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M.J.M.-24

Media and

Society

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By: Anand Prakash Srivastava



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(Publishers of Educational Books)

Mob.: 8510009872, 8510009878 E-mail: info@neerajbooks.com

Website: www.neerajbooks.com

MRP ₹ 300/-

Published by:



NEERAJ PUBLICATIONS

(Publishers of Educational Books)

Retail Sales Office: 1503, Nai Sarak, Delhi - 6 | Mob.: 8510009872, 8510009878

E-mail : info@neerajbooks.com Website : www.neerajbooks.com

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Typesetting by: Competent Computers, Printed at: Novelty Printing Press

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**Sample Preview
of the
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QUESTION PAPER

June – 2023

(Solved)

MEDIA AND SOCIETY

M.J.M.-24

Time: 3 Hours]

[Maximum Marks : 100
Weightage: 70%

Note: Answer any five questions. All questions carry equal marks.

Q. 1. Trace the history and development of mass media from the times of Penny Press.

Ans. Ref.: See Chapter-1, Page No. 7, Q. No. 2.

Q. 2. Explain the 'construction' of media message as a premise of media literacy. How is the credibility of info evaluated?

Ans. Ref.: See Chapter-3, Page No. 26, 'Core Concepts of Media Literacy' and Page No. 28, 'Evaluation of the Credibility of Information'.

Q. 3. What are the key features of dominant paradigm of development? Explain Rostow and Rogers' models of development.

Ans. Ref.: See Chapter-5, Page No. 44, 'Dominant Paradigm of Development'.

Q. 4. What are the principles of SBCC? Explain the cross cutting factors that apply to people, organization and institutions to meet SBCC goals.

Ans. Ref.: See Chapter-7, Page No. 71, 'Principles of SBCC' and Page No. 73 'Designing a SBCC Strategy'.

Q. 5. Explain the potential benefits and concerns of interactive development communication applications with examples.

Ans. Ref.: See Chapter-6, Page No. 59, 'Development Communication' and 'New Technologies'.

Q. 6. Explain the relationship between gender and media and the implications of gender-media relationship.

Ans. Ref.: See Chapter-11, Page No. 110, 'Relationship Between Gender and Media' and Page No. 111, 'Implications of Gender-Media Relationship'.

Q. 7. Describe the representation of various social identities in mainstream media with respect to human rights issues in India.

Ans. Ref.: See Chapter-13, Page No. 133, 'Representation of Social Identities: Caste, Class, Gender, Ethnicity, Minority'.

Q. 8. Write short notes on the following.

(i) Audience Typologies

Ans. Ref.: See Chapter-2, Page No. 17, 'Audience Typologies'.

(ii) Rights based approach to development

Ans. Ref.: See Chapter-5, Page No. 47, 'Rights Based Approach'.

(iii) Social Mobilisation

Ans. Ref.: See Chapter-7, Page No. 72, 'Social Mobilisation' and Page No. 77, Q. No. 3.

(iv) Community media

Ans. Ref.: See Chapter-9, Page No. 92, 'Community Media' and Chapter-12, Page No. 121, 'Community Media'.

(v) Any two key international conventions and protocols

Ans. Ref.: See Chapter-12, Page No. 123, 'International Environmental Agreements'.

■ ■

QUESTION PAPER

December – 2022

(Solved)

MEDIA AND SOCIETY

M.J.M.-024

Time: 3 Hours]

[Maximum Marks : 100

Note: Answer any five questions. All questions carry equal marks.

Q. 1. What is public opinion? Explain the role of media in framing public opinion.

Ans. Ref.: See Chapter-1, Page No. 3, 'Media and Public Opinion', Page No. 4, 'Role of Media in Forming Public Opinion'.

Q. 2. Describe the characteristics of media audiences. Explain any two audience theories of your choice.

Ans. Ref.: See Chapter-2, Page No. 21, 'Other Important Questions' Q. No. 1 and Page No. 22, Q. No. 2.

Q. 3. Critically examine the participatory approach and rights-based approach. How has ICT contributed to them?

Ans. Ref.: See Chapter-5, Page No. 47, 'Participatory Approach', 'Rights Based Approach'.

Q. 4. Contextualise SBCC's three core elements for health-related campaigns. Give suitable examples.

Ans. Ref.: See Chapter-7, Page No. 70, 'Social and Behaviour Change Communication: Concept and Role' and 'ICE, BCC, SBCC: The Shift'.

Q. 5. Give a detailed account on SDG 3. Enumerate the contributions of media and communication system in achieving 'Health for All'.

Ans. Ref.: See Chapter-9, Page No. 90, 'Sustainable Development and Public Health', Page No. 91, 'Sustainable Development Goal 3: Good Health'.

Q. 6. Discuss the Indian experiences of using ICT in education and development.

Ans. Ref.: See Chapter-10, Page No. 103, 'Using ICT for education: some experiences'.

Q. 7. "Use of media advocacy in attaining sustainable development goals is key to healthy and prosperous communities." Justify.

Ans. Ref.: See Chapter-12, Page No. 123, 'Media Advocacy in Environmental Organisations'.

Q. 8. How is gender portrayed in mainstream and alternative media? Explain the implications of gender-media relationship.

Ans. Ref.: See Chapter-11, Page No. 111, 'Portrayal and Representation', 'Gender in Mainstream and Alternate Media, Implications of gender-media relationship'.

■ ■

Sample Preview of The Chapter

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MEDIA AND SOCIETY

Understanding Media and Society

1

INTRODUCTION

The media and society are inextricably linked. While society has existed for millions of years, media, particularly mass media, has only existed for a little over a century. Nevertheless, both are interdependent. A system of communication is essential to a society's existence and development since it allows for the exchange of ideas and the provision of information, education and entertainment. Explore several important topics like audience, media literacy, and media policies that concern the media and society.

This approach is crucial because, as a democracy's watchdog, the media, particularly the news media, has recently demonstrated its ability to influence public policy and challenge individuals in positions of power. The public expects new media to take up issues on their behalf, express popular opinion, and create conversation and debate agendas. The news media has spread so far over the years that many detractors now consider it as a symbol of political power. In actuality, depending on who is speaking, any argument in the media swings between two extremes.

Some vouch for the unrestrained influence of the media, while others hold that it has no bearing on people's lives. Whatever one's point of view, there is no denying that media has ingrained itself into the typical person's daily routine.

CHAPTER AT A GLANCE

DEFINING SOCIETY AND MASS MEDIA

A society is a group of people with common practices, rules and institutions who live in a certain area. However, a civilization can either be homogenous or heterogeneous. A homogeneous society is one in which all of its citizens share the same beliefs, language, worldview, and ethnicity. The Japanese,

Chinese, Red Indian, and Zulu societies are a few examples of these societies. A heterogeneous society is one in which there is diversity in terms of ethnicity, culture, religion, and other factors.

The fundamental link connecting a society's many levels is communication. Since the advent of modern media, news and entertainment programmes have reflected society. At a micro level, people engage with one another and learn about different groups that are segregated by caste, custom, religion, or faith. The media frequently makes references to different castes and communities. One has probably seen news reports on the campaign by different caste groups to win a quota for reservations in government employment and admissions to schools and colleges. Two examples were the Gujjar agitation in Rajasthan in 2019 that caused train traffic congestion and the Jat agitation in Haryana in 2016 that resulted in extensive damage to public property.

The majority of newspapers also segment their matrimonial adverts by caste and gender. These examples are provided to help you understand how media reinforces and establishes what occurs in a community or group. The thoughts and opinions of media professionals are likely to reflect their biases as well because they share the same social environment.

Historical Context

Even in the absence of mass media like newspapers, radio, and television, the element of wide-scale (mass) diffusion of ideas existed. Meetings, congregations, word-of-mouth, grapevine, and inscriptions on a variety of topics, such as religious propaganda and citizens' charters, were used to communicate with the populace.

Newspapers becoming affordable for a few pence marked the beginning of the mass media, which has been around for roughly a century. The time frame was referred to as the Penny Press era.

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Press and radio were used by contending governments during the First World War to further their nationalist war objectives. This removed any doubt regarding the ‘masses’ ability to be effectively controlled and directed towards war objectives. By 1925, the idea that mass media might sway public opinion and shape international alliances was already widely accepted.

This idea that mass media may be a potent tool for propaganda on favor of the ruling class was further supported by the experiences of Nazi Germany and the former Soviet Union. Hitler and Goebbels felt that the media was a tool for propaganda and that a lie might become true if it was repeated 100 times.

Following the Second World War, we saw the media expand quickly, having an impact on many aspects of life. All societies, particularly those in emerging nations, realized the function of media in the development process and gave it fair consideration.

Although the media has a reputation for being unduly pushy and insatiably eager to report on the hottest stories, its watchdog role in a democratic society assumes that citizens must be aware of what their governments are doing. By requiring the government to defend its decisions and actions, which all have an impact on the people it represents, the media has the power to hold the government responsible. Some civilizations operate under the presumption that the media speaks for the populace, which places restrictions on free speech and the press in the context of broader societal concerns. Therefore, any attempt on the side of the government to restrict the freedom of the news media is seen as going against the public’s right to unfiltered information. When press censorship occurred in India between 1975 and 1977 during the Emergency, The Indian Express left the editorial space blank to indicate censorship. Other journals, including the Statesman, quickly embraced the blank editorial metaphor of censorship, the paper later reported.

Today, in the age of globalization, the function of the media has drastically changed. The idea that news media has turned into a commodity is frequently made. Additionally, media is coming under increasing fire for portraying blatant violence.

The dominant class’s distinct socio-economic and political interests are served by the media, according to communist theory.

In his book Introduction to Mass Communication, Media Literacy and Culture, media scholar Stanley J. Baran cited Marshall McLuhan to describe the

significance of mass media in our lives. “Does a fish know it’s wet?” was a question Marshall McLuhan frequently posed. He would respond, ‘No’, to the response. Water is so essential to a fish’s existence that it isn’t until it is gone that it is aware of how it is doing. The same is true of people and mass media; the typical person is so flooded with media messages in daily life that she frequently isn’t aware of the media’s effect or existence.

In their book “Four Theories of the Press” media theorists Fred S. Siebert, Theodore Peterson, and Wilbur Schramm make the case that the press is always coloured and shaped by the social and political systems in which it operates. Authoritarian, Libertarian, Communist, and Social Responsibility Theories, which are pertinent to understanding the interaction between media and society, were covered in detail in Unit 2 Block 1 of Course 1. In their book Comparing Media Systems: Three models of Media and Politics, communication scholars Daniel C. Hallin and Paolo Mancini discuss the four theories of press, saying that one “cannot understand the news media without understanding the nature of the state, the system of political parties, the pattern of relations between economic and political interests, and the development of civil society, among other elements of social structure.”

Information Age Context

Societies all over the world have experienced a radical transformation in media availability and reach with the advent of modernity, one of the primary effects of which has been the expansion of mass media. Whether nationalism, individualism, objectivism, democratization, secularization, or urbanization are on the rise, the media has played a vital part in modernization. Nowadays, practically every element of daily life is linked to or dependent on the media in some way. Saying that every person is a media consumer in some capacity is not an exaggeration. According to recent media reports, there will soon be more mobile phones than people on earth! A smartphone with a few centimeters of screen includes all the media in it, including access to newspapers, television channels, films, and different social media platforms that link individuals through interpersonal communication on an individual and group basis.

The artificial barriers created by geography, states, caste, color, and faith have all been broken down by the Internet, thus making the ‘world flat.’ There is no denying that society might not be able to manage its affairs properly without the media.

INTERPOLATION OF MEDIA AND POLITICAL SYSTEM

In a democratic society, the media is crucial since the government's very survival depends on popular support, which is why the media takes center stage in politics. The government needs mass media to communicate with the public, and the news media acts as a conduit between the public and the government by conveying information and occasionally promoting personal agendas. Politicians frequently use articles and broadcasts that are favorable to them in order to disparage their opponents.

The political system exerts a less formal type of control over the media landscape through personal influence of politicians and political actors on media owners and journalists, according to communication expert Geoffrey Craig's book *The Media Politics and Public Life*. According to Craig, political players' daily impact over the media may be easily seen and understood.

Governments have the authority to adopt laws that will allow them to exert significant pressure on the media. Governments are frequently attacked for having the ability to sway media coverage by selecting which information should be disseminated, when, and how. Media events, briefings, press conferences, interviews, photo ops, and other forms of political communication are also used to manage the political discourse in the media.

CORPORATE CONTROL OF MEDIA

As was previously mentioned, media ownership affects the content. Around the world, business interests control more than 90% of the media. The past two decades have had a significant impact on India. Politicians, political parties, commercial organisations, national or worldwide conglomerates, and other groups with diverse interests all have a stake in media assets. Media ownership supports the owners' immediate interests in two ways: first, it gives them a profit-making industry, and second, it gives them a voice.

Reliance Industries Limited (RIL), as an illustration, is alleged to have equity in more than 25 media outlets/newspapers. The whole public, and critics in particular, ought to be concerned about this.

REGULATION VERSUS SELF-REGULATION

Only in democracies can the news media exercise their right to freedom of expression, which makes it paradoxical that in democracies—including India—

authorities are preoccupied with 'controlling' or 'regulating' the media. The media was subjected to widespread censorship and intimidation following the controversial emergency declaration on June 25, 1975. Some publications refused to give in despite an overt control on the content to which many newspapers fell prey. Instead of publishing a restricted editorial or reportage, they would prefer to have one that is blank. In the 1977 elections, the Congress party lost, and Mrs. Indira Gandhi, the incumbent prime minister, lost her own seat. After the emergency, the media and the organizations that represent them did their best to oppose government restrictions whenever the need arose.

Others have raised concerns about yet another form of 'management' that they claim the media has found challenging to resist. In India, both the national and state governments run ads in print and electronic media totaling thousands of millions of rupees. Critics assert that the government secretly controls them by withholding support for advertising. Some media columnists criticised the NDA's India Shining and the UPA's Bharat Nirman campaigns, saying that because the various media outlets were directly benefited by ad income, there was little criticism of government spending on such initiatives.

Geoffrey Craig, a communication expert, notes that governments worldwide now have a more comprehensive understanding of the requirements and purposes of media. According to Craig, this has caused the power dynamic to shift in favour of politicians because the media is now overly reliant on the information provided by political players. He contends that the result of this process is supposed to be the growing cynicism about politics. However, this has increased media literacy because it is now simple for people to understand the motivation behind political statements.

MEDIA AND PUBLIC OPINION

The media is credited with both articulating and shaping public opinion. It is thought that by making concerns public, the news media offers a variety of perspectives that aid the audience in developing well-informed thoughts and attitudes on events in their environment. The editorials, opinionated articles, and debates in the media also have an impact on public opinion. Kimball Young, an American social scientist, defines public opinion as the social assessment of a self-conscious community on a matter of general significance following an informed public debate.

He claims that verbalized attitudes, beliefs, and convictions—which are mostly emotional—along with the associated pictures and ideas are what shape public opinion. When people have different definitions of brand-new conditions, public opinion frequently develops during crises.

However, he contends, “there is an enormous extension of the range of excitation” and that this has transformed the stimulus and scope of public opinion.

American sociologist Herbert Blumer viewed public opinion as a component of social interactions, whereby people confront a pressing issue and investigate potential remedies through public discourse. On the other hand, according to political scientist Noelle-Neumann’s Spiral of Silence theory, “the mass media are a powerful force, not only in establishing public opinion, but in reducing the number of divergent opinions in the society, as they articulate,” the media is effective in forming public opinion.

Role of Media in Forming Public Opinion

The relevance of political concerns in the public’s consciousness are structured by the news media, according to Elizabeth M. Perse, who examines the Agenda Setting Theory in this context. She clarifies that the news media chooses and emphasizes particular events, individuals, and issues through gatekeeping. Individuals often adopt the news media’s agenda and begin to think that the same events, individuals, and concerns are more significant than those that are not covered because of the repetition of these topics. Through their coverage of controversial issues and public events, the media, in Noelle-Neumann’s opinion, play a significant role in shaping social reality. He contends that the depiction of the prevalent social viewpoints in the media. Doris A. Graber cites numerous articles that accuse journalists of being biased against groups that are marginalized and portrayed in an unfavorable way. Numerous instances, in the authors’ words, “demonstrate that there are distinctive, culturally related patterns of news framing that depend very much on the cultural orientation of the story’s narrator”, they claim.

Lazars field and Merton, two American sociologists, claimed that media played a status by concentrating attention on significant individuals, events, and issues, society is granted a conferral role. The news media go beyond simply determining the ‘salience of particular topics.’ According to research, how the news is presented also affects how readers feel about the topics and events that are reported.

The media focused on more than just the efforts to save thousands of stranded pilgrims; through its reporting, it also highlighted the various viewpoints, opinions, and news reports on how the Himalayan region’s delicate ecology was completely ignored by commercial developers in collusion with the authorities in order to profit financially. It also underlined how unprepared different administrative entities were to handle such a massive disaster. The crisis was covered by the media on a micro and macro level, warning that there would be many more disasters of this nature in the future if all the stakeholders, especially the government, did not feel worried about the vulnerable Himalayan ecology. Since the Comptroller and Auditor General’s report on the mindless construction work and its potential effects on the state came out months in advance, the various media, especially the mainstream news channels, have been questioning, grilling, and seeking answers from the political bosses on their lax attitude.

Relationship Between Medi and Society

Institutions of the media play a role in society. The role of the news media as a watchdog is a crucial factor in why it should be free and impartial. The news media is supposed to closely monitor the executive branch, the private sector, and other organizations.

It is anticipated that public problems will be brought forward for discussion and debate. Therefore, it is the responsibility of the government to guarantee not only the freedom of the press but also the free and impartial dissemination of information to the general public. Those that rely on media for information to stay informed and connected to the outside world should benefit from this.

NEW MEDIA AND ITS IMPACT ON SOCIETY

‘New media’ was created as a result of the technological advancement and the socio-economic, political, and ideological setting of the 1970s. The word gained popularity in the 1990s with the introduction of videos, new subscription-based cable and satellite television delivery methods. The first wave was how communication experts described this phenomenon. Home video renting became a very wealthy and well-liked industry by the 1990s.

The world has changed since the advent of the World Wide Web and the rise in popularity of social media. Many believe that the internet has helped to