

Lecture 2

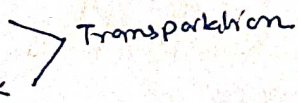
Principle of mass communication

* Concept of communication

- communication is essential as food, cloth and shelter
- One cannot live without communicating others
- It is the key in the process of societal formation
- Better we communicate more we civilized

- Individual:- Communicating with oneself :- P.F \gg Searching for food (veg)
- Shortage of food supply results for non veg food which required hunting of animals
- More than one individual:- hunting \gg CT \ll Sign, sounds
- Formation of herd :- hierarchy formation \gg CT \ll language in its primitive formation. Domestication of animals
- when one is not face to face :- need for some script \gg CT \ll pictorial figures
- pictorial script (symbols)
- Development of dileds + script formation
- Harappa Civilization \rightarrow well developed language & script
- development of wheel, walking animals, ships (Transportation) results in formation of large community, society and empire
- To maintain record of activities and people and to run a smooth Administration system it required some form of written communication
- Paper was discovered by china
- Printing machine was discovered by John Gutenberg in 1456 (Germany)
- First primitive news paper was published from Venice (Italy)
- Print revolution
- Telegraphy
- wireless telegraphy
- Train
- Plane
- car / Truck
- Mass media

development of Mass Media and Industrial revolution "Markent rather than govt infoces the growth of Mass Media"



1. A message is formulated by professional communicators
2. The message is sent out in a relatively rapid and continuous way through the use of media.
3. The message reaches relatively large and diverse audiences, who attend to the media in selective way.
4. Individual members of the audience interpret the message in such a way that they experience meanings that are more or less parallel to those intended by the professional communicators.
5. As a result of experiencing these meanings, members of the audience are influenced in some way; that is, the communicator has some effect.

Mass Communication

Nature:-

- (i) Communicating with mass audience
- (ii) Sender & Receiver are unaware of each other
- (iii) Involves mechanical setup. *ग्रीकन कम्प्युटिंग सिस्टम*
- (iv) Costly than other forms of communication. *अन्य माध्यमों की तुलना में महंगा*
- (v) both tremendous and subtle effect on audience. *अविद्यमान पर 23% प्रभाव*
- (vi) Reach and Access is wider than other forms
- (vii) feedback is slow & weak

Process:

"It is a process in ^{which} message is formulated by professional ^{एनक्वैरर्स} communicators and sent through the means of mass media in a relatively rapid and extended pace to widely distributed anonymous and heterogeneous audiences in order to influence them in number of ways.

- ① Professional Communicator :-
 - creative persons (Directors, Actors, Editors, Reporters, Musicians)
 - producers & owners (Ad Agency, Media & Entertainment)
 - Technicians. (Camera men, Photographers, DTP workers) etc

- ② Message:
 - Persuasive (Advertisement)
 - News (Business, Political, Crime)
 - Entertainment (Sports, Movies, Serial, Reality shows)
 - Information (Social Ads, Career, Medical, Technical)
 - Knowledge (Docs, Dirms of various phenomenon - science, literature etc)

- ③ Mass media
 - Radio
 - TV
 - Internet
 - NP etc

- ④ rapid & extended manner
 - live telecasts
 - News breakdowns
 - simultaneously to all geographical area.

- ⑤ Audiences
 - mass audience
 - Anonymous (Unknown to each other and to the media) Cultural lag
 - Heterogeneous (Geographically Isolated)

- ⑥ Influence
 - Buy product
 - change attitude & behaviour
 - Culture Imperialism
 - Cloriform effect / Homogenization effect.

Definition - Any mechanical device that multiplies messages and takes it to a large number of people called mass communication.

Media of mass communication

1. Print medium - NP, magazine, books

- costlier than all other mass media
- only for literate population
- But can be kept as record for years.
- Have localised or regional effects

2. Radio - F.M, AIR

- MW - Kilo Hertz - Regional Services of AIR
- SW - meters - AIR (Urdu), BBC (19, 25, 31)
- FM - Mega Hertz - Pns FM, Radio mirchi

- person can't see or study can listen to it
- for literate and illiterate
- Reach is maximum
- cheaper than all form of mass comm.
- You can do work without washing line on listening.

3. T.V -

- Audio-visual medium have anaesthetic effect-
- costlier medium
- Most persuasive
- Reach & Access is high.

4. Cinema, Internet

Characteristics of Audiences.

1. Nature → An aggregate of individuals

- United by a common focus of interest-
- engaging in an identical form of behaviour
- open to activation towards common ends
- individual involve are unknown to each other
- have only a restricted amount of interaction
- do not orient their actions to each other
- loosely organised or lacking in organisation
- The composition of the audience is continually shifting
- it has no leadership or feeling of identity.

2 Type

- (i) Large Audience :- A large audience means that the receivers are the masses of people not assembled at a single place. It may come in different sizes depending upon the media through which the message is sent. For TV network programme, for ex. there could be millions of viewers, but only a thousand readers for a book or a journal.
- (ii) Anonymous :- we mean that the receivers of the message tend to be strangers to one another and to the source of these messages. So with respect to the communicator, the message addressed "to whom it may concern".
- (iii) Heterogeneous :- Also the audience tend to be heterogeneous rather than homogeneous in the sense that messages are sent to people in all walks of life each person with unique characteristics.

Media System & THEORIES

1. Relationship between mass media & Society

- There has been enormous interest among social scientists to find out the effect of mass communication with society.
- Early theories believed that mass media have enormous and direct influence upon the society. But later researchers provide evidence against any direct cause or effect relationship between mass communication and society.
- Mass media today are inextricable form of modern society. Without these media society probably cannot conduct its affairs effectively. On their part, mass media, in a bid serve to the people.
- Society, whether simple or complex, needs some communication system so that its various organisations may perform their designed functions.

2. Normative theories of mass communication. (नियामक सिद्धांत)

Normative theories explain how the media 'ought to' or can be 'ought expected to' operate under the prevailing set of political-economic circumstances. Since each society controls its own separate mass media in accordance with its politics and needs, it formulates its own separate press theory. Therefore each theory is connected with the kind of political system in which the society has to conduct its socio-economic-political affairs. Siebert et al mentioned four theories initially later on Denis McQuail added two more theories to it.

(i) Authoritarian Theory :- (यथार्थ सिद्धांत)

- press is subordinate to state power and the interest of the ruling class.
- press always propound state views and policies and never contradict or against its working nature.
- the theory work on the principle of Roman church "king is the law".
- licencing, censorship, punishment and interruption are the primary tool to curb the freedom of press.

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2. Libertarian Theory - स्वतंत्रता सिद्धांत

- According to Wilbur Schramm concept of libertarian theory originated in sixteenth century, budding in seventeenth century developed in eighteenth century and flourishing and blooming in nineteenth century.
- political thinkers of 16th and 17th century raised question against the supremacy of church and authority. As a result of this individual right and freedom became the talk of the time.
- John Milton in his Aero paginica delivers that a man with thinking brain and reasons to know will able to decide what is right or wrong and which is truth & false.
- This theory is based on the fundamental right of an individual to freedom of expression, which is regarded as the main legitimating principle for print media in liberal democracies. In its simple form, it prescribes that an individual should be free to publish what he or she likes.
- Solo post (1973) → But also on the "No nation will indefinitely tolerate a freedom of the press that serve to divide the country and to open the flood gates of criticism against the freely chosen government that leads it".

3. Social Responsibility theory - (सामाजिक उत्तरदायित्व)

- This theory can be said to have been derived from the Hutchins Report (entitled 'A Free and Responsible press: A General report on Mass communication: Newspaper, Radio, Motion Magazine & Book')
- The Hutchins Commission on freedom of press (1947) was established and financed by Henry Luce of Time magazine at a time in the history of American Journalism when press barons like Luce sensed that government regulations on 'yellow journalism' were round the corner.
- According to it, the press has not met the informal, social and morale needs of the society. In fact it has increased the power of a single class. (1947-50)

→ The social Responsibility theory is based on

- (i) the media had certain obligation to society to serve its needs, rather than free market.
- (ii) Hence high professional standard of truth, accuracy, objectivity and balance should be in practice.
- (iii) Self regulation and also state regulations were imperative.
- (iv) Public regulation/interest was a greater value than unregulated freedom of expression.
- (v) News offensive to religious and ethnic minorities, or news likely to lead to social violence needed to be underplayed.

→ The Hutchins Report led to

- (i) the establishment of Press Council
- (ii) the drawing of codes of ethics
- (iii) Anti-monopoly legislation
- (iv) press subsidies to small newspapers.

→ State and public intervention in the exercise of free expression was therefore considered legitimate under certain circumstances.

4. COMMUNIST MEDIA THEORY (साम्यवादी सिद्धांत)

→ This theory is derived from Lenin's application of Marx and Engel's dictum in 'The German Ideology' that, 'the ideas of the ruling class are in every epoch the ruling ideas'. The media are thus a means of 'mental production' of Ideology

→ Hence the need for their control by the working class, that is, through Communist Party, so that the interest of the working class rather than those of the ruling or elite class are projected

→ In this theory the role of the media should be

- (i) Used as a tool to 'socialize' the people,
- (ii) The primary function of media are to educate, inform, motivate and mobilize citizens
- (iii) to support 'progressive' movements everywhere.

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(iv) Censorship and restriction on the media are legitimate for the media accountability to the state, to the public and to the Party.

(v) Private ownership and other media are ruled out

→ According to his theory, media are subject to the ultimate control of the state and are integrated with other instruments of political life. Within these limits, the media are to be expected self-regulatory. They must

- Act with responsibility
- Evolve and follow norms of professional conduct; and
- Respond to people's need and aspirations.

5. DEVELOPMENT COMMUNICATION THEORY

(विकासशील देशों का माध्यम विकास)

→ The 'four theories of the press' are not fully applicable to the experiences of the non-aligned countries or Third World countries of Asia, Africa and South America. While in most of Asian and African countries the media (especially the broadcast media) are owned and run by state. In Latin American countries, commercial ownership of all the mass media is the norm

→ All these countries are vastly different from each other and with western countries and this leads to a new approach whereby communication is used to carry out development tasks in line with nationally established policy — hence the formulation of development communication theory. The best source for information on this issue is the report of the UNESCO sponsored International Communication for the Study of Communication problems (Mac Bride et al 1980)

→ Common conditions for developing countries are..

- (i) the absence of communication infrastructure
- (ii) dependence on the developed world for hardware and software
- (iii) commitment of these societies to economic, political and social development.
- (iv) Awareness of their similar identity and interest in international politics

→ major thrust of development communication is to use media as a support to national development programme

- (i) poverty alleviation
- (ii) literacy drive
- (iii) population control
- (iv) Employment Generation Schemes etc

→ In the interest of this task of national development, the freedom of the media and journalist need to be curbed to an extent. and Govt also intervene in media operations and how they use devices of censorship, subsidy and direct control.

6. Democratic Participant Theory (लोकतान्त्रिक सहभागी सिद्धांत)

→ The concept of this theory relates to 'more developed liberal' societies

→ Latin American Critics (notably - Paulo Freire, Reyes Motta, Luis Beltran, Diaz Bordenave and Valerio Fuenzalida) of commercialized (commoditized) media have come out strongly against the top-down, one way and non-participative character of contemporary mass media

→ Like the development theorist they insist on

- (i) positive use of the media
- (ii) on the need for 'access' and the 'right to communicate'
- (iii) on the need for local and community participation in media and news production
- (iv) the people must speak themselves, they argue, not through professional journalist and producers

→ They opposed ^{व्यावसायिक} commercial, ^{राजकीय} political or ^{शासकीय} bureaucratic control of the media.

→ The demassification of the media, according to this theory, is as vital as democratization: ^{निःशक्ति}

→ The ultimate purpose is to put the media in the hands of communities (as people's radio) for their own 'liberation' through a process of 'consentization'. Thus is created, in Reyes Motta words, a 'critical national audience'.