thiru-Manam (1921) by Whittaker drew critical acclaim and box office success.

In **Bengal,** a region rich in culture and intellectual activity, the first Bengali feature film in 1917, was remake of Phalke's Raja Harishchandra. Titled Satyawadi Raja Harishchandra, it was directed by Rustomjee

the sexual pressure from a moneylender. One of her sons, Birju becomes a rebel and the other one Ramu remains a dutiful son. In the end the long suffering mother kills her rebel son, as his blood fertilizes the soil.

Highly successful and critically acclaimed, Mehboob's films often derive from clash between pre-capitalist ruralism and an increasingly modernized state with its commercial-industrial practices and values.

Bimal Roy

Born in Dhaka, Bangladesh, Bimal Roy entered the field of cinema as a camera assistant. His directorial debut was with Udayer Pathey (1944). He introduced a new era of post World War romantic-realist melodramas that was an integration of the Bengal School style with that of De Sica. Do Bigha Zamin (1953) and Sujata were two of the most notable films of Bimal Roy, who basically was a reformist, a humanist liberal. Do Bigha Zamin was one of the Indian first films to chart mass migration of rural people to cities and their degradation in urban slums. Though the situation was tragic, Roy sought to relieve the starkness by brave and hopeful songs and dances. Sujata dealt with the disturbances created to a lost soul from the world of untouchable underclass who escaped accidentally to the world of the urban middle class.

Raj Kapoor

Born in Peshawar, now in Pakistan as son of Prithviraj Kapoor, Raj Kapoor acted the role of a megastar, successful producer and a director. He started as a clapper-boy in the Hindi film industry and latter became one of the most successful directors of the industry. He set up the R K Films in 1948 and made his first directorial venture Aag. His earlier films Awara (1951) and Shri 420 (1955) evince a sentimental approach to social reforms, presenting political independence as a loss of innocence in exchange of stability.

Pakistan

Pakistan film history from 1896-1947

Pakistan shared its film history with India from 1896 to 1947. Lahore produced many films and a big number of Pakistani artists debuted in this period.

Pakistani artists before 1947

The first silent film from Lahore was **The Daughter of Today** released in 1924 and the inaugural Punjabi or talkie film from Lahore was **Heer Ranjha** in 1932. (Alam Ara was released in 1931, which means Lahore was going as fast and one top hum after Bombay for film making in the subcontinent.

To be continued...

LESSON 30

RADIO – A BREAKTHROUGH IN MASS COMMUNICATION

People around the world were benefiting from the newspapers as one fine mean of mass communication since the middle of 15th century that in the last decade of the 19th century scientists came close to opening gates for an entirely different means of communication which would require no paper and printing press and transportation of the publication. It was a mean to carry your voice to million others in a flash of an eye. It was the invention of radio.

It was a miracle in the field of mass communication that a person could address a very number of audiences and that too, to a distance of thousands of kilometers away.

What is radio?

Radio is a technology that allows the transmission of signals by modulation of electromagnetic waves with frequencies below those of light.

Science of Radio waves

Radio waves are a form of electromagnetic radiation, and are created whenever a charged object accelerates with a frequency that lies in the radio frequency (RF) portion of the electromagnetic spectrum. This is the range from a few tens of hertz to a few giga hertz. Electromagnetic radiation travels by means of oscillating electric and magnetic fields that pass through the air and the vacuum of space equally well, and does not require a medium of transport.

By contrast, other types of electromagnetic radiation, with frequencies above the RF range are gamma rays, X-rays, and infrared, ultraviolet and visible light.

How the miracle came about?

The theoretical basis of the propagation of electromagnetic waves was first described in 1873 by James Clerk Maxwell in his paper to the Royal Society, *A dynamical theory of the electromagnetic field*, which followed his work between 1861 and 1865.

In 1879 David E. Hughes was the first to transmit and receive radio waves when he noticed that his induction balance caused noise in the receiver of his homemade telephone. He demonstrated his discovery to the Royal Society in 1880 but was told it was merely induction.

It was Heinrich Rudolf Hertz who, between 1886 and 1888, first validated Maxwell's theory through experiment, demonstrating that radio radiation had all the properties of waves. A great achievement indeed it proved to be.

Marconi recognized as radio inventor

In 1896 Guglielmo Marconi was awarded what is sometimes recognized as the world's first patent for radio with British Patent 12039, *Improvements in transmitting electrical impulses and signals and in apparatus there-for*. In 1897 he established the world's first Radio Station on the Isle of Wight, England. The same year in the USA, some key developments in radio's early history were created and patented by Nikola Tesla. The US Patent Office reversed its decision in 1904, awarding Guglielmo Marconi a patent for the invention of radio, possibly influenced by Marconi's financial backers in the States, who included Thomas Edison and Andrew Carnegie. Some believe this was done to allow the US Government to avoid having to pay the royalties that were being claimed by Nikola Tesla for use of his patents.

In 1909 Marconi, with Karl Ferdinand Braun, was also awarded the Nobel Prize in Physics for "contributions to the development of wireless telegraphy". Marconi opened the world's first "wireless" factory in Hall Street, Chelmsford, England in 1898, employing around 50 people. Around 1900, Tesla opened the Wardenclyffe Tower facility and advertised services. By 1903, the tower structure neared completion. Various theories exist on how Tesla intended to achieve the goals of this wireless system

seeing with their own eyes Pakistan Army's jawans invading Indian posts, destroying them and capturing enemy's land across the border. With madam Noor Jahan's spirited national songs in the backdrop, the PTV's showings worked as a catalyst to fuel the passion for national defense.

National Microwave Network

A major breakthrough was achieved in 1973 when all the TV stations in the country were linked by a microwave network, enabling live telecast of different programs which helped the PTV save time and money. Now a drama at Lahore station could be watched by viewers in Karachi and Islamabad at the same time and similar transmission from Karachi could be made for the upcountry stations. This facility was fully exploited at the time of Lahore Islamic Summit of Feb 1974. The Karachi and Rawalpindi stations, which were functioning since 1967, were linked with the live coverage of the events from Lahore. It was due to PTV that at one stage it looked as the whole nation was involved and a part of the unprecedented events of the summit. From Shalimar Gardens civic reception to saying prayers at the historic Badshahi Mosque, and from the public meeting at the Qaddafi stadium – also addressed by Libya's president Col Qaddafi, to the business meetings at the Punjab Assembly floor was a great job done by the PTV in a commendably organized way.

PTV goes colored

Though the Islamic conference coverage was very successful, many thought it would have been far better had it been a colored transmission. Another reason to do away with the black and white broadcast was that in most part of the world the TV transmission was getting colored and companies were now not making parts for the equipment used in the B/W transmission. The day came soon when in 1976 COLOUR TRANSMISSION STARTED on experimental basis. Regular Color transmission started from Feb 18, 1982.

More Developments

1987 – Federal TV centre at Islamabad commissioned.
1992 – Second TV channel for education commissioned.
1996 – Local area transmission from four (4) stations started.
1998 – Transmission of PTV-World programmes started.

Ptv-1 - Area covered: 38%, population covered: 86.48 %.
Ptv-2/ Ptv World - area covered: 24.19 %, population covered: 55.83 %.

Dramas – the source of strength to PTV

PTV excelled in broadcasting various programs – news analysis, talk shows especially for the youth and entertainment purposes. But what earned it distinction was its drama production. To mention a few;

Parchhaian
Aik muhabat sua afsanay
Shama
Waris
Alpha bravo Charlie
Tanhayian
Alif noon
Sona chandi
Khuda ki basti
Dhoop kinaray

Another area where TV in Pakistan has been a major source of entertainment is the coverage of ***sporting events****. From the times of making special arrangements to show live boxing bouts of all time great Muhammad Ali to all major sporting activities these days, PTV keeps people glued for hours to watch sports of their interest. It also brings business to TV.*

There have been long debates on the influence of other cultures, especially the ones from the west, on the living style of other societies through TV programs. Smelling a deliberate attempt to seduce the youth of conservative societies to the sparkling and bold images of the west, there rages a strong debate under the title of cultural imperialism. Of late, these debates are paying off as there is an element of awareness to resist such manipulations and to keep one's culture well defended against such invasions. Nonetheless, the conflict of influencing cultures through TV showings during news, entertainment and sports is going strong.

Institutional transformation

TV has been chiefly responsible for the decline of cinema and stage. The time for gathering the family members for the matinee show is long over. The unique exercise of going to a huge cinema house braving extreme weather and other odds and watching action on large silver screen is no more with the same zeal. In most cases it is an interesting TV drama, musical show or a cricket match which is not allowing family members or friends to go out for entertainment. And how can it be if almost free of cost high quality and at times, a real time entertainment is available at home. In many countries, and Pakistan is no exception, theaters have seen a steep decline in their business. Many a theaters have been demolished only to be rebuild as commercial plazas and their have been chaotic voices from different corners of the entertainment industry for the government to undertake some steps to save the cinema life.

Case Study

The nation's established mass media—radio, films, and newspapers—reacted differently to television's sudden presence in the American home. Radio felt the effects first, as audiences for radio programs, particularly in the evening, dropped sharply in the first half of the 1950s. Radio's relative portability allowed some recovery, especially with the development of the transistor. Then, too, in the 1950s, most Americans only owned one television. Those unhappy with what another family member insisted on watching could listen to a radio elsewhere in the house. Moreover, radio could be a diversion for those doing the dishes or cleaning a room. At the same time, radio listening while driving became much more common as more automobiles were equipped with radios, and the percentage of Americans who owned cars increased. In addition, some radio stations broke with an older industry tradition by targeting a demographic subgroup of listeners, specifically, adolescents. Stations hired disc jockeys who continuously played rock and roll music. TV television stations and networks could only offer a few programs tailored to teens. Advertisers paired their parents more. Radio, in that regard, anticipated the direction of television's competitors after the 1960s. Radio stations continued to narrow their formats by age, race, and politics.

Television presented an enormous challenge to the film industry. Theater attendance dropped sharply in the late 1940s and early 1950s. However, box office receipts were declining even before television arrived in many communities. With marginal theaters closing, the studios responded by reducing the number of movies produced per year. To compete with TV, more films had elaborate special effects and were produced in color. (Not until 1972 did most homes have color televisions.) The collapse of film censorship in the mid-1960s gave Hollywood another edge: violence and sexual situations could be portrayed with an unprecedented explicitness that TV producers could only envy.

Although most large studios at first resisted cooperating with the television networks, by the mid-1950s virtually every movie company was involved in some TV production. With some exceptions, most of Hollywood's initial video work resembled the old "B" movie, the cheaper theatrical release of the 1930s and 1940s produced as the second feature for a twin billing or for the smaller theaters, most of which had ceased operations in the late 1950s. In the late 1960s, motion picture firms began producing TV movies, that is, two-hour films specifically for television. At first, they were fairly cheaply mounted and forgettable. But a few had enormous impact. ABC's Roots, telecast in 1977, chronicled the history of an African American family and prompted a new appreciation for family history. Although the TV films remained popular through the 1980s, higher costs caused the networks to lose their enthusiasm for the genre, which all but disappeared from the small screen in the 1990s.

Newspapers: the next victim

With the availability of latest news on the small box every hour, people seem to have lost interest in

with their own advertising blitz. Successfully increasing market share depends on advertisement quality, competitor responses, and product demand and quality.

Product Differentiation

How customers perceive products is also important to the budget-setting process. Product differentiation is often necessary in competitive markets where customers have a hard time differentiating between products. For example, product differentiation might be necessary when a new laundry detergent is advertised: Since so many brands of detergent already exist, an aggressive advertising campaign would be required. Without this aggressive advertising, customers would not be aware of the product's availability and how it differs from other products on the market. The advertising budget is higher in order to pay for the additional advertising.

Stage in the Product Life Cycle

New product offerings require considerably more advertising to make customers aware of their existence. As a product moves through the product life cycle, fewer and fewer advertising resources are needed because the product has become known and has developed an established buyer base. Advertising budgets are typically highest for a particular product during the introduction stage and gradually decline as the product matures.

Selecting the Right Advertising Approach

Once a company decides what type of specific advertising campaign it wants to use, it must decide what approach should carry the message. A company is interested in a number of areas regarding advertising, such as frequency, media impact, media timing, and reach.

Frequency

Frequency refers to the average number of times that an average consumer is exposed to the advertising campaign. A company usually establishes frequency goals, which can vary for each advertising campaign. For example, a company might want to have the average consumer exposed to the message at least six times during the advertising campaign. This number might seem high, but in a crowded and competitive market, repetition is one of the best methods to increase the product's visibility and to increase company sales. The more exposure a company desires for its product, the more expensive the advertising campaign. Thus, often only large companies can afford to have high-frequency advertisements during a campaign.

Media Impact

Media impact generally refers to how effective advertising will be through the various media outlets (e.g., television, Internet, print). A company must decide, based on its product, the best method to maximize consumer interest and awareness. For example, a company promoting a new laundry detergent might fare better with television commercials rather than simple print ads because more consumers are likely to see the television commercial. Similarly, a company such as Mercedes-Benz, which markets expensive products, might advertise in specialty car magazines to reach a high percentage of its potential customers. Before any money is spent on any advertising media, a thorough analysis is done of each one's strengths and weaknesses in comparison to the cost. Once the analysis is done, the company will make the best decision possible and embark on its advertising campaign.

Media Timing

Another major consideration for any company engaging in an advertising campaign is when to run the advertisements. For example, some companies run ads during the holidays to promote season-specific products. The other major consideration for a company is whether it wants to employ a continuous or pulsing pattern of advertisements. Continuous refers to advertisements that are run on a scheduled basis for a given time period. The advantage of this tactic is that an advertising campaign can run longer and might provide more exposure over time. For example, a company could run an advertising campaign for a particular product that lasts years with the hope of keeping the product in the minds of customers. Pulsing indicates that advertisements will be scheduled in a disproportionate manner within a given time frame.

How to combat the alternate media?

A solution to preserving national and media authenticity and pluralism is in **alternative** non-profit media which would form a non-profit public sphere. Consequently, decentralization of global media and economic giants is possible through concentration of alternative media markets.

Alternate media could be developed at local level, and after that at a higher level.

LESSON 42

MEDIA MERGENCE

Every time a new technology is introduced in the sphere of mass media and a new media organ is created, there appears a situation where new form of mass communication gets its source material from the media organs already in vogue.

The mediated communication which is always based on certain technology also needs contents which must be made the main area of mass communication. Hardly there has been a situation when a new technology has also brought altogether new topics to be talked about with the help of new science. Here we will see how the advent of various technologies has led to media combination.

From Print to Electronic Amalgamation

Print media had been enjoying a unique distinction in the society for almost four hundred years when in the first quarter of the 20th century radio was introduced on the basis of electromagnetic waves technology. It was first time that the people experienced a wireless communication at massive scale.

Radio brought with it listening pleasure – music, talks and news etc. But the nature of contents in news, talk shows, discussions, educational programmes and comments was not new. More or less it was dealing with the same content people had been familiar with over the years because of print media. The only change was the new technology. Contents were the same. So one can say that radio was a mergence of print and electronic media as far content were concerned.

Radio, TV mergence

Although TV was also based on radio wave technology the carrying of images through electromagnetic waves gave it a unique distinction and in the eyes of common people TV has been a different entity.

But on the content side TV picked many ideas from radio formats like group discussions, musical programmes, and commentary on sporting events, and presentation of news. The changes were only due to presence of images.

TV and computer getting one - IPT (Internet protocol TV)

In the third quarter of the 20th century scientists were successful in using the digital technology for carrying contents which were earlier carried only through analog techniques. This led to a marriage between the analog and digital technologies and it is here that the subject of mergence of media has emerged.

This new combination is exclusive in the sense that it not only brings the contents of sound and images together and all the formats of programme remain intact, it at the same time brings the two technologies at one point.

In coming years you would be able to use your computer as TV and if you desire, TV set could also be used as computer because most TV sets manufactured after 2006, or so, would carry a chip which would enable decoding of messages transmitted through digital technology.

So, when we say that the media will converge, we mean that current television shows will merge into a hybrid with World Wide Web style content. Television shows will have other types of media like text merged into them, and World Wide Web pages will begin to be temporal entities that tell a story. Another way of looking at this is that both your television and your computer will be running a similar super browser which will allow the same content to be viewed on both devices. Also, to say that the two converge it is not enough to say that you will be able to watch television on your computer-- that merely means that television content is a sub-set of computer content and is already possible today. For the two to truly converge the content that can be received by both devices should be the same.

Methodology

Public relations describes the various methods a company uses to disseminate messages about its products, services, or overall image to its customers, employees, stockholders, suppliers, or other interested members of the community. The point of public relations is to make the public think favorably about the company and its offerings.

Tools employed for PR

Commonly used tools of public relations include:

- News releases
- Press conferences
- Speaking engagements
- Community service programs

Public relations involves

- Evaluation of public attitudes and opinions.
- Formulation and implementation of an organization's procedures and policy regarding communication with its publics.
- Coordination of communications programs.
- Developing rapport and good-will through a two way communication process.
- Fostering a positive relationship between an organization and its public constituents.

Specializations

- Property development & real estate PR
- Retail sector PR
- Agricultural PR
- Food service PR
- Health care PR
- Technology/IT PR
- Public affairs PR
- Online PR
- Financial/investor relations
- Not-for-profit PR
- Crisis communication PR

Lobby groups

Lobby groups are established to influence government policy, corporate policy, or public opinion. These groups purport to represent a particular interest. When a lobby group hides its true purpose and support base it is known as a front group.

Astroturfing

Creating an artificial "grassroots" movement is known as astroturfing. A typical example would be the writing of letters to multiple newspaper editors under different names to express an opinion on an issue, creating the impression of widespread public feeling but being controlled by one central entity.

Spin

In public relations, **spin** is a, sometimes critical term signifying a heavily biased portrayal in one's own favor of an event or situation. While traditional public relations may also rely on creative presentation of the facts, "spin" often, though not always, implies, deceptive and/or highly manipulative tactics. Politicians are often accused of spin by commentators and political opponents, when they produce a counter argument or position.

are usually developed with the intention of being used for a substantial period but many of them are short lived due to factors such as being ineffective or market conditions and/or competition in the marketplace.

Forms of Advertising

Advertising can take a number of forms, including advocacy, comparative, cooperative, and direct-mail, informational, institutional, outdoor, persuasive, product, reminder, point-of-purchase, and specialty advertising.

- Advocacy Advertising
- Comparative Advertising
- Cooperative Advertising
- Direct-Mail Advertising
- Informational Advertising
- Institutional Advertising
- Outdoor Advertising
- Persuasive Advertising
- Product Advertising
- Reminder Advertising
- Point-of-Purchase Advertising
- Specialty Advertising

Advertising Objectives

Advertising objectives are the communication tasks to be accomplished with specific customers that a company is trying to reach during a particular time frame. A company that advertises usually strives to achieve one of four advertising objectives: trial, continuity, brand switching, and switchback. Which of the four advertising objectives is selected usually depends on where the product is in its life cycle.

Public perception of the medium

As advertising and marketing efforts become increasingly ubiquitous in modern Western societies, the industry has come under criticism of culture jamming which criticizes the media and consumerism using advertising's own techniques. The industry is accused of being one of the engines powering a convoluted economic mass production system which promotes consumption. Recognizing the social impact of advertising, Media-watch-uk, a British special interest group, works to educate consumers about how they can register their concerns with advertisers and regulators. It has developed educational materials for use in schools. The award-winning book, Made You Look *How Advertising Works and Why You Should Know,* by former Media-watch (a feminist organisation founded by Ann Simonton not linked to media-watch-uk) president Shari Graydon, provides context for these issues for young readers.

Media Theories

The term **media theory** refers to a model that explains the relationship between media and social reality. Media as an enterprise holds a unique status – from one way it is like an industry which gives its products and service and earn money but from another way media is supposed to talk about society, people, attitude, interaction, guidance and the most crucial and sensitive, criticism.

The criticism media does-on individuals, business sector and the governments, pinches many in many ways. If media does not perform this function, it is rendered redundant.

- Authoritarian Theory
- Libertarian Theory
- Soviet Theory
- Social Responsibility Theory

New Media

New Media is a term that describes traditional forms of media that have been transformed by advancements in digital technology and digital computing.

What is classed as New Media?

- Web Sites including Blogs
- Email
- CD/DVD
- Electronic kiosks
- Virtual worlds
- Interactive Television
- Internet Telephony
- Mobile
- Pod-cast
- Hypertext Fiction

Disadvantages in the Use of New Media

While most advertising and marketing agencies have cited the use of New Media as a positive force in reaching new and old customers alike, a prevalent concern amongst companies that wish to remain competitive in today's digital markets is the rapid rate at which new media changes, and can be changed from any number of sources. While the new level of communication between customers and those providing any kind of service is generally beneficial, it also allows for more methods by which unhappy consumers may disproportionately voice their concerns, in relation to their actual overall sampling size amongst consumers as a whole.

Another negative result of the implementation of new media advertising and marketing is generally regarded as being cost-related. As New Media forms are almost exclusively digital in nature, the cost of initial establishment and then the upkeep of the equipment, resources, and manpower needed may pose a significant problem for smaller businesses. It has been said that in this way, the worldwide trend towards reliance on New Media for such means may very well be a move towards further corporate globalization, and the downfall of smaller businesses that can't compete with such new technological means.

Globalization of Media

Globalization is a buzz word these days. It is more heard in the arena of economics where transnational corporations are widening their scope of activities and earning massively. So strong is the thrust for expansionism by the world corporate sectors that governments and other international organizations like the UNO etc also at times seem to be only working for the cause of this sector. The wave of globalization is not without criticism such as it is designed to make a few rich and the rest poor not only in the financial sense but also culturally. The debate is raging high.

Media Mergence

Every time a new technology is introduced in the sphere of mass media and a new media organ is created, there appears a situation where new form of mass communication gets its source material from the media organs already in vogue.

The mediated communication which is always based on certain technology also needs contents which must be made the main area of mass communication. Hardly there has been a situation when a new technology has also brought altogether new topics to be talked about with the help of new science.

From Print to Electronic Amalgamation

Print media had been enjoying a unique distinction in the society for almost four hundred years when in the first quarter of the 20th century radio was introduced on the basis of electromagnetic waves technology. It was first time that the people experienced a wireless communication at massive scale.