M.J.M.-20

Introduction to Journalism and Mass Communication

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INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION

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BLOCK-1: INTRODUCTION TO COMMUNICATION

BLOCK-2: EVOLUTION OF MASS MEDIA

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Sample Preview

of the

Solved

Sample Question

Papers

QUESTION PAPER

June – 2023

(Solved)

INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION

M.J.M.-20

Time: 3 Hours]

[Maximum Marks : 100

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

Q. 1. What do you understand by barriers to communication? Discuss different types of barriers with examples.

Ans. Ref.: See Chapter-1, Page No. 5, Q. No. 2.

Q. 2. Explain the following theories of mass communication:

(a) **Cultivation theory**

Ans. Ref.: See Chapter-3, Page No. 27, Q. No. 1.

(b) **Uses and Gratification theory**

Ans. Ref.: See Chapter-3, Page No. 22, 'Uses and Gratification theory'.

Q. 3. Explain the relevance of 'Journalism in Indian Languages'.

Ans. Journalism in Indian Languages holds immense relevance in the diverse and multilingual landscape of India. India is a country with a rich tapestry of languages, cultures, and traditions. It is home to more than 19,500 languages, of which 22 are officially recognized in the Eighth Schedule of the Indian Constitution. This linguistic diversity is a key aspect of India's identity and plays a crucial role in shaping its media landscape. Here are some key points explaining the relevance of journalism in Indian languages:

Accessible Communication: While English is widely spoken and understood in urban areas, a significant portion of India's population primarily speaks and understands regional languages. Journalism in Indian languages ensures that information is accessible to a larger section of the population, bridging the language barrier.

Cultural Sensitivity: Reporting news and stories in regional languages allows journalists to understand and respect the cultural nuances and sensitivities of different regions. This helps in presenting news and information in a way that is more relatable and acceptable to local communities.

Grassroots Coverage: Indian languages journalism often focuses on local and regional issues that might not get as much attention in national or English language media. This is essential for grassroots reporting and addressing problems at the community level.

Preserving Linguistic Diversity: Promoting journalism in Indian languages contributes to the preservation and growth of these languages, many of which are endangered. This is crucial for the conservation of India's linguistic diversity.

Political Engagement: In a democratic country like India, journalism in regional languages plays a significant role in political engagement. It helps people understand political developments, policies, and electoral choices in their native languages.

Media Plurality: A diverse media landscape, including newspapers, television channels, radio stations, and digital platforms in various Indian languages, ensures media plurality and allows for a variety of perspectives and opinions.

Market Expansion: With the rise of the internet and digital media, there has been a significant increase in the audience for Indian language content. Media organisations that invest in regional language journalism can tap into this expanding market.

Educational Value: Journalism in Indian languages contributes to education by providing information and news in the language of instruction, making it easier for students to comprehend and engage with current affairs.

Inclusive Development: Inclusive development and governance require effective communication with all sections of society. Journalism in Indian languages helps in disseminating information related to government schemes, social issues, and development initiatives to marginalised and non-English-speaking communities.

Diversity of Stories: Different regions of India have their own unique stories, cultures, and challenges. Journalism in Indian languages allows for the exploration and presentation of this rich tapestry of narratives.

Q. 4. How did television grow in India after the Gulf War? Describe in detail.

Ans. Ref.: See Chapter-9, Page No. 85, 'Television After Gulf War'.

Q. 5. What is a news agency? Why are they important? Write brief notes on any two global news agencies.

Ans. Ref.: See Chapter-12, Page No. 111-112, 'What is a News Agency? (Basic features, Origin, Reasons for Growth, How an Agency Operates)', and Page No. 118, Q. No. 13.

Q. 6. Analyse the role of Indian government in media sector. Describe the functioning of any four government media organisations.

Ans. The Indian government plays a significant role in the media sector, as it is responsible for regulating and overseeing various aspects of media in the country. This role is multifaceted and includes both positive and negative aspects, with the government's involvement often being a subject of debate and discussion.

Regulation and Oversight: The government regulates media through statutory bodies like the Ministry of Information and Broadcasting, the Press Council of India, and the Telecom Regulatory Authority of India (TRAI). These bodies formulate and enforce policies, standards, and regulations to ensure the media operates within legal and ethical boundaries.

Licensing and Broadcasting: The government issues licences for television and radio broadcasting, which grants it substantial control over content dissemination. It also plays a role in allocating and managing the scarce resource of broadcast spectrum.

Public Service Broadcasting: Through institutions like Prasar Bharati, the government maintains a presence in public service broadcasting, aiming to provide unbiased news and information to the public.

Censorship and Freedom of Expression: The Indian government has, at times, been criticised for attempts to control or censor content, particularly on the internet. Such actions raise concerns about freedom of expression and media independence.

Media Ownership: The government has guidelines to regulate cross-media ownership to prevent concentration of media power in a few hands. However, these regulations are not always effectively enforced.

Support and Subsidies: The government provides financial support and subsidies to the media industry, including print and electronic media, to promote growth and development.

Digital Initiatives: The government has initiated programs like Digital India to promote digital journalism and expand access to information and news through online platforms.

Also Add: Ref.: Chapter-13, Page No. 123-124, 'PIB (Press Information Bureau)', 'All India Radio', 'Doordarshan', and 'Publication Division'.

Q. 7. Discuss the different types of advertising appeals with suitable examples.

Ans. Advertising appeals are strategies used by advertisers to capture the attention and interest of their target audience, persuade them, and motivate them to take action (such as making a purchase). There are several types of advertising appeals, each of which appeals to different aspects of human psychology and consumer behaviour. Here are some common types of advertising appeals with suitable examples:

(a) **Emotional Appeal:** This type of appeal aims to evoke emotions such as happiness, love, fear, or sadness to create a connection with the audience.

Example: Coca-Cola's "Share a Coke" campaign evokes a sense of happiness and nostalgia by personalising their bottles with people's names, encouraging consumers to share a Coke with friends and loved ones.

(b) **Rational Appeal:** Rational appeals focus on providing logical reasons why a product or service is superior or beneficial.

Example: Apple's advertising often emphasises the technical features and performance of their products, appealing to consumers' desire for high-quality technology.

(c) **Fear Appeal:** Fear appeals leverage the audience's fear of negative consequences to motivate them to take action, such as purchasing a product.

Example: Anti-smoking campaigns often use graphic images of the health consequences of smoking to discourage people from smoking.

(d) **Humorous Appeal:** Humorous appeals use humour and wit to capture the audience's attention and create a positive association with the product.

Example: Super Bowl commercials are often known for their humour, such as Doritos' "Crash the Super Bowl" campaign, which featured user-generated funny ads.

INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION

Communication: Concept and Process

1

INTRODUCTION

The interchange of ideas and understanding between people is what we say we are communicating. The word communication is derived from the Latin word "communis," means "to make common." It necessitates agreement on a subject and mutual knowledge. Communication is more successful when there is more of a common ground. The sender or source communicates a message, and the recipient decodes it. According to Denis McQuail, communication is a process that fosters similarity and calls for shared components. Harold Lasswell emphasises the who, what, channel, and effect when defining communication in his questions.

CHAPTER AT A GLANCE

NEED FOR COMMUNICATION

All living things have a basic requirement for communication. Whether it's through bird sounds, dog barks, or honeybee dances, communication is entrenched in how these organisms engage with one another. As social creatures, humans also rely on communication as a basic human need. No typical human, regardless of age, gender, or interests, can survive in isolation.

Communication Process

The process of participants continuously exchanging meaning is called communication. The sender imparts knowledge based on their experiences and lets the recipient know what they know. Communication can be defined as the repeated exchange of experiences. Sender, message, channel, and receiver are the four components that make up the communication process (SMCR model).
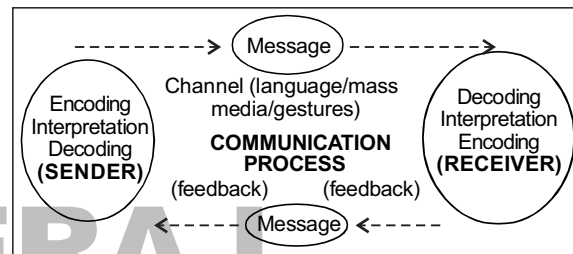
The sender sends a message to the audience or receiver through a chosen channel during communication. The message comprises the required information, and the medium can vary, including print media, spoken language, body language, or signs. The communication is decoded by the recipient, who then gives it meaning, encodes a response, and transmits it back as feedback. Feedback is important because it shows whether the recipient's comprehension matches the sender's objective. During this feedback exchange, the sender and receiver's roles can shift.

Effective Communication

The desired results that communication delivers serve as a gauge of its effectiveness. An effective speech by a politician is one that persuades people to vote for him, but a youngster who heeds parental cautions but not those of strangers demonstrates good communication within their relationship. The interpretation of meaning depends on the relationship between the source and recipient. When the sender's intention and the receiver's interpretation are in sync, communication is effective and desirable behavioural changes result. The effectiveness of communication is evaluated by feedback expressed through words or actions. Effective communication is demonstrated by positive feedback, such as a student fulfilling their deadlines for assignments. Negative feedback denotes inefficient communication, such as an employee who frequently arrives late despite reminders. When

communication fails to evoke any response, as when a voter chooses not to cast a ballot, neutral feedback happens.

Barriers to Communication

Various barriers can hinder effective communication. These barriers encompass different types, including:

- **Timing:** Communicating inconveniently or improperly.
- **Distorted message:** The message is affected by noise, which alters its intended meaning.
- **Information overload:** Overabundance of information overwhelms a person's attention span.

In addition to language and psychological difficulties, there are also technical barriers:

Language barriers:

- **Vocabulary:** Using words that the recipient might not understand.
- **Semantics:** Confusion over the message's meaning or ambiguity.

Psychological barriers:

- **Noise:** Distractions from the outside world that draw focus away from the intended message.
- **Perception set differences:** People interpret messages differently depending on their past experiences.
- **Lack of trust and jealousy:** Communicating ineffectively due to suspicion or envy.
- **Information filtering:** Accepting just the messages that support one's existing ideas while rejecting all others.

These obstacles can obstruct clear communication by impairing comprehension, skewing meaning, or generating an incompatibility between the sender and the receiver. Understanding these obstacles is essential for removing them and improving communication efficiency.

FORMS OF COMMUNICATION

There are numerous ways to communicate, and each has a unique function and setting. These forms consist of:

- **Intra-personal communication:** It entails a person conversing with themselves, frequently through reflection or self-talk.
- **Interpersonal communication:** This exchange takes place between two people and might be official or casual. It is best for one-on-one encounters since it enables quick response, body language analysis, and emotional appeal.
- **Group communication:** It involves a number of members communicating about shared interests. It encourages group cooperation, self-expression, and decision-making, frequently with the emergence of a group leader.
- **Mass communication:** This medium uses mechanical media to concurrently send messages to a wide range of audiences, such as newspapers, radio, television, or the internet. Physical distance between the source and receiver causes feedback to be sluggish and infrequent.

In particular situations, several forms of communication are beneficial. While interpersonal communication is very effective, mass communication has a large audience.

DEVELOPMENT OF COMMUNICATION MEDIA

Early societies lacked hierarchy, had little communication, and valued equality. However, power disparities developed as a result of individuals taking control of communication routes. The growth of communication mediums over time shown their significant impact on public opinion. Then, economic factors governed societal development such as:

- **Pre-agricultural societies:** Small groups of hunters and gatherers communicated mostly through spoken language.
- **Agricultural societies:** A considerable portion of the population remained illiterate, but writing and agriculture allowed for the development of more sophisticated social institutions.
- **Industrial societies:** As a result of mass production and urbanisation made possible by the machine age, innovations like Gutenberg's Bible shifted the emphasis from farming to industrial jobs.
- **Information society:** Media became much more important when cultures all over the world adopted digital technology in the second half of the 20th century. Information handling, processing, and distribution become impossible without computers.

In the modern world, knowledge is power, and those with greater access to it are more powerful and influential. Conventional media have merged into digital formats, which have improved accessibility, affordability, and interactivity. Mobile phones and other gadgets can now be used for a variety of tasks, including communication, internet browsing, and email access, thanks to this convergence. The term "information superhighway," which encompasses a variety of communication goals such as social networking, e-commerce, e-governance, and professional commu-nication, was coined in response to

the rapid transmission of information through cyber networks.

There has been a brief discussion of the distinguishing qualities of traditional media, which for a long time dominated the communication media scene.

- **Newspapers:** Corantos and Diurnals, which set the stage for modern newspapers in the 1620s and 1640s, respectively, are just the beginning of the long history of newspapers. Broadsheets (like The Indian Express and The Times of India) and tabloids (like Mail Today and Mint) are now the two formats in which they are available. Tabloids are more similar to news magazines than broadsheets, which concentrate on hard news and opinions.

- **Magazines:** In England, magazines have a history that dates back to the 1730s. Originally known as miscellanies, they discussed a range of subjects, including politics. The goal of magazines in the late 1800s was to make reading more commonplace. This led to expansion that was supported by rising literacy rates and a demand for advertising platforms. Today, magazines are divided into two categories: general interest (such as Outlook and India Today) and specialised interest (such as Better Photography and National Geographic). To handle more ad flow, several newspapers now own periodicals. Compared to newspapers, these periodicals have a longer shelf life and more expensive advertising.

- **Radio:** The 1890s saw the development of radio, which earned Italian inventor Marconi the moniker "Father of Radio." When voices and music were first sent via telephone lines, radio broadcasting emerged as a popular form of media. The first broadcasting permit in India was given out in February 1922, and All India Radio (AIR) was founded in June 1936. Radio was used extensively by the Nazis for propaganda during World War II. FM broadcasts first appeared in Jalandhar in 1992 and Chennai in 1977, with private players joining the fray in 1993.

- **Television:** After the printing press, one of the most important inventions in communication was television, which first appeared in the 1920s and 1930s. In developed nations, it became a necessary aspect of daily life by the late 1940s and early 1950s. In order to promote growth, television was launched in India in 1959. News, information, and entertainment were all featured in TV programming by 1970, and advertisements began to appear in 1976. There are currently too many television stations in India, and they are vying for the viewership ratings (TRPs) that affect advertising revenue. In addition to the emergence of unethical compromises and biassed agendas, 24-hour news channels further obfuscate the distinction between actual news and created reality. Indian media frequently presents an idealised image of superwomen who can effortlessly handle their social, professional, and personal obligations.

- **Cinema:** Early films had no sound, scripts, or stories and were silent, black-and-white scenes of actual happenings. These oversized silent sceneries first appeared in 1896. Dadasaheb Phalke's silent film "Raja Harishchandra" of 1913 was the first motion picture made in India. India made its first talkie, "AlamAra," in 1931. Regional filmmaking also prospered. Modern films address modern challenges while providing amusement and food for thought. Various films have different effects on audience psychology, which complicates the relationship between cinema and society. In India, films are governed by the Central Board of Film Certification, which certifies movies as "U" (universal) or "A" (adult) based on moral standards and audience acceptability.

- **Folk media:** This age-old media is used to spread social, political, and moral ideas. It is adapted by the audience, personalised, and communicates well. It is economical and transcends age levels. Different parts of India have their own distinctive folk art forms, including the Tamasha, Pawala, Yakshagana, Jatra, Bhavai, Nautanki, Ramlila, and Raslila. They are effective instruments for communication since they can be sarcastic or profound. These forms are a powerful instrument for development communication since NGOs and government organisations use them to disseminate information on health, agriculture, and development through traditional folk songs, dances, and mythological tales. The internet, which has altered the world, is the new media.

- **Internet:** The Egyptians and probably the Chinese used the abacus, a type of prehistoric calculator that functioned as a forerunner to computers. The inventor of the computer, Charles Babbage, created a device that could perform computations using memory that was stored. The internet has modernised

communication and affected government, business, education, and personal lives. While technology offers benefits like bringing people together on a global scale, it also has drawbacks like cybercrime and antisocial behaviour.

MASS COMMUNICATION: THE CONVENTIONAL VIEW

Analysis of communication has been done using both its economics and characteristics.

Conventional Communication Characteristics: The old view of mass communication portrayed the media as having great influence and being able to reach a wide range of anonymous people with messages from a single source. It was assumed that the audience was docile and would take whatever was offered to them. Media controllers served as gatekeepers and agenda-setters, deciding on the content and influencing public opinion. Lack of difference in the messages' attempts to forge consensus. Feedback was not particularly significant.

Conventional Media Economics: Media's economic side took a different route. The media depends on advertising to make money. The more readers of newspapers and viewers of television, the more successful the business. In this traditional approach, media did not particularly target market requirements, instead aiming to draw a sizable audience to maximise advertising revenue.

MASS COMMUNICATION: THE CONTEMPORARY VIEW

Contemporary Communication: Convergence has had a significant impact on how mass communication is viewed today. It entails combining technologies and making them easier to use, creating a variety of output alternatives. This consumer-focused market provides a wide range of content via periodicals, newspapers, FM radio, 24-hour news channels, entertainment channels, etc. This wealth of options encourages competition among media platforms and groups while allowing consumers to create their own opinions. Consumers now have more control because they are free to change newspapers or television stations.

Media Economics: Media began utilising a variety of strategies to draw audiences, leading to the rise of media marketing innovations. Price wars resulted as businesses tried to lower costs while raising sales and TV viewership. The media began to partner with non-media products and services and began selling themselves as consumer goods. Possessing many media outlets gave one monopoly and bargaining power with advertisers. Today's media strive to maximise profits while adapting to consumer expectations and encouraging engagement and input.

MEDIA AND SOCIAL CONSTRUCTION OF REALITY

Media has a huge impact in forming public opinion and creating the audience's perception of social reality. This influence is still there now, albeit its subtlety could go unrecognised until a society's media literacy levels rise. The term "social construction of reality" refers to the media's skewed representation of reality that is motivated by different goals such as profit-making, sensationalism, or the upholding of societal values and conventions. For instance, marketing for fairness creams have unintentionally altered how people in India view beauty. Media portrays contemporary Indian women as superwomen who effortlessly juggle various roles, which presents an inaccurate and idealised image. These manufactured realities, produced by the media, are used as role models or to build societal perceptions. Signs and symbols are used in communication, and while objective meanings are usually accepted, subjective interpretations might differ from person to person. Media theorists emphasise that reality is founded on how something is viewed and accepted within a culture rather than just what is absolutely true.

CHECK YOUR PROGRESS

Q. 1. Describe the process of communication.

Ans. The exchange of information, ideas, or messages between a sender and a recipient is a key component of communication. It normally includes the following essential components:

- **Sender/Source:** The person or thing that starts the communication is the sender. They wish to send the recipient a message or some information.
- **Message:** The information or content that the sender is conveying is known as the message. It can be expressed in a variety of ways, including spoken language, written text, visual signals, gestures, and symbols.
- **Encoding:** The communication is encoded or packaged by the sender in a way that allows for efficient transmission. Organising the data and choosing appropriate terminology, symbols, or modes of representation are required for this.
- **Channel:** The medium used to send the message is referred to as the channel. Face-to-face interactions, telephone calls, emails, letters, written letters, video chats, social media platforms, and any other kind of communication are all examples of this.