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MASS COMMUNICATION, DEVELOPMENT COMMUNICATION

Unit Structure

1.0 OBJECTIVES

1. To understand the meaning, types, uses of Mass communication and its impact.
2. To learn about development communication and its associated uses both nationally and internationally.

1.1   INTRODUCTION

Irrespective of whichever occupation as student's you may enter, there would be some angle or dimension of communication required. In this chapter we are going to learn about two topics related to communication, i.e. Mass Communication, Development Communication.

Communication has been practiced since olden times, the forms have changed but the art exists. In the hunting gathering society human beings interacted with each other through sounds, signs. As society moved from simple to complex, the forms of communication also changed. Mass communication is a product of that of Industrialization, modernization and even transition in the society.

1.2 UNDERSTANDING COMMUNICATION

Communication is defined as the interchange of meanings between persons using a shared set of symbols.The term "communication" comes from the Latin word "communicare," which means "to give, to distribute, or to make common." It is also a method for individuals or organisations to communicate meaning and knowledge via the interchange of data, ideas, and views[i].

All of us have been communicating right from childhood, through expression, gestures, voices, body language both verbal and non verbal. Communication solves problems between nations or miscommunication can also lead to war between nations. Even today a charismatic leader with good communication helps in building international relations of the country. Communication helps in maintaining healthy maintaining relationships. If a individual speaks fluently in a language like English it becomes easy to get jobs specially as Trainer, Customer Service professional etc. Even while hiring individuals there are group discussion held to observe the communication skills, leadership, and initiative,speaking skills of an individual. In other words, good communication is essential skill set for organizations and society.

1.3 MASS COMMUNICATION

Mass communication as viewed by Littlejohn and Foss is "the process whereby media organizations produce and transmit messages to large publics, and the process by which those messages are sought, used, understood, and influenced by audience" .

According to McQuail mass communication is, "only one of the processes of communication operating at the society-wide level, readily identified by its institutional characteristics"

In lay person's words, mass communication is the public transmission of messages from an entity to a large number of users via media or technology-driven channels, often at a cost or price (like advertisement, subscriptions etc). This sender could be some media organization which

could be bigger or smaller in size and the audience could be also from different age groups and locations (Berger)[ii]

1.4 TYPES OF MASS COMMUNICATION

There are generally four types of Mass Communication which is generally used-

1. Print Media – This could include newspapers, Magazines, Pamphlets, Book, Novels, Journals, Monographs or any other printed material which is circulated to convey some information or maintain as a record. This form of print media can be even used as a record to produce in the court as evidence too.

2. Broadcast Media – This includes movies, television, radio, pagers.

3. Outdoor and Transit Media – This includes hoardings, posters, Bill boards, Banners. Example of this would be visible on highways, traffic signals near boards or even cycle pullers with boards about an advertisement.

4. Digital Media/ New Media – Social media platforms have brought about massive change in the communication – Some examples include platforms like YouTube, website, mobile applications, video sharing platforms, online radio, podcasts, e-books etc[iii].

1.5 MASS COMMUNICATION IN DAY TO DAY LIVES

All of us know the feeling of losing a phone, or the value we attach to it. It has becomea extension of us like a body part, in other words a member of our life. Today, cheaper the cost of device, greater access and usage of mass communication among large scale population. people. We have now reached in a stage where one could call to another country individual for free and speak on live video through platforms like Zoom, Google meet this was not possible few before. Earlier the situation was as such that one individual home only had a phone or a phone booth and people used to wait in queues to communicate through that. There was even time limit of 30 second to three minutes and the call could get disconnected. Now, companies give free plans, cheap plans and the communication has now moved from conveying information to that of speaking about random things. People who are in love even speak whole night over phone. This change in behaviour is due to the communication accessibility.

Check Your Progress

1. Define Mass Communication

2. According to you, how can we restrict the heavy usage of screen time.

1.6 PANDEMIC AND MASS COMMUNICATION

The pandemic of Covid 19 is the best example as to how mass communication can influence our lives. When there was no interaction to the outside world, it was technology which was consumed heavily to connect and even to feel like human. People listened radios, communicated their feelings via radio, some RJ even hosted shows from their homes, Teachers and students attended classes via home. The younger generation like nursery kids, 1st standard kids also attended classes via online. This has its own consequence where the children's now know the uses of mobile phones and constantly want to play games or are inclined towards instant actions, gratification etc. Let us now look into some of the functions of mass communication.

1.7 FUNCTIONS OF MASS COMMUNICATION

1. To spread out information to larger audience, whether local or international or interstate.

2. To provide entertainment to audience – like through songs, films, TV shows.

3. To make aware individuals about their rights, schemes,

4. To provide bias free, propaganda free news to people.

5. To play a neutral role and raise voice against what is wrong or unjust in the society – whether it may be people, politician or government or any powerful person.

6. To provide platform to exchange information. Let us now, look into some of the theories of Mass Communication.

1.8 THEORIES OF MASS COMMUNICATION

The early theories were based on assumptions that mass media have enormous and direct influence upon society, but subsequent research showed that there are no such direct cause and effect relationship between the two.

There are several theories related to Mass Communication, let us look into few of them-

- The interactive perspective views mass media as both shapers and reflections of society.[iv]

- The psychological perspective blamed an individual's psychological process for his reaction to media messages. The key principles that emerge from this viewpoint describe how selective exposure and selective perception limit the breadth of direct impact of people's mass communication.

- The two-step and multi-step flow of information theories dismiss the direct influence of mass media. This is due to numerous other factors such as interpersonal channels, opinion leaders, and audience social relations that may come between mass media and audiences and dilute the media messages and desired effects.

- The sociological approach to mass communication studies places more emphasis on viewers, who are seen as manipulating the media rather than the media manipulating them.

- The theory of uses and gratifications posits that people choose media in their own unique way.

- The media dependency theory and agenda-setting explain how audiences chose media in order to avoid being dominated by them.

- The normative theories of mass media underline the restrictions and restraints that are imposed on mass media in order to function within current political and economic conditions, ultimately reducing their impact.

- According to Marxist views, media have class angle to it. Referring it as "class media" that work under class control and serve the ruling class's economic and ideological goals. Finally, cultural and semiotic theories reveal that communication occurs through the transfer of meaning rather than the delivery of message.

1.9 BACKGROUND OF MASS COMMUNICATION

The technology of modern mass communication is the result of many different types of inventions and discoveries, some of which (for example, is the printing press) began before the Industrial Revolution. The newest means of mass communication, particularly broadcasting, was developed by technological inventiveness in the nineteenth and twentieth century's, without which the current near-global dispersion of printed words, pictures, and sounds would have been unthinkable. Before public communication in its current form could occur, the steam printing press, radio, motion pictures, television, and sound recording—along with mass manufacturing and distribution systems—were made[v].

The mass communication has brought about massive change among the lives of people. Sending and receiving information has now become instant. Let us look into some of the methods used in mass communication.

1.10 METHODS USED IN MASS COMMUNICATION

As mass communication deals with human beings. Depending upon the situation the methods vary from one location to another. Yet there are several methods which is commonly used. These methods are content analysis of texts,(literature) fieldwork which could include different methods like group discussion, focused group discussion, personal

interviews, in-depth interviews, case studies, survey etc. It also includes anthropological methods like ethnography.

1.11 CONTROL OVER MASS COMMUNICATION

- Control over mass communication can be viewed both directly and indirectly and it takes place at multiple levels – group, individual, political, capitalism etc. Here Direct control refers to sponsorship of advertisement in the media like television, newspaper etc. If a particular company is giving advertisement in a media agency or house the same media would not report anything negative about that company as that would lead to loss of income.

- Indirect control includes lack of any freedom of press, writing against the rule, government, policies and this could invite punishments. Raising voice against the government could also get individuals arrested on some or other charges on false case. Harassment also occurs when any posts are written in social media like twitter, YouTube, blogs etc.

- The control over media can be at a very base level like a reporter feels that there exists truth however, the editor does not want to take chances, or invite violence or charges hence avoids it. Media houses are also driven by ideologies – so something which is against one's ideology they fail to report, and those topics which favoursones ideology is reported.

- Mass communication is also at times controlled by political groups – as for them it becomes easy medium to communicate to the larger audience.

- Marxist historian Gramsci pointed out the role of Hegemony through which the dominant groups ideas are conveyed to that of the working class this takes place through that of control over mass communication.

- At individual level too control exists whereby audience decides/ chooses what he/she wants to read or listen too. He/she controls or let's access to the piece of information into self.

1.12 EFFECTS OF MASS COMMUNICATION ON DIFFERENT STAKEHOLDERS

Mass communication affects both the young, old, children's in different manner. It can influence political decisions through opinion, discussion or even excessive coverage of people who are in the voting age groups can alter decisions. It can also influence choice of clothes, food, taste of music, in other words, consumer behaviour. Let it be smaller decisions or larger decisions like career choice can also be influenced through that of mass communication. Mass communication has the power to influence larger audience due to its wider reach in the societies. This can be irrespective of class, gender, caste or location too. With pandemic and online classes,

students know how to use mobile phone, as a result, we are entering into a generation which has access to technology at a younger age. There are also new forms of mass communication with that augmented reality, artificial intelligence emerging which would impact the society massively in the coming years. Let us now look, into the second topic in the chapter, Development communication

1.13 DEVELOPMENT COMMUNICATION

1.13.1 Meaning of Development Communication

The practise of using communication processes, methods, and concepts to effect positive social change is known as Development Communication. Development communication is also the use of communication to aid in the advancement of social development. Information dissemination and education, behaviour change, social marketing, social mobilisation, media advocacy, communication for social change, and community engagement are all examples of development communication approaches. Erskine Childers characterized it as "a discipline in development planning and implementation in which more adequate account is taken of human behavioral aspects in the design of development programmes and their aims."

Development communication uses strategic communication to help solve social problems in developing cultures. Information dissemination and education, behavior change, social marketing, social mobilization, media advocacy, communication for social change, and community engagement are all examples of development communication approaches[vi].

Recognizing the power of communication as a catalyst for social progress is what development communication is all about. It is also the use of existing communication technologies and uses theories for result-driven methods for societal improvement. Development Communication can also be defined as purposeful communication aimed at a specific target audience that allows information to be translated into action, which results in an improved quality of life.

Development communication can also be closely related to the principles of Sustainable Development (which can be defined as the enhancement of a community via the use of information and technology, as well as the community's ability to maintain the produced ideal state without harming its environment and resources).

Development communication can also be seen as the exchange of information with the goal of achieving an agreement on a course of action that takes into consideration everyone's interests, requirements, and capabilities. As a result, a social process[vii].

Check Your Progress

1. Discuss the effects of mass communication on different stakeholders

2. Define Development Communication

1.13.2 History of Development Communication

The concept of development communication may be traced back to initiatives undertaken in various parts of the world throughout the 1940s, but its broad use arose from challenges that occurred in the wake of World War II. The growth of the communication sciences as an academic discipline began in the 1950s, with Daniel Lerner, Wilbur Schramm, and Everett Rogers among the most significant supporters.

According to Manyozo (2006), the history can be divided into six different schools , like the Bretton Woods school, Latin American, Indian, Los Banos, African, and participatory development communication schools.

The World Bank, has also taken interest in promoting this field through its Development Communication division and in June 2008 it has also published the Development Communication Sourcebook. A resource addressing the history, concepts, and practical applications in this discipline, reflects the growing interest in these types of applications.

1.13.3 Definitions of Development Communication

Nora C. Quebral created the term "Development Communication" in the year 1972, and she defines it as, "the art and science of human communication which is linked to a society's planned transformation from a state of poverty to one of dynamic socio-economic growth that makes for greater equity and the larger unfolding of individual potential."

The World Bank defines development communication as "the integration of strategic communication in development projects" based on a thorough grasp of indigenous realities.

1.13.4 Development Communication in India

In India still 70 percentage of the population resides in villages. Traditionally radios have been used to communicate. It has saved people through weather reports, health warnings etc. specially in remote villages, where there are no proper roads even today. Radios help in conveying important announcements, schemes from the government to the people. Even today, Mann ki Baat a radio program, addressed by the Present Prime Minister- where discusses the areas about which people of the country have to work together like Swatch Bharat Abhiyan, volunteering, water conservation, Fit India, exams or women empowerment, environment related issues and other stories. There are also people given opportunities express through radio their own lives stories[viii]. In a diverse country like India, communication of schemes for social development becomes very important, here the current mediums of communication like Television, Radio, Newspapers helps. Important social issues are

communicated through competitions, plays, role play, drawings, banners to children's in remote schools. Community Radio, is still an important part of villages which talks about village priorities, issues, songs, festivals, important decisions related to the village and even plays devotional songs. These radios are run by villagers.

Let us look into development communication with an example of HIV/Aids programs as to how these programs are handled. Periodically there are baseline sample surveys being conducted, there are content developed as form of textbook, banners, pamphlets, video clips, documentary and there is periodic evaluation on the annual impact[ix] etc.

1.13.5 Development Communication Possible steps.

1.   Initial Assessment of the situation, audience.
2.   Designing a strategy to communicate
3.   Building the discussion themes for communication
4.   Preparing communication methods, materials for communication.
5.   Going to the field and communicating
6.   Feedback/ Evaluation of the feedback.

1.13.6 Development communication from International Perspective

As discussed earlier, globally too the importance of development communication has been realized. There are several initiatives taken by international forums for enhancement of communication let us look into some of them -

1. The International Programme for the Development of Communication (IPDC) is a United Nations Educational, Scientific, and Cultural Organization (UNESCO) programe which focuses on promoting the growth of mass media in poor nations.

2. The United Nations General Assembly on December 10, 1948, adopted and proclaimed Article 19 of the Universal Declaration of Human Rights as Resolution 217 A. (III). Everyone has the right to freedom of opinion and expression; this right includes the freedom to hold opinions without interference and to seek, receive, and impart information and ideas through any media and regardless of boundaries, it stated.

3. In 1977, UNESCO established the International Commission for the Study of Communications Problems, also known as the MacBride Commission and named for its Chairman, Sean MacBride. The Commission was granted three years to conduct investigations and report to UNESCO.

4. The report Many Voices, One World was later delivered to the Belgrade Assembly in October 1980. As a result of the findings, UNESCO established the International Programme for Communication Development (IPDC). According to the program's website, it "exists to strengthen the means of mass communication in developing nations by enhancing technical and human resources for the media, establishing

community media, and modernising news agencies and broadcasting organisations."

5. At its General Conference in Paris in November 1987, UNESCO called for the continuation of its major plan, Communication in the Service of Man, in which it reaffirmed that "it is essential gradually to eliminate existing imbalances in the field of communication, in particular by fostering the development of infrastructures, training of people, and strengthening of production and dissemination capacities in developing countries, and to encourage a free flow of information."

6. At the UN General Assembly's June 2004 session, it was "decided to maintain the Committee to Review United Nations Public Information Policies and Activities," with a mandate that included "promoting the establishment of a new, more just, and more effective world information and communication order intended to strengthen peace and international understanding and based on the free circulation and wider and more balanced dissemination of information, and to make recommendations." The goal was to protect more independent local and indigenous media.

Check Your Progress

1. Do you think through development communication we can solve international issues?

2. Discuss the different steps in development communication.

1.14 SUMMARY

In this chapter we began with understanding the concept of mass communication. Mass communication as viewed by Littlejohn and Foss is "the process whereby media organizations produce and transmit messages to large publics and the process by which those messages are sought, used, understood, and influenced by audience" . The chapter also discusses the different types of media available like that of Print Media, Broadcast Media, Outdoor and Transit Media, Digital Media/ New Media, Broadcast Media, Outdoor and Transit Media and Digital Media/ New Media. The chapter also has discussion on who controls media whether it is capitalists, sponsors, government, decision makers like editor, reports or even the audience.

The second section of the chapter is about development communication. Nora C. Quebral created the term "Development Communication" in the year 1972, and she defines it as, "the art and science of human communication linked to a society's planned transformation from a state of poverty to one of dynamic socio-economic growth that makes for greater equity and the larger unfolding of individual potential." In India still 70 percentage of the population resides in villages. Traditionally radios have been used to communicate. It has saved people through weather reports, health warnings etc especially in remote villages, where there are no

proper roads even today. Thus, Development communication is something which is carried out to improve the society or solve a social issue.

1.15 QUESTIONS

1. Write a note on types of mass communication and discuss about mass communication and control.

2. Discuss the theories of Mass communication

3. Write a note on communication

4. Discuss history of Development communication

5. Discuss the definitions of Development communication and the International forums which talks about Development communication

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FOLK CULTURE- MEDIA AND SOCIETY, MASS CULTURE MEDIA AND SOCIETY

Unit Structure

2.0 OBJECTIVES

- To understand the meaning of folk culture and Mass Culture.
- To look into the interaction between folk culture and mass culture media forms.
- To learn about the problems associated with this interaction and the future of these forms.

2.1 INTRODUCTION

This chapter discusses two main topics. The first topic is folk culture as a media form and its implications in society. The second section focuses on mass culture as a media form and its effects on society. Folk can be associated with the earliest forms of communication. Mass culture has to be viewed as a form of system which is used by large scale people, either as consumption or producer. It is contemporary and constantly changing and evolving. We will also look into how these two forms interact with each other. These topics are included for you in the syllabus; as sociology students, we are expected to observe and study social change. Media brings about massive social change. It helps in societies' transition. We are also living in an age which is called as Information Age. Hence studying these topics becomes very relevant.

2.2 TRADITIONAL FORMS OF COMMUNICATION

Before we learn about the interaction between folk culture, media and society, we need to understand how information exchange has been practiced in olden times. Traditionally the Toom Toom (Dhool) has been used to convey information, where one man would hit (play) the instrument and say that the king has passed on these messages. In India, even in our mythological stories, we had gods/ characters who used to pass on information from one kingdom to another . Even in the grand temples- which have huge complexes generally are the storehouse of information. The walls of temples have inscriptions written in different local languages. These inscriptions have details about how much land was given to whom, the ration details, the stories, myths of that land. There have been instances in the traditional Indian society where the kings awarded the artists with pieces of lands who composed beautiful songs, poetries. These scholars used to travel from distant places to share their artworks. We have also used palm leaves to record information. Even Pigeons were used to carry information about war plans or to convey information about enemy countries approaching near the borders to another kingdom to seek support. Pigeons were also used to carry notes of marriage proposals or love letters. Notes written on palm leaves have been used on pigeons' feet too to pass onmessages.

In Venice, there used to be a wall where the news was written in the olden times. To read that news, one had to pay a few coins. This was before the invention of the printing press. In other words, the exchange of information is not something new but old and ancient. Let us now look into the first main topic of the chapter, folk culture and media and society. Before understanding that let us begin with the basics like understanding the meaning of folk.

2.3 MEANING OF FOLK

Folk culture is generallyassociated with the being original, authentic, pure and more connected to the roots of the community.

Alan Dundes is seen as the father of Folklore. He is one of the prominent scholars in the field who has contributed to a large extent to the growth of the discipline. One of his important books is titled, 'The meaning of folklore.'According to him, folk is often associated with peasant or rural people; it is also connected with the past. Yet, he points out that even urban people have folklore it does not fade away or die out; however, folk is always created or recreated depending upon the situation. He also adds that 'folk' can be seen as 'any group of people whatsoever who share at least one common factor. It does not matter what the linking factor is-it could be a common occupation, language, or religion but what is important is that a group. that have some traditions that it calls its own[i]He also points out that there are different types of folklore. For example – Folktales, legends, myths, ballads, festivals, folk dance and song, rhymes, food recipes, traditional names, sounds. (Dundes, 1965:2-3). Let us now look into the meaning of culture.

2.4 MEANING OF CULTURE

According to the British Anthropologist Edward Tylor, Culture can be called as "the complex whole which includes knowledge, belief, art, law, morals, custom, and any other capabilities acquired by man as a member of society" (1871, p. 1). The uniqueness of culture is that it evolves, is human-specific, and is learned from one generation and passed on to another generation. In other words, it is cumulative. It keeps on evolving with time.

2.5 FOLK CULTURE – MEDIA AND SOCIETY

The term folk itself is a debatable term; what can be called folk today may not be folk tomorrow. If societies have completely been modernized through the use of technology, infrastructure, can we say then that they do not have something called as folk culture at all with them? Or none of their practices deserve to be called a Folk. The roots of the emergence of folk culture are invoking the gods, remembrance, ancestor worship, labor who work in the fields, mothers singing a lullaby for their children. Later on, these forms are being used to further communicate to a wider audience. The traditional folk media forms are basically people's performances, which are performed live. The strength of these forms of media is that it is rooted in the social and cultural fabric of the villages. It can be used for multiple forms like awareness to convey development messages. The folk media has played an important role even in the freedom struggle[ii]. The beauty of a country like India is that every state would have its own folk-art forms like Maharashtra has Lavani, Powada, in Kashmir we have Ruf (Rouf), which is performed at the onset of the spring season. In States like Tamil Nadu, there is Villu Pattu (Bow Song) which is used to sing praises of folk heroes and has been used by NGOs to spread awareness. There are folk art forms everywhere in India to give some examples – Yakshagan, Nautanki, Katha-Kirtan, puppet shows. In a diverse country like India, the folk-art forms are rooted, woven in our lives

and carried from one generation to another. Let us now look into the different aspects of folk culture within our society.

2.6 FOLK CULTURE AND EDUCATION

In India, we have several folk media forms like *Nukkad Natak* – which means Street play. This is, even today, is used widely. These forms are even used by students who are NSS volunteers (National Social Service Scheme) who use it to spread out the social message related to dowry practices, Aids campaigns, use of plastics, etc. Especially students stay in villages as camp every year for nearly ten days and they form groups and perform in villages. Some colleges even offer courses in Bachelor's in Folklore, Master's in Folklore, Ph.D. in Folklore. UGC NET/SET exams are also held for folklore as a discipline upon clearing which one can become an Assistant Professor. There is scope for research, documentation, field studies on this subject too. The Ministry of Culture awards several scholarships, Museums in different parts of India and even UNESCO provides grants in these areas. This shows the importance of discipline. To understand the present reality, one has to learn about the past. This is one of the most important reasons because of which even the colonial scholars documented several folk literatures, documented narratives, recorded oral historical stories, myths, practices and even translated them into their own languages.

2.7 FOLK CULTURE AND TOURISM

Folk Art forms, drawings, songs, lyrics are used as cultural symbols for tourism purposes. One could also see the tourism advertisements like Incredible India; where celebrities are included in the advertisement. During uncertain times like pandemic local tourism has been more encouraged. The uniqueness about tourism is that it helps generate revenues directly to the local population residing in a given area. If there is a religious site, then people often visit those areas to perform rituals; as a result, the locals are employed throughout the year. When foreigners visit the country for site seeing and experiencing the local culture, that too adds revenue. So, it is the folk form that brings people to the country which they can't find back in their own homes. Hence preserving these forms, which are symbols of the past, is crucial in the present times. Thus, through folk culture the tradition of the country is communicated to the non-local audience's via performances.

Check Your Progress

1. Explain the traditional forms of communication

2. Discuss the meaning of culture

2.8 FOLK CULTURE AND SOCIAL MEDIA

At present, people are uploading folk art forms into the platforms like YouTube, Facebook. Several art forms which were closed for other

communities are available freely. There are also sacred rituals which were practiced secretly earlier are now uploaded by people. There could be several reasons for this - one of them is to keep it as a record. Second, it is to gain recognition which has been denied for generations to the folk forms. The social media is constantly changing - the ways in which people learn, share, participate, and engage with one another. People now adopt technologies to complement and supplement traditional means of vernacular expression. As a result, the digital interaction between folk and new media forms has also increased. There is now what we witness is virtual folk culture available and created[iii]Popular artists are using folk songs, and then further they are imitated by Instagram users to make reels, youtube shorts – Some examples are the song – Kacha Badam, Assame Song – Genda Phool. However, the song's original creators – the folk artists at times do not receive any direct benefit like monetary or their living conditions do not change many a times.

2.9 FOLK MEDIA AND ELECTION

Folk as a media form is still widely used during elections, rallies, campaigns as it appeals to the people. Even in political speeches, folk proverbs are used to describe the opposite party's flaws and to explain one's own party greatness. Politicians tend to use folk as it is what the locals speak and think. It is a language of people and hence it tends to have greater appeal among the audience. Folk songs, folk symbols, and heroes are used in rallies, posters, etc. It shows the mixture of both technology and that of the tradition going together.

Check Your Progress

1. Explain Folk Media and Education
2. Discuss folk culture and Social Media

2.10 MASS CULTURE

Mass culture is the cultural items that are mass-produced and sold to a large number of people. For example - Films, television shows, popular novels, newspapers, magazines, popular music, leisure products, home and living products, apparel. These forms are often mechanically produced. In other words, here, the goal is profit-driven and it also follows commodity trade rules. The principle used here is also that of homogenization. These are products tend to cater to a mass audience. The mass culture has taken a new form or has been impacted immensely due to globalization. Scholars like Adorno, Horkheimer have used the terms like culture industry to explain the psychological effects of mass culture on individuals.[iv]

2.11 MASS CULTURE MEDIA

Here mass refers to large scale. The aim is to capture a wider audience. This kind of media or form focuses on a larger audience than a specific niche group. Mass culture media is also a form that has emerged with industrialization and mechanization in the Western World. One of the

earliest beginnings could be seen with that of the invention of the machines printing press. It brought about a social change in the system where everyone has access to the cultural product and could be seen as a consumer. It has both positive and negative effects. Negative effects include it could harm the traditional form of media and build a consumerist, capitalistic-driven society where the few people in power tend to control the minds of a large population. In today's time, the mass cultural-based media has a higher influencing power globally. For example, the first things one wakes up and reads are newspapers, watching a mobile for news, or hearing it on fm. So, the interaction between mass culture and that of the audience is very close and real. The impact of mass media can also be seen with the number of channels we have today. Data shows that there are 915 satellite television channels in India as of 2021[v]. The mass cultural media resulted from Westernization, Industrialization, which led to the growth of consumerism among people. Media was now used heavily for leisure[vi]. The Frankfurt School and Cultural Studies as a discipline have written about Mass Culture in detail. The Mass culture results in creating products for mass consumption through mass production via mass distribution in the post-industrial society[vii]. This cycle originated in the Western countries and then it got passed on to the developing countries too. For example, the reality shows that began in the West like America Got Talent have been spread out in India and in different regional languages.

2.12 MASS MEDIA AND EDUCATION

In India, since the late 2000s, there have been new Bachelor's courses launched like Bachelors in Mass Media, Advertising. Traditionally there were few courses like Bachelor's in Commerce, Arts, Science with their respective specializations. However, due to increasing opportunities in the field, new courses emerged which are in demand among the students. These courses' emergence also conveys the requirement of trained individuals in the job market. These students get employed in traditional journalism platforms like newspapers and television, but they are also employed in OTT platforms and even develop their own content via YouTube and other social networking sites.

2.13 MASS CULTURAL PRODUCTS

The Mass media can impact a large set of audience. There are different forms of mass cultural products like books, newspapers, magazines, music, radio, movies, television, electronic games, entertainment industry, internet, social media[viii]. In today's time, in every household, a television set one can find. If not television, then there would be a mobile phone, radio. If not these, then still they would have aspirations to buy one. The mass culture-based media is more economically driven; it's fast, it's competitive. It runs at times based on ratings as the market drives it. It works on the principle of fight or thrives – sensationalism, relevance, timing; these factors play a very important role in the mass culture-based media. In today's time, a television news channel has also played a role of

communicator of the news with entertainment. The traditional news channel has also started making use of memes, Twitter, Facebook, Instagram posts – as they have also been consumed on a large scale. Twitter handles have now become a quick and easy communication platform for world leaders, Indian leaders, politicians, business people, etc. This shows how the change in the form of communication and expression.

2.14 SOCIAL MEDIA AS MASS CULTURE

Let us understand the reach of social media through a simple example –

Once in Mumbai, there was some incident of train derail that had taken place. I was traveling that day and was in Mumbai Central. In Mumbai Central, I went to a coconut seller to get a drink. During interaction, he showed me his WhatsApp chat and said, look, people from Dubai and Gulf have sent the Mumbai train videos. They know more than us. We can understand how the informal sector worker also uses social media through this example. As it has become a mass culture product. One of the reasons for this is the easy user interface and the human mentality to follow and share things. The speed at which these media platforms operate is immense and even fake news can also spread out very quickly.

The usage of tik tok itself reveals how simple video-making platforms can grow and influence individuals rapidly. The point to note here is the way the minds and habits of individuals are affected by individuals. I.e., heavy online consumption, posting personal videos online, let it be new clothes makeup. It creates behavioral transformation in individuals and affects even children. Behavioral changes like the need for instant recognition, instant gratification, living more on the virtual artificial world than in the real world. It impacts children who spend more time inside the home with devices than outside playing in the sun. Mentally and physically, it affects the individuals.

Check Your Progress

1. Explain the Mass cultural products

2. According to you, what is the future of Mass Culture.

2.15 DIFFERENCE BETWEEN FOLK AND MASS MEDIA

The uniqueness about folk is that people identify themselves. One connects it with one's identity, family, roots, culture, home. This is at times is carried and practiced for generations. Nations identify with the folk forms and practices and even take steps to preserve them through museums, sponsoring festivals, scholarships, educational assistance to the artists, students etc. The factors that influence here are preservation and are associated with tradition and custom. This is different from the mass media, where things are based on-trend popularity.

On the other hand, monetary, data, motives, popularity are the factors that make a cultural product to last or end. There are also criticism that internet availability at a low price mobile phones consumption has reduced the demand for folk media forms. The audience is now tuned for immediate consumption and a large variety which is available at their fingertips through a press of a button or swipe.

The mass culture also destroys or affects the livelihood of the folk culture dependents. For example – With the increase in television, the folk artist's demand has reduced. The folk-art forms do not have a climax every three minutes, unlike in a serial, to retain the attention. Sensationalism is not used in folk forms. The television channels of the state have reduced compared to that of the private players; as a result, the showcase of folk media forms has reduced. Yet folk forms are used even today in all life cycle rituals from birth to marriage to death. They represent the culture of humans and of the past. Yet the artists are marginalized and find it difficult to meet their daily expenses.

2.16 FUTURE OF MASS CULTURE

With the emergence of augmented reality, platforms like Metaverse, NFTs will being used heavily. With time it would be heavily consumed products. The usage of robots in different mechanisms also reflects the changes emerging. Print media is now facing competition with that of digital media. There are also new channels emerging as an independent website and growing through subscription model via platforms like YouTube. In Western countries, there are newspapers houses shut down as the revenue has declined due to the emergence of digital forms of media. This portrays that mass culture faces constant competition and they have to change according to the audience's tastes and demands.

2.17 SUMMARY

In this chapter, we began with understanding the meaning of folk. Alan Dundes, father of folklore in his book, 'The meaning of folklore,' dundes notes folk as often associated with peasant or rural people; it is also connected with the past. Yet, he points out that even urban people have folklore it does not fade away or die out; however, it is always created or recreated depending upon the situation. He also adds that 'folk' can be seen as 'any group of people whatsoever who share at least one common factor. It does not matter what the linking factor is-it could be a common occupation, language, or religion, but what is important is that a group that have some traditions that it calls its own[ix]. He also points out that there are different types of folklore. For example – Folktales, legends, myths, ballads, festivals, folk dance and song, rhymes, food recipes, traditional names, sounds. In India, there are several forms of folk-art forms like Yakshagan, Lavani, Villu Pattu (Bow Song), Kathakali, Puppet shows etc. Every state is rich with folk forms. These forms are used as a tool for communication during elections, for creating awareness on social issues like pollution, corruption, plastics, Aids, etc. The folk media forms have

wider appeal as local knowledge is passed on from one generation to another.

The second section of the chapter focuses on understanding mass culture. Mass culture is produced through industrialization and a mechanization-based society. Television, radio, internet is an example of mass culture. The mass culture media is driven by demand and sensationalism, television and it is also an impact of globalization. The future of mass culture is through augmented reality like metaverse, NFT. We also looked into comparing both folk media forms and that of the mass culture where both have started interacting. However, the mass culture has negatively affected the livelihoods of folk artists.

2.18 QUESTIONS

1. Explain the meaning of Folk and its influence on society
2. Discuss mass culture as a media form and its future
3. Explain the difference between folk and Mass culture as Media

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3

APPROACHES AND PERSPECTIVES FUNCTIONAL, CRITICAL, POLITICAL ECONOMY AND SOCIAL CONSTRUCTIONISM

Unit Structure

3.0 OBJECTIVES

- To introduce the learners to various approaches related to media

- To elaborate on various perspectives related to media

3.1 INTRODUCTION

The term "media" comes from the Latin word "medium," which refers to the means of communication in modern civilization. The job of the media is to provide the people with the necessary and balanced information.

Various forms of media have been made available to the masses of the world throughout the last few decades. A network society is a late-modern society (Castells, 1997). A person's relationship with media and technology can take many forms. Technology is diverse, ranging from simple to complex. We see media everywhere and on every device we own. Individuals are connected in a complicated system of interaction via emails, social networking sites, and a variety of applications used for instant messaging using portable devices.

3.2 PERSPECTIVES ON MEDIA

3.2.1 Functionalist Perspective

The functionalist school of thought holds that every component of society is interconnected and contributes to society's overall functioning. The media, according to the functionalist viewpoint, is a commercial product that entertains, it socialises individuals, and it teaches future groups standards, morals, and ideologies. Individuals are also kept informed about cultural standards in the event of major national events through the media. The media, according to the functionalist viewpoint, should be used to teach what is right and suitable for society as a whole.

Merton's Contribution

According to Merton, the functions of mass communication can either be manifest or latent.

The visible and intentional effects of the media are known as manifest functions. Latent functions, on the other hand, refer to the undesired or difficult-to-observe, or those which are unintentional with hidden effects.

To take an example, Components of the media's manifest functions include selling items and promoting demand for products, resulting in profit for enterprises. Spreading political rumours, misinformation, and confusion is an example, because there is no feasible way of making the funds required to conduct a thorough inquiry thanks to the Digital.

On the other side, latent media functions refer to the maintenance of the status quo through the reinforcing of gender or racial prejudices, as well as the marginalization of different subgroups. As a result, functionalism explains why the status quo is frequently preserved.

As an example, function as the people's watchdog when it comes to political failures and corruption.

Functions of Media

1) **Environmental Surveillance**: One of the media's most essential functions is to keep track of everything that happens in the globe and to inform human society.

The media is responsible for providing information and covering a wide range of topics that are important to the public.

The media contributes to social order by providing directions on what to do.

In times of crisis, it is necessary to do so in order to reduce public confusion.

1) Environmental Surveillance: One of the media's most essential functions is to keep track of everything that happens in the globe and to

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For example, the media's responsibility in natural disasters, wars, and pandemic is to inform the public and promote awareness by informing people about what's going on and how they can help. It is possible to survive a disaster if there is appropriate support from Media.

2) Correlating various aspects of society: This function is concerned with how the media selects specific aspects of society. News and its interpretation have an impact on how society perceives and reacts to it. People's opinions on political issues, events, public policy, and other topics are influenced to some extent by how the media portrays them.

In their debates and presentations, they frame and portray the topic. The media's coverage of the Vietnam War, for example, influenced public opinion. Many Americans who began to oppose sending troops into a lost war. Hitler made use of the media in his anti-Semitic propaganda campaign.

3) Cultural Transmission: The ability of the media to educate the many norms, regulations, and ideas that represents the people and secure their transmission across generations is referred to as cultural transmission. It also helps us socialise by allowing us to pass on our values, beliefs, and customs to the next generation. Indeed, media socialises and resocializes us throughout our entire lives. All forms of media instruct us on what is good and desirable, as well as how to speak, conduct, and react to situations. Television shows, for the most part, represent the society in which they are transmitted and help people comprehend their cultural heritage. Children's television shows are created to promote positive behaviours and moral standards. For example, Mythological serials, Epics contribute to the transmission of cultures across generations.

4) Entertainment: The entertainment value of media is an obviously visible function of the medium. The power of the media to help people relieve stress is referred to as this popular function of the media. The media can have both beneficial and harmful consequences. Content of poor quality is frequently criticised, but other advantages include assisting people in experiencing new situations, arousing emotions, and assisting them in achieving their goals. The way people spend their free time demonstrates how vital this function is. From gaming on the internet to exploring different applications, this technology provides new and fascinating opportunities for people to communicate and create a new social network for themselves. They keep themselves occupied.

For instance, television allows individuals to watch events that they would not otherwise be able to see or not be able to take part in. Further, the online mode, vitual meetings has created a scenario where the person is no

longer required to be physically present to witness an event but rather can attend the same from the comfort of their own physical place.

5) Commercial: Since each and every family spends a significant amount of time in television viewing or browsing the net, different commercial organisations and corporate houses have sprung up to capitalise on this trend. They find it most convenient to attract customers in order to promote product sales (Nielsen 2012).

The media is widely regarded as the most effective means of product marketing and promotion.

Firms collect data from viewers and target them accordingly, advertising have appeared on billboards, public transportation, cinemas, and educational institutions. Sponsorship deals are received by the institution to help them arrange their events.

6) Life-Changing: Many forms of technology, like media, entertain and inform us. We'll have a place to sell our wares and mingle. Many forms of technology, like media, entertain us, provide a platform for commercialization, and allow us to socialise. Some research, for example, implies that the Obesity is linked to a decline in regular activity as a result of increased usage of electronic devices. Some sorts of technology, a hidden function of society's media dominance Without a question, one of technology's most visible functions is to transform our lives, sometimes dramatically. Both for the better and for the worse.

Functionalist theory explains social practices and institutions in terms of the 'needs' of the society and of individuals (Merton, 1957). Society is regarded as a systematic system of interconnected working pieces or subsystems, each contributing to the continuity and order of the whole. One of these networks might be thought of as the media. It is said that organised social activity necessitates the maintainance of a more or less accurate, consistent, supportive, and full picture of society and the social environment. The media achieves unanticipated gains for society as a whole by consistently responding to the needs of individuals and institutions.

According to the theory, media is fundamentally self-directing and self-correcting. While the formulation is apolitical, it is more likely to be seen as a means of maintaining society as it is rather than as a source of major change, as it suits pluralist and voluntarist conceptions of social life's fundamental mechanisms. It also has a conservative bias, as the media are more likely to be seen as a means of maintaining society as it is rather than as a source of major change. Although functionalism in its early manifestations has been largely abandoned in sociology, it lives on as a media approach in new forms (e.g. Luhmann, 2000), and it continues to play a role in framing and solving media research issues. It is still helpful for some descriptive purposes, and it provides a language for understanding the relationship between mass media and society.

This phrase has the advantage of being generally known and widely disseminated by the tools of mass communications themselves and their viewers. Identifying media's societal functions. As per Lasswell (1948), the main functions of communication. today were environmental surveillance, correlation of the elements of society in responding to their environment, and transmission of cultural heritage. Wright (1960) expanded on this basic framework to include amusement as a fourth essential media function in order to explain several o influences of media disintegration (Mendelsohn, 1966). This may be part of the transmitted culture, but it also serves to provide individual reward, relaxation, and stress relief, making it simpler for people to deal with real-life issues and for civilizations to prevent breakdown (Mendelsohn, 1966).

We can identify the following collection of basic notions about media tasks (functions) in society with the addition of a fifth item, mobilisation – aimed to reflect the broad application of mass communication to political and corporate propaganda:

Information: Information on current occurrences in society and throughout the world, Indicating power relationships, Facilitating advancement, innovation, and adaptation, Correlation Defining, interpreting, and commenting on the significance of events and data, Supporting established authority and standards, Socializing, Constructing a consensus, Creating priority lists and indicating relative status, Continuity Recognizing subcultures and new cultural changes while expressing the prevailing culture, Creating and maintaining a shared set of values, Entertainment Providing pleasure, diversion, and a way to unwind.We can't give these things a broad ranking or declare anything at all about their comparative frequency of occurrence. Because one function overlaps with another and the same content might serve many functions, the relationship between function (or purpose) and precise content of media is not exact.

Studies of media content have also revealed that mainstream media tends to be conformist and supportive of dominant values rather than critical.

This support takes a variety of forms, including avoiding fundamental criticism of key institutions such as business, the justice system, and democratic politics; providing differential access to the'social top; and symbolically appreciating those who find success according to the approved paths of virtue and hard work, while symbolically punishing those who refuse or deviate.

Dayan and Katz (1992) contend that big social events (public or state ceremonies, major athletic events) should be shown on television events) that frequently draw large audiences from around the world to offer social cement that might otherwise be lacking.

 One of the repercussions of so-called "media events" is that they elevate prominent persons and topics in society. Another is about social relations: 'We have seen communitas and camaraderie arise from traditionally atomized – and often highly split – communities with nearly every event'

(1992:214). Given these findings, it's not surprising that study on effects hasn't found much evidence that the media, with all of their focus on crime, sensation, violence, and deviant behaviour, is a substantial cause of social, or even individual, crime and disorganisation. The more one believes in a functionalist media theory, the less reasonable it becomes to assume societal disintegrative effects. Nonetheless, in circumstances of obvious injury, this theoretical approach can be used. Every social system is vulnerable to failure or error, and the term "dysfunction" was coined to describe outcomes that appear to be bad. Because the media lacks a clear objective in society, they are more prone to malfunction than other institutions and are more difficult to fix. However, the question of whether something is functional or not is almost always debatable on subjective grounds. For example, while critical media might serve as a vital watchdog, they can also undermine authority and national unity. This is functionalism's fundamental and irreversible flaw.

3.2.2 Critical media theory

The development of critical theory by philosophers connected with the so-called "New Left" can be traced back to critical media theory. In the 1920s and 1930s, it was known as the Frankfurt School. The Frankfurt School's critical theory was neo-Marxist and Hegelian in nature, and it established powerful critiques of positivist, mainstream social science and philosophy. As a result, the Frankfurt School's approach to analysing the emerging 20th century "mass media" established a firm foundation.

The forms of political economy of the media that arose in their wake are arguably the most direct theoretical offspring of Frankfurt School critical theory (via the latter's critique of industrialised culture).

In the 1960s and 1970s, however, rival Marxist interpretations began to question what they saw as the Frankfurt School's and political economy approaches' economism, reductionism, and determinism. The Centre for Contemporary Cultural Studies (CCCS) at the University of Birmingham in the United Kingdom was at the forefront of this movement. The Birmingham School developed structural and cultural Marxism based on the work of Althusser and Gramsci in particular.

Furthermore, the CCCS pioneered semiotic and ethnographic strategies to critical media studies, drawing on theorists such as Roland Barthes and Clifford Geertz, and resulting in media audience ideas that diverged significantly from those of the Frankfurt School and political economists. The Birmingham School's critical media theory was closely associated with feminist theory and politics, as well as critical race theory, during the late 1970s and throughout the 1980s and 1990s; it also engaged in dialogues and debates with poststructuralism, postmodernism, post-Marxism, and postcolonialism, and spread internationally under the abridged title of "Cultural Studies." Though not contrary, critical media theory differs from film theory in that many film theorists reject the designation of cinema as a "medium of communication," and many critical media theorists also reject (at least for a long time) the engagement with

television that sparked much of critical media theory and helped to birth the field of television studies in the 1970s and 1980s. Although critical media theory in general and broadcast studies have incorporated some types of psychoanalysis to some extent, neither has been as engulfed by psychoanalytic techniques as film theory has been for many years (perhaps due to the specificity of the cinematic apparatus).

3.2.3 Marxism and Political Economy

Even if Karl Marx only understood the press before it became a true mass medium, the Marxist legacy of media critique in capitalist society is still relevant. Murdock and Golding (2005) identified many varieties of Marxist-inspired media analysis that have merged into today's 'critical political economics.' The issue of power lies at the heart of Marxist views of the media. While they have always been diverse, they have always underscored the fact that they are ultimately tools of domination by and for a ruling class. The founding source is Karl Marx's German Ideology, which states: "The class that controls the means of material production also controls the means of mental production, so that, in general, the conceptions of those who lack the means of mental production are subservient to it." Murdock and Golding (1977:15) cite this source. According to Marxist theory, there is a clear link between capitalist possession and the propagation of discourses that affirm a class society's validity and value. In modern times, evidence of trends toward greater concentration of media ownership by capitalist entrepreneurs (e.g. Bagdikian, 1988; McChesney, 2000) as well as much correlative evidence of conservative tendencies in the content of such organised media (e.g. Herman and Chomsky) supports these views. In the twentieth century, revisionist versions of Marxist media theory focused more on ideas than on material structures. They focused on the ideological implications that the media represents the interests of a ruling elite by 'reproducing' exploitative connections, manipulating, as well as legitimising capitalism's domination and workers' subordination category. This process, according to Louis Althusser (1971), operates through a 'ideological state.' apparatuses' (in effect, all means of socialisation), which, in comparison to'repressive state,'

The capitalist state's apparatuses (such as the army and police) allow it to survive without resorting to violence direct retaliation. This tendency is related to Gramsci's (1971) concept of hegemony. Marcuse (1964) saw the media, together with other aspects of mass production processes, as'selling' or imposing a full social structure that is both desirable and oppressive. Overall, Marxist theory's message is clear, yet many questions remain unsolved. How can the media's dominance be opposed or resisted? What is the status of media that aren't clearly owned by capitalists or under state control (such as independent newspapers or public broadcasting)? In the Marxist tradition, critics of mass media either use the weapon of exposing propaganda and manipulation (e.g. Herman and Chomsky, 1988; Herman, 2000) or aspire for some sort of collective ownership or alternative media.

Political economy theory is the most important current heir of Marxist theory.

Political-economic Theory is a socially critical approach that focuses on the relationship between economics and society. Media industries' structure and dynamics, as well as their ideological content. Therefore, the media institution must be viewed as an integral part of the economic system, with tight ties to the government. The loss of independent media sources is one of the repercussions.

Concentration on the most profitable markets, risk avoidance, and lower investment in less profitable markets are the responsibilities of the media (such as investigative reporting and documentary film-making). But, We also notice a lack of concern for the environment, smaller and poorer potential audiences, as well as a frequently politically biased range of news. The approach's fundamental strength is its ability to make empirically testable assertions about market determinations, despite the fact that market determinations are so many and complex that empirical testing is difficult.

It's not easy to make a demonstration. While the focus of the approach is on media activity as an economic process that leads to, there is a political-economic approach to the commodity (the media product or content). What commercial media sells to their customers is almost always assured. This viewpoint is more difficult to apply to internet ads, particularly the search engine as a primary advertising platform (Bermejo, 2009; and see below, p. 402). In the case of the Internet, the political economy method is currently being used. Fuchs (2009) expands on Smythe's theories, arguing that the key to the Online business is the commercialization of free access platform users, who serve as customers for advertising and publicists while also producing material at no cost to network providers and site owners. The distinction between mass communication and incredibly popular websites like Myspace and YouTube is not always evident. Several advances in media business and technology, as well as the fall from grace of a strictly Marxist approach, have considerably expanded the relevance of political-economic theory. First, there has been an increase in media concentration around the world, with ownership power concentrated in fewer hands and mergers between the electronic hardware and software industries becoming more common (Murdock, 1990; McChesney, 2000; Wasko, 2004). Second, there has been an increasing convergence between telecommunication and broadcasting (Melody, 1990; Sussman, 1997), resulting in a developing worldwide "information economy." Third, under the guise of 'deregulation,' 'privatisation,' or 'liberalisation,' there has been a fall in the public sector of mass media and direct public control of communications (particularly in Western Europe) (McQuail and Siune, 1998; van Cuilenburg and McQuail, 2003). Fourth, the problem of information inequality is worsening rather than improving. Second, there has been a growing convergence between telecommunications and television (Melody, 1990; Sussman, 1997), resulting in a global "information economy" forming. Third, there has been a decline in the public sector of mass media and direct public control

of communications (especially in Western Europe) under the name of 'deregulation,' 'privatisation,' or 'liberalisation' (McQuail and Siune, 1998; van Cuilenburg and McQuail, 2003). Fourth, rather than improving, the problem of information inequality is getting worse.

The term 'digital divide' refers to disparities in access to and use of sophisticated communication technologies (Norris, 2002), but it also encompasses discrepancies in the quality of prospective use. The fundamental premises of political-economic theory haven't changed in a long time, although the range of applications has expanded dramatically (Mansell, 2004).The main propositions of critical political-economic theory Control and logic in economics are crucial. The media structure is prone to monopoly. The globalisation of media ownership is progressing. Audiences and content are both commodified. True variety is dwindling. Opposition and alternative voices are pushed to the margins. The public interest in communication is put on the back burner in favour of private interests. The advantages of communication are not dispersed equally.

3.2.4 Social Constructionism

The publication of Berger and Luckman's book The Social Construction of Reality spawned a broad and important trend in the social sciences, which became known as social constructionism (1967). In truth, the conceptual roots are far deeper, as evidenced by Blumer's (1969) symbolic interactionism and Alfred Schutz's phenomenological sociology (1972).

The idea of society as an objective reality pushing on individuals is challenged in this work by the alternative (and more liberating) view that society's structures, forces, and ideas are made by humans, constantly recreated or reproduced, and open to debate and change. In the idea of'reality,' there is a general emphasis on the options for action as well as choices. Human actors must create social reality and give it meaning (interpretation). These broad concepts have been expressed in a variety of ways, depending on other theoretical notions, and they mark a fundamental paradigm shift in the human sciences in the late twentieth century.

The overall notion that mass media impact what most people consider to be reality is, of course, an ancient one that is rooted in propaganda and ideology theories (for example, the media's role in establishing a "false consciousness"). The unquestioning, but never-ending promotion of nationalism, patriotism, social conformity, and belief systems by the media could all be considered examples of social construction. Later critical theory advocated for the possibility of contesting and resisting such ideological impositions on the media as a very effective reproducer of a selective and biased view of reality.

Apart from the issue of ideology, there has been a lot of focus on social construction at work in relation to ideology, to news, entertainment, and popular culture in the mass media, as well as in the shaping of public opinion. In the case of news, media scholars have come to the conclusion that the picture of reality' that news purports to present is invariably a

selective construct made up of fragments of factual information and observation bound together and given meaning by a specific frame, angle of vision, or perspective.

News genre criteria and news processing algorithms are also in action. The processes through which events, people, values, and ideas are first defined or understood in a certain manner and given significance and priority, usually through mass media, leading to the (personal) building of broader representations of reality, are referred to as social construction.

There are multiple parts to the critique of the prevailing paradigm, and what follows is a composite picture constructed from various voices that are not always in agreement. There is a line of critique that is separate from normative objections in terms of theory and methodology. The basic transmission model does not function in practise for a variety of reasons: signals simply do not reach intended receivers; messages are not comprehended as they are sent; and there is always a lot of 'noise' in the channels distorting the message. Furthermore, very little communication is truly unmediated; what escapes the mainstream media is usually filtered through other channels or through personal interactions. All this undermines the notion of powerful media. Early notions of the media

as a hypodermic syringe or 'magic bullet' that would always have the intended effect were swiftly shown to be quite inadequate (Chaffee and Hochheimer, 1982; DeFleur and Ball-Rokeach, 1989). It has been clear for several decades that mass media simply do not have the direct effects once attributed to them (Klapper, 1960). In fact, it has always been difficult to prove any substantial effect.

In general, the 'alternative paradigm' is based on a distinct perspective on society, one that does not accept the current liberal-capitalist system as just, inevitable, or the most that humanity can aspire for in its fallen state. It also rejects the rational-calculative, utilitarian paradigm of social life, as well as the commercial model as the sole or best way to operate the media. There is an alternative philosophy that is idealist and occasionally utopian, but there is no worked-out model of an ideal social order. Nonetheless, there is a sufficient common ground for rejecting the concealed pluralism and conservative functionalism ideologies. Since the early twentieth century, there has been no shortage of loud opponents of the media, particularly in relation to commercialism, low standards of truth and decency, monopolistic control, and much more. Socialism or Marxism, in some form or another, was the original ideological motivation for a well-grounded alternative. Fixed meanings contained in media content that lead to predictable and observable impact were dismissed. Instead, we must consider meaning to be constructed and signals to be decoded in light of the social circumstances and the interests of the recipients. Second, the economic and political nature of mass media organisations and structures has been reexamined on a national and international scale. These institutions can no longer be regarded at face value; instead, their operational strategies, which are far from neutral or non-ideological, can be evaluated.

As the critical paradigm has evolved, it has shifted from a focus on working-class oppression to a broader understanding of various forms of oppression, particularly in regard to youth, alternative subcultures, gender, and ethnicity. Third, these shifts have coincided with a shift toward more "qualitative" study, whether in the areas of culture, discourse, or the ethnography of mass media use. This is frequently referred to as a linguistic turn because it reflected a revitalised interest in investigating the relationship between language and society (sociolinguistics) as well as a belief that reality's symbolic mediation is really more significant and available to research than reality itself. It is linked to the above-mentioned aim in exposing hidden ideological meanings. This has opened up new avenues for learning and reconnected the forgotten paths of sociological theories such as symbolic interactionism and phenomenology, which stressed the role of individuals in expressing and building their own personal environment (see Jensen and Jankowski, 1991). This is part of a larger trend in cultural studies that allows us to see mass communication in a new perspective. The cultural studies tradition, according to Dahlgren (1995), "confronts the prevailing paradigm's scientistic selfdelusion," but there is an unavoidable tension between textual and socio-institutional study. The communication ties between the First and Third Worlds have also promoted new ways of thinking about mass communication, especially in light of changing technology.

For example, the relationship is no longer viewed as a question of transferring progress and democracy to 'backward' countries in an informed manner. It can be viewed in the same light as economic and cultural dominance.

Finally, while theory does not always lead in a critical direction, the 'new media' have prompted a reevaluation of past ideas about media influence, but that's because the model of one-directional mass communication can no longer be upheld.

3.3 SUMMARY

In the above unit we have looked at the perspectives related to Mass media by looking at various schools of thought. It is now very much clear how mass media serves its various functions towards the society and its subjects from Functional, Critical, Political Economy and Social Constructionism point of view. It is important to note that the media plays an important function and is not just the source of entertainment, but a legitimate source of "infotainment" for the society provided, it works ethically.

3.4 QUESTIONS

1. Explain the approaches and perspectives of Functional/ Critical/Political Economy and Social Constructionism on media

2. Write Short Notes on any of the perspectives mentioned above

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4

SOCIAL CHANGE AND DEVELOPMENT

Unit Structure

4.0 OBJECTIVES

- To examine the role of mass media in social change

- To analyze mass media through the lens of various theories and assess the effects critically

4.1   INTRODUCTION

Mass media is created with the aim of mass communication. The information is given out by one source which is intended for public consumption. While one of its aims is to entertain and attract the viewer, it also becomes a tool of spreading social and political messages. It programmes the perception of the viewer and shapes the decisions made in their everyday lives. The individual is bombarded with information promoting not only which products to buy but also the general perspective of the public about what is desirable and undesirable. Mass media can be an effective catalyst in social change because of its ability to reach a large population.

Mass media can incorporate various means of communication like newspapers, magazines, billboards, television, radio, films, video games, social media, etc. People spend an average of 25 hours a week watching television, and find time apart from that to engage in listening to the radio, watching cinema, reading the newspaper and magazine, or browsing through social media. While on one hand, these are the mediums that the individual is actively engaging with; others like billboards and advertisements, subtly relay messages in the form of passing images or short videos. The effects of media are often challenging and aim to target gullible audiences.

4.2 THEORIES OF MASS MEDIA

Over the years, sociologists have been analyzing the influence of mass media and have come up with several theories such as: normative, socio-scientific, and critical communication theories to address the topic. Previously, media was thought to have a direct influence on all aspects of behaviour of the individual and therefore, society at large.

4.2.1 DEVELOPMENT COMMUNICATION THEORY

The Development Communication Theory is rooted in the idea of media being used to develop a nation or to help the people who are accessing the content without any ulterior motive. It attempts to communicate without manipulation and stimulates genuine response. Daniel Lerner's *'The Passing of Traditional Society' (1958)* and *Wilbur Schramm's 'Mass Media and National Development'* were the pioneering texts on the subject. This theory uses scientifically curated content for social change. The development of this theory is based on the idea that the Third World countries aspire to follow the First World countries and match their development with regards to their technology in the form of their political systems, heavy industries, capital intensive technology, etc. Thus, development was linked with Westernization and constant comparison was made concerning modernisation of the developing countries.

The definition of development has been changing as it is seen that the First World corporations, while providing the developing nations with the necessary technological gadgets and information, are bartering these for socially engineered messages and propaganda to control the culture of the developing countries to benefit their own. This system is criticized for cultural imperialism and glorification of the colonizers through the use of media. In this regard the term *'dominant paradigm'* was coined by Everett Rogers in 1978 to identify the practice of the superiority of the Western legacy which was broadcasted through all media. The legacy includes the Industrial Revolution in North America and Western Europe; colonialism in the developing world like Latin America, the Middle East, Africa, and Asia; capitalism; and the quantitative tradition of American social science.

This theory was criticized for its short-sightedness by Rogers Everett in 1978. He argued that the dominant paradigm falsely depended upon the introduction of technology into the third world to solve its problems. On

the other hand, the dependence on the studies provided by the American Social Science Research reduced the developing countries to mere numbers instead of assessing other areas to understand the standard of living. Having understood that mass media had a fairly limited and indirect reach than what was previously assumed, Rogers redefined development as "a widely participatory process of social change in a society, intended to bring about social and material advancement… for the majority of people."

Later, Robert Hornik in his article published in the 'Journal of Communication' reevaluated all the relevant information and posed three questions. The first was about the role played by communication in the development process, second aimed at the conditions that make a communication project a success or a failure, and the third about the specific applications in development communication. Hornik drew examples from development projects in several developing nations making it geographically diverse. It mapped out how development projects either function or dysfunction in different sociocultural environments. At the same time, Hornik found that communication worked as a catalyst, organizer, motivator, and equalizer for social change. Complementing this, it was recognized that development strategy was only as effective as the strategy to make changes in resources and environment.

4.2.2 SOCIAL LEARNING THEORY

The basic yet powerful idea that people learn from observation drives social learning theories. This notion has been accepted as common wisdom for years, and it has been used in fields such as education and training. When applied to the mass media, however, this premise becomes more problematic and difficult to verify, as media scholars cannot agree on what behaviours people learn from the media, to what extent, and under what circumstances. There are a few instances where viewers, particularly younger ones, closely mimic a scenario from a television show or a film. One of the most concerning types of imitation is 'copycat crime' where a fictional crime inspires similar events to be imitated in real life. The majority of people, on the other hand, will selectively replicate pictures and actions they encounter on television.

Albert Bandura, a social psychologist, argued for an indirect and complex view of how people model their behaviour on pictures they acquire from society in his book 'Psychological Modeling: Conflicting Theories' (1971). Humans gain symbolic pictures of acts and behaviours, which they adapt and subsequently use to motivate their own conduct. Bandura categorizes the methods of achieving social learning into three types: Observational learning, inhibitory effects, and disinhibitory effects.

1. Observational learning- It is the most straightforward form of social learning. It is founded on the notion that people may learn how to perform a behaviour by witnessing it. Apprenticeship, for example, originated based mostly on observational learning in occupational training. The apprentice was supposed to learn the craft by watching the master at work.

2. <u>Inhibitory effects-</u> It works on the idea that if someone witnesses someone being punished for acting in a certain way, that person will learn not to act in that way. In other words, inhibitory effects cause people to avoid behaviours that they associate with punishment.

3. <u>Disinhibitory effects</u>- When it comes to disinhibitory effects, the opposite is true.

It's likely that if someone is rewarded for destructive activity, others will follow suit. This is why some television reviewers have been particularly upset by shows that glorify violence and do not punish those who do it. Because it recognized that social learning is not a rote process of direct imitation, but one in which numerous influences affect both observation and response, social learning theory has had a lasting impact on efforts to induce social change through the mass media.

4.2.3 SOCIAL MARKETING THEORY

In 1971, Philip Kotler and Gerald Zaltman introduced and coined the term "Social Marketing Theory" in a paper published in the Journal of Marketing. The authors argued for the use of consumer marketing strategies to address social issues and presented the conceptual groundwork for their approach. As marketing has been so successful in persuading people to buy certain things over others, the same strategies should be useful in persuading people to adopt specific behaviours that will lead to improved physical and mental health, and eventually to widespread societal change. Social marketing theory is an interdisciplinary endeavour that needs collaboration between researchers from several traditional fields.

Two audiences are targeted at the same time in social marketing initiatives. Considering social problems are caused by behavioural changes, social marketing strategies focus on individuals and groups who will benefit from changing their behaviour. Second, because social problems have socioeconomic roots, social marketing initiatives are aimed at policymakers with the authority to enact policy changes that would improve the likelihood of social marketing campaigns succeeding.

Three concepts guide the organisation of social marketing efforts. First, a campaign must be consumer-oriented in order to be successful. This implies that the target audience is considered as an active participant in the process of social transformation. Second, the campaign should be built on a social exchange of values and ideas between the organisers and the target audience. This discussion is centred on the crucial concept of voluntary conduct in social marketing. Third, campaigns should have a long-term strategy that extends beyond immediate and short-term success indicators. Monitoring, feedback, and evaluation mechanisms should be included. With its underlying capitalist premise, social marketing has been criticized for encouraging a consumer approach to social change. Nonetheless, social marketing has emerged as a preferred method for generating and sustaining positive social change.

4.3 FUNCTIONS OF MASS MEDIA

The functions of mass media are as follows:

1.   Information: There is a constant circulation of information about our immediate environment and the globe at large. Traffic jams are often reported via the radio channels, being prepared for the weather through TV reports, and other news about topics that can affect us personally like the stock market and hostility brewing between political parties.

2.   Entertainment: Media provides an escape from the grind of everyday life and its challenges. It has the ability to immerse the viewer into an alternate reality which is devoid of the troubles of the real world. It allows a brief yet temporary moment of relief for individuals to rejuvenate.

3.   Correlation: Media allows comprehension of the information provided through context. It aids in upholding societal norms; in socializing children; and it also aims to provide a framework for interpretation of events.

4.   Proximity: It has the ability to bridge the distance between two societies. Technology allows media to be accessed simultaneously by anyone anywhere in the globe. For example, when one views a live sports match, there is a feeling as if one were a part of the crowd at the stadium where the match was being played.

5.   Continuity: Media has the ability to assert the dominant culture and common values. It makes emerging social developments visible and behaves as a watchdog of society.

6.   Consumer behaviour: Advertising is used as a tool to inform the public about the products and services companies have to offer. They have the ability to sway consumer decisions with the aesthetic or emotional appeal of their commercials. Brand visibility through various platforms usually translates into brand acknowledgement and loyalty, converting their presence into large profits for the company.

7.   Mobilization: Mobilization of the population can take place when there is a need to direct the behaviour of society. It can be used to rally the public for war, to encourage certain moral values, or to make specific political decisions during the times of elections. This can be done very directly though public campaigns or it can also be done through subliminal messaging with moral endings for TV serials or movies.

4.4 DYSFUNCTIONS OF MASS MEDIA

1.   Authenticity: Authenticity of the information that is broadcasted is usually compromised as channels are funded by big corporate agencies and political parties which use these mediums for their own agendas. This monopoly over the content created sacrifices real and important information for paid news.

2. <u>Vulgarization:</u> Mass media can be viewed as an agent that threatens and smothers creativity and diminishes the standard of cultural products. Hence, the local languages and indigenous aspects are often at stake with trends that generalize and typecast specific characteristics of the culture. Eg. The vulgarization of indigenous languagesand folk songs through popular cinema and songs.

3. <u>Sensationalization:</u> Production of fake or fabricated information usually made to raise the T.R.P. (Television Rating Point) leads to sensationalizing the presented content to hook the audience. This pattern is visible all over mass media, but especially with news channels who repeatedly display violence, or the scripting of 'reality' shows in the name of entertainment. Journalism also seems less focused on reporting important news and gets fixated on sustaining celebrity culture and gossip.

4. <u>Hyper-reality:</u> Hyper-reality represents an exaggerated yet extremely engaging and realistically detailed world. It blurs the line between simulation and reality because it becomes effortless to immerse oneself in it. It feels real but is far from reality. Sociologist John Thompson came up with the concept of 'mediated-quasi interaction' referring to a limited and narrow form of social interaction. Eg. Video or chat messages that engage and allow social interaction but it may not be necessary to know the person personally or in a comprehensive manner.

5. <u>Addiction:</u> Spending long hours accessing mass media without caution can also lead to addictions directly and indirectly.

6. <u>Safety:</u> The numbers of cybercrimes are on the rise with creation of fake identities and profiles, leaking or selling of personal information without consent, access to the deep web for devious business, etc. Hatred in the form of nationalism is easily spread through sometimes fake and doctored content. Content showcased can affect the mental health (eg. watching tragic news stories every day, leading to depression) and decision-making skills of individuals, especially those who do not have the ability to be critical of the content presented in front of them (eg. children watching superhero movies and imitating the stunts)

Check Your Progress

1. Mantion any 4 Functions of media

2. What is Social Marketing?

4.5 IMPACT OF MASS MEDIA ON SOCIETY

Violent entertainment has become much more widely available as a result of technological advancements. The economic rivalry for viewers, especially young viewers, has placed a focus on violent media images. There was a substantial rise in violent crime not long after television was introduced into American homes. Some academics and observers believe there is a link between the two. Social learning theory emphasizes the process of imitation. Aggression is typically described as any behaviour

that has the intention of harming another person. This aggression especially with regards to constant viewing of violence may or may not intend to hurt the person on whom the act is being practiced upon.

Children can learn about the origins and causes of many emotions through observing media characters' emotional experiences, and they frequently feel empathy for them. Although there is no study on the long-term impact of media exposure on children's emotional skill development, there is plenty of evidence that it can contribute to children's concerns and anxieties. Both fictional and news television can create long-term emotional distress in youngsters.

Sexualization of bodies in the media can affect impressionable young minds. Children are propelled into being an adult with the unnecessary sexualization of mostly female bodies in video games, films, TV, and song depictions. This unrealistic representation has led to an increase in body dysmorphia amongst young adults and plastic surgeries are becoming more common than ever to meet the mainstream standard of beauty. The media that we consume mirrors and sometimes even reinforces sexism. Stereotypes for women such as submissive, unintelligent, emotional, dependent, weak, receptive, timid, and a sex object find their places in movies, television, and even in children's content. On the other hand, showing men as dominant, rational, intelligent, brave, and sexually aggressive offers a skewed idea to the audience about their own role within society. This portrayal is not only found in television but also in the porn that is widely accessed by the population.

Other effects include fears or phobias being triggered, multitasking leading to a short attention span, little separation between truth and fantasy, and incorrect role models. The use of media without caution can cause issues of blunting of emotional response, increase in apathy and even depression. It can also explain the influence of fad diets on physical health, such as the substitution of energy drinks, juices, green tea, or cereal for regular food due to advertising claims of weight loss.

4.6 CONCLUSION

Radio, television, popular music, and the Internet are the most powerful persuasion tools. These mediums are hugely influential and have a lot of potential for constructive societal change. It's understandably tough to draw the line between treating people as consumers or citizens in efforts aimed at achieving constructive social change. Media and social change theories have a lot of potential, but they also have a lot of drawbacks. In order to move beyond prior models of social change, research has pushed for more interactivity, transparency, and context sensitivity in the use of media for social change. Even if the media's influence is indirect and difficult to track, measure, and comprehend, the media remains a crucial tool to use in ongoing attempts to improve people's quality of life.

4.7 SUMMARY

Mass media can be an effective catalyst in social change because of its ability to reach a large population.

Over the years, sociologists have been analyzing the influence of mass media and have come up with several normative, socio-scientific, and critical communication theories to address the topic.

The Development Communication Theory is rooted in the idea of media being used to develop a nation or to help the people who are accessing the content without any ulterior motive.

The basic yet powerful idea that people learn from observation drives social learning theories

Social marketing theory is an interdisciplinary endeavour that needs collaboration between researchers from several traditional fields.

Radio, television, popular music, and the Internet are the most powerful persuasion tools. These mediums are hugely influential and have a lot of potential for constructive societal change.

4.8 QUESTIONS

- Discuss the functions and dysfunctions of mass media.

- Explain in detail the 'Development Communication Theory'.

- Examine the 'Social Learning Theory' and 'Social Marketing Theory'.

- Critically analyze the impact of mass media on society.

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5

POWER AND INEQUALITY

Unit Structure

5.0 OBJECTIVES

- To understand the notion of power and inequality vis-à-vis media

- To examine the effects of the power and subsequent inequalities that impact various aspects of human life

5.1 INTRODUCTION

The mass media has shown to be an effective vehicle for bringing about change. It has facilitated human evolution into a futuristic society never before imagined by humans. Having unrestricted access to knowledge has facilitated social mobility. While it is a strong tool, it is also heavily influenced by elite perspectives and frequently depicts the dominant paradigm. When the authority to control what content is viewed by the general population slips into the hands of a small group of people, often wealthy individuals, imbalance can result. The public on the receiving end of this transaction is transformed into 'the other,' resulting in disparities on multiple levels.

Over the centuries there have been different forms of communication inequalities. Many forms of inequality have survived the transition from the traditional to the digital regime, some have diminished or decreased in important. In the world of digital media, some types of inequality are aggravated (eg. Power held by a small number of actors worldwide) and some are new such as, big data, surveillance and social scoring,

algorithmic filtering and selection. Increasing inequality in the media and as a result of media poses the risk of endangering social cohesion, creating exclusion and marginalization. In this section we will discuss power and inequality in media and through media.

5.2 UNDERSTANDING POWER

Here, social power is defined as a social relationship between groups or institutions that involves a more powerful group or institution (and its members) controlling the actions and thoughts of a weaker group. Such authority usually implies privileged access to socially valuable resources like force, wealth, income, education, or position. Media power is usually symbolic and persuasive, in the sense that it has the ability to influence the minds of readers or viewers to some extent, but not their actions directly.

Whatever the news media's symbolic strength, at least some media users will be able to resist such manipulation. This implies that media mind control is most effective when media users are unaware of the nature or implications of such control and change their minds of their own free choice, such as when they accept news items as true or journalistic perspectives as legitimate or accurate. Such a study of social power and its symbolic components demands a departure beyond a narrow social or political view of power.

The term "media power" frequently connotes power abuse—that is, various sorts of illegitimate or otherwise inappropriate exercise of power, as defined by specific standards, norms, or values. Manipulation, for example, is commonly regarded as a negative type of media power enactment, because mediated information is slanted or obscured in such a way that the audience's knowledge and opinions are shifted in a direction that is not always in its best interests.

5.3 UNDERSTANDING INEQUALITY

Since the beginning of public communications, inequalities have been an unpleasant companion of the media and communications. Traditional media has been criticized for being biased, promoting hegemonic interests, consolidating much too much power in the hands of powerful industrial corporations, and generating information gaps among their varied audiences. Journalism has contributed to gender and race discrimination in newsrooms, as well as the acceptance of informal news selection standards that favour those in power, overshadowing their position as a watchdog in democracies.

Most of these inequalities remained and new ones arose during the digital regime around the time of the emergence of the Internet as the primary distribution platform in the late 1990s. Knowledge gaps have morphed into digital divisions, advertising revenues have shifted to social networking sites, posing a challenge to traditional news journalism, and global corporate monopolies have outperformed both media businesses and nation-state media regulation. Furthermore, algorithmic selection,

surveillance, big data, etc. are causing new types of inequalities that follow conventional patterns of class, gender, money, and education.

Inequality exists in a variety of forms, but the most prominent is wealth distribution and poverty. Pierre Bourdieu has categorized different types of inequalities referring to the following capitals.

1. **Economic capital**- associated with access to financial resources

2. **Social capital-** associated with social relations and institutionalized networks that encourage socialization.

3. **Cultural capital-** referring to skills and knowledge gained through education, intellect, style of speech, or attire.

Oftentimes, individuals who are at a disadvantaged position in the society wish to improve their social standing, this is called 'social mobility'. Economic capital is primary for this shift in the individual's position. In today's world, access to technology at affordable rates and to information has allowed this movement. Although, in Third World countries the picture looks grim as the poor can barely make ends meet, let alone pay for an internet connection. The portrayal of the poor and marginalized within media is also often stereotyped with respect to darker complexions or from the disadvantaged communities or castes, while in reality, the picture may be very different. This stereotype is further deepened with the showcasing of the "lack of effort" or "loose morals and drunkenness" narrative.

People of colour, the differently abled, migrants, women, and the LGBTQ+ individuals are often stereotyped due to marginalization. Scholars have observed that a majority of directors in Hollywood are male and make films that are racially imbalanced. All humans are equal under the law, according to fundamental rights and freedoms. This is the foundation of democratic constitutions; international diplomatic relations are based on this idea; and the third estate (judiciary) is primarily based on notion of equality. The contrast with our everyday lives, on the other hand, could not be more conspicuous. Individuals are regularly discriminated against because of their gender, skin colour, ethnicity, social status, class, money and income, and a variety of other factors that threaten their fundamental right to equality.

Check Your Progress

1. What is Power?

2. What are the Categories of Inequalities as per Bourdiuas?

5.4 ACCESS TO MEDIA

Access is another significant concept in the study of power. In today's information society, controlling the means of mass communication is one of the most important criteria of social power. Indeed, in addition to economic or other social conditions of power, social groupings can be

assigned social power based on their active or passive access to various types of public, other influential or consequential discourse, such as that of the mass media, scholarship, or political and corporate decision making. Despite the fact that people consume media, they usually have no direct influence or control over the content.

By concentrating educational and networking resources among those who are already privileged, the media is guaranteed to increase social inequality. The 'techno-utopian' view, on the other hand, sees social media as a solution for inequality, providing poor individuals with increased access to resources via the internet. The concept of the 'digital divide' is frequently motivated by the belief that new Information and communication technologies worsen pre-existing disparities in society: poorer people are excluded, while wealthier people have better access. Early studies, which focused on internet access, were mostly conducted in developed nations, and found that, while the vast majority of individuals had internet access, a significant proportion lacked or had poor connections. Age, household income, educational attainment, English language proficiency, disability, and rural/urban location were frequently the barriers that prohibited people from accessing online communication.

Digital divides exceed the dimension of information inequality and expand more generally to impact life chances. The situation is worse in the context of rural India. Inadequate technical means are the first and a major block in overcoming the digital divide in India. Difficulties in accessing technology resulting from inadequate technical means are faced much more by the rural communities as digital resources are unevenly distributed. Mere availability of digital resources does not ensure access to the internet in India. Other factors such as economic disparity also constraints access to digital resources. Rural communities also lack the means to gain knowledge to utilize these resources due to absence of a social support network, especially for women and the aged. In addition, other social barriers such as caste and class contribute toward the lack of support for the marginalized communities.

5.5 DIFFERENT APPROACHES TO INEQUALITY

Ideology: The strategic control of knowledge is an essential element in the understanding and therefore critical reading of content. Beyond this knowledge lies 'social cognition' or 'attitudes' which consist of socially shared traditional opinions. Control of attitudes influences judgment in the same way that control of information influences comprehension. Acceptance of a war against Iraq, as well as the Cold War against the Communists before it, is based on their legitimacy and justification, which is based on how the enemy and its actions are portrayed in the news, which explains the pervasive and unmistakable images of 'Evil Empires,' terrorists, dictators, unprovoked aggression, and other forms of possible threat to one's security and legitimate interests.

Caste: Scholars have observed that the media industry in India has witnessed hegemony of dominant castes. Such hegemony influences

everyday lives and how individuals experience the world. Media may become a catalyst in inflicting violence over the oppressed castes as it imposes and shapes dominant discourses regarding popular perception and culture. Sometimes media, especially cinema and television may be used as a tool to maintain the status quo and also a medium of resistance and assertion.

Ethnicity: The press's persuasive power is amplified when its reporting aligns with the majority of readers' interests. This is especially true in the United States, Europe, and other Europeanized countries when it comes to race and ethnic issues. Ethnic and racial conflicts have been a major topic of news from the Civil Rights Movement in the United States in the 1960s to urban riots in the United Kingdom in the 1980s. Immigration and integration are two of the most concerning social aspects in contemporary European politics and media coverage. Discrimination based on ethnicity and race seems far from eradicated. Minorities are disproportionately represented in socioeconomic positions that have been classified as "underclass." They are often stereotyped and portrayed in news and popular culture as criminals, enhancing the narrative of the ideal and perfect elite race.

Gender: Despite financial advancements and apparent ideological shifts, the majority of journalists are men, and women have even less access to top editorial positions. Women are less reliable as sources and, as a result, are less quoted, and as news anchors, are less newsworthy. Recent evidences indicate that digital inequalities related to gender in two basic ways: one is through the gendering of skills and content production patterns and two, through gendered labour market processes that are associated with jobs involving technology.

Gender inequality in media and communication organizations has survived the digital transformation. There are several forms of inequality in access, skills, life outcomes, life chances and gender. Each new information and communication technology run the risk of creating new varieties of social cleavages with the potential to create new inequalities. Algorithms tend to reinforce our existing social stratification, with all its injustices. Also, in case of surveillance technologies, there is a huge power imbalance between those who surveil and those who are surveilled.

Persons with Alternative Sexualities: Queer individuals have for the longest time been excluded from contemporary discourse. The religious and traditional bents of most western countries and their opposition to queerness have influenced their own nations and their previous colonies. With the contemporary generation asserting their queerness, and also being the backbone of content creation, have pushed forward the voices of the marginalized. Due to changing trends of accepting LGBTQ+ individuals for 'coming out', a lot of corporates have wished to capitalise on their new marginalized market (and well-wishers) as a "gay-friendly" brand. While these brands run campaigns to incorporate everyone irrespective of their sexual orientation, it also sometimes comes across as a forced attempt to use a novel queer strategy to attract customers and gain

profits. These are the same companies who have low tolerance towards the LGBTQ+ community and often reject potential LGBT+ employees, but prefer to use their image to earn millions.

Class: Not only in the West, but around the world, the majority of mass media are corporate corporations firmly entangled in the capitalist mode of production. The focus of business news will be on business elites rather than workers. Workers' contributions to the economy are assumed and so overlooked, despite the fact that they may be blamed for recessions. Unless in exceptional occurrences designated as incidents, exploitation, health risks in factories, and any other circumstance for which management or owners could be responsible are overlooked or under reported. Strikes are frequently portrayed as a public-relations issue, but not a threat to the economy. The perspective of management is dominant in the descriptions of the circumstance, interviews, quotes, topics, and style of coverage in industrial conflicts. Workers are not considered to be members of the audience. Workers, in general, are little seen, unless in unfavourable stories of confrontations or news about bargaining with their leaders.

Global Stratification: Natalie Fenton (2016) in her analysis of the neo-liberal order in media and communications observes that the traditional media has always served hegemonic interests. This has resulted in thrwarting participatory democracy, decision making and has legitimized social inequality. She argues that this inequality did not vanish with the advent of the internet. On the contrary, inequalities are on rise ever so more. The rich nations enjoy far more internet usage than poorer nations. The developed world is highly wired in which almost all of the wealthiest nations use the internet, which the developing nations are left far behind. Researchers who study digital divide attempt to understand the relationship between the spread of digital technologies and the varied factors contributing to the inclusion or exclusion of countries, regions and people in the digitally mediated world.

5.6 CONCLUSION

It is important to understand what inequality means and how it's applied. There must be a distinction made between two possible outcomes of media access: the equality that this symbolizes in and of itself, and its potential impact on broader kinds of inequality. In certain ways, the media has facilitated equality. A smartphone with access to media by a large population of low-income individuals in nations like Brazil, China, and India represents a significant transformation in their life. They now have sophisticated technologies that are often identical to those used by the wealthy.

Possession of devices, access to media, or even media literacy is no guarantee of any shift in inequality in real life. The instance of South India is one of the most straightforward examples of how the globe has impacted media. Highly rigid and hierarchical social structures have colonized these new mediums and made them reflect such distinctions of caste and superiority. Media has an impact primarily by emphasizing varied claims to cosmopolitanism, which can be backed up by acts of sharing discovery of foreign resources.

5.7 SUMMARY

Media power is usually symbolic and persuasive, in the sense that it has the ability to influence the minds of readers or viewers to some extent, but not their actions directly.

Manipulation, for example, is commonly regarded as a negative type of media power enactment, because mediated information is slanted or obscured in such a way that the audience's knowledge and opinions are shifted in a direction that is not always in its best interests.

Traditional media has been criticized for being biased, promoting hegemonic interests, consolidating much too much power in the hands of powerful industrial corporations, and generating information gaps among their varied audiences.

Knowledge gaps have morphed into digital divisions, advertising revenues have shifted to social networking sites, posing a challenge to traditional news journalism, and global corporate monopolies have outperformed both media businesses and nation-state media regulation.

Furthermore, algorithmic selection, surveillance, big data, etc. are causing new types of inequalities that follow conventional patterns of class, gender, money, and education.

Despite the fact that regular people consume media, they usually have no direct influence or control over the content.

Control of attitudes influences judgment in the same way that control of information influences comprehension.

Ethnic Minorities are often stereotyped and portrayed in news and popular culture as criminals, enhancing the narrative of the ideal and perfect elite race.

Unless women can be portrayed as open forms of conflict or amusing inadequacies, gender issues have minimal news value.

Workers' contributions to the economy are assumed and so overlooked, despite the fact that they may be blamed for recessions.

5.8 QUESTIONS

1. Examine power and inequality in media with special reference to India.

2. Discuss issues of access and various approaches to inequality.

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6

TRANSMISSION –RECEPTION MODEL

Unit Structure

6.0 OBJECTIVES

- To examine the key tenets of the Reception Theory

- Understanding the reception theory in terms of its achievements and criticisms

6.1 INTRODUCTION

Mass communication relate to various aspects of our personal and cultural lives or social systems.   Theories of mass communication attempt explanations and predictions of social phenomena and explore the way in which we interact with mass communication, its role in our lives, and the effects it has on us. Messages through the media are constantly encoded and decoded. The producer encodes messages and values into their media which are then decoded by the audience. However, different audience members will decode the media in different ways and possibly not in the way the producer originally intended. In this section we will examine the transmission of messages through the reception model.

6.2 RECEPTION THEORY

Stuart Hall created the Reception Theory in 1973, which is also known as the Audience Theory or Reader's Reception Theory. It is based on the idea that, regardless of the content presented to the audience they will watch and understand it based on their own life experiences. This implies that individuals utilize their inherent principles and beliefs learned from their environment to interpret the content offered to them. As a result, each

person may perceive the same content in a different way. Although the substance is the same, the emotions, allusions, and links that each individual access within themselves are influenced by their social surroundings.

The communication process: Within any communication we observe that the source or sender of the message encodes their thoughts and sends it to the intended receiver. The receiver decodes the message to understand it.

Encode: Encoding is when thoughts and feelings are translated into a medium like writing, speaking, art, music, sign and gestures, to allow the opposite person to understand something as abstract as a thought, in more concrete ways. The person encoding the message has to take into consideration if the receiver will fully grasp their message through the medium, they choose. Writing is the most concrete as it is the only medium that reduces possibility of confusion or misunderstanding

Decode: Decoding is when the person who receives the message has to understand the content and decode the meaning of signs and symbols (eg. Alphabets are symbols assigned to a sound). Here, decoding will depend upon the medium through which the message has been sent. Messages sent through verbal/non-verbal cues may be differently decoded by the receiver compared to the intention of the sender. Such distortion can occur when there is a barrier of age, gender, religion, race, ethnicity, political views, class, culture, mood and emotional state, etc. of the individual receiving the message.

The communication that takes place between the sender and the receiver can fit into either of the two models:

Symmetric model: It refers to the equal exchange of information between the sender and receiver. It needs active participation on both ends. Eg.A conversation between two people.

Asymmetric model: It refers to communication where there is unequal exchange of information as the sender sends information, the receiver receives the information but the sender does not expect the receiver to provide any feedback and complete the communication cycle. Here, the sender is active while the receiver is a passive participant in the interaction. Eg. Newspapers publish content constantly, while the readers consume the content, they are rarely required to provide compulsory feedback.

With so many variabilities, there can be a wide range of interpretation of the message. So, media houses and other platforms use tools such as press releases, advertisements, fan letters and message boards, reviews, etc. to better understand the social context of their audiences, which can be divided briefly in three types.

a. **Dominant Reader**- The message sent by the content is clearly visible and accepted by this type of audience, requiring no further explanation. Eg. The child is asked to study by the parent, it is understood and implemented without needing any additional

information. Eg. The threatening appearance of an evil character portrayed in fictional content.

b. **Negotiated Reader-** Here, the audience is aware that the actions being performed in the content are morally questionable, but accept it anyway because they believe that there is a reason behind it. The negotiated audience, negotiate or compromise their personal convictions with an understanding that there is a greater good in the act which would otherwise be considered taboo. Eg. The protagonist in movies/video-games going after the villain's life.

c. **Oppositional Reader-** The audience has zero tolerance for what has been presented because it goes diametrically opposite to their belief system. The reasons could vary for the content being morally wrong, emotionally disturbing, unnecessary adult content, violence, hurting religious sentiments, political outlook, etc. Eg. Religious content used for comedy is generally not tolerated.

Hence, through the above theory, it is apparent that the producer of the content can take into account these varied factors but can never certainly know the outcome of the reactions, as the reactions will keep changing with time and the social context.

Check Your Progress

1. What is Reception Theory?

6.3 CONVERGENCE OF MULTIPLE RESEARCH TRADITIONS

Audience reception studies concentrate on the interpretative relationship between audience and media, as understood in a broad ethnographic context. It would be inappropriate to assign any one origin to reception studies, and even dating their beginnings is dependent on how key models are identified.

There are several trajectories toward reception studies that converged in the late 1970s as part of a broader social science multidisciplinary movement. One of them was concerned with the mechanisms of culture production and reproduction. To merge text and audience studies, Stuart Hall established the paired concepts of encoding and decoding. 'The degrees of "understanding" and "misunderstanding" in communicative exchange depend on the degrees of symmetry/asymmetry (also known as relations of equivalence) produced between the positions of the "personifications," encoder/producer and decoder/receiver.

There was a shift in focus away from a primary concentration on the ideological and institutional factors of media texts and toward a role for a potentially active, but 'disappearing' audience. As part of the criticism of hegemonic theories including the dominant ideology thesis, cultural imperialism thesis, and political economy approach, this resulted in a focus on the resistant audience.

As a result of the shift towards post-structuralism, the dominant 'structural approach' of textual analysis was dismantled. Eco's theory of 1979 of 'the Role of the Reader' became an essential text of integrated approach. Within cultural theory, feminist approaches to popular culture allowed for a reassessment of the frequently demonized (i.e. feminized) role of the popular culture audience. As a result, the mapping of good and bad,'masculine' and 'feminine' genres had to be reconsidered. The focus on the marginalized audience thus provided a focal point for discussions on reevaluating or providing voice to individuals who had previously been ignored by normative theory.

6.4 CONSTRUCTION OF RESEARCH CANON

Research canon refers to the traditional collection of texts against which new texts are compared and measured. The research canon within audience studies is fairly limited, and its references are often overused to justify the research done to understand the audience. In addition, one canon text of reception theory is built upon the knowledge of a previous text. While the accounting of the previous text is essential and has played an important role in the success of theory, it is also narrow and indefinite, and underplays the diversity of the studies being conducted. For example, the feminist audience reception studies are excluded with the fear of it being ghettoised or isolated for standing out differently from the mainstream research undertaken around reception theory.

6.5 ACHIEVEMENTS OF RECEPTION THEORY

While many ambiguous assumptions about the audience have been made in production, text, and context analysis, it has only recently been recognised that audiences may not fit these assumptions, and that the validity of many media theories is dependent on empirical audience research that is currently being conducted or that will be conducted in the future. Most crucially, reception studies have brought to light an audience that has previously been marginalized, disregarded, and presumed about in policy and theory.

It was previously considered that media impact operates by conveying meaning in a linear fashion to a passive audience, that audiences are a homogeneous, uncritical mass. But now, it is proven that audiences decode in a variety of ways (plural decodings), that their cultural background is important, and that they frequently disagree with textual interpretations.

6.6 CRITICISM OF THE RECEPTION THEORY

One major criticism of the field has questioned how free audiences are to interpret texts in different ways. Whereas the audience was once thought to be at risk of disappearing, it is now the text that is in jeopardy. As a result of his concerns about excessive or 'vulgar gratificationism,' Fiske J. (1989) coined the much-debated phrase 'semiotic democracy'. Corner J.

asserts that much 'active audience' research loses sight of the text entirely, and Ang I. questions the emphasis on difference in interpretation in relation to the exclusion of observed similarities.

The adherence to mainstream research has confined the theory to be linear and there is a need to record alternate information. While response of female viewers for TV serials are taken into account, but not the male audience; response to TV content is widely researched as opposed to other mediums like radio, OTT platforms, newspapers, etc; information is easily available on the reception of adult audiences but not much on the young viewers; fandoms have expression of their liking for a certain content but not much on the boredom of people who view the content. Hence, diversity has to be incorporated into research findings in order to come at a text-reader interface in symmetrically varied ways.

It is observed that there is often little to no time for reflection, debate or verification of the content consumed by the audiences. There is an involvement with the sentiment of the viewed content. Sometimes, this can lead to a sensationalized, glorified, simplified, or trivialized version of important information. On the other hand, others argue that the information at the very least increases awareness of the given topic. There is also the issue of sanitation of content that may seem inappropriate to be addressed in its raw form, which can sometimes make audiences perceive critical or horrifying content from a wishful, optimistic, or idealistic perspective and lose sight of the truth.

6.7 CONCLUSION

Reception theory is complex in terms of comprehension as each mind perceives reality in its own way. No single tradition or question can bear the weight of audience research, whether the issue is resistant voices, contextualized embedded audiences, or dissimilar readings. A single person can have mix reaction of being a dominant, oppositional and negotiated ready when receiving the message. One also cannot seek a grand system that incorporates all variables and perspectives in a big scheme because such models always tend toward reductionism and functionalism. The conclusion derived at by the audience will be right for the moment, but may change as the time goes by.

6.8 SUMMARY

Reception Theory is based on the idea that, regardless of the content presented to the audience; they will watch and understand it based on their own life experiences.

The communication model consists of the sender who encodes a message and the receiver who decodes the message.

There are several trajectories toward reception studies that converged in the late 1970s as part of a broader social science multidisciplinary movement. Eg: structuralist, post-structuralist, and femisnist

Reception studies have brought to light an audience that has previously been marginalized, disregarded, and presumed about in policy and theory.

The research canon within audience studies is fairly limited and one canon text of reception theory is built upon the knowledge of a previous text.

There needs to be a non-linear approach to the research being conducted to include diversity. There can be sensationalization, glorification, simplification, or trivialization of important information.

Reception theory is complex in terms of comprehension as each mind perceives reality in its own way.

6.9 QUESTIONS

1. Explain the key features of the Reception Theory.

2. Discuss the convergence of research traditions, construction of research canon, Examine the achievements and criticisms of the Reception theory.

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7

THEORIES-AUTHORITARIAN, LIBERTARIAN

Unit Structure

7.0 OBJECTIVES

● To understand the theories of mass communication

● To examine the forms and impacts on media policy

7.1   INTRODUCTION

Most of the debates concerning media policy in Western democracies are based on the normative notions of the press. Scholars observe that the media has immense information power which has implications for democracy. Within democratic societies, it is expected that the media has the responsibility to monitor the government and make it accountable to its people. The media also acts as a conduit between the public and political leaders. It becomes the voice of the people and an advocate for the oppressed groups. Any threat to the media is seen as a threat to democracy. In countries that do not practice democracy, media is used a tool for propaganda rather than a democratic actor. Authoritarian theory, libertarian theory, social responsibility theory, and Soviet Media theory are the 'original' four theories of the press/media. Each applies to specific set of economic and political circumstances, in other words, they primarily deal with issues of ownership and control. In this section we will deal with Authoritarian theory and libertarian theory and examine how these impact media policies.

Fred Siebert, Theodore Peterson, and Wilbur Schramm, who were communication theorists, laid the groundwork for how we classify media systems. Their book 'Four Theories of the Press', released by the University of Illinois in 1956, is an important reference for mass communication theories. The authors of the book highlighted the various forms of press that they believe could exist around the world. Normative theories differ from other communication theories. They are sometimes known as Western mass media theories as they are not founded on scientific explanations and predictions.

7.2 SUB-GROUPS OF DEMOCRACY

There are two basic subgroups of democracy: minimalist and maximalist. The minimalist group of media focuses on democracy as a system in which adult citizens of a community have the right to vote for a leader of their choice. The maximalist definition includes social and economic values such as freedom to receive and give information, freedom of association, equal opportunities, and press freedom in addition to political values. The maximalists opine that democracy is a form of governance in which the people have power, including the right to vote for a leader of their choice. It is also characterized by equal participation in public debates through which critical decision can be taken. Effectively the definition of democracy as "governance by the people, for the people, and of the people" refers to people's ability to participate in governance.

7.3 AUTHORITARIAN THEORY

Plato's philosophy inspired the authoritarian theory of mass communication (407-327 B.C.). When the printing press was established, the English monarchs employed this strategy by censoring, licensing, taxing, and passing laws. It is a normative philosophy of mass communication in which the media is influenced and overcome by national power and authority. However, the media must respect the wishes of the authorities and act in accordance with their wishes, rather than being under direct control of the state or ruling classes. The press and media are unable to function independently, and their work is accused of being censored.

Authoritarian theory is mainly utilized by dictatorship administrations, but it can be found in both democratic and dictatorial regimes. The media cannot insult or oppose the majority or dominant groups in this context. In authoritarian doctrine, the media must continue to be subject to the ruler. It is believed that if national information is spread out, it could pose a threat to the national security. So as per this idea, in situation such as wars and conflicts, the state controls the media as the state is considered larger than individual rights. These can be internal or external situations. In these types of situations, democratic administrations also choose this strategy as the sole alternative. They rationalize the procedure by claiming that it is necessary to maintain social balance and stability, yet minority viewpoints are not banned unless they pose a threat to the authorities' power. The severity with which the Official Secrets Act is enforced in the United Kingdom and India is one such example.

The press is viewed as a formidable weapon. It is used to consolidate and enhance the rulers' power. Authorities exert control over the media by granting certain media rights and licenses while denying others. Media is given ambiguous rights, and journalists are harmed if they do not comply with the censorship guidelines. In extreme cases their license might be revoked by the authorities.

Sensitive matters are rarely discussed in public or are only mentioned in news releases. Political censorship, military censorship, religious censorship, economic censorship, and other forms of censorship exist. However, unlike Totalitarianism, the philosophy does not promote a uniform and national culture.

Features of Authoritarian Theory

- Government and authorities have complete control over media. Power is exerted in various forms to establish control.

- Ruled by powerful minorities or the elite of the majorities.

- No power of the media to criticize the rulership or dominant groups with regards to its administration and policies, thus limiting the content that can be published.

- Cannot offend the ruling parties in any form. Those who offend are threatened and punished.

- Licensing and handing out limited rights in the form of registration, allowing cancellation of the license as form of punishment.

- Ownership of media houses by the dominant groups or government.

- Swaying of public opinion using propaganda.

- Media used as an instrument to empower the government.

Strengths:

- Effective in socio-cultural conflict resolution

- Motivates individuals to work for the country

- Prevents irresponsible behavior on behalf of the media

- Can be used to successfully spread intended propaganda

Weaknesses:

- Common man is taken to be gullible and hence a target which can be easily manipulated as it encourages brainwashing

- Dominant groups use the media to fulfill their selfish objectives

- Freedom of speech, expression, and access to information is threatened

Examples of this theory in effect can be seen in Afghanistan, where the Taliban regime used an authoritarian strategic plan. Until 2011, the Burmese media was also forced to follow authoritarianism. Media outlets that published anti-government stories were penalized and imprisoned. Versions of the National Security Act and the Official Secrets Act are found in many developing countries. Due to censorship, many writers have been imprisoned and published writings in the form of books, articles have been banned, demonstrating Authoritarianism. Israel, Syria, Zimbabwe, China, North Korea, etc. are examples of some countries that practice Authoritarian rulership.

Check Your Progress

1. Explain Authoritarian theory briethy

7.4 LIBERTARIAN THEORY

The libertarian hypothesis, also known as the Free Press Theory, is one of the Normative Theories of mass communication. As per this theory the press is granted complete freedom to broadcast anything at any time. It serves as a watchdog of society. The theory arose from Europe's libertarian thoughts in the 16th century, following the creation of the printing press and the press movement. Many well-known figures, including Lao Tzu, John Locke, John Milton, John Stuart Mill, Thomas Jefferson, and others, promoted it, and it is still popular in England and America.

The authoritarian view of mass media, in which information is controlled by the state or authorities, is the diametrically opposite of the libertarian idea. According to libertarian doctrine, media should be owned privately. Individualism and autonomy of thought are central to this ideology. There is no authority in place, and everyone has the right to express themselves. There is no censorship, and the government should not be able to restrict or suppress the media. There is a constant flow of various types of data. Everyone is obliged to interpret and decide whatever information they require, as well as the information's authenticity. Human beings' rationality enables them to do so. The press should not be censored in any way, even if it criticizes policy. Despite the fact that the media wields significant authority, abuse of power can be addressed lawfully.

Features of Libertarian Theory:

- Media as a watchdog of society
- Complete freedom of thought and expression, information and individualism
- No censorship
- Accessibility to alternative information which is not a mainstream idea and allows for pluralist truths (different truths to the same story)
- Media is not owned by the government
- Media has to adhere to the laws of the country

- Media must comply to the code of conduct

Strengths:

- Ability to explore truth as there is no censorship or control over the content publish to benefit any specific party

- Open expression of thoughts and ideas through the use of media

- Sparks debate and boosts healthy competition to get to the truth

- Transparency in the information provided

- Keeps dominant groups in check and prevents corruption by demanding accountability

- It is democratic in nature

Weaknesses:

- Responsibility and corruption may plague media itself

- Unethical practices within media

- Irrational judgments of people gathering information

- Diversity in ideas, opinions, group objectives, and school of thought can be a source of conflict, not allowing consensus on a subject

- To disregard an individual's privacy and dignity can be a misuse of the power of media

- Defamation, sedition, slander, immodesty, publishing vulgarity, and causing disturbance are all possibilities for this type of media.

- It might prove to be a threat to the security of the state if sensitive information falls in the hands of people with harmful intentions

Check Your Progress

1. Explain Libertarian approach towards media

7.5 LIBERTARIANISM AND MEDIA POLICY

Citizens' expectations about how the media should operate in order to achieve or maintain prevalent societal norms are addressed in normative theories. The media has been entrusted with the responsibility of managing information, which is an important part in a democracy's success. The public holds the right to make certain demands from the media. Normative theories enable the analysis of journalism to be made on moral commitments.

According to the libertarian doctrine the press should be a marketplace of ideas where different views can be expressed without fear of repercussion or persecution. It should be a means through which the public is presented with arguments and counter arguments, so that the public can make educated decisions. Advocates of this concept state that the press should be independent and free and should not be regulated by the government. This is so because a state-controlled press cannot perform its core

functions; thus, is unable to ask tough questions and hold the government accountable.

According to libertarian ideology, without press autonomy, journalism cannot serve as a watchdog for society. It might be argued that the libertarian concept of press freedom benefits media owners' commercial interests by making it easier for the press to infringe on other people's freedoms by posting without accountability. This is referred to as "negative freedom." However, competitive media markets have sparked anti-democratic behaviour. When markets are under pressure, ethics are put on the back burner in the quest of commercial gain. The 1947 Hutchins Commission on Press Freedom in the United States introduced the concept of "social responsibility." The Commission was established in reaction to growing criticism of the American press, particularly its sensationalism, commercialism, and ownership concentration, as well as the alleged abuse of its powers. Hence there was a need to enforce press responsibility.

7.6 NEOLIBERALISM

The broad concept of neoliberalism served as the foundation for neoliberal press theory. In its modern version, neoliberalism is a theory of political and economic practices that suggests that the greatest way to enhance human well-being is to liberate entrepreneurial freedoms and skills within an institutional framework. It is characterized by strong property rights, free markets, and free trade. The duty of the state, according to neoliberal ideology, is to create a favourable climate for the private sector to succeed in business, which includes intervening to avert market failure. This is done only to ensure fair play in media ownership should the governments intervene in media regulation. So, whereas pure libertarianism rejects any state intervention, its neoliberal form, like the social responsibility model, accepts a restricted role for the state, but that role should be limited to preventing market failure.

7.7 CONCLUSION

A healthy democracy will thrive only if the media performs its duty. One of the functions of the media is to serve as a public space in which citizens can debate and influence policy decisions. In the absence of a strong public space debates can be superficial with narrow perspectives shaped by self-interest. In order to make the press accountable, there should be debates that are creative and tough. In democratic societies the press should enjoy a sufficient amount of freedom. It is only then that the press can watch the dominant groups so that they do not abuse their power. But how much freedom should the press be given, is a debatable question. According to the social democracy theory, a small amount of state intervention in press regulation is essential, and does not result in loss of press freedom. But too much intervention can also make it into a version of authoritarian press. These questions need to be addressed in day-to-day scenarios.

7.8 SUMMARY

Fred Siebert, Theodore Peterson, and Wilbur Schramm, were communication theorists, who laid the groundwork for how we classify media systems.

One of the media's responsibilities is to monitor the government to ensure that it is accountable to the public. In countries that do not practice democracy, the media serves as a propaganda tool rather than a democratic actor.

Authoritarian theory is mainly utilized by dictatorship administrations, but it can be found in both democratic and dictatorial regimes.

The libertarian hypothesis, also known as the Free Press Theory, is one of the Normative Theories of mass communication in which the media, or press, is granted complete freedom to broadcast anything at any time.

7.9 QUESTIONS

1. Discuss the Authoritarian theory of media. State its features, strengths and weaknesses with appropriate examples.

2. Discuss the Libertarian theory of media. Critically examine its impact on media policy.

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8

SOCIAL RESPONSIBILITY, PUBLIC SPHERE

Unit Structure

8.0 OBJECTIVES

- To learn about Social Responsibility and its impact on Media field.
- To learn about meaning of public sphere and its different facets .
- To understand public sphere in terms of Media.

8.1 INTRODUCTION

In this chapter discussion upon two topics would be made firstly social responsibility secondly public sphere. Both are important topics which will help you understand the world around you.

8.2 MEANING OF SOCIAL RESPONSIBILITY IN GENERAL

The Cambridge dictionary describes Social responsibility as Producing goods and services in a way that is not detrimental to society or the environment. Even a small firm can be evaluated on its corporate social

responsibility[i]. Social responsibility implies that enterprises must act in a way that serves society apart from maximising shareholder value. Investors and consumers seek investments that are not only profitable but also contribute to the well-being of society and the environment. The International Organization for Standardization (ISO) highlights that social responsibility as the company's capacity to strike a balance between achieving economic success and conforming to societal and environmental concerns is a vital aspect in running efficiently and effectively. In other words, companies should have high degree of social responsibility[ii]. In this chapter the perspective through which we are going to study social responsibility is that of media. Like any organization media as a unit too has social responsibility towards its audience/ people. Let us look into how media was responsible in the Independence movement.

8.3 HISTORY OF MEDIA (NEWSPAPERS) IN INDIA

Media has been playing a important role in India prior to the Independence movement. Infact, it has contributed a lot during independence movement to unite people, share opinion, provide a platform etc. The press even operated at times hidingly so that they do not come under notice of the then British rule.

The Bengal Gazette, India's first printed newspaper, was published in the year 1780. The daily was known as notorious for its sarcastic tone and continuous mocking of the British Raj. This paper was run by Irish man James Augustus Hicky, sometimes he was sued or restricted by the British Raj's agents. Unfortunately, the daily went out of business in 1782, but it left a lasting influence. It helped in creating a foundation for newspapers in India some of which contributed immensely. For example - During the first battle of independence in 1857, the daily Payam-e-Azadi began disseminating the narrative that the British would continue to divide and dominate the country, and that people needed to fight back.

From the early 1800s, the Raj enacted a number of censorship laws, at least one of which is still in effect today: The Sedition clause. In 1878, they also passed the Vernacular Press Act, which prohibited non-English newspapers from criticizing the Raj. While Indian publications also refused to abide by ban, restrictions and jail threats. Whether it was because of the century-long laborious rule or just because they were bored of it, the press persevered, inventing new ways to avoid censorship. Nil Darpan, a drama published in The Hindoo Patriot, is one of the most famous examples of this, which played a pivotal event in the Indigo revolution of 1859[iii]. There have been several prominent personalities who helped in development of Indian press and raising the voice against injustice, creating awareness through writing some of them are Bal Gangadhar Tilak with his newspaper – Kesari, Dr. Ambedkar founded the Mook Nayak in the year 1920.

8.4 SOCIAL RESPONSIBILITY

A newspaper or television news channel as an organization is responsible for opinion creation, awareness, sensitizing individuals, providing information etc. In other his/her is responsible to the society, secondly towards his/her profession whereby he/she has to follow proper ethics, code of conduct and finally to himself/ herself [iv].

8.5 THEORIES OF PRESS (MEDIA)

There are several theories associated with press like that of Authoritarian, Libertarian, Social Responsibility and Communist Soviet. Let us look into the Social Responsibility theory in detail as that is the part of the syllabus.

Authoritarian Theory	Libertarian Theory	Social Responsibility Theory	Communist Soviet Theory
Here Government directly controls the Press	Here there exists freedom of press	The action lies between libertarian and Authoritarian Theories	Government controls the press but it is free to work for the society.
Eg. Afghanistan, Myanmar	Eg. Canada, Switzerland, New Zealand	India, UK, US	Russia, China, Cuba

8.6 SOCIAL RESPONSIBILITY THEORY

F. S. Siebert, T. B. Paterson, and W. Schramm proposed the Social Responsibility Media Theory in 1956. The theory's central assumption is that freedom comes with responsibilities, and that the press, which has a privileged status under the government, is obligated to be accountable to society for performing certain fundamental roles of mass communication. The media's social responsibility notion is a relatively recent concept that emerged in the mid-twentieth century and is mostly adopted by developing and least developed countries. The hypothesis originated in Europe and took expression with the establishment of the Commission on Freedom of the Press in the United States in 1947.[v]

Public pressure and meddling are also used to censor content. With the belief that libertarianism was outmoded, the theory supplanted libertarian thought. Professionalism in the media began to be considered seriously with the advent of this paradigm. The Hutchins Commission on Press Freedom was established to re-examine the libertarian or free press theory's definition of press freedom. This was due to the fact that the so-called "free market of ideas" had failed to secure press freedom and deliver the intended societal advantages.

The notion transformed the way news was reported in the press, from objective to interpretive reporting. Facts were supplied without any interpretation prior to this notion. The crowd understood it in their own manner. This created issues since the interpretation was not grounded in reality, and it had an impact on the social order. The use of interpretive and investigative reporting began to reveal the truth behind each case. The press, according to this notion, is for the people and society. The press's responsibilities include developing and adhering to a code of conduct, developing a standard in journalism, improving journalism, protecting journalists, and enforcing sanctions if any journalist breaks the code of conduct.

The social responsibility media theory's basic assumptions and components include: media have a social responsibility, media ownership is a public trust, news media are expected to be truthful, accurate, fair, objective, and relevant, media should be free but self-regulatory, and media should adhere to agreed-upon codes of ethics and professional conduct.

According to Siebert (1956), as described by Folarin (1998), the creation of the social responsibility thesis was based on six functions:

i.   To assist the political system by making public information, discussion, and deliberation more widely available.
ii. To educate the people so that they can make their own decisions.
iii. To preserve individual rights by serving as a watchdog on the government.
iv. To benefit the economic system, such as by bringing buyers and sellers together through ads. v. To give enjoyable entertainment, whatever "enjoyable" means in today's culture. vi. Maintaining financial independence in order to avoid being reliant on particular interests and influences.
ii. The idea portrays the media institutions as essential to the society's existence. and, in order for the media institution to fulfil its social responsibility function, it must be staffed by professionals who are familiar with and capable of upholding central media tenets such as impartiality, truthfulness, balanced reporting, and fairness to all parties; it is only in this way that the media institution/journalism can meet the profession's expectations.

According to social responsibility theory, the press does not need authorization from the government to transmit news and information; nonetheless, they must consider society when doing so. As a result, the libertarian and authoritarian ideas have been linked by the press's social responsibility. The media is seen as somewhat independent of the government, yet it is governed by the citizens of the country. Many countries used the social responsibility paradigm in the mid-twentieth century, with the United States incorporating "the Commission of the Freedom of the Press" in 1949. According to this theory, a nyone can use the media to convey their thoughts. Furthermore, the media play an

important role in raising awareness about discrimination and corruption. For instance, in countries like India, United States, United Kingdom[vi].

Check Your Progress

1. List out the four theories of social responsibility

2. According to you, do you think, media is socially responsible in a society?

8.7 PUBLIC SPHERE

The phrase "public sphere" is derived from the German term "öffentlichkeit." Here "public," means the collective of speakers and listeners present in the public arena, and "publicness," or the state of being publicly visible and susceptible to public scrutiny. The "public sphere" is often defined as a social area in which diverse points of view are voiced, common issues are debated, and collective solutions are generated through communication. The big aspect for societal communication is the public sphere. The public sphere (ffentlichkeit) is a space where private persons debate public problems, according to Habermas (1989). It is a space that mediates between society and the state.

The concept of the public realm is central to participatory democratic systems. The public sphere is the space where citizens come together to talk, ponder, and eventually build public opinion on issues that affect them. This arena might be a physical location where residents congregate (such as a town hall gathering), or it can be a communication infrastructure via which citizens transmit and receive information and comments. A crucial part of successful administration is the public sphere. Government officials cannot be held accountable for their acts without a functional and democratic public sphere, and people will be unable to influence political decisions in any way.

The public sphere is a normative concept. It is a model of excellent, transparent governance. Free information flows, open expression, and free discussion are all prerequisites. The ideal public sphere is really participative and provides the best safeguard against power abuse. We only discover approximations to this ideal in reality. Promoting good governance, on the other hand, entails aiming for the goal of a fully inclusive public realm.

In other words, the public realm exists between private families and the state. It's a place "where free and equal individuals gather to share knowledge, debate, discuss, or ponder on shared problems.[vii]

8.8 HISTORY OF PUBLIC SPHERE

The public sphere was formerly a designated gathering area. The public sphere has evolved from a place to a communication network as a result of advancements in media and communication technologies.

• **Ancient Greece-** The most basic notion of the public sphere may be found in Ancient Greek city-states, when individuals were intimately involved in political choices. The agora, where residents traded and debated their views, was central to public life.

• **Monarchies in Europe** -The Royal court was the public sphere in the non-democratic state-forms of later ages, and only the monarch defined what was public.

• **Salons-** During the late 17th and early 18th centuries, aristocrats and members of the middle class congregated in coffeehouses (England), salons (France), and table clubs (Germany) to debate art and politics. "Authority of argument substituted the authority of title" at these meetings, and social rank was completely ignored. The groups that convened in salons and coffee houses became fully public with the creation of the first mass media, the newspaper: "newspapers made public affairs and conversations about such issues available to individuals spread over space." Technically, this marks the beginning of the public realm as we know it today. • Salons—During the late 17th and early 18th centuries, aristocrats and members of the middle class congregated in coffeehouses (England), salons (France), and table clubs (Germany) to debate art and politics. "Authority of argument substituted the authority of title" at these meetings, and social rank was completely ignored. The groups that convened in salons and coffee houses became fully public with the creation of the first mass media, the newspaper: "newspapers made public affairs and conversations about such issues available to individuals spread over space." Technically, this marks the beginning of the public realm as we know it today.

• **Tribal gatherings-** In stateless communities in Africa or in regions with strong tribal traditions, tribe gatherings have similar functions as Western citizen assemblies, or indeed the ancient agoras. Such meetings represent the public life of the tribal community

• **Church congregations-** In periods of political struggle, the Church often provided a space for members of oppressed or marginalized groups to gather and articulate their objectives.

• **Media –** The social media is the last stage of development in the public sphere, people express through platforms their opinion, views. This is possible because of the advancement of technology.

8.9 ACTORS IN PUBLIC SPHERE

• **The public-** The conventional sense, the public refers to a hypothetical group of people who are linked by a shared interest in one or more topics of public concern. Members of the public are not need to be in the same location. The phrase is frequently used in modern social science to refer to politically important groups of individuals, such as the electorate, civil society, local communities, or mass media audiences.

• **Civil society**—The terms civil society and public are sometimes used interchangeably, but they are not conceptually equivalent. Civil society is made up of organisations and activities that aren't primarily political or commercial in nature, and aren't driven by greed or power. They have the potential to become part of the public sphere under certain conditions.

• **Public officials**—While the state is not a part of the public sphere, it does have the ability, if not the responsibility, to participate in it. In a democratic public sphere, government officials listen to the public and decide what the public wants, convey their own concerns and perspectives, and update the public about choices and activities.

• **The media**—The media "plays a critical role in the development of an institutional architecture that enables the organising of the public interest on a national and worldwide scale." The mass media, in addition to providing communication channels, also introduces and shapes public debate themes.

• **Private actors**—Private persons and companies generally enter the public realm to advance private or public objectives. In the latter situation, they are turn out to be part of the public too. [viii].

Check Your Progress

1. List out the historical locations of public sphere

2. List out the actors in the public sphere

8.10 MEDIA AS PUBLIC SPHERE

Mass culture has acquired through demand for leisure and enjoyment among consumers with less education, rather than by guiding a larger audience toward an appreciation of a culture[ix] (Habermas, 1989) and Social media has become a product of mass culture today.

Mass media specially, internet network media has promoted and sustained public communication which was not seen in any civilizations before. The notion of the public realm can be applied to both political and cultural communication in communication studies[x].

The mass media, which is mainly concerned with symbolic reproduction also addresses both the family and the public sphere, and has intricate relationships with both the economy and the government. Is it inevitable that the media's influence fragments public opinion, or can the media play a more beneficial role in the construction of a discussion of public sphere.

Hauser notes that Social media is a conversational area (Hauser, G., 1988), where people exchange their perspectives in order to reach a consensus judgment. The strength of the mass media, is it converts the majority of society into a passive public, also creating a consumer culture. It's worth noting, though, that the ability to reach a bigger audience allows internet users to form bonds that would have been impossible in olden days, and these bonds further become networks.[xi]

Media plays multiple roles. The link between people and the state is the main social interaction that has to be policed by an ever-vigilant media. As a result, one of the most basic requirements of a democratic media system should be that it reflects all key societal interests. Thus, the media are the most important institutions of the public sphere, or, as nineteenth-century liberalism theorists put it, "the fourth estate of the realm." As a result, one of the most basic requirements of a democratic media system should be that it reflects all key societal interests. According to many liberal views, the general public sphere is seen from the perspective of politics.

Jürgen Habermas and other normative public sphere theorists have been harsh critics of the "traditional" mass media, and consider it as incapable of promoting free and plural social dialogue. The internet, on the other hand, sparked expectations that it would bring hitherto marginalised characters and debates to the attention of a wider audience[xii].

The capacity of mass demonstrations to topple governments is a important topic. In reality, social media's true promise rests in assisting civil society and the public domain, which will effect change over decades rather than weeks or months[xiii, xiv]

8.11 FEMINSM AND PUBLIC SPHERE

Feminist academics criticise Habermas' liberal model as both an idealisation of a historical time in Northern European society and an exclusionary historical narrative that ignores the relevance of action in women's domains[xv].

8.12 SUMMARY

This chapter we began with understanding social responsibility in general. Companies are obliged to take care of the environment. Further we saw the importance of social responsibility in terms of media. The importance of ethics and the commissions which talks about this. The second section of the chapter deals with public sphere. We learn about its meaning, important of public sphere in connecting individuals with state and location. The chapter also discussed the actors of public sphere.

8.13 QUESTIONS

1. Explain Social Responsibility Theory
2. Discuss History of Newspapers
3. Discuss the public sphere in terms of the Actors.

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9

MEDIA EFFECTS: INTEGRATION, VIOLENCE

Unit Structure

9.0 OBJECTIVES

- To understand the effect of media on individuals.
- To learn about integration of media and its effect.
- To learn how violence is instigated through media.

9.1 INTRODUCTION

Media has been playing an important role in our lives. Everyday we consume media in one form or another. Like Newspaper, songs playing in Autorickshaw, Car, Bus or while using internet in our mobile. Media can be classified into two forms namely, folk media and that of electronic

media. Folk media has its origin from local culture, peasants, villages and tribal societies. On the other hand, electronic media emergence can be connected with that of industrialization, mass culture.

Folk media still uses human art, language, customs, traditions. Examples include puppetry, traditional dance forms, folk songs, nukaad natak (street theater). On the other hand, electronic media is more connected to that of machines. City dwellers are closer to that of the modern media which is communicated through electronic forms.

9.2 UNDERSTANDING MEDIA EFFECTS

Media effect could be immediate or long term, it can be also temporary or permanent. The effect can be both positive or negative. The level of effect can be seen both at marco level and micro level. Some effects can be clearly visible like policy, awareness, debates, discussions, recognition, some are visible on longterm basis too. At times we memorize the things we observe in media and over a period of time, kind of accumulation takes place. The effect of media can also last lifetime – like we remember our childhood cartoons, serials etc.

At individual level media effects could be cognitive effect, changes in beliefs, attitudes, Physiological changes and even behaviorial changes could take place. There are other effects also of media like it could be triggering, altering, reinforcing certain ideologies[i].

9.3 MEDIA EFFECTS ON CHILDREN

Media effects all ages groups. Children's spend lot of hours sitting in front of television watching cartoon. Infact, it becomes a form of socialization through which childrens are able to visualize themselves in those characters, learn morals, values, life skills, problem solving, expressing emotions etc. They infact start imitating those characters as they are able to associate themselves with it. So, if their superhero is violent then the child also would imitate those patterns at times, specially those childrens who have screen time more with television. In todays, time, the technology of touch or smart devices like Alexa, large screen mobile phones, Smart Television, Desktop has led to over consumption of media among children. Advertments also use childrens to sell their products. There are children's who dress up like adults and then are used to explain a product. This grabs attention of both that of adult and child as its different.

9.4 EFFECTS OF MEDIA ON ADULTS, SENIOR CITIZENS

People who stay alone or have retired and have plenty of free time, for them the human replacement is through that of television. Specially in the metropolitian cities where the pace of life is faster and as George Simmel points out in his famous paper 'Metropolis and Mental Life' city dwellers have blasé attitude. Being in city one becomes distant, calculative about

time, money, this leads to loneliness, this gap is filled by that of media. Even social media helps people fill that gap of boredom, sense of nothingness and hence we see people beneath youtube videos commenting, arguing, cursing, body shaming or even speaking positively, thanking, encouraging. All this one can do with a touch in the home and with the screen. So, both behavioral psychology and that of convenience comes together because of that social media is used heavily by all age groups.

In present times, weekend relaxation mode has changed for many like that of sitting with popcorn Netflix or prime and watching series. People do not sleep at night in order to complete the series. There is also peer pressure involved with social media, when one doesn't see a particular series and is unable to contribute in the discussion, with friends, he/ she feels sidelined and as a result, ends up watching series and spending lot of time. The OTT platforms operate on the principle of hook – where they create a habit among individuals of convenience and then one becomes a regular customer and can also become an addict for it. This result, in individuals spending less time outdoors and leaves little scope for developing social skills etc.

9.5 CITIZEN JOURNALISM

With camera mobile accessibilty citizen journalism has emerged. Through Citizen Journalism individuals are able to report the local issues and take the issue forward to large amount of auidence. At times even policy makers look into these videos and then some willing donors, celebrities, politicians come forward and help them depending upon the cause. Let us take this example of a remote village in India, few girl student's made video about the difficulties they face in their schools due to lack of toilet facilities. They uploaded it in youtube later the news was reported in television news and later the problem got resolved. This was one of the positive effect of media – helping the concerned people involved, through that of reporting the news.

So, one such effect of media in today's time is that the media is not just one sided but both the subjects and that of the producers of information/broadcasters are involved too.

9.6 THEORIES OF MEDIA EFFECTS

There are several theories discussing about the effect of media on that on individual's minds. Let us look into some of them–

- **Bullet Theory**

The bullet theory, also known as the hypodermic needle theory, emerged in the early 1920s and 1930. This theory is connected to that of behaviorism model. The main argument of this theory is that the media operates like a needle in one's body. It injects message into the audience's mind, brings changes in the audience's behaviour and mentality through

the message. As a result, this theory regards mass media audience members as passive and people are seen as living at the mercy of mass media.
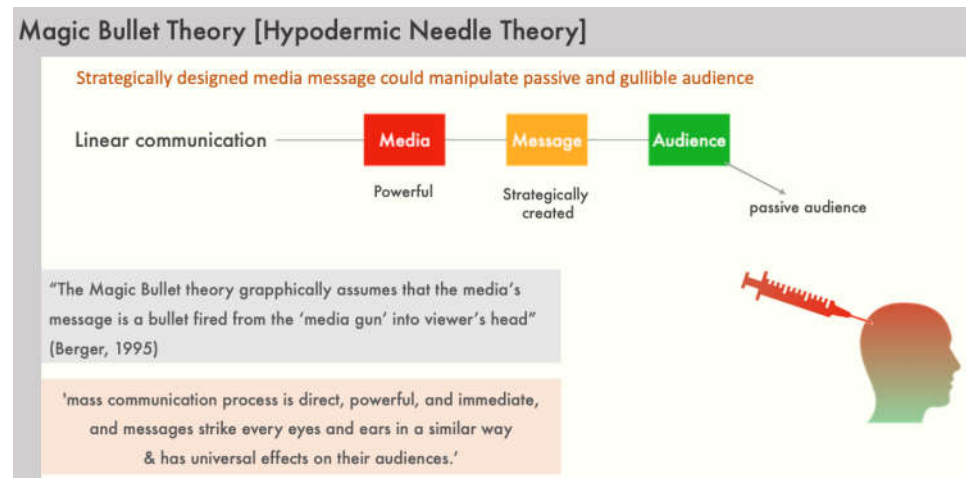
Theory of Agenda Setting

The agenda-setting theory of media, in contrast to the earlier theories points that mass media determines the topics that interest the public rather than audience having their own views. According to this theory, the problems that receive the most media coverage are the ones that the public discuss, argue and demand action. This means that the media determines what issues and stories the public is interested in. As a result, when the media fails to highlight a certain topic, it becomes marginalised in the public's perspective too (Hanson).

Analysis of Cultivation

According to the cultivation analysis theory, excessive media exposure leads to individuals developing an illusory perspective of reality, which is based on the most repetitive and consistent messages of a given medium. Because of the unusual pervasiveness and repetition, this theory is mostly applied to analysis of television. According to this hypothesis, someone who spends a lot of time watching television may build a picture of reality that isn't always accurate. It should be also noted that Televised violent acts, whether reported on news programmes or shown in television dramas, far exceed violent acts that most individuals encounter in their daily lives. Hence someone watching this, who spends lot of time watching television may come to believe that the world is more violent and dangerous than it is.[ii].

Check Your Progress

1. Explain how can you apply bullet theory in current situations

2. Discuss theory of Agenda Setting

9.7 MEDIA INTEGRATION

The integration of several media forms, elements, and strategies to broadcast information or ads is known as integrated media. It often includes traditional content, door to door branding, pamphlet, advertising, and similar other elements. Integrated media links many types of media to generate a single element that is used to communicate[iii] Let us look media integration through an example – A politican is standing for election in his locality. So, his public relations team would be trying to use all types of media forms like distributing pamphlets, placing digital boards with slogans, flex banners, using cycles with politican's photo, photos behind auto, facebook advertisements to capture young voters attentions, whatsapp advertisments by sending notes, calling personally individually with prerecorded voices, door to door campaign, conducting rallies with vehicles, playing musician drums, television advertisements, newspaper advertisements etc. He would also give free gifts like Ration – Sugar, Maida, Dal, basically house hold essential, printed cards which talks about his/her achievements, vision, plan of action etc. In short, he/she would used nearly both traditional media forms like print, music (folk) and that of digital media – This is what media integration all about, mixture of multiple media.

9.8 ADVANTAGES OF INTEGRATED MEDIA

The advantages of implementing an integrated media strategy is to improve reach in the business for potential clients. Employing a single medium is the best option. However, employing integration expands connections significantly. Assume for a moment that one corporation bases their campaign on digital advertising. Another uses multiple platforms like the tradition forms print and also social media platforms like Youtube, Instagram, facebook advertisements the greater reach would be of that of the second one.

It needs to be noted that the Internet is not the only source of information in the digital economy. Analog technologies such as radio and television must also be considered vital aspects of the digital economy because they are becoming merged now with time. There are tools like fire stick through which the one can watch OTT platforms like Netflix on television or one can even share a photo on the screen.

9.9 EFFECT OF INTEGRATED MEDIA ON INDIVIDUALS

Economically if one views, from a commerce point of view, for the service providers integrated media is very helpful as it brings customers from multiple platforms and generates income. It helps in giving the brand instant recognition and also creates a large base for the customers.

From consumer's view point it helps them with a wide choice. However, the problem here is that at times one is not buying a product out of free will but as Gramsci would point out there is the concept of hegemony

being used. Dominant groups ideas such as – Capitalism, luxury, illusionary feel good feeling, materialism is being sold. The idea of feeling great, content, beauty these things are being sold to the individual through media.

9.10 MEDIA INTEGRATING MEDIA

The myth that social media news is unreliable has been overcome through that of several settings like blue tick, using the word official in the profile. However, still the problem exists as social media operates at real time basis, hence the risk is greater. The fake news forward is one such example which has led to at times mob lynching too. However, the reality of social media also cannot be denied. It has reached today to such an extent that even the traditional television, print medias are using social media information. The news channels are including memes from that of social media, information, statements, tweets as information in their own platform. This also shows the reach of social media in today's time.

Another example is that of journalism has started emerging as independent entity than associating with that of television. For example – The Print, The Quint, Mojjo story. These journalism groups post their news, information, analysis through website, Blog, Youtube. These new age media houses heavily use youtube to connect with audiences. There are also live interviews, discussion, analysis, reporting in youtubes they way it used to be in television. These platforms also run on subscription model basis. This is also an example of integration of tradition media and that of digital media.

Check Your Progress

1. Discuss the effect of integrated media on individuals

2. Discuss advantages of integrated media

9.11 MEDIA EFFECT – VIOLENCE

In the digital era, when there is access to heavy information, individuals are exposed to a range of emotions within seconds through media – let it through youtube shorts, instagram stories, reels or through reality shows. Drama is created through violence, fights, expression of anger etc. and that is what grabs attention of audience and helps in increasing trp ratings.

Sensitive contents like Caste based violence reports, Rape related news can at times create more problem. It can spread out more harm than good for the individuals if reported without proper protocol. There could be sense of ethnocentrism created and people could end up turning violent as the sense of identity is invoked through news channels on sensitive topic like religion riots etc.

Studies point out that the continuous exposure to violence through television, movies, video games, cell phones, and internet increases the

viewer's risk of violent behaviour, just as growing up in a violent environment increases the risk of them behaving violently[iv].

9.12 DEPICTION OF VIOLENCE IN MEDIA UPON CHILDREN

A child views the world through the information which is available around him/her. Cartoons where the hero hits the villains, or video games where one has to kill the enemy and earn points – is also a form of violence exposure which we fail to look into. Infact, parents, adults, siblings also join and play such games. This has negative effect both on his/her physical health and mental well being.

The National Institute of Mental Health did a study in 1982 that identified the following primary impacts of watching violence on television:

• There is greater chances of children's become less sensitive to the pain and suffering of others.

• Children are sometimes scared of their surroundings;

• Children may be more likely to act aggressively or harm others.

It was observed that Television, video games heavy usage also created desensitizing effect and the potential for aggression among childrens.

Studies point out that violence in media, such as television, movies, music, and video game, poses a substantial risk to children's and teenagers' health. Media violence can also contribute to violent behaviour, desensitisation to violence, nightmares, and even fear of being harmed among childrens. It is necessary that Pediatricians and other child health care provider, parents, teachers advocate for a safer media environment for children by promoting media literacy. This would lead to more thoughtful and proactive media use by children and their parents[v].

9.13 EFFECT OF VIOLENCE IN MEDIA UPON ADULTS

A study conducted among hundred[vi]men in the age group of 18 to 21 who studied undergraduates reported that exposure to violence led to change in behavior. Exposure to media violence may play a role in the development of bad health attitudes and behaviours. The adults exposed to violent media during the study had developed Blood pressure (systolic and diastolic); negative affect; hostile social information processing; uncooperative behaviour; and permissive attitudes toward violence, alcohol usage, marijuana use, and sexual activity without condom use.

Experimental research on adults showed that exposure to violent media also raised negative emotions, aggressive behaviour in the immediate aftermath of exposure, including physical assault (hitting, kicking, choking, wrestling) in children and younger adolescents. There was also willingness to inflict electric shock or loud aversive noises on a peer in older adolescents and young adults. According to the findings of the few

current longitudinal survey research, increased childhood exposure to television and media violence increases the occurrence of substantial aggression-related consequences and criminality behavior in early adults.

- **Video games –**

The heavy usage of Video games like Blue whale takes all the attention and individual forget to live in the real world and view the video game as reality. As a result, individuals even up giving u their lives. In other words, the violence is carried out on oneself. People even spend playing games in home at night and develop addiction of video games. As a result, they are frustrated, unable to control themselves when they develop the addiction.

9.14 EFFECT OF MEDIA – VIOLENCE UPON WOMEN

The toxic masculinity portrayed in cinema is also imitated by individuals in real world. This results, in superiority thoughts among individuals and at times harm is inflicted upon those who are powerless.

- **Effect of Pornography**

Consuming any thing on a regular basis has a tendency of changing our impressions of that content, and pornography is no exception. If someone watched violent pornography on a regular basis, they would become desensitised to both pornography and violence, particularly violence against women. As Columbia University's Professor, Norman Doidge puts it, "pornography, by providing an unending harem of sexual objects, hyperactivates the appetitive system." Based on the photographs and videos they see, porn consumers create new maps in their brains. Because the brain is a "use it or lose it" machine, when we create a map area, we want to keep it active." Porn alters perceptions, neurological pathways, and lives, particularly when introduced to youth. The age at which males first become exposed to porn, influences their sexual behaviour and desire for dominance over women. Adolescent females, on the other hand, are more prone to tolerate emotional, physical, and sexual abuse as a result of watching pornography too. Yet, Women suffer the brunt of porn's negative consequences. Many production studios create programmes that sexualize women at work, school, and even the doctor's office, with female participants commonly shown either enjoying or being traumatised by violent sexual actions it has large scale negative effect. The child pornography, is again a form of abuse which exists even today all over internet, this is harmful as these videos have influencing capacity on the viewers[vii].

9.15 SUGGESTION

Some steps which parents can take is that of avoiding childrens exposure to media, specially child who is below two years, as kids are in their formative years of understanding world, society, behavior, language, actions etc.

Family being the primary institution which influences child. It plays a important role in the world view of the child. Hence, change has to begin from home. Parents themselves have to regulate their own behavior. Childrens imitate the behavior of their own parents, if parents are involved into healthy activity like reading books, gardening, walking, hobbies instead of watching television then children would also enjoy these activities. It is often observed when child is crying parents give the mobile phone to watch cartoons so that the child does not cry, however, this has long term effects on the child – several aspects of the child gets effected – lack of concentration, instant gratification etc. Hence, parents should not give them mobile phones.

Check Your Progress

1.   Discuss the effect of pornography on our brains.

2.   According to you, what should be done to reduce the impact of media on individuals.

9.16 SUMMARY

In this chapter, we began with looking into the effects of media which could be both positive and negative. Positive includes bringing out information, stories, analysis, perspective related to social issues, giving voice to the voiceless. We also looked into effect of media depends upon a number of factors like time, duration, repetition etc. The first topic in the chapter is that of media integration- which discusses about mixture of all media forms- traditional and that of digital media. The second section discusses about the impact of media on audience – Violence of media. Portrayal of violence in media has huge impact on lives, minds of adults, children and women. Violence exposure repeatedly could make it believe like a reality in the mind and it can make someone develop criminal behavior. We also discussed in this chapter about pornography which potrays women in negative and unreal conditions and make-believe types however the reality being different.

The aim of the chapter was to create awareness, explain concepts, theories related to media.

We also discussed few theories like Bullet theory etc. which can be very much applied to understand present day media effects.

9.17 QUESTIONS

1.   Discuss the media effects- Violence on Children
2.   Explain media integration and two theories related to it.
3.   Explain portrayal of Violence in Media impacts women status in a society.

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10

DIFFUSION OF INNOVATION AND DEVELOPMENT

Unit Structure

10.0 OBJECTIVES

● To acquaint the learners with the Diffusion Theory and to understandthe characteristics and process of the theory

● To examine its applications in various forms communication

10.1 INTRODUCTION

Adoption of a new idea, behavior or product does not take place simultaneously and automatically in a social system. Rather it is a process whereby some people naturally adopt a particular innovation than others. Researchers have found that people who adopt an innovation in the early stage display specific characteristics than people who adopt innovation later. The diffusion of innovations idea describes how new technology and other developments travel throughout civilizations and cultures, from its creation to mass acceptance. The diffusion of innovations hypothesis attempts to explain how and why new ideas and practices get embraced over time, with timescales potentially spanning decades.

The manner in which innovations are conveyed to various areas of society, as well as the subjective opinions connected with the innovations, are crucial determinants in the speed with which diffusion or spreading takes place. In this section we will evaluate the importance of the Diffusion of Innovation Theory especially in the field of communication, agriculture,

public health and marketing and examine the factors influencing their rate of adoption.

10.2 DIFFUSION THEORY

Most accounts of diffusion studies trace their roots to sociologist Gabriel Tarde's work. Tarde noticed the characteristic "S-curve" of the diffusion process in 1903 (a slow rate of initial adoption, then a sharp acceleration in take-up and gradual tapering off). While efforts to incorporate diffusion research into communication studies began in the 1940s, Everett Rogers' (1962) Diffusion of Innovations was the pivotal work. Diffusion is defined as "the process through which an innovation is conveyed to members of a social system over time through certain routes."

The key players in the theory of innovation diffusion are:

1. Innovators: Those who are willing to take risks and are the first to try new ideas.

2. Early adopters: Those who are interested in experimenting with new technologies and proving their utility in society.

3. Early majority: Those who, as members of the general population, pave the way for the use of an innovation in mainstream society.

4. Late majority: A subset of the general population that follows the early majority in adopting the innovation as part of their daily lives.

5. Laggards: Individuals who lag behind the general population in the adoption of innovative products and new ideas. This is primarily due to their aversion to risk and rigidity in their methods of operation. The spread of an innovation through mainstream society eventually makes it impossible for them to go about their daily lives (and work) without it. As a result, they are compelled to start using it.

Rogers' method separates the diffusion process into two subprocesses in its current form: innovation-development (the creation of an innovation) and innovation-decision (the decision to accept an innovation) (the decision to adopt the innovation). Each subprocess is made up of several phases. The following are the phases of the development process

a. Recognising a problem or need that the innovation will solve

b. Exploring various solutions during the research phase

c. Tailoring solutions to suit the needs of the intended adopters in the development stage

d. Planning of final packing, marketing, and distribution strategies in the commercialization stage

e. Release of the innovation to the public in the adoption/diffusion stage

f. Observing the consequences of the innovation (direct/indirect, anticipated/unanticipated, desired/undesired)

The initial targets are innovators with weaker ties to the group and a more "cosmopolite" orientation; they in turn help to spread the innovation to forward-thinking early adopters who are open to experimenting with new advancement, who are then followed by the early majority, a more skeptical late majority, and finally laggards who actively resist innovation.

While early research concentrated on individual adoption, the growth of corporate communication in recent decades has led to more work on group decision-making. Rogers has advocated for more attention to the early development phase.

Check Your Progress

1. What is Diffusion Theory?

10.3 DECISION MAKING PROCESS OF INNOVATION

The innovation decision-making process is divided into five basic stages: knowledge, persuasion, decision, implementation, and confirmation. The decision-making process for innovation begins with familiarity with the innovation and continues until the stage of attitude development or confirmation related to innovation is reached.

a. **Knowledge:** Gaining information of the innovation. Estimating the quantity to be secured and how to use it correctly.

b. **Persuasion**: Shaping the attitude based on the knowledge gained. This stage is intuitive and based on feeling. During the persuasion stage, an individual usually wants to know the answers to questions like "what are the consequences of the innovations?" and "what will its benefits and drawbacks be in my situation?" In this context, it can be stated that during the persuasion stage, the individual becomes more psychologically involved with the innovation.

c. **Decision**: Making the decision to adopt or reject the innovation. Adoption is a decision to fully utilize an innovation as the best available course of action; rejection is a decision not to adapt to an innovation.

d. **Implementation**: Putting the innovation in practice. There is still flexibility to change one's decision at this stage. Prior to this stage, the process has been entirely mental. A certain degree of uncertainty still exists about the innovation.

e. **Confirmation**: Seeking acceptance and support for the decision made. If exposed to conflicting messages about the innovation, the individual seeks reinforcement of the previously made innovation decision or reverses a previous decision to adopt or reject the innovation.

Characteristics of Innovation

The four basic features of Rogers' innovation diffusion model are associated with widespread use of new technologies. Understanding these characteristics will allow effective and efficient use of new technologies.

- **Compatibility:** The degree to which an innovation is perceived as being consistent with the existing value, past experiences, and needs of potential adopters is referred to as compatibility. A more compatible idea is less questionable to potential adopters and better fits the individual's life situation. Such compatibility enables the individual to give meaning to the innovation, allowing it to be perceived as familiar.

- **Complexity:** The degree to which an innovation is perceived as being relatively difficult to understand and apply is termed as complexity. The complexity of an innovation is inversely proportional to its rate of adoption.

- **Trialability:** It is the extent to which an innovation can be tested on a small basis. Personal testing is a way to give meaning to an innovation by determining how it works under one's own conditions. This trial is intended to dispel any doubts about the new concept.

- **Observability:** It is the extent to which the outcomes of innovation are recognizable to others. Some ideas produce results that are easily observed and communicated to others, whereas others produce results that are difficult to observe or describe to others. The rate of adoption of an innovation is directly related to its observability as perceived by members of a social system.

- **Relative Advantage**: It is the degree to which an innovation is thought to be superior to the idea it replaces. Economic profitability, social prestige, or other benefits are frequently used to express the degree of relative advantage. The greater the relative gain, the faster the rate of adaptation.

10.4 FROM NEW IDEAS TO MEDIA

New ideas can also lead to wider social system breakthroughs. Research on media diffusion has shown that media plays an important role in social change processes. Political campaign studies have been particularly influential, ranging from early work on the impact of print and broadcast media on presidential elections to more recent studies of social media campaigns. Development theory provided an initial boost to research on media diffusion in the third world countries. It proved that a strong national communication system is directly related to modernization. More recent work has shifted focus to bottom-up uses of mobile communications in revolutionary movements especially in the Middle East and everywhere else.

Media diffusion research has traditionally focused on the use of media to spread ideas. However, the rise of digital media since the 1980s has

resulted in a greater focus on the spread of media technologies themselves. Rogers attempts to highlight this aspect of diffusion. He observes that the "digital divide" is an example of poor diffusion management. Digital media, as interactive technologies, have necessitated numerous changes to traditional diffusion theory. M. Lynne Markus observes that the successful diffusion of interactive media is dependent on the development of a "critical mass" of users who rely on each other rather than a central content provider. While more recent scholars have similarly observed a "network effect," in which the value of the technology increases exponentially with the number of new users.

10.5 ADOPTING NEW TECHNOLOGIES

Fields like science and technology have developed three approaches in analysing cultural diffusion of new technologies.

a. Systems theory: researches the link between larger social, economic, and regulatory systems that influence technological advancement and usage.

b. Social construction of technology approaches: focuses on the "interpretive flexibility" of contemporary innovation and their competing applications by different social groups

c. Actor-network theory: attends to both human and non-human agents. It recognizes the competing applications and also the distinctive features that restrict the interpretive flexibility of the technology.

10.6 DIFFUSION OF INNOVATION AND SOCIAL MEDIA

In the past decade, Internet-based applications have grown in popularity, with millions of users. As a result of the proliferation and diversification of Internet applications, it has become an integral part of people's daily lives. Social media, being the final phase in the Internet review process, can be regarded as a significant innovation. It is feasible to link the diffusion and extensive use of social media to the innovative decision-making process. The internet and social media are popular and widely used because of several factors. The first being complexity. The user-friendly interface and insignificance of having any complex technological skills makes it an easily accessible medium. Triability or the ability and willingness to try something out is also very high as people are excited to experiment with new innovations in this medium. Observability, which is a characteristic, is present in the use of social media. It is visible in the everyday life of an individual and its influences reach far beyond the screen time shared during the stipulated time. Finally, relative advantage, such as economic profitability, social prestige, or other rewards, is a key

factor in persuasion. Open and unrestricted access to social media platforms offers a cost-effective benefit in terms of communication and interaction. These platforms also allow for easy, quick, and free access to information, which can be considered a source of economic benefit. Social media, on the other hand, allows people to express themselves in a variety of ways, and it may be argued that as a result of this expression, they have discovered a new means to meet their self-actualization requirements. People are also more linked to one another than ever before thanks to social media. It is possible to state that being active on social media, being followed and liked by a large number of people can boost confidence.

Facebook is a modern example of this approach. It began as a product aimed at educational institutions' students and professionals. As students' use of the social networking site grew outside of school, it expanded to the general public and beyond borders.

10.7 LIMITATIONS OF DIFFUSION OF INNOVATION THEORY

There are several limitations of the Diffusion of Innovation Theory, which are as follows: 1) Much of the evidence for this theory did not originate in the arena of public. It was not developed to exclusively apply to adoption of new behaviours or health innovations. 2) It does not take the 'participatory approach' to adoption of a public health program. 3) It does not take into consideration an individual's resources or social support to adopt the new behavior or innovation.

Nevertheless, this theory has seen successful application in the fields of communication, agriculture, public health, criminal justice, social work and marketing. In public health, this theory is used to accelerate the adoption of important public health programmes, which results from understanding the target population and the varied factors impacting their rate of adoption.

10.8 CONCLUSION

For the first time in media history, social media has provided users the option of choosing their relationship model with the media. Consumers can choose to be content audiences alone, participants only, or even content makers themselves. It is apparent that social media has empowered the user, and the user now has the opportunity to play multiple roles in his or her relationship with the media, even if he or she cannot play all of them at the same time. In this regard, the strong focus on the person might be seen as another significant aspect of its popularity.

People benefit from social media because it gives them the opportunity to express themselves in a democratic and open environment. Every social media user becomes an actor and has their own audience because they are also a publisher of their own content. Other significant components for its successful transmission include easy access to information and the opportunity for social connection provided by social media.

10.9 SUMMARY

Diffusion is defined as "the process through which an innovation is conveyed to members of a social system over time through certain routes."

Knowledge, persuasion, decision, implementation, and confirmation are the five steps in the decision making process of innovation.

Compatibility, complexity, triability, observabililty, and relative advantage are the characteristics of innovation.

Rogers claims that while mass media plays an important part in the knowledge stage of the adoption process, conversation with "opinion leaders" in one's peer group has a higher impact on persuasion and decision-making.

Six characteristics are needed for any successful adoption, according to Rogers: minimal complexity, compatibility with current ways of thinking and doing, but also perceived benefits over earlier innovations, good positioning of innovations in relation to similar products/ideas, trialability (ability to "test out"), and observability of others' adoption results.

Social media allows people to express themselves in a variety of ways, and it may be argued that as a result of this expression, they have discovered a new means to meet their self-actualization requirements.

10.10 QUESTIONS

1. Examine the Diffusion theory and discuss the characteristics and decision making process of innovation.

2. Analyze the role of diffusion in the media.

3. Evaluate the process of diffusion in relation to new ideas, communication networks, new technologies, and social media.

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PUBLIC OPINION

Unit Structure

11.0 OBJECTIVES

- To gain theoretical insights into concept of public opinion

- To analyzing the strategies used to sway public opinion in varied areas

11.1 INTRODUCTION

Public opinion is the product of psychological and social processes that lead to a circumstance in which each member of the public behaves in response to an issue which is conditioned by his expectation that other members of the public share his views on the same topic. Individual attitudes and ideas, group opinion processes, "personal sampling," and inter-group communication are all part of the public opinion process. The mass media is a powerful creator of public opinions it strives to reflect. The media may discreetly but effectively produce the very opinions they wish to represent by creating a world in which people's opinions are based on their ethnic or demographic group membership. Popular discourse regarding public opinion tends to center on current events. Citizens are perplexed as to how the public comes to embrace a particular viewpoint on a particular issue. Voters predict how political candidates would define and strategize an issue in order to gain the most support. Individuals also use the internet to read news stories and blogs, and then use comment boxes to express their opinions. Public opinion research in academia focuses on the same topics. They look at how information is delivered, how citizens learn about topics, and how this information affects their attitudes, ideas, and behaviours. Public opinion research, on the other

hand, is not solely empirical; it is also supported by a strong set of normative beliefs. The following section deals with the concept and theoretical understanding of public opinion.   It examines how public opinion shapes and guides political process and social identity.

11.2. THEORY OF PUBLIC OPINION

Citizens' competence has been at the centre of numerous public discussions since ancient Greece. Over the years, debates have raged on whether citizens were competent enough to rule or whether governance should be left to Plato's philosophical findings. Indeed, in the early 1900s, this was the essence of how public intellectual Walter Lippmann and theorist John Dewey understood the public.

Lippmann constructed a disparaging portrayal of the public in his widely referenced books Public Opinion (1922) and The Phantom Public (1925), portraying it as unable to comprehend information carefully or act logically. Lippmann used the cave allegory from Book VII of Plato's 'The Republic in Public Opinion'. A group of men has been tied together in a cave since childhood in this story. Because the chains restrict them from moving their legs or twisting their heads, they can only view what is directly in front of them. Because a fire as well as the cave's entrance are behind them, the chained men can only see the shadows cast on the cave's wall as others pass by. In the book 'Public Opinion', Lippmann provided another allegory, this time set in 1914 at the start of the Great War, Englishmen, Frenchmen, and German resided on an island far enough away from civilization to only get letters every two months. They learned how their various countries had been involved in wars when the mail came in mid-September 1914. For six odd weeks, they pretended to be friends while they were actually supposed to be foes if they had learned in time that their countries were at war. Lippmann utilised these two examples to show how citizens only have a vague understanding of the environment in which they live. Citizens are unprepared to deal with so much nuance, variation, and variety of permutations and combinations. As a result, citizens are compelled to rely on whatever resources they have to construct reliable images of the world outside their reach.

John Dewey, on the other hand, was far more optimistic about the people. He recognized that citizens were flawed, just as Lippmann, but his Aristotelian perspective highlighted the supremacy of popular opinion as the strongest guarantee for democracy. In his classic work 'The Public and its Problems' (1927), Dewey argued that structural reforms were required to improve an institution that was mainly ambiguous and unorganized: The most pressing need is to strengthen debate, discussion, and persuasive methods and conditions.

Harold Lasswell(1927) worked on understanding the propaganda techniques utilised by all countriesduring the World War II. He argued that modern war is fought not only on the military and economic fronts, but also on the propaganda front. After all, warring countries were compelled to arouse nationalist sentiment, enhance citizen loyalty to the

war, and depict their adversaries in an unfavourable light and demoralise them. The basic purpose of propaganda, according to Lasswell, is to influence public opinion.

11.3 NEWS AND PUBLIC OPINION

One of the most obvious examples of media-induced opinion is advertising. With successful advertising efforts, products that the general public could easily live without become necessary commodities. The more subtle effects of media news on perceptions and opinion, on the other hand, are of greater significance. For example, Archer and colleagues discovered in 1983 that men and women are frequently depicted differently in news images, with men receiving more close-up shots than women. This effect was called "face-ism", who discovered that people shown in close-up images (photographs with high face-ism) were judged as smarter than people depicted in more distant shots.

Face-ism differs aimed at a specific person's race, according to Zuckerman and Kieffer. Close-ups of white people are more common than close-ups of black people. Zuckerman and Kieffer conducted a series of research that found a link between higher levels of face-ism and the characteristic of dominance. As a result, the media may discreetly but effectively convey the impression that men and whites are, respectively, more intelligent and powerful than women and blacks. As a result, gender and racial stereotypes have become deeply embedded in the popular consciousness.

Even more alarming is the possibility that such carefully conveyed perceptions and attitudes will impact the real world in the form of election outcomes, public policy, and agenda setting. Mullen and other scholars discovered that certain newscasters, who are all required to stay neutral when reporting the news, leaked their viewpoints through minor nonverbal facial expressions rather than vocal substance. They discovered that when discussing Ronald Reagan's 1984 campaign, journalist Peter Jennings smiled substantially more often than when discussing Reagan's political opponent, Walter Mondale, which was easily picked up by the subjects. The authors went on to show that people who watched ABC's news featuring Peter Jennings voted for him more frequently.

From 1988 through 1992, Gilens collected and evaluated every story about poverty in America published in the country's three major news magazines (Time, Newsweek, and US News & World Report), as well as the accompanying photographs. 62% depicted in poverty were African Americans, which is more than twice the real proportion of black people living in poverty in the United States (29%). White voters may be less supportive of poverty and safety-net services as a result of this impression.

11.4 POLITICAL PROCESS AND PUBLIC OPINION

For more than seventy-five years, public opinion polling has been a hallmark of election coverage in the United States media. Elections are crucial to news companies because they feel they have actual meaning and

consequences for their readers and viewers. It is generally straightforward to organise coverage around an event that occurs on a set date, contains dispute, has various sources eager to be quoted, and has a clear conclusion when the votes are counted so that a coverage package can be tied up from an institutional standpoint. This helps news organisations to plan their resources and re-allocate them as needed when campaign events unfold.

When George Gallup established a business arrangement with The Washington Post to publish the findings of his surveys during the 1936 presidential campaign, the modern polling period began. Gallup gave a money-back guarantee that he could do a better job than The Literary Digest, the leading forecaster of presidential elections before then, based on his understanding of their flawed approach, so the newspaper had little to lose. Gallup had a lot to gain in terms of public awareness, which may lead to more business from commercial customers based on his public-sector reputation. Even with the financial challenges that many news organisations experience and the impact of new technology and changing lifestyles on polling methods, this was the start of a long-term symbiotic partnership between media organizations and pollsters that continues even today.

Pre-election polls can help news organisations cover the election in a variety of ways. They provide information on the electorate's reactions to the candidates, as well as their candidates and campaigns, such as measurements of topic opinions and responses to specific events. They examine the changing dynamics of the campaigns' impacts as part of a longitudinal strategy. It is true that they aid in determining who is ahead and who is behind, enabling news organisations' worst tendencies to engage in "horse race" journalistic coverage. Overall, these pre-election polling trends, when combined with the more sophisticated statistical models of election results utilised by forecasters and data aggregators, raise significant questions regarding the meaning of the term "public opinion" in the modern day.

Check Your Progress

1. What du you mean by Public Opinion?

11.5 SOCIAL IDENTITY AND PUBLIC OPINION

So far, the basis of the theory was on the idea that the perceiver is an unbiased information processor who accepts the media's points of view passively, and that any altered opinions are the logical result of receiving misleading reports. But perceivers have their own goals and biases through which information is filtered and digested. Thisfactor which was not taken into consideration earlier. The perceiver's social identity is one source of prejudice. Individuals get part of their social identity from the social groups to which they belong, and are consequently compelled to regard their in-groups as more correct, appropriate, and superior to out-groups.

Members of both sides of the debate often perceive neutral media coverage of a controversial event, such as an election, as unfriendly to their own group. Because coverage of all sides of an issue tends to highlight disparities between sides, the perceiver's own group membership becomes salient. This motivates the perceiver to see the in-group as superior and the out-group as inferior. In comparison to exaggerated opinions of one's in-correctness, neutral coverage of the in-group is viewed as unfair and antagonistic.

Not only does social identity shape perceptions, but it also shapes opinions. Opinions are frequently impacted by other members of the in group, according to research. According to a paper published by Mackie, Worth, and Asuncion in 1990, even when an in-group member expresses an unpopular opinion that goes against one's natural inclinations, the in-group member remains a persuasive force, far more so than any out-group member.

The central and peripheral methods of persuasion, according to this paradigm, are the two major routes through which attitudes and opinions are altered. The central method of persuasion describes situations in which a motivated and cognitively capable perceiver comes to a conclusion after carefully and consciously considering all aspects of a communication. However, many times the perceiver lacks either the motivation or the ability to understand much of the message's information properly (for example, due to time restrictions or other pressing difficulties that deplete cognitive resources). When this is true, perceivers may use "mental shortcuts" that the they can utilise to form an opinion or make a judgment.

Advertising strategies successfully employ the peripheral route of persuasion by using peripheral cues (such as providing attractive sponsors of a product or associating the product with humour). In-group membership is supposed to serve as a supplementary cue in the persuasion process: With in-group membership comes perceived likeness to other in-group members, and if an in-group member supports one side of an argument, it is obvious that the perceiver will support the same side without necessarily considering the message's content.

11.6 HOMOGENEOUS V/S HETEROGENEOUS PUBLIC OPINIONS

Studies show that certain beliefs are voiced by in-group and out-group members. By changing the homogeneity of beliefs, researchers directly assess the capability of influencing public opinion. Participants in a study were shown a video tape of a peer tribunal in which a fraternity member was accused of vandalising school property. A study was designed to understand media coverage of the O.J. Simpson case (who was from the black community and wasarrested for murder). In this study the perceptions of his guilt or innocence were directly shown to be connected with racial group membership. Subjects were classified into the in-group or out-group based on their position as members or non-members of Greek organisations. All of the participants were shown the same confusing

tribunal, which was preceded by interviews with the defendant's fellow "students," who were asked to disclose their feelings about his guilt or innocence.

Subjects offered comments on the defendant's guilt and also recommended appropriate punishment after witnessing the interviews and following hearing. The homogeneity of view was found to have a substantial impact on opinions about the defendant's guilt and the degree of punishment recommended. When the attitudes of others were homogeneous and perfectly associated with group membership, Greek subjects supported the defendant while non-Greek subjects opposed him. When opinions were demonstrated to be evenly distributed between groups, however, this impact vanished completely. This study revealed that there is often a tendency to align with one's in-group.

11.7 CONCLUSION

In many ways the media portrays a misrepresentative perspective of the world. It may also assist biased processing of accurate information by emphasizing intergroup differences when presenting that information. Rather than reporting on how the broad population feels about particular problems (e.g., the Simpson trial, Clinton's impeachment trial), the media frequently reports on sentiments divided into groups. Research has shown that such exposure can worsen the strong inclination to side with the in-group, possibly by reducing the drive to think carefully about the situation at hand. Exposure to mixed group viewpoints, on the other hand, can help to counteract this tendency.

11.8 SUMMARY

Public opinion is the product of psychological and social processes that lead to a circumstance in which each member of the public behave in response to an issue which is conditioned by his expectation that other members of the public share his views on the same topic.

Pre-election polls provide information on the electorate's reactions to the candidates, as well as their candidates and campaigns, such as measurements of topic opinions and responses to specific events.

Individuals get part of their social identity from the social groups to which they belong, and are consequently compelled to regard their in-groups as more correct, appropriate, and superior to out-groups.

Advertising strategies successfully employ the peripheral route of persuasion by using peripheral cues (such as providing attractive sponsors of a product or associating the product with humour).

The propensity to align with one's in-group was fully overridden by the notion of varied perspectives when opinions were demonstrated to be evenly distributed between groups.

11.9 QUESTIONS

1. Discuss in detail the theories of public opinion.

2. Examine the impact and findings of news and political process in the formation of public opinion.

3. Analyze the role of social identity, homogeneity and heterogeneity in the formation of public opinion.

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12

PRACTICAL COMPONENT - ISSUE-BASED FIELD VISIT

12.0 OBJECTIVES

- To explain the meaning of fieldwork

- To learn about the important points to consider while doing fieldwork in issue based areas.

- To understand difference between media research and academic research in social sciences.

12.1 INTRODUCTION

In the last semester there were topics like introduction on fieldwork and even discussion on few important scholar's work. This chapter is kind of a continuation of the same discussion, here, you will learn about fieldwork more in detail[i]. Through this chapter, you will get certain details as to how

to deal with issue-based fields etc. This chapter would be also useful for those students who plan to build career with Non-Governmental Organizations or pursue higher studies like PhD. Since, the subject under which this chapter falls is that of Media and Society we would look field visit from the perspective of media professionals too.

To study a given problem or to choose a problem the first method used is reading existing literature. Secondly, methodological books related to that subject. The third step is attempting pilot study. A pilot study is nothing but studying a small sample size from the given population (universe). Let us look this from a simple example - Before buying a sack of rice from a shop, the first step is to take a few grains of rice and put them in one's mouth and trying to chew them. Some people even try smelling the rice. At times, you will even buy one kg or two and cook it and then think of deciding whether to buy the whole sack. This is what one does in pilot study too. Pilot study can also be seen as a process where one tests the methods, planned actions, tools used for investigation on a limited group of people. Depending upon the outcome of pilot study generally people plan out the long-term fieldwork, which could range from 6 months to a year or it could also depend upon the time and resources. Once the pilot study is done later the fieldwork begins.

12.2 MEANING OF FIELDWORK

The dictionary meaning of **field work** is the kind of work which is done by the researcher in a practical environment, instead of a laboratory or within an office. It is also the work done in the field, as research, exploration, surveying, or interviewing[ii]

12.3 FIELDWORK AND MEDIA

Often the Sociologists/ Anthropologists have been using fieldwork to study different research problems. The nature of fieldwork carried out by that of Anthropologists or sociologists is usually for longer period of time, this could be for months, years. Scholars at times even learn people's language. This is done so that better communication takes place and even it helps individuals to think from the local's perspective and also helps them to understand the symbols, meanings, context etc. The gap between researcher and subject is also reduced through such techniques. In terms of qualitative study, the scholar resides in the villages and participates in the day to day activities and then records the findings.

 Let us now look into difference between media professional and sociological research. A researcher, PhD student, Professor, writes the finding in terms of academic viewpoint. Theoretical perspective is also used very often either in the form of testing an existing theory or creating a new one through the field. However, the aim of media professionals while studying a problem is that of capturing the truth, often due to the time limit and competition on who delivers the news first the professionals would not be able to spend lot of time in one village or one case. Unless there is a cover story then they tend to spend more time. The media

professional research outcome in written in simple language. Language is as such that even a child is able to understand the content written on a newspaper. At times, the method of communication of the finding is also that of video. However, both in written as well as in video format for broadcasting there exists time limit. At times there is not enough time to cross verify. Theoretical knowledge is not much emphasized in writings of the Media professionals. The goal is to bring truth, give a voice or platform to the voiceless and bring out the truth and be in a neutral position. Yet, there are lot of similarities like Media professionals conducting field visits also use methods same like anthropologists use i.e. storytelling, case study etc.and they tend to also use both audio and visual methods.

There are also some problems with the output of research conducted by media professionals. Often media houses are controlled directly or indirectly by that of the corporate giants, advertisers. Hence, not all details or accurate details are provided every time. Several marginalized groups like Tribes, disabilities, non binary gender news are less reported though their problems are severe.

12.4 TRADITIONAL DATA COLLECTION METHOD

In the earlier times, to collect data scholars used to send letters, questionnaires through explorers, traders, seafarers to another country. They would then pass it on to the scientists of that country and the questionnaires were filled. Later on, this was carried back to the home country and the data generated were recorded. In this way, enough material was collected. This material was then complied, printed, published as books. The scholars who read others book and developed insights were called as Arm chair sociologists or Anthropologists. However, after a given period of time several Anthropologists spoke and advocated the importance of Fieldwork and one of them is that of Functionalists – Malinowski, American Anthropologists – Franz Boas.

12.5 ROLE OF PSYCHOLOGY IN FIELDWORK

 The interesting thing about every field is that it is different. Different every day, every minute. It's like you are constantly under observation. Often as a researcher, one may think that an individual is going to study and collect information from people. However, that is not the case. Both sides are interacting with each other. The researched people and the researcher. Let us look this with an example - Imagine you are visiting a village after traveling 50 kilometers and you did not get any answer to the questions you went to search for. The possible emotional state would be frustration, anger, hatred. The reason for all these emotions is you invested so much and didn't get anything. The point to make here is that fieldwork is not just about data collection but there are lot of psychological aspect in it.

12.6 APPROACHING FIELD VIA – KEY INFORMANT

Approaching the key informants in the group ike leaders, social workers, volunteers, artists, religious leaders of that local area helps at times. Being with them gives an better access to the field for researcher. For example - When you are seen with a known person of that area, people trust you that the recognized person believes in you and hence, they could communicate to you freely.

Check Your Progress

1. Explain the interlink between fieldwork and Media

2. According to you what are the qualities a human should possess while studying an issue-based topic.

12.7 POINTS TO REMEMBER WHILE STUDYING SENSITIVE TOPICS

- Any kind of recordings, video or voice recording in any mobile or gadgets like camera should be used only after taking permission from the concerned person. One has to explain why the recording is important. If the participant declines or are uncomfortable with it the better thing is to avoid it. Informed Consent has to be taken. Informed consent[iii] is defined as ethical standards and regulations for research involving human subjects. The purpose of the informed consent procedure is to present a given participant enough information in a language that he or she can understand so that he or she can make an educated decision about whether or not to engage in the research project.

- To get a piece of information one should not get into any kind of monetary dealings. As it would be not be a sensible decision and it would affect others who after you would visit the same field.

- One can probe, ask questions have discussion on a topic. However, one's own opinion, biases has to be avoided and it has has to kept very minimal.

- Gaining trust of the subjects is very important, this happens when one develops rapport and is honest- like explaining the outcome of the project, introduce oneself building a bond with the subject rather than just extracting piece of information. It is then people would gain faith and would open up and speak about issues, problems bothering them.

- Ethics plays a very important role in any kind of fieldwork, just to be famous, to increase TRP ratings any practice which is unjust need not showcased let it be in terms of reporting, television or as recorded material. Instances like violence, rape victim's details have to be replaced to fake names to preserve the identify of the individual.

- Unethical writings, recordings have to be completely avoided for instant benefits.

- The future conditions of the subjects have to be taken into consideration, as a researcher or a reporter you may take interview and leave the field but the people who answered you or set of questions would remain there itself. Hence, one has to careful while publishing any data. The goal of research should be that the participant should not face any problem because of any live reports or published document.

- When one is studying topics like child labor, poverty, interview a person who has been a victim. One has to extra cautious, that the the question should not be traumatic creating, empathetic view should be followed. Even interview method has to be used and the the participant should be enough time to open up, develop trust upon the researcher. One has to give the required time to the person needed to open up and build trust upon the researcher.

- A house has been broken, or a there is a crisis situation like fire has occurred or people stuck in flood in such times, one has to be very logical in raising the questions. One should not ask in such a situation, Apko kaisa lag raha hai' How do you feel? The person who going through the problem for such a person such questions stand irrelevant.

- Certain qualities are needed, which one has to cultivate in one's life as a researcher. It's like a muscle or playing a musical instrument. It is art which has to be cultivated through regular practice. Some of skill sets required are that of being patient. With patience one would create a natural setting for the subject to open up on sensitive issues too. One could learn new insights which otherwise would be difficult to hear if one keeps intervening or cutting the conversation. Developing good listening skills is also an essential requirement for a researcher.

- The positionality of researcher plays a important role, do no harm principle has to be followed. Undervalued, unrepresented groups also have to be focused during times of conflict[iv].

Social Media has also created new form of change in the society and even in fieldwork. Within seconds videos could be passed from one person to another and from one location to another. him/her. The things can be so instant that there would be no time left to think, reflect. Researcher could also face this problem of fake news are fake news forward. Hence, one has to be extra cautious in the field.

12.8 PRACTICAL CONCERNS IN FIELD WORK

lt is not necessary that every time the researcher would face the same problem every time yet some of the common problems are listed below –

1. In sensitive areas, conflict torn areas like terrorist residing areas, conflict zones, among out groups, when a researcher or the media professionals enters there is an element of risk involved like that of kidnapping of the professional. This has been seen in few countries specially where there are wars going on. At times, women professionals are also expected to follow the laws of the land, any kind of violation turns out be highly dangerous for the individual.

2. The procedure involved to conduct interview, entry into conflict prone areas are lengthy. Even for conducting research on sensitive topics are lenghthy. A scholar spent thirteen years in dealing with different procedures for getting access to her subjects and objects. Her topic for PhD was related to that of military sociology.

3. At times the identity for the researcher also becomes a problem. Identity here could in terms of religion, caste, gender, ethnicity, location –like country etc.

4. Language barrier between that of the researcher and participants could lead to miscommunication also misinterpretation from both the sides.

5. If an unappropriate custom in a given culture is reported then enough precaution has to be made that it does not create any negative effects on the custom followers.

6. All necessary steps should be taken so that no psychological harm is not made to the respondents who have been answering the questions. [v]

7. In terms of sensitive topics after the data is being collected, analysed and conclusions are drawn out, communicating back to the field becomes a problem. Especially if there are details in which the researcher has recorded information about something which are inappropriate for the outerworld but just for the community, it becomes a very difficult situation then to write about it. But as a researcher truth should be revealed. For example - issues like female infanticide, violence etc.

Women's experience towards field is unique. As many a times, the female is not just viewed as a researcher but as a female too. Let us look into some details of it.

12.9 WOMEN AND FIELDWORK

If a woman is visiting the field and studying the people. There could be two instances, firstly, positive reception. People would relate the female researcher like one's own family member. Like own sister, daughter and help the researcher, share food, or even drop to nearby bus stand or where ever one wishes to go. Some would also accompany along and even help in introducing to some key informant. The second instance is that if women is researcher then there are chances that she would be reminded that she is vulnerable as a woman. Even while communicating they would not be not taking her seriously.

Let us look into example - A female social worker once visited a field in Thane, slum area. Here the problem was as such that these people have been paying rent, for nearly 18 years to another man and they had suddenly, this man asked all to vacant the home. So, as a social worker she approached the location to understand the issue. The locals then said 'we don't want to talk to you, bring your team here'. The social worker didn't understand why they need a team. She was there to collect the ground level information and then report it to their team and further decide what action or steps could be taken to resolve the problem. But the people were not ready to talk to here, she tried to convince them but it was futile. After some time, she realized what they meant by team, was that they don't want to talk to her but wanted to talk to a man. Probably, in those communitie's women did not have much decision-making power hence, they viewed a female in the same framework.

Check Your Progress

1. Do you think that the fieldwork experiences of women are different while conducting research?

2. List out one of the practical concerns during fieldwork which a researcher encounters.

12.10 IMPORTANT WORKS WHICH HAVE DEALT WITH SENSITIVE ISSUES

One of the important books with respect to Urban Sociology is that of William Whyte titled 'Street Corner Society'. William[vi] takes an apartment in the Chicago Slums and he becomes friend with the gangs and learns their lives, methods of working. At night he would come back to his home and in his typewriter and would record the notes. Traditionally, the Western Scholars have been always studying about the Eastern countries or other countries. However, William's work was the first one where the researcher studied his own society.

Lal Chowk by Rohin Kumar

This book recently has been referred by a Speaker in the Indian parliament. The book is a compilation of true stories collected during fieldwork by the journalist for a period of five years. It documents the politics, traumatic memories, experiences, extremism, corruption and history of Kashmir. The important aspect of this book is that it looks the situation from the people's perspective which the mainstream media has sidelined. A book can create an impact bring about a change, set a environment for discussion, this is what the real goal of writing, art which the book has reached into. [vii]

Everyone loves a good drought – By P Sainath

This book is a important reading which documents lives of people residing in villages who are farmers. There are stories of droughts, sufferings of people, women stories, written in the forms of story telling and short stories. The book points out the writer travelled across deep villages to collect these stories. [viii]

Let us now look into some problem faced in the field visit

12.11 LIVE REPORTING ON SENSITIVE ISSUES

During sensitive times, like Bomb blast, terrorist attacks live reporting, camera zooming all locations, reporting live all the details can create problem for those people who are trying to solve the problem. As because of the reporting people who created the problem receive live updates and they change their plans accordingly. This also involves putting at danger those soldiers who are fighting to save lives during such uncertain times like bomb blast. Failure to follow the protocols leads to death of both the people who are stuck inside as hostages or in war and also those soldiers who are fighting to save lives. During war times, reporters accessing the fields, weapons used, telecasting them creates more harm than good. Let us take example of how the 9/11 of United States, World Trade center was handled[ix] During that period, medias followed the standard guidelines. Visuals which could create problem was blurred. The boardcast information was through the police briefings, intelligent, administrative officials. Control rooms were set up for the families effected. Peroidic briefings were given to the media houses and that was reported.

12.12 NATIONAL BROADCASTING STANDARDS ASSOCIATION GUIDELINES

The National Broadcasting Standards Association (iv) have issued Guidelines for Crisis and Conflict reporting, some of the points covered are as follows.

1. It points out that the coverage should be tested on the 'touchstone of public interest' and the information provided should be based on facts. It should also be accurate and objective in nature.

2. During situations like live hostage situations and rescues, no details related to the pending rescue operations should be provided or broadcasted specially in terms of methods or related to personnel (individuals) who are operating to resolve the conflict.

3. Enough Respect has to be offered to the dead and no glorified visuals should be shown on Television

4. It should be also noted that reporters should restrict themselves for being live or having direct contacts with victims, security forces, any technical professionals or perpetrators.

5. All the networks should stop continuous/ unnecessary broadcast related to archival footage which would give rise to conflict. If used any, then date/time should be revealed too.

Check Your Progress

1. List out two instructions given by National Broadcasting Standards Association

2. List out two books which have been inspiration for you which have dealt with social issues.

12.13 SUMMARY

In this chapter we learnt about the meaning of fieldwork which is carried out by researcher in the natural setting. Further, we saw the differences between media professionals doing research and that of researcher doing. As researcher from sociology, Anthropology theorization is often emphaised. Media and academic research use similar methods like story telling, case studies, narrative methods, life stories etc. We also learnt how the role of psychology also plays very important role in fieldwork. Possessing qualities like patience, listening skills, probing skills, empathetic view are also very much helpful. One needs to probe, ask questions have discussion on the topic. than discussing one own opinion, bias.

The uniqueness about social science research is that when the researcher studies sensitive topics it also effects the researcher too. We also discussed several points where we looked into the different methods to be used while studying sensitive topics and even retaining ethics. Further we looked into how women fieldwork experiences could be different at times. Discussion on the NBSA (National Broadcasting Standards Association Guidelines) on how to report with sensitive contents has also been discussed in this chapter.

12.14 QUESTIONS

1. Write a note on live reporting on Sensitive issues and the guidelines given by the National Broadcasting Standards Association.

2. Discuss the practical concerns associated with fieldwork.

3. List out the points to remember while studying sensitive topics.

4. Explain fieldwork and media.

1.15 REFERENCES

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