

Rise of mass media

In the 1950s, the Philips company was one of the driving forces behind the introduction of television in the Netherlands. In advertising campaigns, the Eindhoven-based company praised the new medium as a phenomenon that did not pose a threat to the traditional family but would rather strengthen it. The advertisements often showed a happy and harmonious family watching the screen that was bringing the world into their living room.

In order to capture a segment of the European market, Philips first had to sell a sufficient number of sets in its own country. To this end, in 1948 the company began the experiment of broadcasting programs that could be received

in Eindhoven and the surrounding area. In 1951, radio broadcasting corporations in Bussum took up the television experiment. The densely-populated western Netherlands was now receiving broadcasts with the full support of Philips.

In those days of thriftiness and diligence, Prime Minister Drees attempted to limit private spending, but by the end of the fifties this innovation could no longer be resisted. By about 1961 one million television sets were in use in the Netherlands and around twenty hours a week of programs were being broadcast. The news, dramas, entertainment and sporting events were popular viewing. Around 1970 virtually every household in the country had a black and white set and some had even moved on to colour.

The arrival of the television caused great changes in the living room. The focus was no longer on the dining table because everyone had to have a good view of the TV from the sofa or an easy chair, preferably with a side table nearby with snacks and a drink. The use of leisure time was also affected. By around 1970, the average Dutch person watched about one and a half hours of television a day and spent much less time on activities like playing cards and board games. Critics believed that this viewing behaviour would lead to passivity and encourage slavish consumerism. Supporters of the new medium, however, pointed out the fun that families had while watching together and the informative function served by television.

Television also played an important role in shaping opinions on social topics. Due to the limited viewing choice (until 1964 there was only one channel, and only two thereafter), many people used to watch the same programmes. When they arrived at work the next morning, they had something to discuss. Programs about controversial issues like sex, emancipation, the youth culture, religion and the royal family invited a lot of discussion.

With the introduction of cable and satellite television, the range of programs on offer became much broader and more international. Today, most people spend more hours watching television than people in 1970 did, but watching television as a family activity is less common, due in part to the fact that a great many children have their own television sets. This individualisation has continued with the advent of the internet, that offers an even wider window through which to view the world .

Media Diversity and Its Benefits of Diversity

Because an open and free media landscape with divergent opinions and ideas is a key aspect in democratic societies, media pluralism is considered highly important with regard to media policy. Given the foundation of pluralism in legislation on media concentration, the theoretical background of media pluralism will be discussed briefly. The Media monitor's model for analyzing media markets is presented in a breakdown of the different aspects of pluralism.

Benefits of Diversity

Benefits of Diversity in the Workplace Diversity is beneficial to both associates and employers. Although associates are interdependent in the workplace, respecting individual differences can increase productivity. Diversity in the workplace can reduce lawsuits and increase marketing opportunities, recruitment, creativity, and business image (Esty et al. 1995). In an era when flexibility and creativity are keys to competitiveness, diversity is critical for an organization's success. Also, the consequences (loss of time and money) should not be overlooked.

Types

Diversity has to do with more than race or ethnicity. Diverse workplaces are composed of employees with varying characteristics including, but not limited to, religious and political beliefs, gender, ethnicity, education, socioeconomic background, sexual orientation and geographic location.

Ways to Incorporate Diversity

Businesses find ways to incorporate diversity into their workplaces without causing major changes to the way their companies operate. Incorporating diversity practices in a workplace can include recruiting from diverse talent pools to make the company open to employees from various backgrounds. Diversity may be infused into advertising practices to ensure products and services are targeted to all consumers who represent the target market, whether through print, online, television or radio.

Types of Mass Media

The mass media fall into 3 categories based on the technology by which they are produced - print, electronic and photographic.

The primary print media are books, magazines and newspapers. Among their distinguishing features we can name: binding, regularity, content and timeless. Books usually have stitched or glued binding, magazines - stapled, newspapers are usually unbound, but they are joined together by a fold line. Print media are usually regularly published except books which have only a single issue. And as far as timeliness is concerned there should be admitted such fact that books generally are

not timely, for magazines timeliness is not an issue, it's not very important for them, but for newspapers timeliness is significant. And the most important peculiarity of print media messages is that they are in tangible form. They can be picked up physically and laid down, stored for later reference, etc. Even though newspapers may be used to wrap up the leftovers from dinner for tomorrow's garbage, there also is a permanency about the print media.

The primary electronic media are television, radio, sound recordings and the web. They flash their messages electronically. Pioneer work on electronic media began in the late 1800s, but they are mostly a 20-th-century development. Unlike print messages, television and radio messages disappear as soon as they are transmitted. Messages can be stored on tape and other means but usually they reach listeners and viewers in a nonconcrete form. TV is especially distinctive because it engages several senses at once with sound, sight and movement. But a real wonder is the newest mass media - the World Wide Web. It combines text, audio and visuals - both still and moving - in a global electronic network.

The technology of movies is based on the chemistry of photography. But it should be said that movies may not be longer a chemical medium. As a lot of video production, including some prime-time television, is shot on tape and stored digitally. Photography itself is also moving from chemistry to digital technology, and an end may be coming for darkrooms, hypo and fixer.

Different Types of Advertising Media

Advertising Media

In simple terms, advertising is a way of promoting a product or a brand through different mediums. In broader terms, we can say that advertising is an act of getting peoples attention towards a brand, a product or even an event.

The only difference is that the lives of the past people did not depend on the mass media like our lives do today. We can not live without mass media as it surrounds us like a shadow.

The mass media is used by the masses for the following basic purposes:

- To get news and information
- For entertainment i.e. music, movies, sports and drama
- For communicating with other people.

Serving the above purposes, below given are three broad categories of mass media:

Publishing Media

The publishing media is the oldest form of mass media. This media includes books, news papers and magazine. The concept of books is not new.

It is believed that the first ever book in the world was printed in 863 AD in China. Though it was the first book to be officially published, many historians claim that books has been released way before this time.

News papers are also not new. They were developed during the 17th century in England and by the 19th century were common mass media.

The publishing media or the print media is now are the only source of mass communication any more therefore there has been a decline in its popularity but still is a very important source of mass media still popular amongst the huge masses.

Broadcasting Media

The broadcasting media includes radio and television.

These two media are probably the most highlighted inventions of the 20th century. The invention of radio changed the face of the earth forever. People could now hear news from around the world live sitting at their homes. Where radio initiated the concept of audio mass communication, television revolutionized the visual form of communication. Now the people could not only hear the news but they could also see it.

Although drama and plays had been popular even before the concept of any particular mass media, they were revolutionized into movies, films, and tele serials to be displayed on TV.

Sports were also recorded or broadcasted live via radios and televisions making the life of people easy who had to go to stadiums and buy tickets to watch a match of their favorite sport.

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 eveningers..

1. Daily Newspapers:

Daily newspapers are published on daily basis. It is an important source of mass communication nowadays. Its main objective is to provide fresh information and reports of events happened in a day. Daily newspapers also entertain public. In addition to news, it also include reviews on 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. It is due to fast means of flow of information. Weekly journalism has lost its importance. Now its form has changed. Weekly magazines select such topics which have much more importance than published in daily newspapers.

There are different types of weekly magazines like weekly editions of newspapers, e.g., Sunday magazine, sports or women edition. Political based magazines, e. g., Nida-e-Millat. Society magazines like Akhbar-e-Jahan, Family Magazine, MAG etc.

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. Usually they show literary mood of a nation. International literary trends are also introduced in one's own literature. Research thesis are also published, e.g., Naqoosh, Fanoon-e-Auraq, Nairang-e-Khiyal, Swera etc.

4. Digests:

There are many worries in our lives. Everyone is tensed and depressed. Our magazines are replaced their difficult literary material to light recreational literature. These digests are published on pattern of famous American magazine "Reader's Digest." Most of these digests are published imaginary stories of crime, sex and adventures. Digests fulfil the requirement of people belonging to different mental levels. Many quality digests like Sayyara, Qaumi and Urdu are also published to train and to guide people. We can say them the representative of quality digest journalism.

Characteristics of Print Media :

1. The most effective medium of communication.
2. It has lasting influence over readers.
3. It is meant for educating people.
4. Information through print media can be repeated.
5. Printed information is used to make history.
6. Print information can be preserved.
7. Through print media, messages can be given in detailed form.
8. Newspapers, magazines, books can be read again and again.
9. The most credible and prestigious media of mass communication.

Electronic media

Electronic media are media that use electronics or electromechanical audience to access the content. This is in contrast to static media (mainly print media), which today are most often created electronically, but do not require electronics to be accessed by the end user in the printed form. The primary electronic media sources familiar to the general public are videorecordings, audio recordings, multimedia presentations, slide presentations,

What is journalism? Journalism is both an art and a profession which records events and opinions and seeks to interpret and mould them for the benefit of the educated public. Journalism is anything that contributes in some way in gathering, selection, processing of news and current affairs for the press, radio, television, film, cable, internet, etc. It is a discipline of collecting, analyzing, verifying and presenting news regarding current events, trends, issues and people. Those who practice journalism are known as journalists. Journalism is defined by Denis McQuail as paid writing for public media with reference to actual and ongoing events of public relevance.

Principles and functions of journalism

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.

1. 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.
2. 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. Commitment to citizens also means journalism should present a representative picture of all constituent groups in society.
3. Its essence is disciplines 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.
4. 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.

photo journalism

Photo journalism is a particular form of journalism (the collecting, editing, and presenting of news material for publication or broadcast) that employs images in order to tell a news story. It is now usually understood to refer only to still images, but in some cases the term also refers to video used in broadcast journalism. Photo journalism is distinguished from other close branches of photography (e.g., documentary photography, social documentary photography, street photography or celebrity photography) by complying with a rigid ethical framework which demands that the work be both honest and impartial whilst telling the story in strictly journalistic terms. Photo journalists create pictures that contribute to the news media, and help communities connect with one other. Photo journalists must be well informed and knowledgeable about events happening right outside their door. They deliver news in a creative format that is not only informative, but also entertaining.

Timeliness

The images have meaning in the context of a recently published record of events.

Objectivity

The situation implied by the images is a fair and accurate representation of the events they depict in both content and tone.

Narrative

The images combine with other news elements to make facts relatable to the viewer or reader on a cultural level.

Origins in war photography

The practice of illustrating news stories with photographs was made possible by printing and photography innovations that occurred in the mid 19th century. Although early illustrations had appeared in newspapers, such as an illustration of the funeral of Lord Horatio Nelson in *The Times* (1806), the first weekly illustrated newspaper was the *Illustrated London News*, first printed in 1842. The illustrations were printed with the use of engravings. Photos were used to enhance the text rather than to act as a medium of information in its own right.

In France, agencies such as Rol, Branger and Chusseau - Flaviens syndicated photographs from around the world to meet the need for timely new illustration. Despite these innovations, limitations remained, and many of the sensational newspaper and magazine stories in the period from 1897 to 1927 were illustrated with engravings. In 1921, the wire photo made it possible to transmit pictures almost as quickly as news itself could travel.

Electronic publishing

Electronic publishing (also referred to as e-publishing or digital publishing or online publishing) includes the digital publication of e-books, digital magazines, and the development of digital libraries and catalogues. Electronic publishing has become common in scientific publishing where it has been argued that peer-reviewed scientific journals are in the process of being replaced by electronic publishing.

Although distribution via the Internet (also known as online publishing or web publishing when in the form of a website) is nowadays strongly associated with electronic publishing, there are many non-network electronic publications such as encyclopedias on CD and DVD, as well as technical and reference publications relied on by mobile users and others without reliable and high speed access to a network. Electronic publishing is also being used in the field of test-preparation in developed as well as in developing economies for student education (thus partly replacing conventional books) - for it enables content and analytics combined - for the benefit of students. The use of electronic publishing for textbooks may

become more prevalent with iBooks from Apple Inc. and Apple's negotiation with the three largest textbook suppliers in the U.S. Electronic publishing is increasingly popular in works of fiction.

Electronic publishers are able to respond quickly to changing market demand, because the companies do not have to order printed books and have them delivered. E-publishing is also making a wider range of books available, including books that customers would not find in standard book retailers, due to insufficient demand for a traditional "print run". E-publication is enabling new authors to release books that would be unlikely to be profitable for traditional publishers. While the term "electronic publishing" is primarily used in the 2010s to refer to online and web-based publishers, the term has a history of being used to describe the development of new forms of production, distribution, and user interaction in regard to computer-based production of text and other interactive media.

Distributing content electronically as software applications ("apps") has become popular in the 2010s, due to the rapid consumer adoption of smart phones and tablets. At first, native apps for each mobile platform were required to reach all audiences, but in an effort toward universal device compatibility, attention has turned to using HTML5 to create web apps that can run on any browser and function on many devices.

Photo Journalism

What is Photo Journalism?

Photo journalism is a particular form of journalism (the collecting, editing, and presenting of news material for publication or broadcast) that employs images in order to tell a news story. It is now usually understood to refer only to still images, but in some cases the term also refers to video used in broadcast journalism.

Explain the Origins of Photography

Origins in war photography

The practice of illustrating news stories with photographs was made possible by printing and photography innovations that occurred in the mid 19th century. Although early illustrations had appeared in newspapers, such as an illustration

283

of the funeral of Lord Horatio Nelson in *The Times* (1806), the first weekly illustrated newspaper was the *Illustrated London News*, first printed in 1842. The illustrations were printed with the use of engravings.

Photos were used to enhance the text rather than to act as a medium of information in its own right. This began to change with the work of one of the pioneers of photojournalism, John Thomson, in the late 1870s. In collaboration with the radical journalist Adolphe Smith, he began publishing a monthly magazine, *Street Life in London*, from 1876 to 1877. The project documented in photographs and text, the lives of the street people of London and established social documentary photography as a form of photojournalism. Instead of the images acting as a supplement to the text, he pioneered the use of printed photographs as the predominant medium for the imparting of information, successfully combining photography with the printed word. In March 1886, when General George Crook received word that the Apache leader Geronimo would negotiate surrender terms, photographer C. S. Fly took his equipment and attached himself to the military column. During the three days of negotiations, Fly took about 15 exposures on 8 by 10 inches (200 by 250 mm) glass negatives. His photos of Geronimo and the other free Apaches, taken on March 25 and 26, are the only known photographs taken of American Indians while still at war with the United States. Fly coolly posed his subjects, asking them to move and turn their heads and faces, to improve his composition. The popular publication *Harper's Weekly* published six of his images in their April 24, 1886 issue.

New Age Media

What is New Age Media?

The Information Age (also known as the Computer Age, Digital Age, or New Media Age) is a period in human history characterized by the shift from traditional industry that the Industrial Revolution brought through industrialization, to an economy based on information computerization. The onset of the Information Age is associated with the Digital Revolution, just as the Industrial Revolution marked the onset of the Industrial Age.

Describe the Industrial Revolution in Media.

The Information Age (also known as the Computer Age, Digital Age, or New Media Age) is a period in human history characterized by the shift from traditional industry that

the Industrial Revolution brought through industrialization, to an economy based on information computerization. The onset of the Information Age is associated with the Digital Revolution, just as the Industrial Revolution marked the onset of the Industrial Age.

During the Information Age, the phenomenon is that the digital industry creates a knowledge-based society surrounded by a high-tech global economy that spans over its influence on how the manufacturing throughput and the service sector operate in an efficient and convenient way. In a commercialized society, the information industry is able to allow individuals to explore their personalized needs, therefore simplifying the procedure of making decisions for transactions and significantly lowering costs for both the producers and buyers. This is accepted overwhelmingly by participants throughout the entire economic activities for efficacy purposes, and new economic incentives would then be indigenously encouraged, such as the knowledge economy.

The Information Age formed by capitalizing on computer microminiaturization advances. This evolution of technology in daily life and social organization has led to the fact that the modernization of information and communication processes has become the driving force of social evolution.

Blog Writing

Blog is another word for weblog. A weblog is a website that is like a diary or journal. Most people can create a blog and then write on that blog. Bloggers (a word for people who write on blogs) often write about their opinions and thoughts. A blog containing video material is called a video blog or video log, usually shortened to vlog.

When a person writes on a blog, what they write is in the form of a post, which is a single piece of writing on the blog. Posts often include links to other websites.

Blogs can have one or more writers. If they have more than one writer, they are often called community blogs, team blogs, or group blogs.

What Is a Blog?

Let's begin with some definitions. A bit dry, we realize, but this is a necessary evil. First we'll define the word this whole site is based around – blog.

260

There are still many people who like to share the details of their days. They may post twenty or thirty times a day, detailing when they ate lunch and when they headed home from work. On the other hand there are bloggers who give almost no detail about their lives, but write instead about a hobby or interest of theirs. They may dedicate their blog to something they are passionate about.

In fact, today's blogs can provide hair tips, up-to-date news, technical information, celebrity scandal, political rumor, gets people involved in volunteering, advice on investments as well as there being blogs about niche topics like cooking, health, gardening, sport, blogging blogs (this blog) and of course many personal blogs and quite a few strange blogs.

A website, similar to an online journal, that includes chronological entries made by individuals. The word blog was derived from the combination of the word web and log. Blogs typically focus on a specific subject (Economy, entertainment news, etc.) and provide users with forums (or a comment area) to talk about each posting. Many people use blogs as they would a personal journal or diary.

Short for "Web Log," this term refers to a list of journal entries posted on a Web page. Anybody who knows how to create and publish a Web page can publish their own blog. Some Web hosts have made it even easier by creating an interface where users can simply type a text entry and hit "publish" to publish their blog.