



Department of Distance Education

Punjabi University, Patiala

Class : M.A. I (JMC)/PGDJMC

Semester : 2

Paper : VI (Electronic Media)

Unit : 1

Medium : English

Lesson No.

- 1.1 : Electronic Media**
- 1.2 : Hot and Cool Media : TV and Radio**
- 1.3 : Role of Electronic Media in Mass Communication**
- 1.4 : Parsar Bharti**
- 1.5 : Media Convergence**
- 1.6 : Social Marketing Theory**

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ELECTRONIC MEDIA

STRUCTURE

Evolution and growth of electronic media
Radio and Television
Characteristics of various electronic media

INTRODUCTION

Today in the present scenario we all notice that ICTs has made this communication process so widespread that we are surviving in web world. Radio, television, Cinema and internet have made information and entertainment available on hand tips but this was not the fact earlier. This whole process started with a scratch and was nurtured with the help of privatization, liberalization and globalization. This chapter will throw light on the various electronic mediums and how this LPG factor has helped them to revolutionize themselves.

RADIO

Radio broadcasting laid its foundation in India in 1924 with the help of Madras Presidency Club radio but owing to financial difficulties could continue it for just three years and got discontinued in 1927. In the same year Indian Broadcasting Company came into existence with stations at Bombay and Calcutta. The company failed in 1930 and in 1932, a separate department known as Indian Broadcasting Service was opened under the government services. Two years later, Government started BBC in India and Lionel Fielden was sent to India and in 1935 assumed the charge of first Controller of Broadcasting.

In 1936, Delhi station was set up and in the same year The Indian State Broadcasting Service was renamed 'All India Radio' (AIR) and was placed under a Department of Communications and later under separate Ministry-the Ministry of Information and Broadcasting.

Broadcasting in India is a national service, developed and operated by the Government of India. All India Radio (also known as Akashvani) operates this service, over a network of broadcasting stations located all over the country.

In addition, there are three auxiliary studio centres at Vadodara, Darbhanga and Shantiniketan and two Vividh Bharati/commercial centres, one at Chandigarh

and the other at Kanpur. These cover all the important cultural and linguistic regions of the country.

The AIR's programme included genres like music, spoken word, dramas, features, news and current affairs, commentaries and discussion.

NEW SERVICES

With Fielden and Bokhari setting in, he recognized broadcasters to suit the Indian sensibilities and in 1940, they started the shows for the Indian troops all across the corners during World War 2. Bokhari started a ten minutes Hindustani news commentary and soon programs in other regional languages also started. The News Services Division of AIR through its central and regional news bulletins and its current affairs, commentaries and discussions, provides accurate, objective, speedy and comprehensive coverage of news to listeners at home and abroad.

EXTERNAL SERVICES

AIR made its first broadcast to listeners outside India on October 1, 1939. Today the External Services of AIR broadcast in 25 languages for about 50 hours daily round-the-clock, reaching listeners in widely scattered areas of the world.

POST INDEPENDENCE

At the time of Independence, there were 9 radio stations the one including at Peshawar, Lahore and Dhakka. Sardar Vallabhbhai Patel became the first minister of Information and Broadcasting and the objective of the Radio was kept to disseminate information, education, music and drama i.e. (bahujana hitya bahujana sukhaya). In 1952, Pt. Ravi Shankar became the first musician to play orchestra on radio. Then in 1950s, Dr. B.V. Keskar Minister of I & B put a ban on the broadcasting of hindi filmi songs on AIR. During that era, Radio Ceylon became extremely popular and in 1957, services of Vividh Bharti started. In 1956, AIR came to be officially known as Akashvani.

VIVIDH BHARATI

Vividh Bharati, a commercial broadcasting service of AIR was started in October 1957 to meet the growing demand for popular music and light features. Vividh Bharati and its Commercial Service, Farm and Home Broadcasts (Rural Programs), Programmes for Special Audiences (like Youth, Women, Children, Industrial Workers and Tribal Population), and Programmes for Overseas Listeners broadcast in the External Services.

Commercial advertising was introduced on AIR in November, 1967, from the Bombay-Nagpur channel of Vividh-Bharati on an experimental basis. In 1976, AIR got separated from Doordarshan. Vividh Bharati, an alternative national service of

All India Radio, now forms a part of the Central Sales Unit of the Commercial Broadcasting Service. It has also started originating programmes.

NATIONAL PROGRAMME

Started in July 1952, the weekly National Programme of Music provides an opportunity to listeners to hear well-known exponents of Hindustani and Karnataka music.

FREQUENCY MODULATION (FM)

In 1995, the AIR decided to open the FM stations to the private players and was divided in three different phase of First Phase(1999),second phase(2006) and third phase(2010).

FIRST PHASE

1999 saw the first phase of radio expansion, where the private FM bands were auctioned by the private players and 21 stations were commissioned across 12 cities. During this period only, licences were provided to the community radio stations and Radio mirchi became the first private FM set up by the Times group.

Though it was the commencement of the privatization in Radio, strict government policies, high licence fee and lower advertisement flow became the reasons for the back out of many private stations.

SECOND PHASE

The second phase saw the upsurge on the blocking of the radio frequencies with government flowing in 338 frequencies in 91 cities. The government introduced revenue sharing model and awarded 280 licences with earnings of \$205 millions. SUN, Adlabs, HT music and ENIL emerged as the key players with the presence felt nationwide.

THIRD PHASE

The government recently came out with the third phase where it has opened up additional frequencies for 700 radio stations with 20% to 26% of foreign direct investment. It is also expected to see the government allowing private FM to broadcast news.

TELEVISION

The journey of terrestrial television in India started on 15th September 1959 as a experimental telecast with a small transmitter and a makeshift studio in Delhi. In 1965, regular transmission on television started as a part of [All India Radio](#). Then in 1972, the station was set up in [Bombay](#) and [Amritsar](#). Four years later television

services were separated from radio in 1976 and in the same year commercial services also started in television.

Television started broadcasting national programmes in 1982 and in the same year, color TV was introduced in the Indian market during the Asian games. During that time, only one national channel named [Doordarshan](#) was broadcasted, which was owned by the government. Then there was no looking back. The [Ramayana](#) and [Mahabharata](#) (both Indian spiritual and mythological stories) the first major television series produced became popular overnight and strengthened the grounds for the television development. This serial notched up the world record in viewership numbers for a single program. By the late 1980s more and more people started to own television sets. Hence the government opened up another channel which had part national programming and part regional. This channel was known as DD 2 later DD Metro. Both channels were broadcast terrestrially.

PAS-1 and PAS-4 are satellites whose transponders help in the telecasting of DD programs in half the regions of the world. An international channel called DD International was started in 1995 and it telecasts programs for 19 hours a day to foreign countries-via PAS-4 to Europe, Asia and Africa, and via PAS-1 to North America.

TELEVISION PROGRAMMES DURING THAT ERA

The eighties was the era of Doordarshan with shows like [Hum Log \(1984\)](#), [Wagle Ki Duniya \(1988\)](#), [Buniyaad \(1986-87\)](#) and comedy shows like [Yeh Jo Hai Zindagi \(1984\)](#), Mythological dramas like [Ramayan \(1987-88\)](#) and [Mahabharat \(1989-90\)](#) glued millions to Doordarshan and later on [Baywatch](#), [The Sword of franky](#) and [Chandrakanta](#). Hindi film songs based programs like [Chitrahaar](#), [Rangoli](#), Superhit [Muqabla](#) crime thrillers like [Karamchand](#), [Byomkesh Bakshi](#). Shows targeted at children include [Divyanshu ki Kahaniyan](#), [Vikram Betal](#), [Malgudi Days](#), [Tenali Rama](#).

It is also noted that [Prabir Roy](#), had the distinction of introducing colour television coverage in India in February - March (1982) during the 1st [Nehru Cup](#) which was held at [Eden Gardens, Kolkata](#) with 5 on-line camera operation, long before Doordarshan started the same during the Delhi Asian Games in November 1982.

TELEVISION CHANNELS AND NETWORKS

Liberalisation and Privatization saw a new upsurge in the broadcasting industry by making the laws liberal for the private and foreign players and license for satellite televisions. The central government launched a series of economic and social reforms in 1991 under Prime Minister [Narasimha Rao](#). Foreign channels like [CNN](#), [STAR TV](#) and private domestic channels such as [Zee TV](#), [ETV](#) and [Sun TV](#) started satellite broadcasts.

There are at least five basic types of television in [India](#): [broadcast](#) or "over-the-air" television, unencrypted satellite or "[free-to-air](#)", [Direct-to-Home \(DTH\)](#), cable television, and [IPTV](#).

Over-the-air and free-to-air TV is free with no monthly payments while Cable, DTH and IPTV require a monthly payment that varies depending on how many channels a subscriber chooses to pay for. Channels are usually sold in groups or [a la carte](#). All television service providers are required by law to provide [a la carte](#) selection of channels.

CHARACTERISTICS OF VARIOUS ELECTRONIC MEDIA

After the wide spread of the print media, electronic communication was making a buzz with radio, television and cinema in its way of being new medium for people entertainment.

Each medium has its own peculiarity that makes it preferable for specific objectives.

Characteristics of Radio

Radio has been among the most popular medium among the masses due to its features:

1. Audio medium

Radio is an audio medium which helps to create pictures through words in the minds

of the listener. It is such an impactful medium that people tend to imagine whatever is being said to the masses.

2. Illiterate people

As it is medium to be heard than read, it is a comfortable medium even for the illiterate person that helps them to understand the messages properly. For getting addicted to radio, one doesn't need high class vocabulary or reading ability as it is the medium that provides understanding by listening.

3. Reach

Being cheaper than other electronic medium, radio has a vast reach in terms of listenership. It has reached to places where television has still not made its mark. For example, it played a huge role in informing people about tsunami much before any other electronic medium could reach it.

4. People Language

Its reason for being likeable medium is that people are very attached to their culture and when any information is shared to them in their own local dialect, it is easily understandable and acceptable by them.

5. Local coverage

Irrespective of television medium, radio is a medium that caters to the need of the local community. Their problems, requirements, festivals and fairs are all shared and broadcasted by the local community's radios.

6. Portable

The most important trait of this medium is that it does not restrict you from performing your daily course of work and is thus time saving. It is portable tool of information and entertainment that can be carried anywhere anytime. For example, listeners get exposed to radio while driving, waiting and travelling etc.

7. Frequency

Radio works on two modules i.e. Amplitude modulation and frequency modulation. The Amplitude frequency runs for shorter distance whereas frequency modulation covers wide range. The earlier works for the community stations and later for private FMs.

CHARACTERISTICS OF TELEVISION

Television is considered to be the most impactful and powerful medium for communicating the message due to the following characteristics:

1. Audio Visual medium

Television is a powerful medium due to its audio visual feature that acts as an asset for this medium. The ability to make people understand things with the help of visuals and audio makes it more impactful than any other medium.

2. Illiterate medium

It is the best medium for the illiterate as it does not require literacy as a pre requisite for the viewers to watch its programs. The programs on television can be easily watched and understood by the masses.

3. More retention

The images or visuals appearing on the screen of the television make it more long lasting in the minds of its viewers. As it is scientifically proven that people retain more what they see than they hear or read, therefore its visual appeal makes its programs more retainable.

4. Reach

With coming of privatization and commercialization, television sets through DTH has surpassed the geographical limitations and reached to its far flung places. Television has reached to the narrowed areas due to satellite expansion.

5. Expensive

Though it is powerful in many means, television broadcasting is an expensive medium which is costly in terms of installations and content generations. The making of television programmes and advertisements for its revenue are both expensive as compared to other mediums.

6. More creativity

Being the audio visual medium there is more creativity in television programming as compared to other mediums. The outdoor shoots, special effects and images provide greater platform to the creative content creators.

Questions

1. Discuss the evolution of radio and television?
2. Describe the characteristics of film, television and radio?

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Hot and Cool Media : Radio and TV

STRUCTURE

Cable TV, DTH and FM
Radio v/s Television
Print v/c electronic media
Television v/s Film

CABLE TV

CATV is a method of providing consumers with the access to the television programs with access to cable wires in the prescribed areas to the subscribers. The Government of India was caught unprepared with the emergence of cable networks and broadcasting through satellites in the early 1990s. The Government was not able to put a check on transmission and broadcast of television through foreign satellites.

In 1995, an ordinance **Cable Television Networks (Regulation) Act** was introduced by the Govt of India regarding the mandatory digitization of the Cable Services. According to this amendment made in the section 9 of the Cable Television Networks (Regulation) Amendment Ordinance, 1995, the I&B ministry is in the process of making Digital Addressable System mandatory. As per the policy, viewers would be able to access digital services only through a set top box (STB).

In Urban India, nearly 88% of household owned television sets out of which over 70% of household have an access to satellite, cable or DTH television services. The cable TV industry exploded in the early 1990s when the broadcast industry was liberalized, and saw the entry of many foreign players like Rupert Murdoch's Star TV Network in 1991, MTV, and others. The emergence and notification of the HDVSL standard as a home grown Indian digital cable standard is likely to open an era of interactivity on cable networks.

In 1992, the government liberated its markets, opening them up to cable television. Five new channels belonging to the Hong Kong-based STAR TV gave Indians a fresh breath of life. MTV, STAR Plus, Star Movies, BBC, Prime Sports and STAR Chinese Channel were the 5 channels. Zee TV was the first private owned Indian channel to broadcast over cable.

DTH(DIRECT TO HOME)

DTH stands for Direct to home television. [DTH](#) is defined as the reception of satellite programs with a personal dish in an individual home. During the promotion of DTH service it was stated that it will have a Indian chief but a foreign investment upto 49%. As of December 2012, India had roughly 54 million DTH subscribers.

Cable TV is through cable networks and DTH is wireless, reaching direct to the consumer through a small dish and a set-top box. Although the government has ensured that free-to-air channels on cable are delivered to the consumer without a set-top box, DTH signals cannot be received without the set-top box.

India currently has 7 major DTH service providers and a total of over 54 million subscriber households in as of December 2012.

[DishTV](#) (a ZEE TV subsidiary)

[Tata Sky](#)

[Videocon D2H](#)

[Sun Direct](#) DTH'(Sun Network owned)

[Reliance Digital TV](#)

[Airtel Digital TV](#) (Bharti Airtel's DTH Service)

[DD Direct](#) Plus (public sector)

RADIO V/S TELEVISION

Radio and television has been very popular electronic medium and has been responsible for revolutionizing the communication process among masses. Radio often referred to as hot medium has its own qualities that provide people the power of imagination and television with its audio visual quality empowers them to be more creative.

1. Medium

Radio is an audio medium that creates story through their voice whereas television is an audio visual medium and more appealing.

2. Advertising Formats

Advertising on television are of various formats like documentary, dialogue, descriptive, demonstrative , etc whereas advertisements on radio are of formats like jingle, straights and narrative.

3. Organizational Structure

The organization structure and hierarchy also differs in radio and television. In radio, there is a station head where as in television, there is a channel head.

4. Script

Script in radio is written for the listeners which includes words that are easily understood and creates images in the minds of the listeners whereas in television, the script is written considering its audio visual feature.

5. Expensive medium

Radio is cheaper medium in comparison to television as the cost of installing a radio and television station hugely varies. The cost for producing a television programme and editing is also very expensive as compared to the radio programs.

6. Program formats

In radio, programs are made in various formats like interviews, jingles, sparklers, live programs, music shows, feature stories that are audio in nature whereas in television, program formats are like interviews, soap operas, music awards, reality shows, historical programs, etc.

7. Frequencies

Radio works on various frequencies for amplitude, community and private radio stations whereas television satellites can be studied under public and commercial broadcasting.

8. Direction

A radio producer is always concerned about the presence of talent, studio and the microphones. The voice quality and audio expressions are his prime concern along with the sound effects if they are required in a program.

In comparison, director of TV program is concerned about setting of colour scheme, characters, lights etc according to the program format.

9. Announcements

In television, announcement can be made even if the other programs are still running as it can be displayed but in radio announcement are not possible this way.

TABLE NO.1

S.No	Basis of difference	Radio	Television
1	Medium	Audio	Audio Visual
2	Advertising formats	Singing, Narrative and Straight	Documentary, Dialogue, Demonstrative, etc.
3	Organizational Structure	Headed by Station head, Programming head, etc.	Editor, Managing Editor
4	Script	Includes links and music only	Included everything
5	Expensive medium	Cheaper in comparison to TV	Expensive in terms of production and editing
6	Program Formats	Features, jingles, sparklers, etc.	Reality shows, soap operas, musical programs, mythological programs
7	Frequencies/channels	Radio works on different frequencies	Television works on different channels frequencies
8	Direction	Concerned about the presence of talent, studio and the microphones.	more concerned about the sets, color scheme of the scene, lighting arrangement, positioning of the microphone and entry of talents at various points of the program.
9	Announcements	Not possible if one program is already running	Can be over displayed

PRINT V/S ELECTRONIC MEDIA

Print media has been the first medium that has its roots to the freedom struggle when it was started to spread the message of freedom among people through various newspapers, newsletters, magazines, etc. and has lot of credibility attached to it taking all its words as Gospel's truth whereas electronic media came little late with radio and television coming its way in form of medium for infotainment.

Characteristics of Print media**1. Medium**

Print is the medium for the literate class whereas electronic medium is the best medium for the illiterate class. Anyone who is literate and knows how to read and write is best suited for the print medium and television adds another feature to read, write and speak making it more adaptable and understandable by the illiterate class.

2. Circulation/Popularity

Any newspaper is credited and respected on the basis of its circulation as accredited by Audit Bureau of circulation whereas in television the success of any channel is calculated by ranking of the channel as per its TRPs.

3. Organizational Structure

Print organization has designations like Editor in chief, Resident editors, editors, reporters, designers, stingers, photographers and so on whereas in electronic media there are program Incharge, managing editors, Video editors, video journalists, correspondents, research , sound specialist, output managers and many such people as per their departments.

4. Software Used

The various software's used for designing the newspaper are Indesign and quark which are adopted by many print organizations and in television various software's and technologies are used in context to camera, sound recording, designing and editing.

5. Timeliness

The element of timeliness is more crucial in television as compared to print as newspapers and magazines come after a specific period whereas for television it is live i.e. as and when things happen.

6. Credibility

Being the oldest medium, people still attach more credibility to print media especially to newspapers as compared to the electronic media. Whatever appears in the newspaper is still believed to be the Gospels truth by the masses and rely more authenticity to it.

7. Classification

Print media can be classified under newspapers, magazines, journals, direct mailing whereas electronic media can be classified under radio, television and cinema.

8. Timeliness

The element of timeliness is mostly followed in electronic media where there are live coverage's as compared to print media where it is published at regular intervals like daily, weekly or fortnightly.

TABLE NO.2

S.No	Basis of difference	Print	Electronic Media
1	Medium	Literate People	Illiterate as well
2	Circulation	Calculated by Audit Bureau of circulation	Its success rate is calculated by the TRPs.
3	Organizational Structure	In print people have designations like editors, resident editors, managing editors, etc	In electronic media, station head or channel head.
4	Expensive medium	Cheaper medium	Expensive medium
5	Software used	Quark express	Nuendo, FCP
6	Credibility	More	Less as compared
7	Classification	Journals, newspapers, magazine	Radio, television, cinema, internet
8	Timeliness	Has fixed circulation	Live Programs so more important

TELEVISION V/S FILMS**1. Screen Size**

The first and most valid difference between the television and films is their screen size that varies in a big way.

2. Production

The production technique of films is very different from that of television.

3. Formats

As films can be broadly categorized under parallel and commercial cinema but television works on formats like soap operas, reality shows, musical shows, feature stories, etc.

4. Technicalities

The technical details in terms of art direction, special effects and creativity is more in films as compared to television.

5. Concepts

TV series are mostly based upon concepts that are selling at the moment whereas movie makers try different things which is a reflection of their creative talent.

6. Duration

TV series run in synch with times and they can be very long compared to movies. While movies have a set duration of 1.5 to maximum three hours, TV series are unlimited in this sense as there are some shows that are running for years.

7. Shot

One major difference between TV series and movies is the format in which they are shot. While movies are made in 70 mm, TV series are shot in 35 mm but this difference doesn't make much of a difference with the audience as they enjoy TV series as much as they enjoy movies.

TABLE NO.3

S.No	Basis of difference	Television	Films
1	Screen size	Smaller screen	Much bigger
2	Production	Low production cost	Larger production cost
3	Formats	Features, soap operas, reality shows	Art or commercial
4	Technicalities	Comparatively less	More technical and better special effects
5	Concepts	Concepts that sell	More inclined towards creative aspects
6	Duration	Runs in series format	Three hours film
7	Shots	Made in 35mm	Movies are made in 70mm

SUMMARY

Communication process took a major leap in India with the emergence of radio in 1927 and television in 1959 as electronic mediums. From there on government and privatization made it quite liberal for the private players to make their mark and expand themselves in the Indian market with the coming of Cable TV, DTH, CAS and IPTV.

This development helped each medium to expand itself in different directions as the basic characteristics of the entire electronic medium are different from each other which is discussed in the chapter above i.e. radio v/s Television, Film v/s Television, Print v/s electronic.

Questions

1. Differentiate between print and electronic media in terms of their advantages and disadvantages.
2. Write a short note on:
 - a) Cable TV
 - b) FM
 - c) DTH

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Lesson No. 1.3

Role of Electronic Media in Mass Communication

Objective

Understanding role of Electronic Media in Mass Communication

Structure

Lasswell and Wright's Perspectives

Surveillance of the Environment

Correlation of parts of Society

Cultural Transmission

Entertainment

Introduction

Communication is the process of transforming information from one person to another. Technology has advanced in such fantastic way in this 21st century that it has developed the new way of communication and interactions. Electronic media plays a vital role in today's world of communication. In today's world television has become most popular medium of communication. It is vital device in our life and almost every family has it. By sitting at home and looking at T.V we can have information about entire world. Many events and competition can be seen 'Live' on the T.V. We can see live broadcasting of sports such as cricket, football, hockey etc. By the help of electronic media people are able to know about other country people, their culture, life style etc. Electronic media has become very popular. Any small event that takes place somewhere in the world is being telecasted within minutes and the rest of the world is aware of that event. As a result the world is now soaked in the ocean of information. The importance of media is growing in the modern or today's world. Media is playing a very important role in today's world. Especially the TV. Sitting at home we can literally see what's happening at any part of the world.

Harold Lasswell and Charles Wright are among the many scholars who have seriously considered the functions and role of the mass media in society. Wright defines mass communication in terms of the nature of the audience, the nature of the communication experience, and the nature of the communicator. Lasswell scholar of communication and professor of law at Yale, noted three functions of the mass media: surveillance of the environment, the correlation of the parts of society in responding to the environment, and the transmission of the social heritage from one generation to the next. To these three functions Wright adds a fourth, entertainment. In addition to functions, the media may also have dysfunctions, consequences that are undesirable for the society or its members.

Surveillance of the environment

Harold D, Lasswell (1948) and Wright (1960) deliberated upon their function of mass communication in which both of them emphasized surveillance, correlation, cultural transmission, entertainment and recreation as major functions of mass communication. In addition with the descriptive interpretation by Dennis McQuail (1987) mobilization, information, education, and persuasion are none-the-less-significant and equally important functions of communication.

Much of what we know about the world we learn from the media through the process of surveillance. The media show us what is happening not only within our own culture, but in other societies as well. Our Only other sources of knowledge about the world are our own direct experiences and the direct experiences that others Share with us. For example, people who live in the Middle East learn much of what they know about the outside world through their use of social media and direct messaging software like whatsapp, which allow them to bypass much of the local censorship that limits legacy media.

Surveillance can also serve to undermine society. For example, when people in poor nations See media images Of what life is like in the United States and Other industrialized Western nations, they may become dissatisfied with the conditions Of their own lives, and this may lead to social unrest and violence. News about violence may also make people more fearful for their own safety.

The constant flow of information from the media allows us to Survey our surroundings. It can give us warnings of approaching danger—everything from changes in the weather to earth- quakes to violence in the streets. This flow of

information is essential for the everyday operation of society. The stock markets depend on the business news, travelers depend on weather forecasts, and grocery shoppers depend on knowing what's on special this week.

The mass media as their watchdog role are often proffered with the responsibility of keeping watch over society and unearthing and apprising the members of that society of information that may be of concern to them. Mass media is also supposed to interpret such information. It is the function of the mass media to create awareness by disseminating the information on what is happening and of methods in which the calamities can be coped by adding even the hidden aspects of the fact. For example, in a situation of natural disasters, war, health hazards, etc. It is the function of the mass media to create awareness by disseminating information on what is happening and of methods in which calamities can be coped up.

Surveillance of the environment is a more complex way of saying that a function of mass communications is to tell you about what's happening around the world and deliver that information to you. Surveillance refers to coverage of a wide range of important topics that impact society. Examples of this include newspaper articles about political decisions in Washington, D.C., foreign correspondents reporting on wars in far-flung countries, and emergency alert systems that come through our radio waves.

Today, we have more sources than ever to get our news. Some of these have forever altered how traditional media choices like newspapers and television stations deliver news stories to us. Where once we might have tuned in on our televisions to watch information on a live police chase, today we can turn into these same broadcasts on social media sites like Facebook and Twitter. And don't forget about the internet. Almost anything you want to know is available with a single click, eliminating for many the need to watch the news on TV.

Surveillance, the first function, informs and provides news. In performing this function the media often warn us of expected dangers such as extreme or dangerous weather conditions or a threatening military situation. The surveillance function also includes the news the media provide that is essential to the economy, the public, and society, such as stock market reports, traffic reports, and so on.

Surveillance helps to bring about awareness through the information to the people all round the clock. Society is dependent on mass communication to know about what's going on in and around their lives through news channels and the internet. They want to keep up with the ongoing trends in politics, social media, and lifestyles or know the day's weather conditions.

Knowing what's around people brings them a sense of comfort. This information is brought to people by smartphones, television, and radio. To keep people updated more, notifications are helpful, which notify news the right way.

Correlation of parts of society

Correlation, the second function is the function of mass communication mainly relates to how media's selection of certain news items and their interpretation attracts and how society perceives and reacts to it. Mass audience attitudes towards political issues, events, public policy etc. are influenced to an extent as to how mass media produces and frames the issues in their discussions and discourses. For example Hitler correlated his major political issues and exercised the mass media in his propaganda war against the Jews.

Correlation is the selection, evaluation, and interpretation of events to impose structure on the news. Correlation is accomplished by persuasive communication through editorials, commentary, advertising, and propaganda. Through media-Supplied correlation, we make sense out of what we learn through Surveillance. It puts news into categories and provides cues that indicate the importance of each news item. Does it appear on the front page of the newspaper? Is it the first item on the broadcast? Is there a teaser on the magazine cover promoting the story?

It is often difficult to distinguish between communication that is informative and communication that is persuasive. Editorial judgments are always being made as to which Stories should be covered and which should be omitted, which picture of a politician should be published, or what kind of headline should be written. Thus, it is useful to view Surveillance and correlation as two functions that can be shared by a particular message.

Thus mass media as correlating unit should explain, interpret and comment on the meaning of events of information. It should provide support for established authority and norms. It should help socialize and coordinate separate activities.

It should be instrumental in consensus building and setting orders of priority and signaling relative status.

It is the selection and interpretation of information about the environment. The media often include criticism and prescribe how one should react to events. Correlation is thus the editorial and propaganda content of the media. The correlation function serves to enforce social norms and maintain consensus by exposing deviants, confers status by highlighting selected individuals, and can operate as a check on government. In carrying out the correlation function, the media can often impede threats to social stability and may often monitor or manage public opinion.

The correlation function can become dysfunctional when the media perpetuate stereotypes and enhance conformity, impede social change and innovation, minimize criticism, enforce majority views at the expense of minority opinions that are not aired, and preserve and extend power that may need to be checked. We live in a world where we are now dependent on mass communication to feed us information about what is happening worldwide. However, everything on the internet available is not 100% true. Ultimately everything on the internet is written, edited, uploaded by someone. It could contain facts, interpretations, conspiracy, half-truths, etc., yet it is very important and upto us to filter the content being projected at us.

Electronic media also helps to connect different elements of society. Raising enough money to treat an illness for an individual is one such example. Correlation addresses how the media presents facts that we use to move through the world.

Cultural Transmission and Entertainment

Although, the first two functions are to provide and interpret news and information, the third allows media to reflect and influence societal norms. The media serve as transmitters of cultural messages, letting the masses understand what are considered acceptable forms of behavior. Cultural transmission, however, evolves. What once was taboo can become the norm when enough people embrace it and when the media report on it.

Any communication leaves a direct or indirect impact on an individual. It becomes part of one's experience, knowledge and accumulated learning.

Through individuals, communication becomes part of the collective experience of groups, audiences of all kinds and finally the masses. Mass communication plays an important role in the transmission of culture from one generation to another.

This function of mass communication relates to the power and potentiality of the mass media to teach the prevailing norms, orders, values and rules that exist in a society and ensures the transmission from one generation to another the newer and younger generation. The mass media also transmit cultural norms by interpreting the information that passes through the gates. Moreover, cultural transmission is executed through the different forms of entertainment items produced by the media.

Transmission of the social heritage refers to the ability of the media to communicate values, norms, and styles across time and between groups. It is the function that spreads the common norms and values among the public. This action is called socialization, which is helpful for the unification of a country. As citizens are being touched with common norms and new cultural traditions of others, they can grow social adaptation abilities. The function is also effective as an educational tool by providing valuable information to the mass, or as a regulation tool by preventing the exposure of information on crime suspects. People who arrive in foreign countries can get familiar with the new culture by this function. However, getting only the structured forms of information and the uniformed cultures may lowered cultural variability and human creativity.

Mobilization

Yet another important function of media is mobilization in which the media tries to promote the society's interest, especially in times of crisis. Here the media mobilizes public attitude in favour of development of society, polity, economy, culture, education, religion and spiritualism. Thus, mass media as a mobilizing agent should campaign for social objectives in the sphere of politics, war, economic development, social work and sometimes religion.

Entertainment

Entertainment is communication designed primarily to amuse, even if it serves other functions as well, which it almost always does. A television medical drama would be considered entertainment, even though it might educate a person

about life in a hospital or the symptoms of a major illness. In fact, a major characteristic of all television programming, including entertainment programming, is to let people know what life outside their own world is like.

Mass communication is a communication with mass audience with the help of a technology. Mass audience is larger in size. It is heterogeneous in nature. Mass audience does not remain together. It is scattered at distant places. It is a combination of several small groups and big groups located differently. For mass communication there is no scope for immediate feedback. If at all there is a feedback, then it will be delayed, i.e. weekly, fortnightly, monthly or in between. In mass communication since the audience is large, heterogeneous and scattered distantly, so a technology or device is used to communicate. This technology or device is called mass media. For example, newspaper, magazine, radio, television, film, etc. Mass communication takes place when a small group of people send messages to a relatively large, anonymous and usually heterogeneous audience through the use of a specialized mechanical communication device. The elements of mass communication are: (a) Source which initiates the communication activities. (ii) Encoding which gives a meaning by structuring a language or thought properly. (iii) Message which includes news, views, reviews, interviews, previews, features, editorial, articles etc. These messages are collected, evaluated, selected, edited, encoded, processed, produced and then transmitted by a team of professional experts. (iv) Channel includes newspapers, magazines, news agencies, radio, television, film, internet, etc. (v) Decoding is an activity, step and process of receiving the message. (vi) Audience is receiving members which vary from medium to medium and even within medium they vary from column to column and from programme to programme. (vi) Feedback in mass communication situations is always untimely and delayed as it is linear and one-way. Even in the era of instant and fast-paced communication, feedback in mass communication activities is indirect and rarely instantaneous. (vii) Noise is a barrier in media communication. It is a natural phenomenon in communication. It can be inadvertent. It can be intentional. It can be at any point of communication, i.e., anywhere from source, message, channel to receiver. The primary functions of mass communication is (a) Information (b) Education (c) Entertainment and Recreation (d) Persuasion. The secondary functions of mass communication is: (a) Watch-dog function (b) Torch-bearing Function. The watchdog function relates to surveillance and the torch-bearing function relates to a correlation, cultural transmission and mobilization.

With the rise of mass society and the rapid growth of the mass media starting in the nineteenth century, the public, media critics, and scholars have raised questions about the effects various media might have on society and individuals. These effects were viewed initially as being strong, direct, and relatively uniform on the population as a whole. After World War I, critics were concerned that media-oriented political campaigns could have powerful direct effects on voters. This view, though still widespread, was largely discredited by voter studies conducted in the 1940s and 1950s. These studies found that the voters with the strongest political opinions were those most likely to pay attention to a campaign and hence least likely to be affected by it. More recently, research has expanded to move beyond looking just at the effects that media and media content have on individuals and society to examinations of how living in a world with all-pervasive media changes the nature of our interactions and culture.

Understanding the effects of media on individuals and society requires that we examine the messages being sent, the medium transmitting these messages, the owners of the media, and the audience members themselves. The effects can be cognitive, attitudinal, behavioral, or psychological.

Media effects can also be examined in terms of a number of theoretical approaches, including functional analysis, agenda setting, uses and gratifications, social learning, symbolic interactionism, spiral of silence, and cultivation analysis

Hence it can be concluded that role of electronic media in Mass communication helps people socialize with others and portray how others work, think, and live. In turn, people get accustomed to how to behave and recognize what values are. Be it talking about their favorite books, authors, personalities, movies, games, etc. Moreover, it brings people of the same interest together, thus creating new social groups where people can link and bond with each other. Mass communication plays a vital role in today's world. People are hungry for information, which drives the huge platform of mass communication to grow larger and stronger every day. Mass communication seeks to convey essential and relevant data to the large masses, and journalism aims to give information on one particular piece of information at a time to a huge number of people.

Lesson No. 1.4

Prasar Bharti: Mission and Objectives

Objectives

To study Mission and Objectives of Prasar Bharati

To understand working of its various divisions

Structure

Prasar Bharti : Mission and Objectives

AIR Services : External Services Division

FM Services

Vivid Bharati Service

A Brief overview of Doordarshan Networking

Introduction

Prasar Bharati is India's largest public broadcasting agency which is headquartered in New Delhi. It is a statutory autonomous body set up by one Act of Parliament and comprises of Doordarshan Television Network and All India Radio, which were earlier media units of the Ministry of Information and Broadcasting. The Parliament of India passed the Prasar Bharati Act to grant this autonomy in 1990, but it was not enacted until 15 September 1997.

The major objectives of the Prasar Bharati Corporation as laid out in the Prasar Bharati Act, 1990 are as follows:

- Upholding the unity and integrity of the country and the values enshrined in the Constitution.
- Safeguarding the citizen's right to be informed freely, truthfully and objectively on all matters of public interest, national or international, and presenting fair and balanced flow of information including contrasting views without advocating any opinion or ideology of its own.

- Promoting national integration.
- Paying special attention to the fields of education leading to spread of literacy, agriculture, rural development, environment, health & family welfare and science & technology.
- Creating awareness about women's issues and taking special steps to protect the interests of children, aged and other vulnerable sections of the society.
- Providing adequate coverage to diverse cultures, sports and games and youth affairs.
- Promoting social justice, safeguarding the rights of working classes, minorities and tribal communities.
- Promoting research and expanding broadcasting faculties & development in broadcast technology.

AIR Services: External Division Service, FM Service, Vividh Bharti Services

All India Radio (AIR), officially known since 1957 as Aakashvani (Voice from the sky), is the national public radio broadcaster of India and is a division of Prasar Bharti. It was established in 1936. All India Radio (AIR) has been serving to inform, educate and entertain the masses since its inception, truly living up to its motto – 'Bahujan Hitaya : Bahujan Sukhaya'. Headquartered in the Akashvani Bhavan building in New Delhi, it houses the Drama Section, the FM Section and the National Service. Some of the most important services of AIR are discussed in the writing further.

Vividh Bharti services

Vividh Bharati Service of All India Radio is the largest entertainment network of the nation. Its name roughly translates as "Diverse Indian". It is also known as the Commercial Broadcasting Service or CBS. It was started in 1957 and since then has been providing popular entertainment to the listeners throughout the country. It is noteworthy that News Magazine, India Today, in its special issue published on the 50th anniversary of India's Independence, included Vividh Bharati as one of the fifty most important and well known, that make India proud.

Vividh Bharati offers a wide range of programs including news, film music, short plays, music and comedy. 'Jaimala', 'Hawamahal', 'Inse Miliye', 'Sangeet Sarita', 'Bhoole Bisre Geet', 'Chitralok', 'Chhayageet' are a few of the many popular programmes which were and are part of the listener's daily life, generation after generation. From 05th October 2008, Vividh Bharati Programmes are available on DTH, making Vividh Bharati a 24-hours popular musical channel.

Vividh Bharati has a wide network consisting of 37 Vividh Bharati Centers and some Local Radio Stations which now reaches more than 97% population of this country. Vividh Bharati Programmes are also very popular in the neighbouring countries, as listeners who listen to it through short-wave network, have been writing appreciation letters to All India Radio regularly.

FM Services

AIR has been a pioneer in bringing FM radio to listeners in the country. The first FM Channel was launched on an experimental basis in 1977 in Chennai. The local radio stations of AIR which had their beginning in 1984 were all based on FM technology. They introduced the concept of community radio using FM transmitter which provide local/limited coverage focused on the needs of the local populace and served the community effectively. FM transmission subsequently got a huge boost with the opening up of radio broadcast to private players.

AIR launched the FM Rainbow channel on 1st February, 1993. This was a channel to cater primarily to the young listeners on the move. The Radio Jockey (RJ) replaced the Announcer. The presentation style became fast paced and informal to suit the changing listener profile. The vibrant programming and quality reception caught the imagination of the youngsters and allured them to come closer to their radio. Hi-fi, stereo sound on digital electronic equipments became preferred and fashionable. FM transmission on radio effectively served this purpose by ensuring noise free high quality reception to its listeners.

At present AIR have 497 FM transmitters throughout the country, by which it covers 39.00% of the area and 52.00% of the population of the country. FM Rainbow started from 23 centres at Delhi, Mumbai, Chennai, Kolkata, Bengaluru, Lucknow, Panaji, Jalandhar, Kanpur, Kochi, Puducherry, Shillong, Chandigarh, Cuttack, Kodaikanal, Tiruchirapalli, Coimbatore, Hyderabad, Vishakhapatnam, Raibareilly, Madurai, Triunelvali and Vijayawada. Apart from this, Delhi Rainbow is also relayed fully from Mussoorie, Aligarh, and partly from Dharamshala, Srinagar and Bhatinda.

The programming of FM Rainbow includes Pop music, Film songs, Classical & Devotional music, News Headlines, informal chat shows, phone-in programmes etc. AIR FM Rainbow commands an impressive listening and holds its own among Private FM Channels.

External Division Service

After the outbreak of II world War on 1st October, 1939, All India Radio entered the realm of external broadcasting. The service was designated to counter radio propoganda from Germany, directed towards Afghanistan, Iran and Arab countries. With the end of the war, the Victorious and Allies lost interest in continuing with the propaganda warfare and the equipment was presented to AIR, which took over its active control.

Today, The External Services Division of All India Radio ranks high amongst the overseas Radio networks of the world, both in reach and range, by originating 55 transmissions daily of almost 72 hours covering over 100 countries in 27 languages, 15 foreign and 12 Indian. The foreign languages are Arabic, Baluchi, Burmese, Chinese, Dari, French, Indonesian, Persian, Pushtu, Russian, Sinhala, Swahili, Thai, Tibetan and English (GOS). The Indian languages are Bengali, Nepali, Gujarati, Hindi, Kannada, Malayalam, Punjabi, Seraiki, Sindhi, Tamil, Telegu and Urdu. The five major services are Urdu (12hrs.15 mts.), GOS/English (8hrs. 15 mts), Hindi (5hrs.15 mts), Bengali (6hrs.30mts.), and Tamil (5 hrs. 30mts).

The External Services Division of AIR is a link between India and rest of the world, especially in countries with Indian emigrants and people of Indian origin. It broadcasts the Indian point of view on matters of national and international importance, and demonstrates the Indian way of life through its programs. QSL cards (which are sought-after by international radio hobbyists) are issued to radio hobbyists by AIR in New Delhi for reception reports of their broadcasts.

Public and Private Broadcasting in India

The primary mission of public broadcasting is that of serving the public, speaking to and engaging as a citizen. Public broadcasting includes radio, television and internet technologies and is generally owned and run by the government. Private broadcasting, also known as commercial broadcasting, differs in the sense that this service is run by privately owned corporate media as opposed to state sponsorship.

Prasar Bharati is India's public broadcaster. It is an autonomous corporation of the Ministry of Information and Broadcasting (India), Government of India and it comprises of the Doordarshan television network and All India Radio. Prasar Bharati got established on 23 November 1997, following a demand that the government owned broadcasters in India should be given autonomy like those in many other countries. The Parliament of India passed an Act to grant the autonomy in 1990, but it was not enacted until 15 September 1997. Though a public broadcaster, it airs commercial advertisements.

Till the year 1991, there was only one television channel in India – Doordarshan, the public service broadcaster. The central government launched a series of economic and social reforms in 1991 under Prime Minister Narasimha Rao. Under the new policies the government allowed private and foreign broadcasters to engage in limited operations in India.

Foreign channels like CNN, Star TV and domestic channels such as Zee TV and Sun TV started satellite broadcasts. Starting with 41 sets in 1962 and one channel, by 1991 TV in India covered more than 70 million homes giving a viewing population of more than 400 million individuals through more than 100 channels.

The scenario today is such that the number of television channels has proliferated manifold. By 2005 India had more than 200 digital channels. The number of television channels has grown from around 600 in 2010 to 800 in 2012. This includes more than 400 news and current affairs channels. Technological changes have caused intense competition in news and general entertainment channels, as a result of which there is growth in regional and niche channels. The growth of cable and satellite television and direct to home television services has continued to drive television as the most preferred medium among advertisers. Broadcasters are also tapping into online and mobile media to increase their revenue.

The impact of privatisation in Indian broadcasting has been huge in every sense possible. Privatisation has led to the growth of television industry both in terms of numbers of channels as well as the variety of programmes. It has also led to the popularity of entertainment channels over news channels.

Television slowly became an industry that involved huge money. With huge investment, the producers needed assurance of returns. As the economy opened, the Indian producers became aware of the cultural products abroad.

These two phenomena combined, triggered several producers to copy programmes. The copyright laws couldn't keep pace with the rapid growth of Indian television. TV formats would fail to fall within the definitions of the law. How could one protect their original work was the rising question? Intellectual property rights and specifically copyright laws were expected to provide a mechanism to protect such work.

A lot of popular television formats such as 'Who Wants to be a Millionaire' licensed to the UK based Celador, was bought by Kaun Banega Crorepati [Star TV]. This was replicated by Sawal Dus Crore Ka on Zee TV and further by Koteeswaran on Sun TV. These quiz and drama programmes have raised various copyright issues which might become much graver in the future. These quiz and drama programmes are vital as they are a major source of revenue for the television industry.

A positive development was the availability of less biased news and current affairs programmes than in the days of the Doordarshan monopoly. But the growth in concentration of ownership and ownership of TV channels by political parties has also led to the creation of biased news and propaganda vehicle for the political parties.

Like the television industry, in 2001, India's first private FM station – Radio City, Bangalore, came on air, ending an era of state broadcasting that began in 1930. In one decade, FM radio has enjoyed spectacular success: over 200 stations are now in operation, and the FM industry has seen spectacular growth in listenership and revenues.

As already discussed, India's broadcasting machinery is now a mixture of Private and Public broadcasting, with private broadcasting taking huge strides in the past three decades. And truly speaking, to keep pace with the needs of the modern world, it is vital for any nation to have a set up where both public and private broadcasters fulfil the needs of common people, as is the scenario in India these days.

Doordarshan

Doordarshan is an autonomous public service broadcaster founded by the Government of India. It is owned by the Ministry of Information and Broadcasting which is one of two divisions of Prasar Bharati. It was established on 15 September 1959 and is one of India's largest broadcasting organisations

in terms of studio and transmitter infrastructure. It also broadcasts on digital terrestrial transmitters. DD as it is famously known as provides television, online and mobile services throughout metropolitan and regional India, as well as overseas, through the satellite network.

The channel began modestly as an experimental broadcaster in Delhi, with a small transmitter and a makeshift studio. Regular daily transmission started in 1965 as part of All India Radio, with a five-minute news bulletin read by Pratima Puri. Salma Sultan joined Doordarshan in 1967, and became a news anchor. Krishi Darshan debuted on Doordarshan on 26 January 1967, and is Indian television's longest running program.

Television service was extended to Bombay (now Mumbai) and Amritsar in 1972. Until 1975 only seven Indian cities had television service, and Doordarshan was the country's sole television provider. Television service was separated from radio on 1 April 1976. The All India Radio and Doordarshan were placed under the management of separate directors-general in New Delhi. In 1982, Doordarshan became a national broadcaster.

National telecasts (DD National) was introduced in 1982. Colour television began in India with the live telecast of the Independence Day speech by Prime Minister Indira Gandhi on 15 August of that year, followed by the colour telecast of the 1982 Asian Games in Delhi. Live telecasts of the opening and closing ceremonies of the 2012 Summer Olympics were broadcast on its national channel, and DD Sports provided round-the-clock coverage.

On 17 November 2014, Doordarshan director-general Vijayalaxmi Chhabra introduced a pink-and-purple colour scheme and a new slogan: Desh Ka Apna Channel ("The country's own channel"). Doordarshan transmitted over a network of nearly 1,400 terrestrial transmitters in 2017, with 46 studios producing TV programmes. After the introduction of private channels Doordarshan is struggling to keep its position in the television space. Currently Doordarshan is trying to improve its studios and programmes while its primary aim is to serve the country.

Doordarshan operates in 46 Studios, it operates 21 channels: two all-India channels (DD National and DD News), 17 regional satellite channels, 11 state networks, an international channel (DD India), a sports channel (DD Sports), DD Bharati, DD Urdu and DD Kisan. On DD National (DD-1), regional and local programs are carried on a time-sharing basis for terrestrial broadcasting only. DD News, launched on 3 November 2003 and replacing DD Metro (formerly known as the DD-2 entertainment channel), provides 24-hour news. These channels are relayed by all terrestrial transmitters in India. The regional-language satellite channels have two components: a regional service for a particular state (relayed by all terrestrial transmitters in the state), and additional programs in the regional language available through cable operators

and DTH operators. DD Sports broadcasts sporting events of national and international importance. It is the only sports channel which telecasts rural sports such as kho-kho and kabbadi.

On 9 March 2019, Prasar Bharati brought 11 more State DD Channels on the Satellite footprint of India through DD Free Dish. This includes five channels for North-eastern states. This will go a long way in strengthening regional cultures and fulfilling people's aspirations. These are – DD Bangla, DD Chhattisgarh, DD Goa, DD Haryana, DD Himachal Pradesh, DD Jharkhand, DD Manipur, DD Meghalaya, DD Mizoram, DD Nagaland, DD Tripura and DD Uttarakhand. DD Bangla launched on 9 August 1975, the network's programming consists of soap operas, infotainment series, news and current affairs, social programs and films in Bengali language.

On 13 April 2020, DD Retro was launched by Prasar Bharati which will show old classic Hindi serials of Doordarshan. Since private television channels were authorised in 1991, Doordarshan has experienced a steep decline in viewership. Although it earns significant advertising revenue due to its compulsory feed from the highest bidder for national events (including cricket matches), there has been a proposal to fund it by imposing a licence fee to own a television in India. Despite all the changes that television has seen in the past, it can be said that Doordarshan still remains the lifeline of Indian television in the hearts of the people of the nation.

Lesson No. 1.5

Media Convergence

Objectives

To understand the concept of Media Convergence and Multimedia

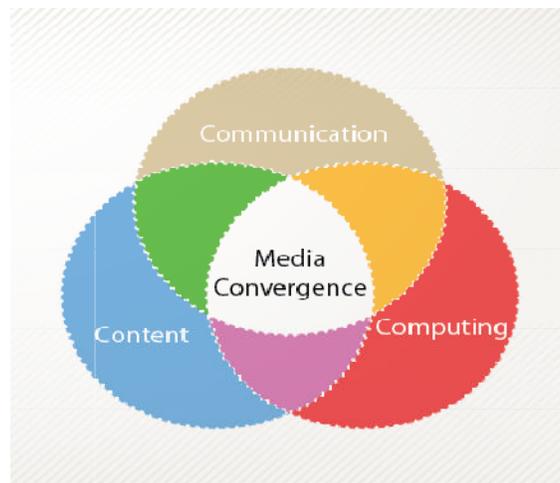
Structure

Media Convergence and Multimedia advantages

Community Radio: Concept and Scope

Introduction

The interconnection of information and communication technology, computer networks, and media content is known as media convergence. It is a direct result of the digitalization of media material and the popularization of the Internet, and it combines the "three C's" of computers, communication, and content. Established industries, services, and work practices are transformed by media convergence, which allows for the emergence of wholly new types of content. It erodes long-established media industry and content "silos" and increasingly decouples content from specific devices, posing enormous legislative and regulatory difficulties.



Until now, the media industry has had the greatest impact on our society and has resulted in enormous changes in our way of life. Entertainment and information from all over the world are at the heart of the media. It has even resulted in big changes in people's careers. Media isn't restricted to a particular platform or device. It is a collection of media outlets such as the internet, television, mobile phones, newspapers, radio, and a variety of other portable devices.

Media Convergence is the growth of the technical world in our lifestyle through computer networking, media content, and information technology. Because it is wrestling with good time and bringing a compromising future, the media industry is successful. By changing to digital platforms, high-speed computer networks, and adequate internet connection, media convergence aspires to create a very successful media universe.

Advantages

In the digital era, where there is a constant barrage of content vying for our attention; media convergence has proven to be advantageous. The following are the most significant benefits of media convergence:

1. One of the most significant benefits of media convergence between traditional and new media is the immediate availability of news and time-based content.
2. By publishing tailored material, content providers can carefully target the ideal audience or group they are striving for.
3. The audience has also become the creative as a result of media convergence. From memes to social media posts, media convergence has proven to be quite effective in bringing audiences together on a worldwide scale.
4. Another significant benefit of media convergence is that it has widened the limitations of traditional media by combining it with new media, resulting in the provision of real-time and up-to-date content on a global scale.
5. Because of the convergence of conventional and new media, the cost of digital marketing has decreased, making this approach more beneficial and inexpensive.

Universalization is another lesser-known aspect of mass media that has been highlighted with convergence. Media convergence has led to the promotion of diversity and inclusion in our world as we get to know about various cultures,

their traditions and values and further learn to imbibe a respect for every culture. Globalization has played a central role in universalization of cultures through media as the world is striving to become more inclusive of everyone, irrespective of their culture, religion, gender, etc.

Media convergence has proven to be helpful for both small and large enterprises, as well as providing us with instant access to information and material at the touch of a button. Media convergence has improved communication, allowing our society to become more globalized, but it has also resulted in our unhealthy addiction to our electronics.

The most popular examples of Media Convergence are:

Smartphones (converging camera, music, the internet, books, and all other media together)

Online Radio (converging radio with the Internet)
E-books (converging paperbacks with the digital technology) News Websites and Apps

Advantages of Multimedia

Until a few years ago, journalists mostly reported using a single platform, necessitating expertise in only one medium, such as audio, video, photography, or print. Many journalists have become adept in several mediums as the cost of digital audio and video equipment has decreased and the number of audio and video platforms has increased in recent years.

Reporters can use multimedia tools to effectively communicate and tell events to their viewers. Broadcast and print outlets only allow for a certain amount of information; multimedia capabilities have broken down storytelling constraints.

Because of the benefits of multimedia, journalism schools around the world are adding multimedia courses to their print and broadcast curriculum. These programmers provide present and future journalists with a wide range of abilities, allowing them to report across multiple platforms.

Choosing the right storytelling platform is the first and most crucial decision in multimedia reporting. Consider the central element of a story to do so. A story

best delivered in print, for example, might be enhanced with images and audio. Pictures may be the major focus in a more visual story.

Writing is still a critical component of any multimedia report. Text-based stories are frequently supplemented with photographs, slideshows, or audio recordings. Journalists are increasingly relying on multimedia to convey stories, evaluating multiple venues for different components of a narrative. Text is often utilized just to provide a brief background in multimedia storytelling, leaving visual and audio aspects to tell the story. As multimedia reporting develops, so do audience's tastes -- and they constantly demand more. Because of this, most online reports are accompanied by slideshows, audio files and video.

From a business standpoint, media convergence is viewed as a cost-cutting technique. Journalism, as a business, is inextricably intertwined with the goal of making a lot of money. As a result, labourers must be capable of producing multi-media news material while also possessing technical skills. As a result, when news material is distributed effectively across a range of media, an increase in revenue can be expected.

Multimedia journalism has emerged as a beacon of optimism for the future, despite the fact that journalism as a whole has been losing jobs for more than a decade. New platforms, such as podcast networks, streaming services, and web companies, bring with them new career prospects and new audiences.

Community Radio: Concept and Scope

In addition to commercial and public radio, community radio is a radio service that provides a third form of radio transmission. Geographic and ethnic communities are served through community stations. They offer popular and relevant content to a local, specific audience that is sometimes missed by commercial or mass-media broadcasters. Community radio stations are run, owned, and influenced by the people that listen to them. They are usually non-profit and give a way for individuals, groups, and communities to tell their own stories, share their experiences, and become media creators and contributors in a media-rich world.

When local residents make and broadcast their own programming and help run the station, it is referred to as community radio. It is a gathering and collaboration area for the community. It's a lot of fun, and it's often life-changing. Individual innovation and self-empowerment are common outcomes.

Participants find it extremely rewarding not just to make radio in this unique way, but also to contribute to the transformation of community life.

Community radio has become a global phenomenon. Its origins can be traced back to the late 1940s, when it was created as a tool to provide union members and their families with media access during a labor strike in Bolivia. Pacifica Foundation launched the United States' first community radio station in 1949. Since then, this burgeoning media movement has extended across the globe, from Western countries to isolated third-world countries. The desire to undertake community radio satisfies a fundamental need for communication and self-expression, and it is at the forefront of today's democratic movements.

And with respect to India, the important Supreme Court decision in 1995, which proclaimed airwaves to be public property to be used for the common good, was critical in permanently establishing community radio in India. Since then, it has acted as a catalyst in bringing rural India closer to the national mainstream and as a critical tool in bolstering rural India's "Right to Freedom of Speech and Expression."

We often see rural development solely through the lens of economic progress. It should, of course, encompass social, spiritual, and moral development as well. Poverty elimination, illiteracy eradication, and job creation are all part of its mandate. Community radio serves as the connecting link that connects all of these growth drivers through a single communication channel. It will show to be a crucial weapon for governments to use for social upliftment in the years ahead.

Community radio broadcasts also aid in the promotion of values and morality, educational access, economic and social justice information, and the eradication of prejudice based on class, gender, class-based violence, and other social ills. It is an innovative approach of disseminating government policies and programmes in rural areas, thereby bringing about transparency in governance.

In terms of development, this effective communication link in rural India might be leveraged to increase health, literacy, and income levels. We're already seeing how marketing gurus are focusing on rural India's massive market potential. Community radio has the potential to provide access to relevant local information that may be used to improve skill development, capacity building, and ultimately job generation.

There is a lot more potential for community radio to be more effective in rural development. The central government controls communication channels, unlike in many other nations, and the existing licencing system for community radio programmes is lengthy and cumbersome, requiring permissions from numerous Ministries. Furthermore, broadcasting news and current events is subject to various restrictions.

A shift in government policy on channel spacing and the formulation of complete community radio standards, including spectrum reserving, will assist attract more players. In order to avoid miscommunication and government project development programmes, the strategy of using community radio to reach out to local residents in troubled areas of the country should be examined.

Lesson No. 1.6

Social Marketing Theory

Objectives

To understand Social Marketing Theory

Structure

Social Marketing Theory

Digital Technology Trends: Video Streaming and OTT

Video on Demand

Digital Radio and TV

Satellite Communication

Social Marketing

In 1971, Kotler and Zaltman published a very influential article in the Journal of Marketing '**Social marketing: an approach to planned social change**'. This has been widely accepted as the first time the term "social marketing" had been used technically in the world of management. They defined social marketing as "the design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution and marketing research.

Kotler himself defined the concept: "**The societal marketing concept holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors, in a way that preserves or enhances the consumer's and the society's wellbeing**" (Kotler, 1994). It is evident that there is emphasis on identifying the needs of the clients, and on providing a service or product which is of the required quality. It also brings the wellbeing of society into consideration, and leaves out the profit orientation.

Definitions of Social Marketing

- The branch of marketing that is concerned with the use of marketing knowledge, concepts, and techniques to enhance social ends, as well as

the social consequences of marketing strategies, decisions, and actions. (Journal of the Academy of Marketing Science).

- Marketing designed to influence the behavior of a target audience in which the benefits of the behavior are intended by the marketer to accrue primarily to the audience or to the society in general and not to the marketer.
- Social marketing is “the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of society of which they are a part” (Andreasen, 1994).
- Social marketing is a consumer-centered, research driven approach to promote voluntary behavior change in a priority population (Grier and Bryant, 2005)
- Social marketing is the systematic application of marketing alongside other concepts and techniques to achieve specific behavioral goals, for social or public good. (National Social Marketing Centre, 2006).
- Kotler and Lee (2008) define social marketing as “process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behavior that benefit society (public health, safety, the environment, and communities) as well as the target audience”.

From the above definitions it is observed that the goal of social marketing is the wellbeing society. However, the target audience may be individual, group, or the society as a whole.

The principles followed in Social marketing and Commercial marketing are broadly the same. But there are some inherent differences as well as similarities:

Similarities

Customer Orientation, Market Research and Segmentation of Audience are the important parts of both types of marketing. Also, the 4 P's of Marketing (Product, Price, Place and Promotion) are as applicable to social marketing just as they are to commercial marketing.

Differences

Social marketing aims for community or societal gain rather than personal or financial gain. In commercial marketing often the segmentation is done on the basis of the most profitable segment. While in social marketing we will look at the extent of the need, the social problems, the readiness of the people to change and aim at the improvement of the people rather than the personal

business of the marketer. There is a very major difference between social and commercial marketing when it comes to competition. In commercial marketing it is competing with other brands and similar products that satisfy similar needs. In social marketing, the competition is a bit tougher. You are competing with conflicting desires. The man who must stop his extramarital sexual activities has the competing desires of the enjoyment he receives. He must be persuaded to see the benefits obtained from adopting the opposite behavior. Social marketing has been used extensively in anti-smoking campaigns too. Smokers would know the strong pull back to tobacco. This is the kind of strong competition the social marketer faces.

Social Marketing Theory

Social Marketing Theory is a collection of theories that focus on how socially valuable information can be promoted. This theory has been used by social and welfare organizations to help promote or discourage various behaviors. Social Marketing Theory can be understood as a framework that is helpful in planning, designing, implementing and evaluating social campaigns with information sharing as its major objective. It uses creativity, rather than depending on public service announcements, like in the past for giving out information. Information is packaged and distributed following a plan so that maximum sharing and outcome is possible.

Social marketing tries to understand social and psychological factors which bring resistance to change in society. It increases acceptability, response and practice of any social idea for target group. Techniques of marketing like market segmentation, exchange theory and consumer research are used extensively. Social intervention is the main objective of social marketing.

There are two types of social marketing: Operational social marketing and strategic social marketing. Operational social marketing is used to change behavior, whereas strategic social marketing is used to form new policies and development strategies.

Fundamental components of Social Marketing

1. **Developing an audience-centered orientation:** This is a salient aspect of social marketing. Rather than starting with a predetermined message that is packaged to be conveyed, it is the audience that is first consulted. This orientation is achieved by holding formative research activities to better understand the audience profile, and this included needs, wants, perceptions, lifestyles, living environment Ad media habits.
2. **Segmenting the audience or clientele:** This is an important component of all social marketing efforts because one does not segment the audience

like the commercial marketing world. All young people are not the same. Or even more, one cannot say that all senior citizens act in such and such manner. Segmentation must be based on predisposition, motives, values and lifestyle is essential when designing and targeting social marketing activities.

3. **Communication:** This is very important and therefore a variety of means must be used to reach target audiences. Popular media, face-to-face communication and various social events should be used. The methods selected should be based on an analysis of the target groups' profiles and what will appeal to them best.
4. **Pre-testing and ongoing monitoring:** Pre-testing and ongoing monitoring and evaluation helps to modify the content of the program and improve the communication. This is becoming a highly scientific aspect of social marketing and includes documenting the impact or outcomes.
5. **Mobilising Resources:** Both human and other resources need to be effectively mobilized for successful social marketing projects. As we have seen there are specialized skills that are called for. There is synergy that needs to be developed with others of similar concern. Partnerships will help mobilize the human, financial and material resources required to implement social marketing activities.
6. **Handling "Competition.":** The competition, we have seen, is of a different nature. Since social marketing is about changing the behaviors of people, there are previous habits and lifestyles that constantly compete against the newer behavior acquired. Strong follow-up and counseling programs must be integrated into the total social marketing program.
7. **Making a substantial and long-term commitment:** Social marketing is not an overnight hit and run activity. It has to be sustained over a substantial Marketing period of time and hence deep commitment levels are required from all the people engaged. The extent and duration of such commitments is in proportion to the level of change expected. It is not just skilled professionals but people willing to make long term commitments with I compassion that will make your program.

Major Components of Social Marketing Theory

- 1. Target audience analysis and segmentation:** A particular group of population which is in most need of particular product or awareness must be first analyzed to have a social change. Similarly, a group also has various subgroups that must also be analyzed by breaking them down which is known as audience segmentation. The first step to social marketing is identifying the target population.
- 2. Awareness creation:** Though the social marketing is not effective sometimes to change behavior patterns of people, at least they provide awareness. People get to know the alternatives that they can adopt so that they are benefited in the future. When different channels are used to create awareness, people come to know about new things. Awareness is the first step to change.
- 3. Increase Interest by Edutainment:** The message in social marketing is creative and interesting. This way, the message is not forgotten for a long time easily. The message is reinforced repeatedly and the message is taken as credible by the target group. Education and entertainment is provided as a package. People pay attention as well as get informed at the same time. For example, a street drama is not easily forgotten. Images are used to increase interest and get attention.
- 4. Desired Result:** The information should be so interesting and unforgettable, that people do not take the social marketing process to be a learning process but as entertainment. When this kind of information reaches the intended target group, desired outcome is achieved as the message gets ingrained in the brain of the audience.

Examples of Social Marketing Theory

Social marketing is used for promoting tangible things like oral contraceptives or just non tangible awareness like concept of family planning among a particular target group which is in need as a social campaign.

Other types of social marketing done are oral rehydration, immunizations, smoking health hazards, nutritious diet, use of helmet in driving, slow driving, following traffic rules, use of phones while driving, HIV and drug use, cardiovascular diseases, other communicable diseases, sanitation, environment pollution, corruption, etc.

Criticism of Social Marketing Theory

- Commercial marketing is sometimes done in the guise of social marketing.
- Being creative can sometimes cause problems as the audiences have to interpret the message themselves and the message is not very assertive.
- Social marketing theory is not taken as a proper mass communication theory sometimes.

Video Streaming and OTT

OTT

OTT stands for “over-the-top,” which refers to any TV or video content that’s streamed over the internet. This includes any web or app-based streaming service, like Netflix, YouTube, Disney Plus, Hulu, Peacock, CuriosityStream, Pluto TV and many more.

The term is commonly applied to video-on-demand platforms, but OTT is also used to deliver :-

- **Audio:** Audio streaming is also possible through OTT solutions. Popular examples include internet radio stations and podcasts.
- **Messaging:** OTT-based instant messaging services connect users directly through internet connections, bypassing mobile SMS networks. Facebook, Google, Skype, WeChat, and many other brands have versions of these services. Most are capable of replacing or integrating with smartphone text messaging features.
- **VOIP:** Voice calling platforms such as Skype and WeChat that operate using internet protocols are considered OTT services. In some instances, these services can integrate with mobile phone networks to enhance certain features.

OTT services are typically monetized via paid subscriptions, but there are exceptions. For example, some OTT platforms might offer in-app purchases or advertising.

OTT content is delivered through following devices:-

- **Mobile :** Smartphones and tablets can download OTT apps from a supported digital storefront.
- **Personal computers:** Most computers support OTT content viewing through desktop-based apps or web browsers.
- **Smart TV:** The latest TV models often include pre-installed OTT apps, or provide users with an option to download them.

- **Digital media players:** Third-party devices like the Apple TV support a range of OTT solutions. Many modern video game consoles also include the ability to download and run OTT apps.

Features of OTT platform

1. Control

OTT means control over your content, brand, user experience, audience, monetization and, most of all, your data.

2. Ad-Free Content

OTT has opened up the possibility for ad-free content, by enabling subscription services, one-time purchases and more monetization strategies.

3. Direct to Consumer

OTT is the ultimate platform for reaching targeted audience directly with content and delivering a premium video experience that you control. With OTT, providers can get immediate user feedback through direct engagement and interaction.

4. Consumer Freedom

Consumers are now in the driver's seat, due to OTT. More than ever, consumers are able to find exactly what they want to watch and only pay for the content and services that they want.

5. High-value content at low cost

Streaming services are widely considered a cost-effective alternative to traditional cable packages.

6. Original content

In recent years, OTT providers like Netflix and Amazon Prime have begun producing original content that is exclusively available through their service. Platforms like HBO Go and Disney+ also have exclusive streaming licenses for previously televised content.

7. Compatibility with multiple devices

For years, watching cable television required a television set. Today, we can watch OTT content from a broad range of devices. Any account holder can enjoy the same OTT experience from a gaming console, smartphone, tablet, or smart TV.

Digital Radio and TV

Digital Radio

Digital radio is the transmission and reception of sound processed into patterns of numbers, or "digits" – hence the term "digital radio." In contrast, traditional analog radios process sounds into patterns of electrical signals that resemble sound waves.

Analog terrestrial radio broadcasting, when compared with digital mode, is:

- Inefficient and suffers with operational restrictions.
- Transmission in analogue mode is susceptible to radio frequency (RF) interference, resulting in poor reception quality.
- Analogue allows only one channel per transmitter. It is spectrally inefficient as frequency reuse is limited and radio channels require more spectrum per channel.
- Analogue transmission does not offer the flexibility to provide any value-added services.

In contrast, digital radio have

- Better signal quality and clear reception.
- Efficient use of allocated frequency as multiple radio channels can be broadcast on a single frequency.
- On-screen information such as song and artist information, weather forecasts and news headlines, and the ability to pause and rewind.

Digital radio is not internet radio. Internet radio uses a stream of data received through an internet connection via a computer, mobile device or an internet-enabled radio. This can attract a streaming cost depending on your internet plan.

Digital radio is broadcast from a transmission site and does not need an internet connection. Digital radio is free. One simply need to check that digital radio services are available in one's area and then buy a digital radio (also called a DAB+ receiver). All digital radios can also receive analog radio signals.

Presently AIR is broadcasting from 29 stations on pan India basis like Ahmedabad, Ajmer, Bengaluru, Chennai, Delhi, Guwahati, Jalandhar, Jammu, Kolkata, Mumbai, Patna, Pune etc.

Digital television (DTV), like Digital Radio, is the transmission of television signals using digital rather than conventional analog methods. Advantages of DTV over analog TV include

- Superior image resolution (detail) for a given bandwidth
- Smaller bandwidth for a given image resolution
- Compatibility with computers and the Internet
- Interactivity
- Superior audio quality
- Consistency of reception over varying distances

SATELLITE COMMUNICATION

Satellite communication is the method of transporting information from one place to another using a communication satellite in orbit around the Earth. In this communication, electromagnetic waves are used as carrier signals. These signals carry the information such as voice, audio, video or any other data between ground and space and vice-versa. Telephone, radio, television, internet, and military applications use satellite communications.

How Satellite Communication Works?

There are three stages that are involved which explain the working of satellite communications.

In the first stage, the signal from the television broadcast on the other side of the earth is first beamed up to the satellite from the ground station on the earth. This process is known as uplink.

Depending on the incoming signal sources, the transponders vary.

It is important to understand that usually there is one uplink and multiple downlinks.

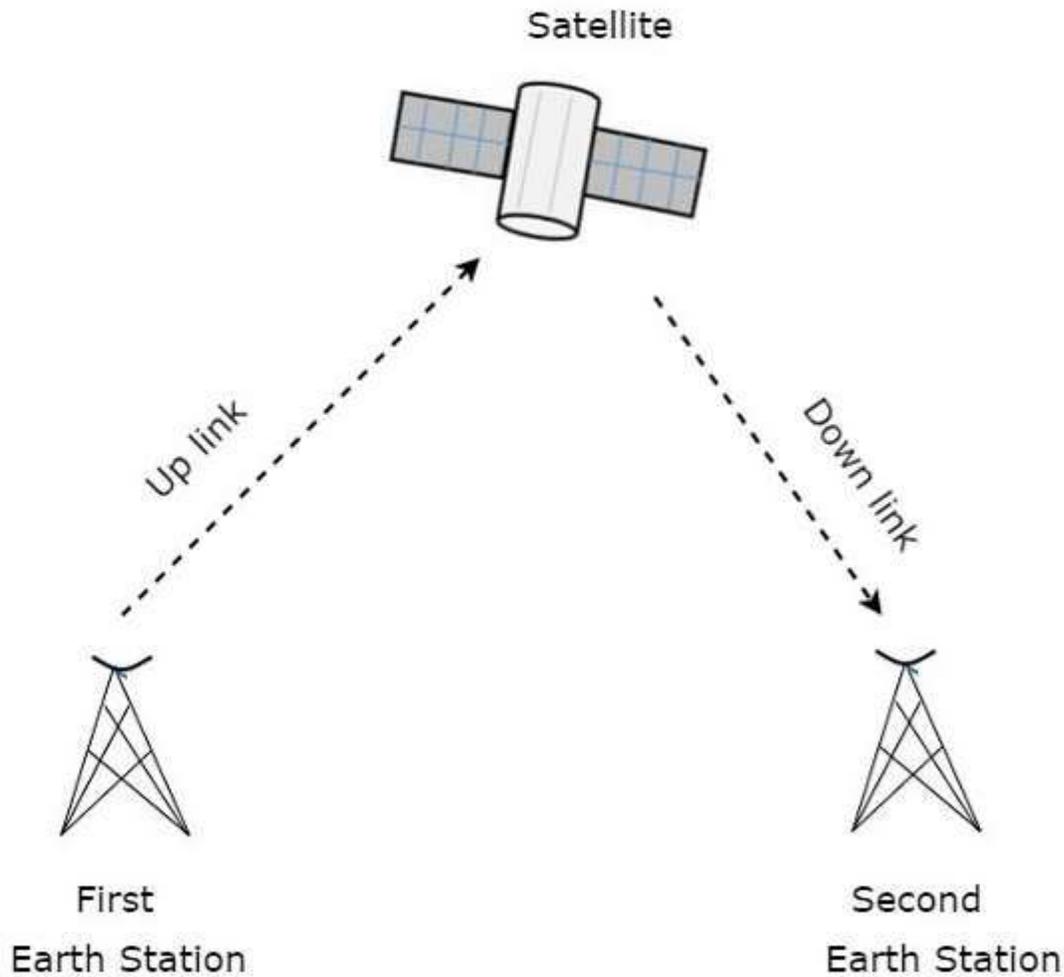
In the first stage signal is transmitted from first earth station to satellite through a channel. This process is called as uplink.

The second stage involves transponders such as radio receivers, amplifiers, and transmitters. These transponders are used for boosting the incoming signal and to change their frequency so that the outgoing signals are not altered.

The final stage involves a downlink in which the data is sent to the other end of the receiver on the earth. This transmission of signal from satellite to second earth station through a channel is called as downlink.

Uplink frequency is the frequency at which, the first earth station is communicating with satellite. The satellite transponder converts this signal into another frequency and sends it down to the second earth station. This frequency is called as Downlink frequency.

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Satellite's footprint is the area which receives a signal of useful strength from the satellite.

Advantages of Satellite Communication

The following are the advantages of satellite communication:

- Transmission cost is independent of coverage area.
- Area of coverage is more than that of terrestrial systems
- With the help of satellite communication, every corner of the earth can be covered.
- The user fully controls the network.

Disadvantages of Satellite Communication

- Initial expenditure is expensive as launching of satellites into orbits is a costly process
- Difficult to provide repairing activities if any problem occurs in a satellite system.
- There can be congestion of frequencies.

Application of Satellite Communication

- Telephone
 - Television
 - Digital cinema
 - Radio broadcasting
 - Amateur radio
 - Internet access
 - Military
 - Weather condition monitoring & Forecasting
 - Disaster management
 - Remote sensing applications
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