

IDHAYA COLLEGE FOR WOMEN, KUMBAKONAM



SEMESTER : II

SUBJECT : COMMUNICATION AND MASS MEDIA

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CLASS : I MA ENGLISH

TITLE OF THE PAPER : THE ROLE AND INFLUENCE OF MASS MEDIA

NAME OF THE FACULTY : MS. V. MYDHILY

THE ROLE AND INFLUENCE OF MASS MEDIA

MASS MEDIA:

Mass media is communication – whether written, broadcast or spoken- that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines and so forth.

Importance of media

- Media is the most popular tool of communication
- The word global village has been given to the world just because of media.
- Importance of media in nation building cannot be neglected.



vii) More recently, the internet has increased its role exponentially as more business and household “sign on”.

ENVIRONMENTAL CAUSES:

i) Critics of this theory counter these arguments by saying that local control of news media largely lies beyond the reach of large corporate offices elsewhere, and that the quality of news depends upon good journalist.

ii) As example they name numerous environmental causes, the anti nuclear movement, the anti Vietnam movement, and the pro Gulf War movement.

iii) While most people argue that a corporate elite controls media, a variation on this approach argues that a politically “liberal” elite controls media.

iv) Media language can be revealing, too. Media uses the terms “arch” or “ultra” conservative, but rarely or never the terms “arch” or “ultra” liberal.

v) Advocates of this view point to the Strategic Arms Initiative of the 1980s Reagan administration.

vi) Media quickly characterized the defense program as “Star Wars,” linking it to an expensive fantasy.

vii) The public failed to support it, and the program did not get funding or congressional support.

PRINT MEDIA:

Print Media generally refers to newspapers. Newspapers collect, edit and print news reports and articles.

There are newspapers in the evening also. They are called eveningers.

1) DAILY NEWSPAPERS:

Daily newspapers are published on daily basis. It is an important source of mass communication nowadays.

In addition to news, it also include reviews and current affairs. Daily newspapers play an important role to mould public opinion.



2) WEEKLY NEWSPAPERS:

Initial form of newspapers was weekly or fortnightly. Now it is converted into daily journalism. There are different types of weekly magazines like weekly editions of newspapers, e.g. Sunday magazine, Sports or women edition.

3) PERIODICALS:

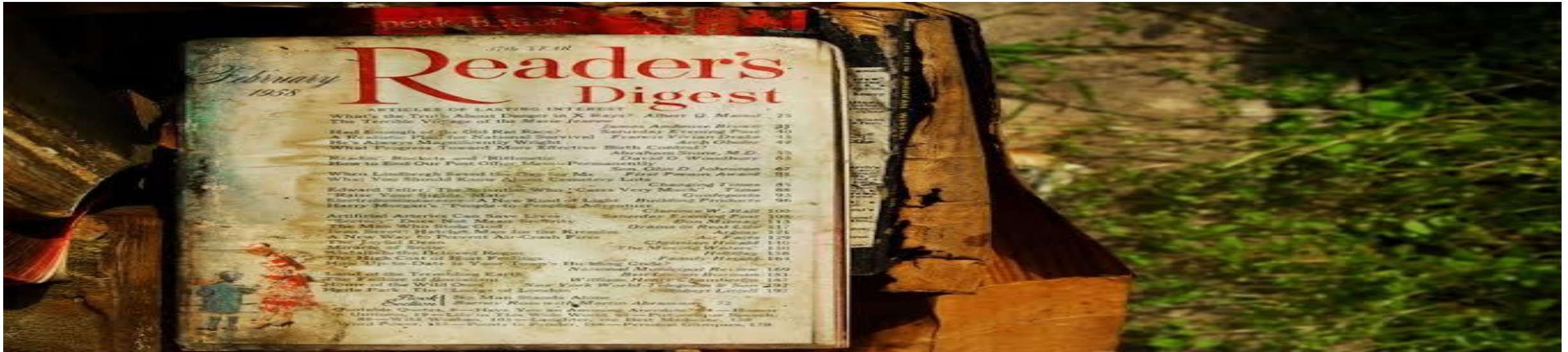
Periodicals are printed after a specific duration of time. It can be divided into:

- i) Monthly
- ii) Quarterly and
- iii) Half- yearly

Periodicals include matter of permanent interest. Research thesis are also published, e.g- Naqoosh, Fanoon-e-Auraq, Swera etc.

4) DIGEST:

There are many worries in our lives. Everyone is tensed and depressed. Our magazines are replaced their difficult literary material to light recreational literature. Digests fulfil the requirement of people belonging to different mental levels.



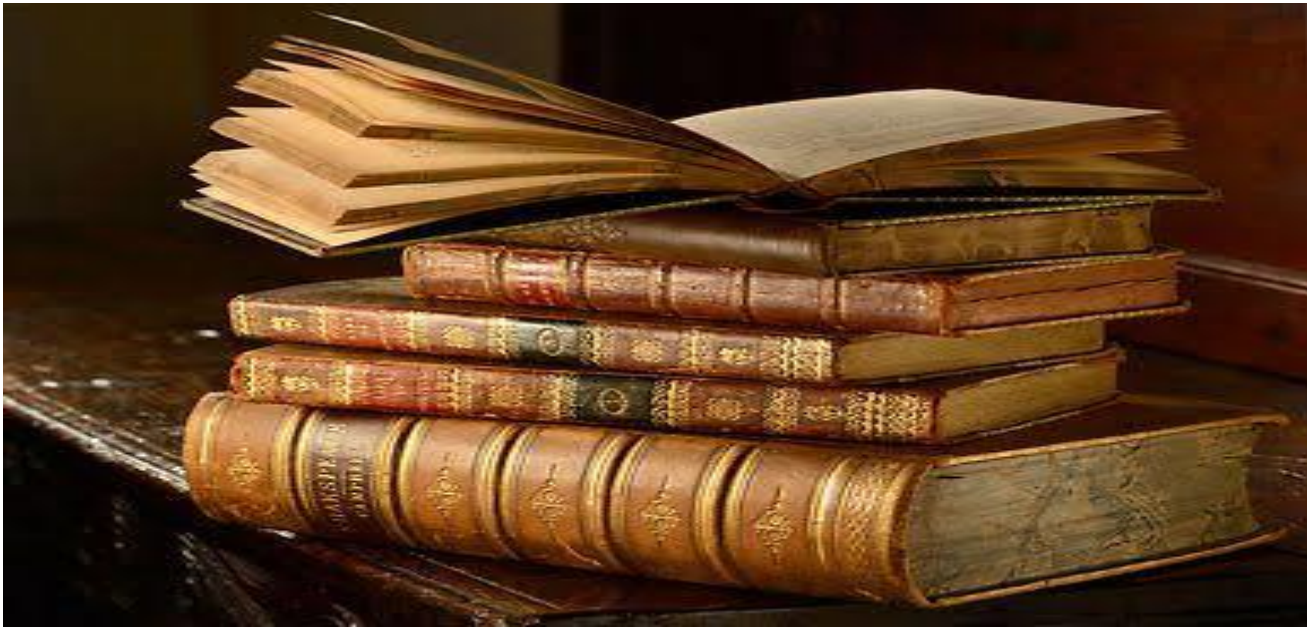
5) PROFESSIONAL MAGAZINES:

People belonging to every profession want to point their problems and to tell its progress to everybody. They have launched their own magazines. These magazines have matter about modern research, trends, etc. These are printed in a limited number, e.g., magazines of engineering, medical, textile mills, flour mills and hotel industry.

6) GROUP MAGAZINES:

There are different age groups existing in a society, e.g: old age people, women, children, sports lovers, fenders of theatre and films etc.





7) BOOKS:

Books are the most important way to get education. When different ideas came to mind of human beings, then they thought to preserve these ideas for coming generations. Man had written these ideas on leaves, skin or bones of animals. Actually man wanted to share his experiences with others. Books had played an important role in civilization of human beings. Education reached to everyone after printing of books. Opinion of experts are also included in books to strengthen the topic.

8) PAMPHLETS:

A little booklet of four, eight or sixteen pages is called pamphlet. It is used for introductory purpose. Important points related to any for introductory purpose. Important points related to any problem are included in pamphlets. E.g: To tell rules and regulations for the admission in a school or college. Report of a social welfare organization. It can also be published to introduce any product.



9) POSTERS:

Such advertisements, which are pasted on walls are called posters. It have timely importance. Its objective is to do propaganda in favour or against any matter. Another purpose is to inform immediately about anything. It types are

- a) Paper posters
- b) Wooden posters
- c) Tin posters

Paper posters are temporary. On the other hand, wooden and tin posters are permanent in nature. Message written on them can maintain its communication importance for long time.

PRINT MEDIA

Print Media generally refers to newspapers. Newspapers collect, edit and print news reports and articles. There are newspapers published in the evening also. They are called evening wear's.



OTHER PRINT MEDIA:

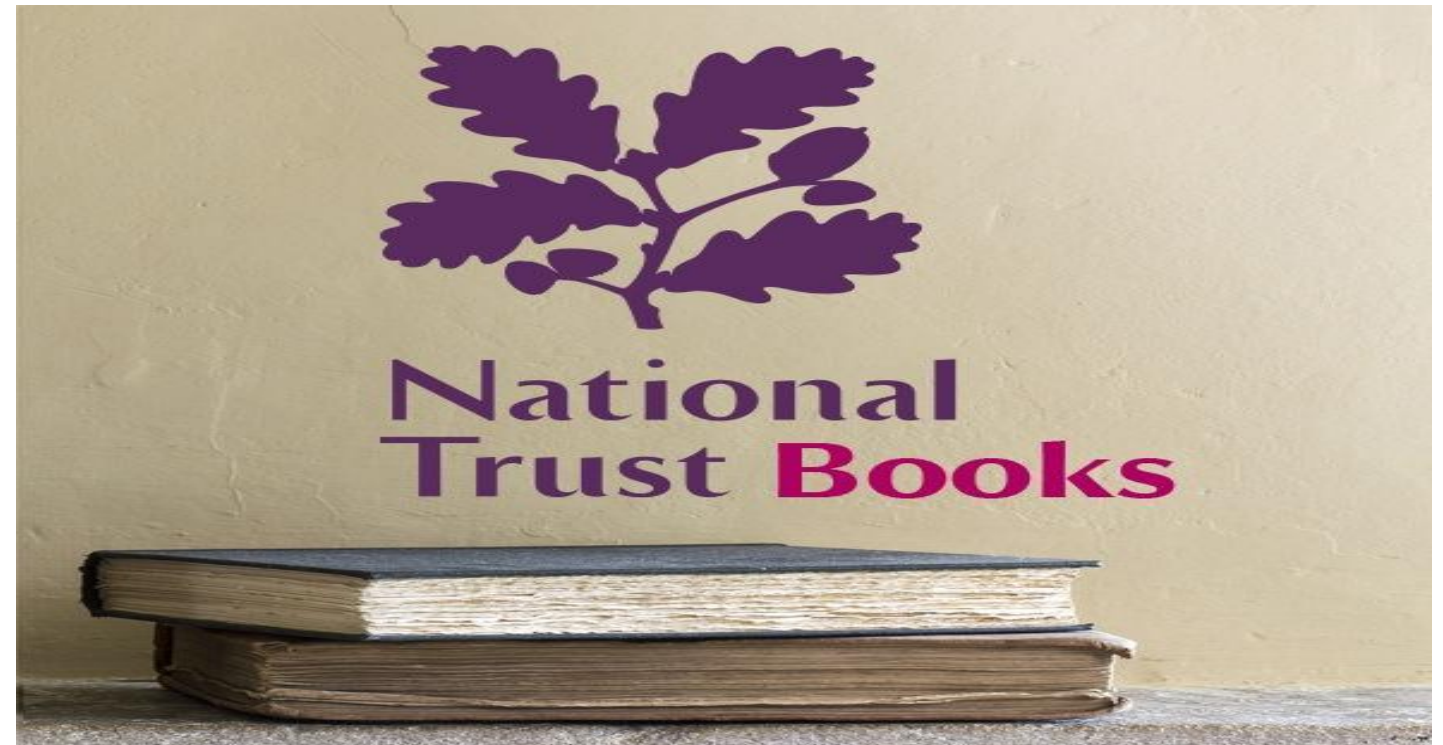
i) Textbooks, other books, booklets, pamphlets, brochures, folders, periodicals, wall newspapers, publicity and promotional literature also constitute media for mass reading, information and enlightenment, they less extensively used as compared to the newspapers and magazines.

ii) Today India is among the ten largest book producing countries in the world and ranks third, after USA and UK in the production of English Titles.

CENTRAL AND STATE GOVERNMENTS:

i) It is estimated that there are over 11,000 book publishers in the country.

- ii) The National Book Trust plays an important role in the promotion of books in the public sector, produces books of good quality at moderate prices.
- iii) Central and State government also publish dailies and periodicals.
- iv) Administration of Andaman and Nicobar and government of Bengal publish one and two dailies respectively.
- v) More than 700 periodicals are published by the government on the subjects like news and current affairs.



vi) There are publications which are not studied by press in India, but they have definite periodicity.

vii) They do not contain news or comments on public news.

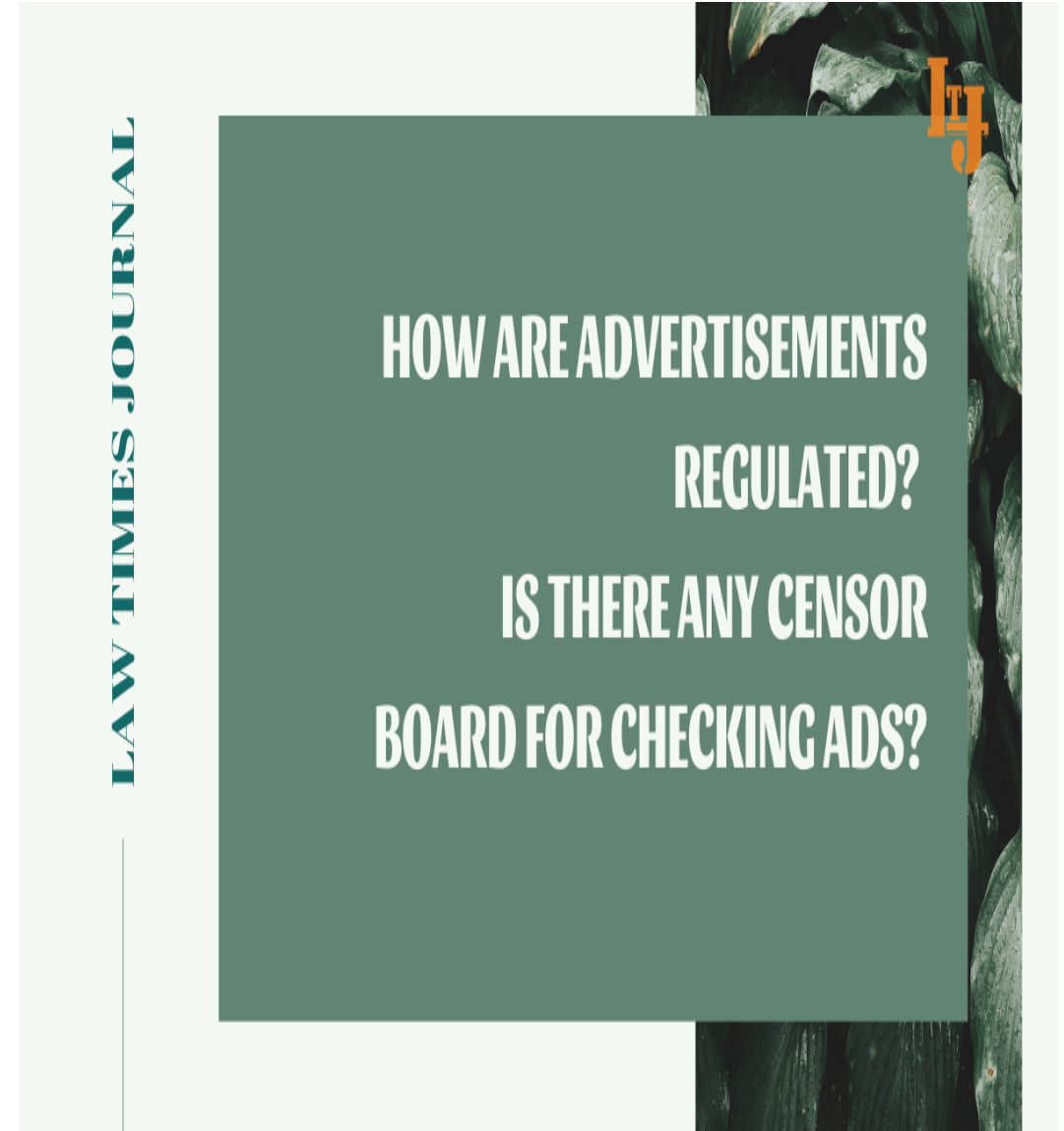
viii) These are published as weeklies, fortnightlies, quarterlies, annuals or dailies.

ix) There are bimonthlies and half year lies also.

ADVERTISEMENTS:

i) Electronic media are media that use electronics or electromechanical audience to access the content.

ii) The primary electronic media sources familiar to the general public are video recordings, audio recordings, multimedia presentations, slide presentations.



iii) It is a discipline of collecting, analysing, verifying and presenting news regarding current events, trends, issues and people.

The central purpose of journalism is to provide citizens with accurate and reliable information they need to function in a free society.

Journalism has developed nine core ideals to meet the task.

a) Journalism's first obligation is to the truth:

Journalism does not pursue truth in an absolute or philosophical sense, but it can and must pursue it in a practical sense. This journalistic truth is a process that begins with the professional discipline of assembling and verifying facts.

b) Its first loyalty is to citizens:

Journalists must maintain loyalty to citizens and the larger public interest above any other if they are to provide the news without fear or favour. This commitment to citizens first is the basis of news organizations credibility, to tell audience that news coverage is not slanted for friends or advertisers.

c) Its essence is discipline of verification:

Journalists rely on professional discipline for verifying information. It called for a consistent method of testing information- a transparent approach to evidence- precisely so that personal and cultural biases would not undermine the accuracy of their work.

d) Its practitioners must maintain an independence from those they cover:

Independence is an underlying requirement of journalism, a cornerstone of its reliability. Independence of spirit and mind rather than neutrality is the principle journalists must keep in focus.



e) It must serve as an independent monitor of power:

Journalism has an unusual capacity to serve as watchdog over those whose power and position most affects citizens. As journalists, one has an obligation to protect this watchdog freedom by not demeaning it in frivolous use or exploiting it for commercial gains.

f) It must provide a forum for public criticism and compromise:

The news media are the common carriers of public discussion. This discussion serves society best when it is informed by facts rather than prejudice and supposition. Accuracy and truthfulness requires that as framers of the public discussion journalists do not neglect the points of common ground where problem solving occurs. School of Distance Education Print Media Journalism.

g) It must strive to make the significant interesting and relevant:

Journalism is storytelling with a purpose. It must strive to make the significant interesting and relevant. The effectiveness of a piece of journalism is measured both by how much a work engages its audience and enlightens it. This means journalists must continually ask what information has most value to citizens and in what form.

h) It must keep the news comprehensive and proportional:

Keeping news in proportion and not leaving important things out are also cornerstones of truthfulness. Inflating events for sensation, neglecting others, stereo typing or being disproportionately negative all makes it less reliable. It should also include news of all communities, not just those with attractive demographics.



The central purpose of journalism is to provide citizens with accurate and reliable information they need to function in a free society. This purpose also involves other requirements such as being entertaining, serving as watchdog and offering voice to the voiceless. Journalism has developed nine core ideals to meet the task.