Chapter 1

Nature of Communication

Definition, elements and process of communication

The English word 'communication' has been derived from the Latin word, 'Communicare' which means to impart or participate or to transmit. The word 'Communicare' is derived from the root 'Communis' which means to make common or to share.

Communication is 1) the activity or process of sharing or exchanging ideas, feelings, information, experience between two or more persons; 2) an act or instance of transmitting; 3) the information actually communicated by some means.

Definitions of communication:

1) The Oxford English Dictionary defines communication as "the action of conveying or exchanging information and ideas."

2) Peter Little defines communication as "the process by which information is transmitted between individuals and or organizations so that an understanding response results."

3) Allen Lui (Louis) defines communication as " Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic process of telling, listening, understanding and responding."

4) Keith Davis defines communication as "Communication is the transfer of information and understanding from one person to another."

The process of communication involves a series of stages:

1) An idea arises in the mind of the sender, which he wants to share.

2) The sender encodes the idea in the form of a 'message'.

3) The sender chooses some medium / channel to put across the message.

4) The receiver receives the message.

5) The receiver decodes – absorbs, understands, interprets the message.

6) The receiver sends feedback or his response.

The components or elements of the communication process are as follows:

1) The sender or the communicator

2) The message

3) Encoding : to change something into a system for sending messages secretly, or to represent complicated information in a simple or shortway

4) The medium / channel

5) The receiver

6) Decoding

7) Feedback

8) Barrier

Importance of feedback in the process of communication-

Effective feedback, both positive and negative, is very helpful. Feedback is valuable information that will be used to make important decisions.

After getting the meaning of the message', the receiver provides feedback' which he =encodes in the form of a response/reaction/reply to the message. Feedback plays an important part in the communication process, because it is desired and expected by both the sender' and the receiver'. The sender' wants to know whether and how his =message' has been received, and the =receiver', either consciously or unconsciously, usually provides a sign indicating that he has received the message.

It should be noted that feedback may be positive or negative. Positive feedback indicates to the sender the fact that his message has been received, understood, and accepted; and that he can

proceed to the next point. Negative feedback tells the sender that his message has not been properly understood. It, therefore, functions as a corrective, as it makes the =sender' realize the defects or flaws in his manner of encoding. He will, therefore, have to encode the same message in a different way, so as to enable the =receiver' to understand it.

Feedback may be immediate or delayed. In the case of interpersonal communication it is quick, as the sender is able to observe the response/reaction (e.g. a smile, nod, frown etc.) when he is conveying the message. He can also guess whether the =receiver' agrees or disagrees with him. However, in the case of a letter, feedback may be delayed as the =receiver' will take time to reply.

Sometimes, feedback is obtained indirectly, by observing the subsequent change of behaviour on the part of the =receiver'.

Feedback is very important in business. It is important for the businessperson to know whether his/her clients and customers are satisfied with the products and services, or whether s/he needs to make changes. Feedback from employees is also necessary to improve the performance of an organization.

The diagrammatical representation of the communication process can be shown as follows:

Types of communication:
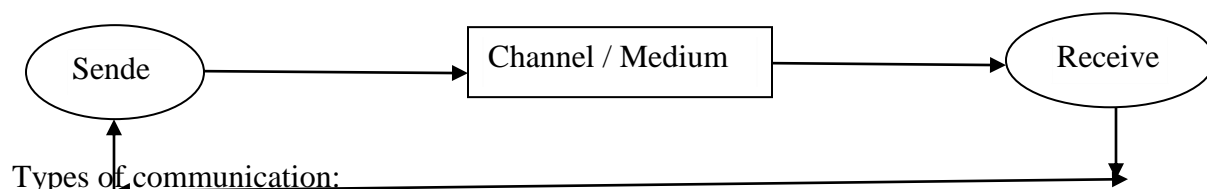
Interpersonal:

Interpersonal communication is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages: it is face-to-face communication.

Interpersonal communication is not just about what is actually said - the language used - but how it is said and the non-verbal messages sent through tone of voice, facial expressions, gestures and body language.

When two or more people are in the same place and are aware of each other's presence, then communication is taking place, no matter how subtle or unintentional.

Without speech, an observer may be using cues of posture, facial expression, and dress to form an impression of the other's role, emotional state, personality and/or intentions. Although no communication may be intended, people receive messages through such forms of non-verbal behaviour.

Elements of Interpersonal Communication:

The Communicators

For any communication to occur there must be at least two people involved. It is easy to think about communication involving a sender and a receiver of a message. However, the problem with this way of seeing a relationship is that it presents communication as a one-way process where one person sends the message and the other receives it. While one person is talking and another is listening, for example.

In fact communications are almost always complex, two-way processes, with people sending and receiving messages to and from each other simultaneously. In other words, communication is an interactive process. While one person is talking the other is listening - but while listening they are also sending feedback in the form of smiles, head nods etc.

The Message

Message not only means the speech used or information conveyed, but also the non-verbal messages exchanged such as facial expressions, tone of voice, gestures and body language. Non-verbal behaviour can convey additional information about the spoken message. In particular, it can reveal more about emotional attitudes which may underlie the content of speech.

Noise

Noise has a special meaning in communication theory. It refers to anything that distorts the message, so that what is received is different from what is intended by the speaker. Whilst physical 'noise' (for example, background sounds or a low-flying jet plane) can interfere with communication, other factors are considered to be 'noise'. The use of complicated jargon, inappropriate body language, inattention, disinterest, and cultural differences can be considered 'noise' in the context of interpersonal communication. In other words, any distortions or inconsistencies that occur during an attempt to communicate can be seen as noise.

Feedback

Feedback consists of messages the receiver returns, which allows the sender to know how accurately the message has been received, as well as the receiver's reaction. The receiver may also respond to the unintentional message as well as the intentional message. Types of feedback range from direct verbal statements, for example "Say that again, I don't understand", to subtle facial expressions or changes in posture that might indicate to the sender that the receiver feels uncomfortable with the message. Feedback allows the sender to regulate, adapt or repeat the message in order to improve communication.

Context

All communication is influenced by the context in which it takes place. However, apart from looking at the situational context of where the interaction takes place, for example in a room, office, or perhaps outdoors, the social context also needs to be considered, for example the roles, responsibilities and relative status of the participants. The emotional climate and participants' expectations of the interaction will also affect the communication.

Channel

The channel refers to the physical means by which the message is transferred from one person to another. In a face-to-face context the channels which are used are speech and vision, however during a telephone conversation the channel is limited to speech alone.

Uses of Interpersonal Communication

Most of us engage in some form of interpersonal communication on a regular basis, often many times a day, how well we communicate with others is a measure of our interpersonal skills. Interpersonal communication is a key life skill and can be used to:

- Give and collect information.
- Influence the attitudes and behaviour of others.
- Form contacts and maintain relationships.
- Make sense of the world and our experiences in it.
- Express personal needs and understand the needs of others.
- Give and receive emotional support.
- Make decisions and solve problems.
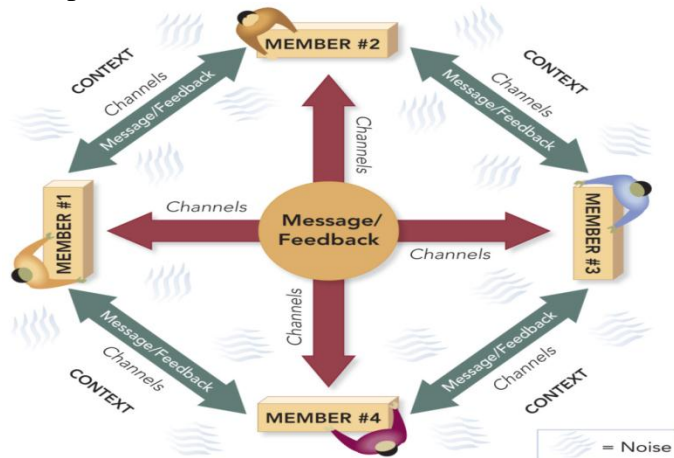- Anticipate and predict behaviour.
- Regulate power.

Group Communication

Definition: The interaction of three or more interdependent members working to achieve a common goal.

Components of Group Communication

Group Communication Process

Advantages of Working in Groups
- Group Performance
- Member Satisfaction
- Learning
- Cultural Understanding
- Creativity
- Civic Engagement

Disadvantages of Working in Groups:
- Time, Energy, and Resources
- Conflict
- People Problems

Mass Communication:

Mass communication is a process of transmitting message to a large number of scattered audiences. Through mass communication, information can be transmitted quickly to a large number of people who generally stay far away from the sources of information. Mass communication is done through radio, television, newspaper, magazine, leaflets etc. some definitions of mass communication are as follows:

According to Metha, "Mass communication is concerned with transmitting information, thoughts and opinions, entertainments etc. at a time to a large number of heterogeneous audiences.

According to Emery and others, "Mass communication is a process of sending a message, thought and attitude through some media at a time to a large number of heterogeneous audiences."

According to R. P. Molo, "Mass communication is a process through which an individual, organization or govt. communicates with the general people."

Sydney Head 1976 suggests that mass communication contains at least following five things:

Large audience
Similar audience exists
Some form of message reproduction
Quick distribution of message
Low unit cost to the customers.
The Flow Of Mass Communication
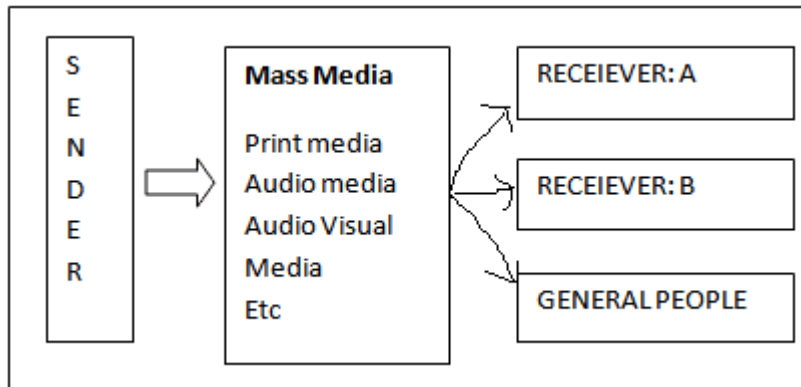
So, Mass communication is a process of transmitting information, thoughts, opinions, and or attitude through specific channel or <u>media</u> to a large number of heterogeneous audiences.

Features or Characteristics of Mass Communication

Mass communication is a communication which is occurred between large people. Actually mass communication is processes through which a message is widely circulated among the persons who are far and away from the source. The main characteristic of mass communication is as follows:

Specific objectives: Every communication has a specific objective. Without objectives no communication is held. Mass communication has also a specific objective which is depend on the subject matter of communication.

Common messages: Mass communication transmits or delivers same simultaneously messages to vast diverse and scattered audiences.

Source of message: The sources of mass communication message generally are a person or group operating within an organizational setting. Examples of these sources are news reporters, television producers and magazine editors etc.

Messages are sophisticated and complex: In mass communication, messages are sophisticated and complex. Whereas the message in interpersonal communication may be simple words and short sentences, mass media messages are quite elaborate. Examples of mass media message are a news report, a novel, a movie, a television program, a magazine article, a newspaper column, a music video, and a billboard advertisement.

Limited information: Such audiences are brought together by a single shared interest in the particular message available through the mass medium. Message sources generally have only limited information about their audiences.

Mass medium: Radio, Television, Internet etc are examples of media which are regarded as mass media because they can reach out to vast audience at a time.

Impersonality: Messages of mass communication have remained impersonal since there is no personal touch of a medium. The impersonality of mass communication is informed by the need to reach large, diverse and scattered audiences almost at the same time.

Portability and mobility: Portability has to do with the fact that messages of mass communication are handy and that the medium through which the messages are passing could be carried form one place to another at any geographical location.

Universality: This refers to the extensiveness or commonness of a medium and acceptability of messages. A person does not need to be literate or educate in particular language before listens to a radio program or a watch television program in that native language.

Permanency: This refers to the period for which a medium can hold its message thereby making the message reviewable. A reader of a book, newspapers and magazines can read and re-read and store it for a long term.

Large number of audiences: In mass communication, information reaches to large and vast number of heterogeneous audiences. The audiences of mass communication exceed millions after millions.

Heterogeneous and scattered audiences: The audiences of mass communication are not only large but also heterogeneous and diverse type. They actually are made up of groups of people with dissimilar background, demographics and socio-political characteristics.

Personally unknown audiences: The audiences of mass communication are personally unknown for the communicator because of audiences' dissimilar background, demographics and sociopolitical characteristics.

Separate contests of information: Individuals reading newspapers, watching a film in a theater, listening to radio or watching television are situations where audience is large, heterogeneous and anonymous in character and physically separated from the communicator both in terms of space and time.

Cover vast boundaries: The audiences of mass communication are spread over a vast or wide geographic area.

Communication is mostly one way: Mass communication is a one too many form of communication, whereby products are mass produced and disseminated to a great quantity of audiences.

Delayed feedback: Feedback in mass media is slow and weak message flow typically is one-way, form source to receiver. Traditionally, feedback has been minimal and generally delayed. A newspaper reader could write a letter to the editor but it remains limited and delayed.

Use of modern technological media: Channels of mass media use modern technology. Radio, involves tape machines, microphones, devices that digitize sound waves transmitters that disseminate them and receiving units that decode the sound waves and render them back into audio form approximating the original.

Rapid and continuous dissemination: In mass communication, information rapidly reaches and continuous disseminate to large and vast number of heterogeneous audiences.

Noise: Like other forms of mediated communication, noise exists in the mass context. Noise may be semantic, environmental or mechanical.

Characteristics of Mass Communication

Mass communication is very similar to other forms of communication. It involves people, messages, channels, noise etc. However, it possesses the following special characteristics or features in addition to the characteristics of general communication-

Large number of audiences: The most important characteristic of mass communication is that its audiences are relatively large. Audiences of mass communication may exceed millions after millions.

Heterogeneous audiences: The audiences of mass communication are not only large in number but also heterogeneous and anonymous in nature. Its audiences may belong to different ages, religions, sections and groups.

Scattered audiences: The audiences of mass communication are scattered in a vast geographical area, even in the whole world. So its audiences are far away from the source of information.

Characteristics of mass media

- Communication is mostly one way
- Audience has great deal of choice
- Reach large & vast audience
- Aim messages to attract largest audience possible
- Influence society & are in turn influenced by society

Personally unknown audiences: In mass communication, messages flow to scattered external audiences. Usually, the audiences are personally unknown to the communicator.

Common messages: Mass communication delivers the same messages simultaneously to a vast and diversified audience. Whoever wish and has the ability to afford the media, can easily receive the message from the mass communications channels.

Use of mechanical or electronic media: Mass communication relies on mechanical or electronic media to address large and diverse audiences. The media include radio, television, films, newspaper, posters, leaflets etc. Mass communication does not take place through face to face or telephonic conversation.

Rapid and continuous dissemination: Another distinct characteristic of mass communication is the speedy and continuous dissemination of the message. Various media of mass communication like radio and television transmit messages instantly. Numerous copies of films, newspapers, books and magazines can be distributed across vast geographical area within few days.

Moreover, modern mass communication occurs continuously where messages are sent on a schedule.

Absence of direct feedback: In mass communication, there is no direct feedback from the receivers. It is mainly because the receivers of mass communication are far away from the source of information. For this, mass communication is regarded as mostly one way communication process. However, in some causes reactions of audiences can be known for their subsequent behaviors.

Requiring professional help: Developing and designing the message of mass communication requires help of professional communicators. The professional communicators include reporters, editors, actors, authors, writers, official spokespersons and so on. These professional communicators design, edit and disseminate news, entertainment, drams, advertising messages, public reactions messages and political campaigns.

Use of modern technology: Modern mass communication requires the use of various specialized modern technologies such as computer, computer network, fax, mobile phones, broadcasting media, printing devices etc. for effective preparation and distribution of message.

At last, we can say that the above stated features of mass communication have given it a separate entity form those of other types of general communication.

Advantages of Mass Communication

Objectives of mass communication or *advantages of mass communication* or role of mass communication. Mass communication may take place among officials of the same level in the hierarchy or among the officials who are out of superior-subordinate relationship. The importance of mass communication are as follows:

Objectives of Mass Communication, Role of Mass Communication

Contact with families and friends: With the help of mass communication many people can communicate with heirs' families or with their friends. Actually people travel around the world and by this reason they need a good way in order to not lose the contact with their families in their native country. The studies reveal that approximately 95% of the population use electronic devices for their communication for example: Mobile phones, Telephones, Computers etc.

Universality: This refers to the extensiveness or commonness of a medium and acceptability of messages. A person does not need to be literate or educate in a particular language before listening to a radio program or a watch television program in that native language.

Permanency: This refers to the period for which a medium can hold its message thereby making the message reviewable. A reader of a book, newspapers and magazines can read and re-read and store it for a long term.

Launching business and introducing new products: Mass communications are used to make wide circulation of senses regarding forming and launching a business and introducing new products of the organization.

Wide cover: The audiences of mass communication are spread over a vast or a wide geographic area in a given time. It can spread the product and business news of the organization over a large part of the country and the world.

Rapid and continuous dissemination: In mass communication, information rapidly reaches and continuous disseminate to large and vast number of heterogeneous audiences.

Interpretation: Interpretation is the function of mass media that provides a context for new information and commentary about its significance and meaning. Traditionally, newspapers provided such interpretation in their editorial and commentary sections, reserving news pages for supposedly neutral information.

Cultural transmission or exchange: This function entails the passing on or the transfer of a nation's (or society) social values and heritage from one generation to another. Cultural transmission function as the preservation of past heritage culture from one ethnic group to another, one nation to another and from generation to generation for the purpose of promoting and even integrating culture. Television and film have the greatest potential for socialization because they seem to be the most realistic.

Entertainment: One of the most popular functions of mass communication is entertainment. Entertainment always has been part of society and higher percentage of audience prefers entertainment to information. Those in this category include students, youths, teenagers, sport lovers, kids (cartoons). Through sound recordings, film, radio and television, entertainers have been able to attract audiences around the globe.

International Trade: Mass communication is only the tool for creating foreign market of a product. In a market economy, mass communication reaches the product message across the world and creates a market.

Creating new market: Mass communication helps to create a new market of a new product and services. It uses mass media to convey the product message across the world and creates a market

Increasing business goodwill and image: Mass communication helps to increase business goodwill and image the country and the world. It communicates with the people about mission, social activities, educational promotion etc. Which create a favorable organizational image.

Advertising product and services: Mass communication plays an important role in advertising product and services. Mass media like radio, television, newspaper and internet are the main vehicles of advertisement.

 Interdepartmental coordination: Generally, large organizations have various departments like procurement, production, marketing, administration, human resource; accounts etc. Through the help of mass communication, managers of this department cooperate and coordinate each other.

Inform market price, demand and supply: Mass communication helps to inform market price, demand and supply of product and services for home and abroad.

Functions of Mass Communication

Mass communication serves public messages quickly to a large number of people who are far away from the source of information. The scope of mass communication is very extensive and it deals with a variety of objectives. Its significant objectives are discussed below:

To inform people: The most fundamental objectives of mass communication is to provide information to mass people. Information of mass communication may be related to education, weather, sports, products and services, public holidays, festivals, recreation and entertainment.

To build public opinion: Another important objective of mass communication is to create public opinion on any national or international issue. Mass media attempts to create public opinion through providing their audiences with a realistic picture of the world, activities of the leaders, governmental politics etc. The mass media also tries to build public opinion through special articles, editorials and commentaries.

To persuade: Mass communication aims at persuading people to bring a change in their beliefs, opinions, attitudes and thinking on a number of issue like smoking, voting, religious convictions, donation, dowry culture etc. moreover, business enterprises design various advertisements to persuade potential customers.

To circulate government policies: Another objective of mass communication is to announce and circulate government programs and policies. Mass media can bring such policies to the public notice very quickly.

To disseminate health and education programs: Government takes various health and educational programmers like vaccination, sanitation, birth control, open education, mass education etc. these health and education programs are disseminated and implemented through mass media like radio, television, films, newspapers etc.

To provide pleasure and entertainment: The mass media are the wonderful sources of pleasure and amusement. Almost all mass media have an entertainment component. Television and radio arrange various programs for pleasure and amusement of mass people. Newspapers and magazines publish articles on literary and cultural events, sports, story etc that also provide entertainment to the readers.

To establish social contact and linkage: Mass communication also tries to establish and maintain social contact and linkage among various races, tribes or communities. Mass media create social contact and linkage by giving messages of shared knowledge and experience for example a campaign to raise funds for the treatment of certain diseases or for performing certain social activities promotes social bondage and sympathy.

To promote political ideologies: Political parties rely on mass media to promote their ideologies, plans, programs and manifestos. With the help mass media, they try to create public opinion in their favor.

From the above discussion we can conclude that mass communication has diversified objectives. Different message have different aims. However, mass communication is mainly dedicated to ensure well being of all classes of people in the society.

Modes of communication:

Methods			
Verbal		Non-verbal	
Oral	Written	Body language	Silence
Face-to-face	Letters	Facial expressions	Signs
Telephone	Memos	Gestures	Postures
	Notices	Posters	Colours
	Circulars	Dress & grooming	Maps
	Reports	Proxemics	Graphs & Charts

Oral Communication: Oral communication is communication by means of spoken words.
Principles of oral communications:
Know your objective
Know your audience
Know your subject
Know how to use your voice
Know how to use body language
Know when to stop
Advantages:

Its direct & time saving	It saves money

It conveys the exact meaning of words	It provides immediate feedback
It is more persuasive in nature	On-the-spot additions, deletions and corrections are possible
Confidential messages can be communicated	It is informal and friendlier
Develop relations	Motivates the speaker.

Disadvantages:

It lacks legal validity	Possibility of misunderstanding
It lacks accountability	Problem of retention
The need for good speaking skills	Not always effective
Lacks planning	Diversion of subject matter

Face-to-face communication

Advantages	Disadvantages
Combination of verbal & non-verbal factors	1. Difficult to practice in large organizations
Immediate feedback possible	2. Not effective if the receiver does not pay attention
Modifications while delivering the message is possible	3. Not effective in large gatherings
Particularly suitable for discussions	

Written communication: Written communication is the expression of language by means of visible signs.

Advantages	Disadvantage
Reference	1. Time, trouble & expenses
Permanent record	2. Feedback is slow
Legal validity	3. Problem of storage
Aids memory & retention	4. Lacks friendliness
Accurate & organized	5. Unsuited to countries where illiteracy rate is high
Fixing responsibility	6. Problem of instant clarification
Wider reach	7. Problem of writers
Goodwill	8. Problem of communicating secret information
Less chances of misunderstanding	
Suitable for lengthy messages	
Corporate image	

Non-verbal Communication:
Non verbal communication is indirect, without words or without verbal messages. Non verbal communication constitutes 45% of the impact of message in oral communication.
The major elements of non-verbal communication can be divided into body language (Kinesics), vocal tone, space & proximics, dress & grooming etc.
Facial expression
Gestures : A gesture is an action of body , hand or head, which conveys a message. Eg: yes, no, Namaste, wait.
Communicating information: eg: 'V' sign, pointing finger etc.

Communicating information : eg: clapping indicates appreciation, fist- clenching shows aggression, face touching shows anxiety

Supports speech

Expressing self image

Posture: The way we stand or sit, the position of the hand & head, basically how we carry ourselves. Eg. Hunched shoulders show low confidence, in emergency a person tends to sit on the edge of a chair.

Dress & grooming : Clothes and the way the person presents himself in it can show a sign of non-verbal communication. One's personal clothing defines who he is and reveals a part of himself to other people.

Proxemics: This means language of space

Intimate distance

Personal distance

Social distance

Public distance

Paralanguage: Includes pitch, volume, intonation etc. The tone of voice, rate of speech, pause, accent can not only communicate but alter the meaning significantly.

Silence :

Visual & Auditory Signs & Signals: The word sign has been derived from the latin word signum which means mark. Signs eg. Plus, minus, multiplication, divisions, can be used in chemistry, maths, music, road signs etc. Auditory signs includes door bell, college bell, ambulance siren etc.

Posters: Posters are combination of verbal & non-verbal factors, because they consists of pictures as well as words. Posters have three parts namely :

Headline : This is short but catchy slogan

Illustration: This is the visual part consisting of pictures or photographs.

Copy : This is the written matter, which gives necessary details.

Colours :   Color is a form of non verbal communication. It is not a static energy and its meaning can change from one day to the next with any individual - it all depends on what energy they are expressing at that point in time. Every colour represents something.

Color Meaning

████████ Red

Red is the color of fire and blood, so it is associated with energy, war, danger, strength, power, determination as well as passion, desire, and love.

Red is a very emotionally intense color. It enhances human metabolism, increases respiration rate, and raises blood pressure. It has very high visibility, which is why stop signs, stoplights, and fire equipment are usually painted red. In heraldry, red is used to indicate courage. It is a color found in many national flags.

Light red represents joy, sexuality, passion, sensitivity, and love.

Pink signifies romance, love, and friendship. It denotes feminine qualities and passiveness.

Dark red is associated with vigor, willpower, rage, anger, leadership, courage, longing, malice, and wrath.

Brown suggests stability and denotes masculine qualities.

Reddish-brown is associated with harvest and fall.

████████ Orange

Orange combines the energy of red and the happiness of yellow. It is associated with joy, sunshine, and the tropics. Orange represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation.

Orange has very high visibility, so you can use it to catch attention and highlight the most important elements of your design. Orange is very effective for promoting food products and toys.

Dark orange can mean deceit and distrust.

Red-orange corresponds to desire, sexual passion, pleasure, domination, aggression, and thirst for action.

Gold evokes the feeling of prestige. The meaning of gold is illumination, wisdom, and wealth. Gold often symbolizes high quality.

    Yellow

Yellow is the color of sunshine. It's associated with joy, happiness, intellect, and energy. Yellow produces a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy. Yellow is often associated with food. Bright, pure yellow is an attention getter, which is the reason taxicabs are painted this color. When overused, yellow may have a disturbing effect; it is known that babies cry more in yellow rooms. Yellow is seen before other colors when placed against black; this combination is often used to issue a warning. In heraldry, yellow indicates honor and loyalty. Later the meaning of yellow was connected with cowardice.

Dull (dingy) yellow represents caution, decay, sickness, and jealousy.

Light yellow is associated with intellect, freshness, and joy.

    Green

Green is the color of nature. It symbolizes growth, harmony, freshness, and fertility. Green has strong emotional correspondence with safety. Dark green is also commonly associated with money.

Green has great healing power. It is the most restful color for the human eye; it can improve vision. Green suggests stability and endurance. Sometimes green denotes lack of experience; for example, a 'greenhorn' is a novice. In heraldry, green indicates growth and hope. Green, as opposed to red, means safety; it is the color of free passage in road traffic.

Dark green is associated with ambition, greed, and jealousy.

Yellow-green can indicate sickness, cowardice, discord, and jealousy.

Aqua is associated with emotional healing and protection.

Olive green is the traditional color of peace.

    Blue

Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.

Blue is considered beneficial to the mind and body. It slows human metabolism and produces a calming effect. Blue is strongly associated with tranquility and calmness. In heraldry, blue is used to symbolize piety and sincerity.

You can use blue to promote products and services related to cleanliness (water purification filters, cleaning liquids, vodka), air and sky (airlines, airports, air conditioners), water and sea (sea voyages, mineral water). As opposed to emotionally warm colors like red, orange, and yellow; blue is linked to consciousness and intellect. Use blue to suggest precision when promoting high-tech products.

Blue is a masculine color; according to studies, it is highly accepted among males. Dark blue is associated with depth, expertise, and stability; it is a preferred color for corporate America.

Light blue is associated with health, healing, tranquility, understanding, and softness.

Dark blue represents knowledge, power, integrity, and seriousness.

    Purple

Purple combines the stability of blue and the energy of red. Purple is associated with royalty. It symbolizes power, nobility, luxury, and ambition. It conveys wealth and extravagance. Purple is associated with wisdom, dignity, independence, creativity, mystery, and magic.

According to surveys, almost 75 percent of pre-adolescent children prefer purple to all other colors. Purple is a very rare color in nature; some people consider it to be artificial.

Light purple is a good choice for a feminine design. You can use bright purple when promoting children's products.

Light purple evokes romantic and nostalgic feelings.

Dark purple evokes gloom and sad feelings. It can cause frustration.

White

White is associated with light, goodness, innocence, purity, and virginity. It is considered to be the color of perfection.
White means safety, purity, and cleanliness. As opposed to black, white usually has a positive connotation. White can represent a successful beginning. In heraldry, white depicts faith and purity.

 Black

Black is associated with power, elegance, formality, death, evil, and mystery.
Black is a mysterious color associated with fear and the unknown (black holes). It usually has a negative connotation (blacklist, black humor, 'black death'). Black denotes strength and authority; it is considered to be a very formal, elegant, and prestigious color (black tie, black Mercedes). In heraldry, black is the symbol of grief.
Contrasts well with bright colors. Combined with red or orange – other very powerful colors – black gives a very aggressive color scheme.
eg. Traffic signals, Interpretation of different colours like red represents danger or is considered as auspicious in wedding, white purity or peace etc.

   Maps, Graphs & Charts:

Maps: A map is a drawing on paper that shows location, size & other features of countries.
Line / Pie / Bar graph: present numerical or statistical data.
Charts : are used for mounting maps & graphs for better visual effects.

Modes of communication
1. **Telephone** – Telephone is a device that transmits speech at a distance through the medium of electronic waves. In 1876 telephone was invented by Alexander Graham Bell.

Types of telephones:-
1. Landline or standard telephones
2. Cellular or Mobile phones: These are wireless devices that use radio waves to transmit sounds. The two main cellular systems in operation are GSM – Global System for Mobile Communications, and CDMA – Code Division Multiple Access.
3. Satellite phones: These are used in areas where communication links are absent or destroyed.
4. Ethernet phones: There are digital phones which connect directly to a computer network.
5. Multimedia phones: These are phones which add video facilities to the telephone network.

Telephone services: 1) Networking: – This works as a base for computer network and fax transmission.
2) Teleconferencing and videoconferencing : - Sounds and video are transmitted via phone lines or satellites, so that people in different places and different countries can be communicate with one another at the same time.

Advantages	Disadvantages
1. Time saving device.	1. Body language cannot be communicated.
2. Immediate feedback	2. It is sometimes not time saving
3. Legal validity	3. Call may be made at a wrong time.
4. Intercom facility	
5. It provides a large range of services like STD (Subscriber Trunk dialing), ISD (International Subscriber dialing), call waiting, call forwarding etc.	

2. Fax: Fax is connected to telephone , can be used to send documents, photos, charts, graphs, drawings, diagrams, certificates etc. It scans a printed page, converts it into signals & transmit this signal over a telephone line to the receiving fax machine. Drawbacks – cost, time, quality.

3. Computer –
1. Parts of computers – input, output, storage, processing devices.
2. What is software & hardware?
3. Uses of computer.
4. LAN, WAN, Internet.
5. Uses of Internet – Search, distant learning, E-commerce, videoconferencing, E-mail , social networking sites, cloud computing etc.

Means of communication:
Traditional:
Even today you will find villages where there is no proper electricity. People in such places might not be able to view television or access the internet. Similarly illiterate people will not be able to read newspapers or magazines. However, this does not mean they that do not communicate. They have also developed different ways of communication depending upon the local language and culture. You may have heard many stories from your parents or grandparents about the Ramayana, Mahabharata, about kings and queens who ruled the country several years ago. Similarly there are stories about festivals and rituals and how to become good human beings. Information in this way has been handed over from one generation to another and constitutes different forms of traditional media. So, let us now define traditional media. The non electronic mediums which works as part of our culture and as vehicles of transmitting tradition from one generation to another generation is called traditional media. Activity
Traditional media comes in different forms and is known by different names in different regions of the country. For instance, in Andhra Pradesh, 'Janapadam' indicates a village and 'Janapadulu' means villagers. The folk art forms of villages, on the whole are known as 'Janapada Kalalu'. Similarly Lok Natya or Lok Geet means 'people's dance' or 'people's song'. There are many other forms of folk arts in other states of India. These are used as 'Jan Madhyamas'i.e 'people's media'. These forms represent the people by giving a glimpse of their style, speech, music, dance, dress, behavior, etc.
Traditional tools of communication are developed from the beliefs, customs, and rituals practised by the people. These are very old and deep-rooted.
Traditional media thus represents a form of communication employing vocal, verbal, musical and visual folk art forms, transmitted to a society or group of societies from one generation to another. They are indigenous modes and have served the society as tools/medium of communication for ages.
Do these traditional forms of communication exist today? Yes, they do. The context, culture and form may be different but the purpose is served. Some common examples are Rangoli (the art of making designs using coloured powder), storytelling, drama and puppetry.
Different forms of traditional media A traditional media form can be anything which does the purpose of communication in your family, friends and as a whole in society. All the forms may not be popular but they help to communicate. You have already seen that these forms are different in different regions and communites. But for your understanding, these can be divided into the following:
• traditional dance
• drama
• painting
• sculpture
• song
• music

• motifs and symbols

It will be interesting to note that in some forms of traditional media, all the above can be used. For example 'Ramleela' which is a folk play telling the story of Lord Rama in a traditional style is popular in north India and uses all the above traditional mediums.

One of the popular traditional forms of communication is the announcement made by beating a 'Nagada' or drum with a stick and used for communicating messages from one village to another through its beats.

Puppetry is a popular form of traditional media which exists in rural areas of India. Shadow puppetry and string puppetry are popular forms.

Patachitra katha refers to stories that have been told through the medium of palm leaf paintings.

Story telling is another interesting format of traditional media which existed at a time when advanced forms of communication such as the written word did not exist. For example historical stories of various local heroes who fought battles and participated in the freedom struggle were performed through song and drama. These were not written or documented. Instead they were orally communicated from one house to another or one village to another. They kept the stories alive. Can your recall any such stories from your region?

Story-telling forms such as 'Harikatha' and 'Kabigan' played a vital role in communicating historical and epic stories. Story telling is also practised in traditional youth clubs like the Ghotul of the tribal murias of Bastar or the Dhumkuria of the Oraons of Bihar.

Nautanki is a famous form of folk arts involving a mix of music and dance and popular in northern India. It was the most popular form of entertainment before the advent of cinema.

Fairs and festivals including social, ritual and ceremonial gatherings created a platform to meet and exchange views among people.

Folk dances vary form one place to another. For example, you will find a variety of tribal dances in the north eastern region, Orissa and Gujarat. Every tribe has a different dance form and dress, accessories, symbols and motifs.

Traditional paintings, wall paintings, inscriptions, statues and stupas played a vital role in communicating ideas and culture from one generation to another.

Forms of traditional media also include the house barn and fence types. When the traditional conventional sounds used to summon animals or give them commands are considered as different modes of communication.

You must understand that these are only broad categorizations. There are many regional variations.

Table 25.1: Other traditional media forms

• myths • legends • folktales • jokes • proverbs • riddles • chants • blessings • curses • oaths • insults • retorts • taints • games • gestures • symbols • prayers • practical • jokes • folk etymologies • food-recipes • embroidery designs • costumes •medicine • instrumental music

Difference between Traditional and Electronic media:

Traditional media	Electronic media
non-technological in nature	Technological in nature
flexible in nature but culturally rigid	flexible but enjoys cultural freedom
less expensive medium	expensive medium which needs high monetary investment
messages are presented before a live audience	messages are transmitted or broadcast
reach is limited	reaches out to a large number of people

In traditional media forms like storytelling, theatre, dance, singing etc, your body is your media. You can create messages and communicate without using any form of mass media. You can create your own media.

For example in street theatre, social or political messages are presented before the public with a performance by a group of performers. You do not need any special piece of equipment unlike in television or radio.

Likewise, ballad singing is a popular form where a single person sings on issues related to the public. It will be very simple to understand. But at the same time, it contains several critical comments about society. Here also, there is no need for instruments, chorus or a stage. A singer with a creative thought and awareness of issues and loud vocal strength can turn himself into a powerful people's (traditional) medium.

On the other hand, for the electronic media, you need a certain style, dress code, diction, literacy etc. They generally do not involve active audience participation. But traditional media is inclusive in nature. They are highly intimate and local specific and deeply connected to one's own lives

Use of traditional media in communication:

Traditional media have been in existence in India for long and have been used as a medium of communication in rural areas. Over the years, rural masses have been using the folk media for expressing their social, ritual, moral and emotional needs. Traditional media has a crucial role to perform in the process of socio-economic development in India. It helps in convincing and influencing people in a very effective way.

For example during the freedom struggle, folk media played a great role in spreading the message of patriotism. Utpal Dutt who was a popular actor is said to have used Jatra, a traditional theatre form in Bengal during the freedom struggle. Paala, a traditional form of ballad singing is used for spreading awareness on various social issues by the government of Orissa . The Song and Drama Division of the government of India uses various forms of traditional media to spread awareness on a number of social issues like AIDS, polio immunization etc.

You all know that during festivals, we exchange sweets , greet each other and decorate our houses. This communicates our friendship and love for others. This is also an example of the traditional form of communication. Today we use modern ways of communication such as the mobile phone and internet to send messages of friendship and greetings. Communication through traditional media thus helps in building good relations.

Electronic media:

Electronic media helps in easy communication to connect people from far end to other end. Learn how electronic media help us in Mass communication to communicate the desired message to vast number of audience.

Electronic media definition – Electronic media is the media that one can share on any electronic device for the audiences viewing, unlike static media (Printing) electronic media is broadcasted to the wider community. Examples of Electronic media are things such as the television the radio, or the wide internet.

The purpose of using electronic media can be for many reasons; one of the reasons is that you can use it to market yourself and anything else from businesses to products and so on. Electronic media is an efficient way to communicate to one another, either by the use of media devices and networks or social media sources such as Television or the Internet these are a few of the many ways you can use Electronic media to your advantage.

There is a wide range of Electronic media that broadcast a variety of different things like advertisements and promotions. Different Electronic media types are below:

• Television
• Radio
• Internet
• Shops

Television is one of the most used Electronic media devices because franchises can pay for advertisements to show millions of people, thus bringing in more business for the franchise owner.

The Radio is similar but does not give the audience visuals, just sound. This method of Electronic media can be effective and much more affordable than Television but does not engage the listeners as much as visual ads.

The Internet is one of the most profitable Electronic media devices, with a single click of a button ads will fill the webpage and is definite to catch a few glimpses for fellow web surfers. This not only spreads through Electronic media but can profit the creator of the web page throughout time.

Shops have Electronic media in most places, whether it be on an electric billboard or ATM screen Electronic media is sure to be in almost everywhere you go.

Well this depends on what type of business you have and whether you wish to use Electronic media or not, most or almost all business use Electronic media in some way to attract new or more customers, just say you choose to advertise using Facebook which is a basic Electronic media module which you can use to your advantage, businesses usually use the "check-in" method where if you check into their store they will give you something in return, either a discount or some points on a membership card, this generates more customer flow to the store and in turn allows more profit to be made.

Electronic media is the basis of e-commerce marketing, firstly you will need a method of approach whether you would like to use online marketplaces or social/mail like places to promote your business, then soon after obtaining online contacts you will be seeing customers showing up to your business or buying from your online market.

Electronic media is a way for your business to be heard but not only heard, seen too. As your Business becomes its own entity online, you have a brand and your brand has a face, if managed well it is sure to increase revenue. If not then your business may struggle to get back up from the floor with many other competitors.

Broardcasting: To transmit or sent information through the use of various Electronic media devices.

Media: The wide world of mass communication through Electronic media. Here are some of the Advantages of Electronic Media in brevity for you

Education : In many areas people get educated through the media where they get to learn many things from media about the politics, outside environment, etc. There are MOOC courses, that can give you a better resume along with classes from around the world. You can also self-learn in whichever field you wish to.

Information: People are not blinded now. They have more than the information they need. Media like television is a good source for the people to get information regarding anything that would otherwise be very difficult to attain.

Exposure :Electronic media makes people aware of world-wide things. Through this electronic media, you can get to see many cultural events going in the world. Sitting at your home you can peek-a-boo around the world.

Opportunities :Greater opportunities lay on your way through electronic media sitting at your place.

Digital means of communication:

Digital communication is a mode of communication. It occurs when the information or the thought is encoded digitally as discreet signals and then is electronically transferred to the recipients.

In our increasingly connected world, one can hardly imagine his/her life without digital communication. It allows modern people to connect with each other more easily than ever before.

People are living active digital lives. They're spending more time on digital devices, such as applications. Digital means of communication like messaging apps are surging in popularity all over the world.
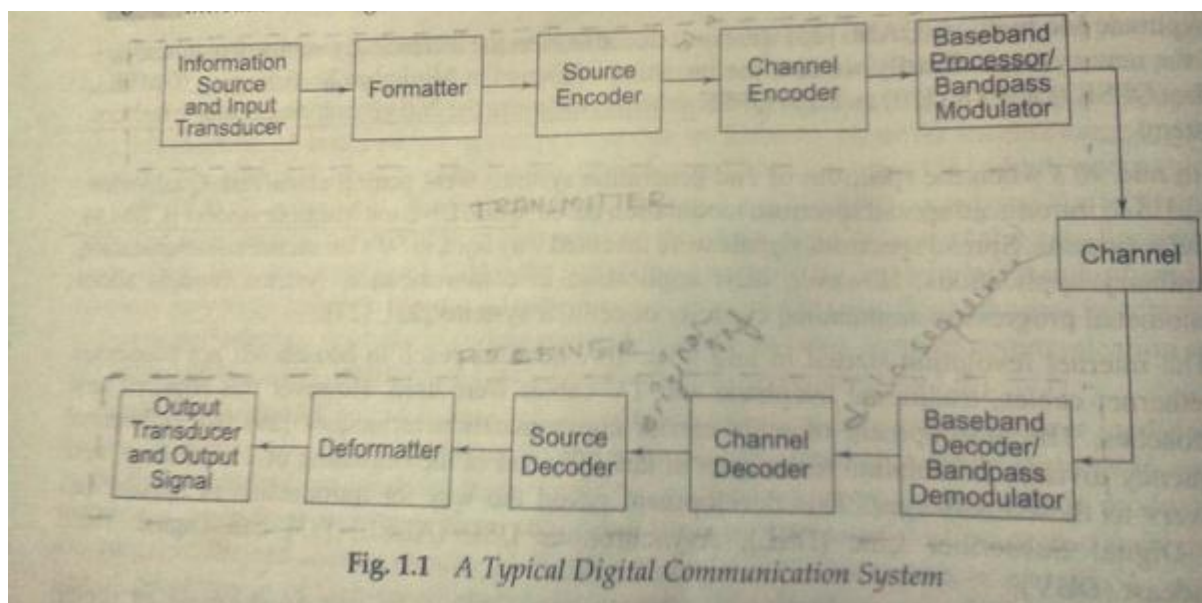
Chat apps help users connect with family and friends more easily, effectively, and even for free. This is also true of businesses: they use digital communication to connect with partners and clients all over the world. Just read this article Digital Communication: The Impact of Messaging Apps to get to the importance of digital communication.

Digital communication means communication through 1 and 0 (as in electric currents being on or off). For example the number 22 becomes 10110. Words are translated into binary by giving each letter a number in a defined format (e.g. ASCII code). The word "hat" becomes 01101000 01100001 01110100.

It basically is nothing but communication by decoding information into a binary code and transmitting it between devices that are able to encode information from and decode it back into a format the sender and receiver can process, e.g. words, images, sound.

Digital communication systems are communication systems that use a digital sequence as an interface between the source and the channel input (and similarly between the channel output and final destination).

In digital communication, Signal should be in digital form like 0 &1. For digital formation ,there are some techniques sampling ,quantization, Encoding , modulation ,Noise ,filter, detection and about error.

Fig. 1.1   A Typical Digital Communication System

Data transmission (also **data communication** or **digital communications**) is the transfer of data(a digital bitstream or a digitized analog signal) over a point-to-point or point to multipoint communication channel. Examples of such channels are copper wires, optical fibers, wireless communication channels, storage media and computer buses. The data are represented as an electromagnetic signal, such as an electrical voltage, radio wave, microwave, or infrared signal.

Barriers to communication

The word barrier means an obstacle, a hindrance or simply a problem that comes in a way of transmission of a message and blocks the process, either completely or partially.

Different types of barriers are as follows:

Physical or environmental barriers:

Noise - The noise created by external factors like traffic, playing of loud music, trains and airplanes, or by crowds of people, affects our communication.

Time & distance - Time becomes a physical barrier when people have to communicate across different time zones in different countries. The physical distance between people who need to communicate can also cause problems

because it does not allow oral or face-to-face communication.

Defects in communication system – Mechanical problems and defects in instruments of communication also create physical barriers, as in a faulty fax machine or typewriter. Similarly, a computer that hangs, or a dead telephone line can lead to non-transmission of messages. eg. No range in mobile, technical problem in mike or speakers.

Wrong selection of medium – The sender selects the medium which is not familiar to the receiver.

Physiological defects like stammering, hearing defects, mumbling while speaking etc.

Language or Semantic barriers:

Language is the main medium of communication and words are its tools. Language proves to be a barrier at diferent levels, such as semantic (meaning), syntactic (grammar), phonological (pronunciation, intonation, pitch etc.) and finally linguistic (across languages) Thus, language barriers can arise in different ways:

Jargon or unfamiliar terminology - There are some special terms or technical words used by people belonging to a certain group or field of work such as doctors, lawyers, computer software engineers or college students. They use words which are their own, specialised jargon which cannot be understood by anyone outside their group.

Difference in language – Unfamiliar language becomes a barrier when people do not know each other's language. This barrier can be overcome by using a common medium of communication, as in a classroom. Translation is also an important way of overcoming this barrier.

Words are of two kinds: extensional and intentional words. Extensional words are clear in their meaning and therefore do not create barriers – such as words like boy, chair, garden etc. Intentional words are words that describe and they can be understood differently by different people, according to the meaning that a person gives to the word. Thus good, bad, beautiful are intentional words, and can create confusion.

Sometimes, the same word is used in different contexts, giving rise totally different meanings. A word like =hard', for example can be used in different ways: hard chair, hard-hearted, hard drink, having a hard time – all these use the same word but the meanings are different.

Barriers can be created when we come across words, which have the same sound when pronounced, but which mean very different things. Examples: words like fair and fare; bear and bare; council and counsel.

Psychological barriers:

Psyche means mind. Psychological barriers are created in the mind. Communication is a mental activity and its aim is to create understanding. But the human mind is complex and not all communication can result in understanding. There are several kinds of psychological barriers which can come in the way of understanding.

(a) Emotions: Emotions are among the most common psychological barriers to communication. The emotion may be connected to the communication received or it may be present in the sender's or receiver's mind, even before the communication takes place. In both cases, it acts as a barrier. Emotions can be positive, like happiness and joy, or negative, like fear, anger, mistrust etc. Both positive and negative emotions act as barriers, if they are not kept in check.

(b) Prejudice: A prejudice is an opinion held by a person for which there is no rational basis or valid reason. It can be against something or someone, or in favour of it, but it becomes a barrier to a meaningful communication. Prejudices are based on ignorance and lack of information, e.g., prejudices about certain communities or groups of people.

(c) Halo effect: Sometimes our reactions to people are not balanced or objective; they are of an extreme nature. Either we like a person so much that we can find no shortcomings in her/him, or we dislike someone so much that we can see nothing good in her/him. In both cases, we commit errors of judgment and fail to understand the person.

(d) Self-image or different perceptions: Every person has in her/his mind a certain image of herself/himself. S/he thinks of herself/himself in a certain way. This is their perception of themselves, their self-image. One's self-image is the product of one's heredity, one's environment and one's experiences, and thus every person's self-image is unique and different from the others. Self-image can create a barrier because we accept communication which is compatible with our self-image. We avoid or reject communication, which goes against our perception of ourselves.

(e) Closed Mind: A closed mind is one which refuses to accept an idea or opinion on a subject, because it is different from his idea. Such persons form their opinion on a subject, and then refuse to listen to anyone who has something different to say about it. A closed mind may be the result of some past experience or just habit. It is very difficult to remove this psychological barrier.

(f) Status: Status refers to rank or position. It could be economic, social or professional status. In any organisation, hierarchy creates differences in rank, and this is a normal situation. Thus, status by itself does not cause barriers; but when a person becomes too conscious of his status, whether high or low, then status becomes a barrier. For instance, in a business organisation, a senior executive who is unduly conscious of his seniority will not communicate properly with his juniors, and will refrain from giving them the required information. Similarly, if a junior is acutely conscious of his junior status, he will avoid communicating with his seniors, even when it is necessary

(g) Inattentiveness and Impatience: Sometimes the receiver may not pay attention to the sender's message, or he may be too impatient to hear the message fully and properly. Such barriers are common in oral communication.

Overcoming psychological barriers:
Adopt flexible and open-minded attitude
Training of listening skills
Exposure to different environment, views will help to broaden outlook
Listening with empathy helps in making oneself more adapting to other's perceptions.

Cross-cultural barriers: Mary Allen Guffey defines communication as ,"the complex system of values, traits, morals and customs shared by a society."

Cultural diversity within a country, and cultural differences between people from different countries, are a major cause of barriers. This is because people are conditioned by their cultures, and they develop certain habits of working, communicating, eating, dressing etc. according to their cultural conditioning. They find it difficult to get through to people who come from an alien culture, and who have different habits. A simple thing like a greeting to
welcome a person is vastly different in India from a greeting in, for example, an Arab country, or in Japan. Food and dress habits of a different culture can make a person uncomfortable. Concepts of space and time are also different across cultures; for example,
Indians do not mind sitting close to each other and sharing space in offices or in public places. However, a European would not be able to tolerate such intrusive behaviour. Similarly, people who come from a culture where time is very valuable will be impatient with those who come from a culture with an easygoing attitude towards time, where everything is done in a slow, unhurried way.
Cultural diversity
Time
Space
Food
Manners
Decision making

Overcoming Barriers :
Barriers disrupt communication and interfere with understanding. They must be overcome if communication has to be effective.

Physical barriers are comparatively easier to overcome. The use of loudspeakers and microphones can remove the barriers of noise and distance in crowded places like railway stations. Traffic signals and non-verbal gestures of the traffic policeman remove physical barriers on the roads. Technological advancement has
helped in reducing the communication gap arising due to time and
distance .It is possible to make an alternative arrangement, should
the technological instruments fail. A back-up plan helps in tidying
over any snag.

Language or Semantic Barriers can be overcome if the sender and the receiver choose a language which both of them understand very well. Help from a translator or an interpreter also helps in overcoming the language barrier. Exposure to the target language and training oneself in the acquisition of skills of the given language too help in overcoming the language barrier. Language barriers can be avoided by careful study and accurate use of language. Clarity should be the main objective when using language. Jargon should be avoided.

Psychological barriers, as also **cross-cultural barriers** are difficult to overcome, as they are difficult to identify and even more difficult to address. Even these can be avoided or reduced by adopting a flexible and open-minded attitude. The ultimate aim is to build bridges of understanding between people – that is the main aim of communication.

Training oneself to listen to different views , exposing oneself to different environments help in broadening one's outlook and cultivating tolerance to multiple views. Teaching oneself to listen with empathy helps in making oneself more open to others' perceptions.
While dealing with psychological or cross-cultural barriers the
sender should make it a point to–
(i) use language that is politically neutral and correct.
(ii) present views in simple and objective manner
(iii) focus on the objective of communication

Media or Types of Electronic Communication

With the revolutionary development of information technology, the world is becoming smaller and people staying at any corner are well-capable of communicating with others, whatever the distance is people and organizations use different modern devices of communication technology. Some widely used *electronic communication* technologies or media of electronic communication are discussed below-

Telephone: The most commonly and most widely used electronic device of communication is telephone. With its invention in 1876 by Graham Bell, a German scientist, the human civilization moved to a new era. By telephone, people can transmit information orally within a minute. Recently-developed satellite telephoning system has added new dimension in telecommunication system. In most of the cases, it is the easiest and less expensive way of communicating distance people. Now-a-days, the development and diffuse of cellular or mobile phone have been an expected euphoria to all of us. Definitely it is becoming extremely popular.

Telex: Telex is an important device of modern **communication technology**. Under this system, a tele-printer is used by which information can be communicated form one place to another with the help of a machine. The tele-printer consists of two parts keyboard transmitter and receiver. When a message is to be sent, the typist presses a button, waits for the dial tone, dials the number desired and types the massage. The message is typed on a small strip of paper at the receiver's end as it is typed in the originating office. This is one of the quickest and most accurate methods of exchanging written messages.

Facsimile or Fax: The use of fax a gradually increasing for transmitting visual materials such as picture, diagrams, illustrations etc. here, the fax machine is connected with a telephonic. The document to be transmitted is fed through the machine, then it is electronically scanned and signals are transmitted to the receiving end where an identical copy of the document is reproduced on a bland sheet of paper by the receiving machine. The fax machine has made it possible to send copies of important documents including certificates, testimonials, degrees, agreements; contracts etc. form one place to another at the speed of a telephone call. For this reason, it is universally used method of communication.

Electronic Mail or E-Mail: E-mail is one of the most widely used and most popular methods of modern communication system. E-mail involves sending message via telecommunicating links. Here two computer terminals are connected together on network to transfer messages from one to another. The message is typed on a computer screen at one end and is conveyed to the other end through electric impulses. The receiver can easily get the message by opening his mailbox in his computer. Because of its various advantages, now-a-days, e-mail is used by the organizations for internal as well as external communication.

Voice Mail or V-Mail: Voice mail is a form of e-mail. It is used to send the voice of the sender instead of sending written massage to the receiver. The mechanism of sending message here is almost same as in case of e-mail. It is useful to communicate with the original voice tone of the sender.

Tele-Text: Tele-Text is an electronic device of broadcasting written massages through television. Tele-text is widely used to present strict and concise information when it is to be sent to a large number of audiences at a time. Business reports, stock market or exchange reports, weather reports etc are useful to present through tele-text.

Video-text: Video-text is a device of collecting and storing information. Here information is collected by using telecommunication network and is broadcasted to the audience like the tele-text. Important massage or information or report can be preserved by videotext.

Teleconferencing: Under teleconferencing system people staying at different places can hold talks or meetings over telephone. Here everyone involved in the meeting is able to hear each other and can share information with one another as if they were all placed in one room. It can save both money and time of the executives.

Videoconferencing: Videoconferencing is the latest version of teleconferencing system. Under this method people can meet and work together without being gathered in one room. They can hear and see each other over the television or video screen and can share information with one another. Now-a-days multinational companies use videoconferencing method as a widely used means of communication in order to keep touch with the executives staying miles away from the head office. It also saves money and time of high officials.

Word Processor: A word processor in an electronic device where a computer is combined with a typewriter. It can greatly simplify the job of *written communication*. Typing skill, basic computer literacy and word processing software are essential for using a word processor. The operator of a word processor can easily edit the text, give it the desired format and insert or delete words phrase or sentences wherever he likes. It is a very useful medium of modern communication technology as it provides some important advantages.

Internet: Internet is the latest and most amazing development that has changed the way of live regarding communication. It is the world's largest computer network linked together by telephone lines, radio links or satellite links. Internet can be used for multipurpose functions. It can be used for sending e-mail, for advertisement, for teleconferencing, for telephoning and so on.

Multimedia: Multimedia is an excellent invention for upgrading the communication **system**. Multimedia is a combination of many media brought together to transfer messages. These media can include graphics, photo, music, voice, text and animation. When all of these elements are placed together or computer screen, they become multimedia. It can be effectively used for advertising and publicity campaigns. It is very powerful means of communication.

From the above discussion it is clear that the *modern communication* devices have given a new shape in the entire information communication system. Whatever new device is developed, the main objective behind it is to expedite communication and to save cost. It can be imagined that some unimaginable inventions may take place in future to add newer dimension to communication system.

Text Messages

Mobile phone users can use electronic communication on the go with a service known as Short Messaging Service. SMS messages, which are more commonly known as text messages, allow you to send an electronic communication of up to 160 characters to another SMS-enabled device. Though mobile phone owners typically use text messages to communicate directly with another individual via phone, SMS can allow users to interact with almost any SMS-capable machine.

Audio

Electronic audio communication dates back to the 1876 invention of the telephone, a device that converts sounds into electrical impulses and sends them over copper wires to a remote unit that

converts them back into sound. Today, though, audio traverses an array of electronic channels that includes radio, television, mobile phones and even Internet-connected electronic devices.

Digital communication
There are many different ways of communicating digitally. You may have used some or all of them in everyday situations. The first is used on most modern computers. Electronic mail (or e-mail for short) is a method of creating, sending, storing and receiving messages over an electronic communication system. It uses a protocol (a rule) for sending messages called Simple Mail Transfer Protocol (SMTP for short).

You can send e-mail over an internet connection or over an intranet (a collection of computers within a specific area like an office building). E-mail users can communicate to each other by sending and receiving messages. Sometimes you want to store messages to read later and your email software will allow you to do this. How you use e-mail is often referred to as netiquette (good manners when sending e-mail).

E-mail text An e-mail address is made up of several parts. The first part is the name of the person you are sending the message to. Sometimes you use the first and last name separated by either a dot or an underline dash eg. john. Smith the next bit is the 'at' symbol. It looks like this: @ It is used to direct your message to a specific place, either on the internet or on an intranet. The next part is the address of the organisation eg yahoo.com. This tells the mail system where to send the message.

Every e-mail message has two main parts: 1 The header part contains information about who you are sending the e-mail to, who is sending the e-mail message, and information about the e-mail. 2 The body part contains your message (the text you have typed in). It is important to remember that e-mails are like letters. Sometimes you will write a personal letter, so the text can be fun and spelling and punctuation might not be so important. If you are sending an e-mail to a business, you will want the text to be more formal, perhaps have a signature and it should be checked for spelling errors and have the correct punctuation.

Instant messaging Instant messaging (IM) is like e-mail but it is done in real time (you get a response very quickly). You have instant messaging software installed on your computer and in the software you set-up a contact list of people you want to talk to. Most IM software lets you know who is on-line and available to chat. You can send text, pictures and even video using IM and whoever you are communicating with can respond as soon as they see the text appear in their IM software. It works much faster than e-mail. Popular IM services include AOL's Instant Messenger (AIM), AOL's ICQ, Microsoft's MSN Messenger and Yahoo!

Mobile phones
Mobile phones are used by lots of people today to talk, send text messages, take and send pictures, listen to music, or surf the internet. In fact you can do so much with a mobile phone it can be a complete communication tool. There are many different types of mobile phone and it is important to understand some of the basic terminology you will see in mobile phone adverts. The terminology tells you what features the mobile phone has and what it can be used for.

When you see 3G or 4G it simply means '3rd generation' or '4th generation' of mobile communications and often relates to the service the phone provides like speed for transferring text, video, data, internet access etc. Many mobile phones have colour screens, the ability to send and receive text, pictures or even video. Most new phones can also play music and have additional features like internet access.

Bluetooth is a specification for wireless communication for data and voice between mobile phones. It specifies how mobile phones talk to each other. Any Bluetooth-enabled device can talk to another Bluetooth-enabled device up to a range of about 30 feet.

Every mobile phone contains a Subscriber Identity Module (SIM) card. This card is inserted inside the phone and identifies the user account on the subscribed network. It authenticates the user and provides some data storage.

The Short Message Service (SMS) allows text messages up to 1260 characters long to be sent and received via your subscriber service. If the phone you are sending the text message to is out of range or turned off, the service provider will store the text message until it can be delivered. PDAs (Personal Digital Assistants) are hand-held computer devices that can perform a number of different things, like receiving e-mails, sending messages, writing text (in a word processor). Newer PDAs are also telephone devices, receiving both audio and video. A PDA connects either through a local telephone network, or a local intranet or an internet connection.

The Wireless Application Protocol (WAP) is a set of communication standards for accessing on-line services through your mobile phone or PDA. There are many different types of mobile phone and PDA, each one has its own set of features.

Blogs A blog ('web log') is a form of online journal that allows text, images and video clips (and links to websites) to be displayed as a webpage but also allows comments to be posted by readers of the blog. Some blogs ask you to register with the site first before allowing you to post anything. There can be moderation of posts as with forums but that is determined by the owner/administrator. Blogs A blog ('web log') is a form of online journal that allows text, images and video clips (and links to websites) to be displayed as a webpage but also allows comments to be posted by readers of the blog. Some blogs ask you to register with the site first before allowing you to post anything. There can be moderation of posts as with forums but that is determined by the owner/administrator.

Skype Skype is new to communication. It has only been around since 2005, but has become very popular. Skype users receive calls on their computers dialled by regular phone subscribers to regular phone numbers. Skype permits users to subscribe to numbers in many countries including the UK and USA.

Callers pay only local rates to call a number. Skype supports voicemail, chat, video calling, SMS messaging to mobile phones and skype casting. Multiple users can access Skype. A user will need a headset and a microphone or a Skype handset, which looks very like a mobile phone to talk to other Skype users.

Video conferencing provides two-way video transmission between different sites. It could be between two buildings, or even across different countries. Every video conferencing facility allows for call set-up, call coordination and display of participants. It is normally used with a video conferencing screen so you can see the people in each of the video conferencing rooms. Video conferencing makes use of specialist equipment like a computer, video camera and a network like an intranet or internet connection to connect the two sites together. Video conferencing can save people time, and the expense of travelling between sites for meetings. A point-to-point session is generally between two people in different sites and a multi-point session is between several people in different sites. The delay between sites is very little and it is almost like the people were in the same room with you when the call happens.

There are two types of video conferencing system often referred to as VCTs (Video Conferencing Technology): • a dedicated system which is normally set-up in a specific room and contains loud speakers, video screen, video cameras, microphones and an internet connection • a desktop system which has a specialist hardware board added to allow video conferencing to take place between desktop computers — generally with a webcam (small video device).

For both systems you will need to either have a digital telephone network or connection to an intranet or the internet to allow the data transfer.

Podcasts A podcast is a media file available from the internet to download for play back on a range of portable media players like MP3 players, iPods, etc. It uses web syndication feeds (content supplied by companies for people to listen to eg BBC news podcasts).

A podcast can be a mixture of audio or video or both, which can be downloaded from a website for listening to on your portable device. Podcasts are not done in real time. They are recorded and can be downloaded from the web feed internet site and listened to whenever you wish. If you subscribe to a web feed site like iTunes, you can get the site to automatically send you podcasts.

Chapter 2: Nature of Mass Communication:
Concept of Mass Audience:

In mass society theory in the early days of the mass media, and in the rhetoric of both right- and left-wing cultural critics, the pejorative representation of mass media audiences as a vast, undifferentiated collectivity (*see* manipulative model). For Mills, mass society replaced the pluralism of multiple publics. Contemporary perspectives within both academic disciplines and the media industries see audiences in far more differentiated terms (*see* target audience). Furthermore, the size of audiences or readerships for the same content in any mass medium has been dramatically reduced with the widespread diffusion of technological developments such as the web and satellite broadcasting (*see* audience fragmentation; demassification).

In the early 20th century, a new and distinctive concept of the audience rose to prominence. The audience was seen as a mass -- a large collection of people mostly unknown to one another -- that was unified through exposure to media. This construct offered a pragmatic way to map audiences that was relevant to industry, government, and social theorists.

An individual or collective group of people who read or consume any media text. Example: radio listeners, television viewers, newspaper and magazine readers, web site traffic on web sites. Mass audience is often termed 'broadcast audience'. Those who consume mainstream or popular texts such as soaps or sitcoms. Media and communication that targets a very large group of people (women, men, children, adults etc.)

The Process of Mass Communication:

The term communication comes from the Latin word- *Communis,* which means common. In social situation the word communication is used to denote the act of imparting, conveying or exchanging ideas through speech, writing or signs. Thus, it is an expression of transferring thoughts and sound for hearing.

Mass Communication is defined as 'any mechanical device that multiples messages and takes it to a large number of people simultaneously'. Mass communication is unique and different from interpersonal communication as it is a special kind of communication in which the nature of the audience and thefeedback is different from that of interpersonal communication.

Mass communication is the term used to describe the academic study of various means by which individuals and entities relay information to large segments of the population all at once through mass media.

Both mass communication and mass media are generally considered synonymous for the sake of convenience. The media through which messages are being transmitted include radio, TV, newspapers, magazines, films, records, tape recorders, video cassette recorders, internet, etc. and require large organizations and electronic devices to put across the message. Mass communication is a special kind of

communication in which the nature of the audience and the feedback is different from that of interpersonal communication. Mass communication can also be defined as '**a process whereby mass produced messages are transmitted to large, anonymous and heterogeneous masses of receiver'.**

By '**mass produced**' we mean putting the content or message of mass communication in a form suitable to be distributed to large masses of people. '**Heterogeneous** ' means that the individual members of the mass are from a wide variety of classes of the society. '**Anonymous**' means the individuals in the mass do not know each other. The source or sender of message in mass communication does not know the individual members of the mass. Also the receivers in mass communication are physically separated from each other and share no physical proximity. Finally, the individual members forming a mass are not united. They have no social organization and no customs and traditions, no established sets of rules, nostructure or status role and no established leadership. Barker defines Mass communication as 'the spreading of a message to an extended mass audience through rapid means of reproduction and distribution at a relatively inexpensive cost to consumers'

With the Internet's increased role in delivering news and information, Masscommunication studies and media organizations have increasingly focused on theconvergence of publishing, broadcasting and digital communication. Thus,graduates of Mass communication programs work in a variety of fields intraditional news media and publishing, advertising, public relations and research institutes.

Features of mass communicati**on**

We require a sender, a message, a channel and a receiver for communication tooccur. Further there is feedback, which is the response or reaction of the receiver,which comes back to the sender through the same or some other channel.

Another element, which plays an important role in communication, is noise or thedisturbances. It is observed that the term mass communication must have at least five aspects:

Large audience
Fairly undifferentiated audience composition
Some form of message reproduction
Rapid distribution and delivery
Low cost to the consumers

Source –

Source or sender of the message may become same or different. Source mostly represents the institution or organization where the idea has been started.

Incase of source and the sender being different, the sender belongs to mediainstitution or is a professional in media communication. Thus, a scientist or a technologist may use the mass communication media himself for propagating his idea. Or else, they can send the script of the message to the media for delivering the message by an announcer or a reporter.

Message-

A message needs reproduction for making it communicable through themedia. The message is processed and put to various forms like talk, discussioninterview, documentary, play, etc. in case of radio and TV. In case of newspapers,the message is processed by means of article, feature, news story, etc.

Channel-

The term channel and media are used interchangeably in masscommunication. Modern mass media like radio, television; newspapers spread themessage with enormous speed far and wide. The ability of mass communication toencompass vast boundaries of space is expressed by Mc Luhan's term 'Global village'. The term expresses that the world is smaller that before due to advancesin mass communication. More information is coming faster, at cheaper rates per unit,

from farther away and from more sources through more channels includingmultimedia channels with more varied subject matter. Channels of masscommunication can be classified into two broad categories:

1.**Print** -newspapers, books, magazines, pamphlets, etc.
2.**Electronic** -radio, television, cinema.

There is also a third category which include all traditional media like folk dance, drama, folk songs and so on. The mass media may also be categorized according totheir ability to provide sensory inputs. Thus, visual media are newspapers, magazines, books, still photographs, paintings, etc. The audio medium is radio and audio-visual media are television, motion pictures, drama, etc. Audio-visual media are more efficient than either audio or visual.

Receiver –
Mass communication means communication to the mass, so thereremains mass of individuals at the receiver end of the communication. This mass of receivers, are often called as mass audience. Mass audience can be defined as 'individuals united by a common focus of interest (to be informed, educated or entertained) engaging in identical behavior towards common ends (listening,viewing or reading)'. Yet the individuals involved are unknown to one other (anonymous) . The most outstanding characteristic of the mass communication is that it has a widespread audience separated from the source by a considerable distance. Mass communication has an enormous ability to multiply a message and make it available in many places. The greatest advantage of this mode of communication is the rapid spread of message to a sizeable audience remaining scattered far and wide and thus cost of exposure per individual is lowest.

Feedback-
Mass communication will have indirect feedback. A source havingcommunicated a message regarding family planning through radio, television or print either has to depend on indirect means like survey of audience reaction,letters and telephone calls from audience members, review of the programme bycolumnists to know the reaction of audience to the message. Direct feedback whichis possible in interpersonal and to a limited extent in group communication, isalmost absent in the mass communication.

Gate keeping-
This is again a characteristic unique to mass communication. Theenormous scope of mass communication demands some control over the selectionand editing of the messages that are constantly transmitted to the mass audience.Both individuals and organizations do gate keeping. Whether done by individuals or organizations, gate keeping involves setting certain standards and limitations that serve as guidelines for both content development and delivery of a mass communication message.

Noise-
Noise in mass communication is of two types-channel noises and semantic noise. Channel noise is any disturbance within transmission aspects of media. In print media, channel noise will be misspellings, scrambled words, omitted lines or misprinting. Any type of mechanical failure stops the message from reaching the audience in its original form. Semantic noise will include language barriers, difference in education level, socio-economic status, occupation, age, experience and interests between the source and the audience members. One way of solving the problem of semantic noise is to use simplicity and commonality

Characteristics of Mass communication:
1. Directs messages toward relatively large, heterogeneous and anonymous audience.

2. Messages are transmitted publicly (no privacy).
3. Short duration message for immediate consumption.
4. Feedback is indirect, non-existent or delayed.
5. Cost per exposure per individual is minimum.
6. Source belongs to organization or institutions.
7. Mostly one way
8. Involves good deal of selection that is, medium chooses its audience(newspaper for literates) and audience choose media (poor, illiterates select radio)
9. There is need for fewer media to reach vast and widespread audience because of wide reach of each.
10.Communication is done by social institutions which are responsive to the environment in which they operate.

Concept of mass & mass culture
Mass is defined as 'A grouping of individual parts or elements that compose a unified body of unspecified size or quantity. In mass communication, it refers to a large group or large number of audience and listeners.
Culture is defined as a complex whole that includes knowledge, belief, art, moral, law, customs and any other capabilities and habits acquired by man as a member of the society. Thus, culture will comprise of all the ways of living and doing and thinking that have been passed down from one generation to another and that become an accepted part of the society. Synonyms of culture will be learned behavior, social heritage, super organic, and design of living.
The culture, therefore, means a glimpse of the way of living, thinking and acting of our anthropologists.

Functions of Mass Communication

Mass communication doesn't exist for a single purpose. With its evolution, more and more uses have developed and the role it plays in our lives has increased greatly. Wright characterizes seven functions of mass communication that offer insight into its role in our lives.

Surveillance. The first function of mass communication is to serve as the eyes and ears for those seeking information about the world. The internet, televisions, and newspapers are the main sources for finding out what's going around you. Society relies on mass communication for news and information about our daily lives, it reports the weather, current issues, the latest celebrity gossip and even start times for games. Do you remember the Boston Marathon Bombing that happened in 2013? How did you hear about it? Thanks to the internet and smart phones instant access to information is at the users fingertips. News apps have made mass communication surveillance instantly accessible by sending notifications to smartphones with the latest news.
Correlation. Correlation addresses how the media presents facts that we use to move through the world. The information received through mass communication is not objective and without bias. People ironically state "it must be true if it's on the internet." However, we don't think that in generations past people must have without a doubt stated it "has to be true" because it was on the radio. This statement begs the question, how credible are the media? Can we consume media without questioning motive and agenda? Someone selects, arranges, interprets, edits, and critiques the information used in the media. If you ask anyone who works for a major reality TV show if what we see if a fair representation of what really happens, the person would probably tell you "no."

Sensationalization. There is an old saying in the news industry "if it bleeds, it leads," which highlights the idea of Sensationalization. Sensationalization is when the media puts forward the most sensational messages to titillate consumers. Elliot observes, "Media managers think in terms of consumers rather than citizens. Good journalism sells, but unfortunately, bad journalism sells as well. And, bad journalism-stories that simply repeat government claims or that reinforce what the public wants to hear instead of offering independent reporting -is cheaper and easier to produce" (35).

Entertainment. Media outlets such as People Magazine, TMZ, and entertainment blogs such as Perez Hilton keep us up to date on the daily comings and goings of our favorite celebrities. We use technology to watch sports, go to the movies, play video games, watch YouTube videos, and listen to iPods on a daily basis. Most mass communication simultaneously entertains and informs. People often turn to media during our leisure time to provide an escape from boredom and relief from the predictability of our everyday lives. We rely on media to take us places we could not afford to go or imagine, acquaints us with bits of culture, and make us laugh, think or cry. Entertainment can have the secondary effect of providing companionship and/or catharsis through the media we consume.

Transmission. Mass media is a vehicle to transmit cultural norms, values, rules, and habits. Consider how you learned about what's fashionable in clothes or music. Mass media plays a significant role in the socialization process. We look for role models to display appropriate cultural norms, but all too often, not recognizing their inappropriate or stereotypical behavior. Mainstream society starts shopping, dressing, smelling, walking, and talking like the person in the music video, commercial, or movies. Why would soft drink companies pay Kim Kardashian or Taylor Swift millions of dollars to sell their products? Have you ever bought a pair of shoes or changed your hairstyle because of something you encountered in the media? Obviously, culture, age, type of media, and other cultural variables factor into how mass communication influences how we learn and perceive our culture.

Mobilization. Mass communication functions to mobilize people during times of crisis (McQuail, 1994). Think back to the Boston Marathon Bombing. Regardless of your association to the incident, Americans felt the attack as a nation and people followed the news until they found the perpetrators. With instant access to media and information, we can collectively witness the same events taking place in real time somewhere else, thus mobilizing a large population of people around a particular event. The online community Reddit.com is a key example of the internet's proactivity. While the FBI was investigating the bombing, the Reddit community was posting witness's photos and trying to help identify the culprits. People felt they were making a difference.

Validation. Mass communication functions to validate the status and norms of particular individuals, movements, organizations, or products. The validation of particular people or groups serves to enforce social norms (Lazarsfeld & Merton). If you think about most television dramas and sitcoms, who are the primary characters? What gender and ethnicity are the majority of the stars? What gender and ethnicity are those that play criminals or those considered abnormal? The media validates particular cultural norms while diminishing differences and variations from those norms. A great deal of criticism focuses on how certain groups are promoted, and others marginalized by how they are portrayed in mass media.

Persuading: "Persuasion is making influence on other mind". When we become confused about things media guide us and encourage to go for particular thing. It motivates us to take sides in particular issue. Because of its persuasion role it is called "mind guiding" instruments over human. Mass media often try to persuade people through editorials and commentaries that are persuasive purpose is obvious. Media content persuades us knowingly or unknowingly both. The most obvious of the media message designed to persuade is advertising. Ads force the audience to go out and buy toothpaste, cornflakes, cars, etc. Media persuasion may be positive or negative both. Audience tries to use his conscience and filters media content. Persuasion is another function of mass media. Because of its having persuasive potential, both electronic and print media are used for advertising products, services, business, charities, or for political campaign.

Education: Mass media provides us education in different subjects and topics. It is taken as a good source of education to all level of people. It provides education directly and indirectly in two ways. "Many distances education programs are direct and many programs provide education regarding health, environment, and moral norms indirectly." For example Japan's NHK has very ambitious educational broadcasting. It provides programs for primary, secondary and higher education to mentally and physically handicapped, foreign languages, vocational and technical instruction, advice on agriculture, forestry, fisheries and special programs for children, adolescents and women. Its casting reaches more than 90 percent of Japan's primary and secondary school. BBC is offering concept of Open University. In India also print and electronic media submit many educational materials. "Many countries have used mass media as an effective tool for mass education and have altered their faces through them".

Socialization: People always seek information that helps to fit in with other people. No body is born knowing how to fit in the society. We learn if from our parents, society and mass media. Many values, behaviors, culture are taught by mass media. It shapes our behavior, conduct, attitudes, beliefs etc. How to dress, how to relate to others, what to become, etc. are guided by mass media. Socialization is the life long process by which we learn how to become member of the society. Gathering around the radio, going to movies with friend, going to theater with family members are social activity. Mass media help for togetherness and commonality. A subscriber to BBC has a shared experience in reading the cover story though people do it separately.People use mass media to keep in touch with what is going on in society and to make sure they are not surprised by something that might be important to them. The more dangerous we feel society is, the more we rely on mass media. Mass media is the reflectors of the society. It plays the role of gate keeping and agenda setting. It also becomes voice of the voiceless and does cultural transmission in the society.

To build public opinion: Another important objective of mass communication is to create public opinion on any national or international issue. Mass media attempts to create public opinion through providing their audiences with a realistic picture of the world, activities of the leaders, governmental politics etc. The mass media also tries to build public opinion through special articles, editorials and commentaries.

Channels of Mass Communication

A communication aimed at masses over huge distances is achieved mainly through print and electronic media. Newspapers, books, magazines, brochures etc fall in the former category while TV, internet and radio comprise electronic media.

Technology has made it possible to communicate to a large audience extending to large distances. Professionals in this field make use of latest devices and apps to meet their objective of influencing people world over. It has been observed that a media that combines both audio and video has a larger reach among people.

Traditional folk media : The non-electronic medium which is a part of our culture and is used for transmitting tradition from one generation to another generation is called traditional media. Tradition is handling down of beliefs, experiences and customs from generation to generation especially in oral form or by a process of traditional performance and communication. Traditional media i.e. the traditional means of communication and expression exist before the advent of modern mass media. Traditional media is found expression in the daily social life of the people. Since ancient time, the people engage themselves in folk songs and dances, arts and crafts, rituals and festivals, etc. which are part of their daily life. It is a personal form of communication and entertainment which is a way of life of a community. All over the world, folklore has passed on the tradition and customs and has been contributing to national culture. Traditional media is a means of communication and expression that had existed since time immemorial. It is the indigenous channels of communication having inbuilt character of

entertainment, which had been made to express the socio-ritual, moral and emotional need of folk such as folk songs, folk arts, folklore, etc. Folk media is a genuine means of communication and a true carrier of culture among the people. It inspires the people to perceive the message or information more effectively. Folk media serves as a means of the ultimate reality.

Traditional media forms are the religion of a community which is based on various beliefs, rites and myths and bear values that have been used for moral, religious and socio-political purposes. Traditional media passes the cultural values of one generation to another in the society and through it the younger generation learns about their culture. Unlike modern media, traditional folk media is the medium which cater to the ethno-rural communities through folk art forms such as dances, songs, drama, folk tales etc. which was passed down in a society from forefather generation.

Traditional media was used during the independence movement by different leaders and was used as an instrument of social awakening during those times. And till today, it is very much in practice in different parts of India. Finding the effectiveness of traditional folk media among the masses, the politician also started using this medium for political propaganda. Folk songs, folk dances, folk tales, fairs and festivals, traditional symbols, puppetry, proverbs, sounds, social institutions, drama, etc. are used by different organization both by public and private for disseminating the messages among the masses especially the rural folks.

Tradition in the form of history, cultural values and heritages were handed down by word of mouth in the form of songs, proverbs, legends, religious liturgy, ballads and invocations. They are passed on from people to people, from generation to generation, from area to area and become legendary and immortalize with the passage of time. Oral tradition helps in sharing knowledge of environment, interpretation, explication of events occurring in society, transmission of social heritage from one generation to another, socializing new members and entertaining the community or society. Traditional media can be termed as the best means of instruction for the community. Traditional media generally include the presentation of different types of art forms like folk theatre, street theatre, puppetry, fairs and festivals, folk dance, storytelling, folk music and song, paintings, traditional motifs, designs and symbols, proverbs, sound signals, traditional youth clubs or dormitory, traditional games, etc.

Folk media in India has contributed a great deal in developing this vast subcontinent into a single cultural entity in spite of the diversities created by linguistic and regional sub-nationalism. Though a large number of cultures blossomed in different regions of this multi-lingual and multi-racial country, they all contributed to an Indian culture representing what is often characterized as „unity in diversity".

3.3 Types of Traditional Media Traditional media is a very useful form of communication. It exists in numerous forms and practised in different parts of the country. Every community has its own traditional means of communication. Although some of the traditional media maintain its originality, many of it may not be in its original form or contents. Traditional media forms were re-invented to use in modern society. Different forms of traditional media that are used for social communication and entertainment includes:- ♣ Folk theatre ♣ Street theatre ♣ Puppetry ♣ Fairs and festivals ♣ Folk dance 60 ♣ Story telling ♣ Folk music and song ♣ Paintings ♣ Traditional motifs, designs and Symbols ♣ Proverbs ♣ Sound signals ♣ Traditional youth clubs or dormitory ♣ Traditional games

3.4 Traditional Media in India Traditional media have been in existence in India for long and have been used as a medium of communication in rural areas. Over the years, rural masses have been using the folk media for expressing their social, ritual, moral and emotional needs. During the freedom struggle, traditional media played a great role in spreading the message of patriotism. Although highly organized medium of mass communication like print, audio and audio-visual medium, internet, etc. are used in excessive manner in today's parlance, traditional folk media is still popular among the rural masses. Traditional media depict the stories of most common rural dwellers and cultivate the rural lifestyle. Traditional folk media cannot present in glamorous style and colourful manner equally, as compared to other organized sector of mass

media but it can reach all sections of people including illiterate and backward classes too. Traditional folk media can command a very strong position in the rural people‟s mind, as it weaves its messages in their own style, taste and dialect to serve their various needs and purposes as well as entertain them. Traditional media comes in different forms and is known by different names in different regions of the country. For instance, in Andhra Pradesh, 'Janapadam' indicates a village and „Janapadulu‟ means villagers. The whole art forms of villages, as a whole are known as 'Janapada Kalalu'. Similarly, Lok Natya or Lok Geet means „people‟s theatre‟ or „people‟s songs‟. There are many other forms of folk arts in other states of India. These are used as 'Jan Madhyamas' i.e. „people‟s media. These forms represent the conjured people by giving a glimpse of their style, speech, music, dance, dress, behaviour, etc. All forms of traditional media have its own attraction and can render distinctive taste and flavour to the audiences. 67 Table 3.1 Major Traditional

Media Forms of India

1. Assam : Bihu, Bagurumba,
2. Arunachal Pradesh : Bardo Cham
3. Andhra Pradesh : Kuchipudi, Kolattam, Ghantamardala
4. Bihar : Jata-Jatin, Bakho- Bakhain, Bidesia
5. Chattishgarh : Panthi, Raut Nacha
6 Gujarat : Garba, Dandiya Ras, Padhar, Bhaval
7. Haryana : Jhumar, Phag, Dhamal, Loor
8. Himachal Pradesh : Kinnauri Nati, Jhora, Jhali, Dangi
9. Jammu & Kashmir : Rauf, Hikat, Kud Dandi Nach, Damali
10. Jarkhand : Karma
11. Karnataka : Yakshagana, Huttari, Karga, Suggi, Dollu Kunita
12. Kerela : Ottam Thulal
13. Lakshadweep : Lava
14. Madhya Pradesh : Tertali, Charkula, Jawara, Matki Dance, Grida Dance
15. Mizoram : Cheraw Dance (Bamboo Dance)
16. Manipur : Thangta, Dholcholom, Sumang Leela, Pena
17. Maharastra : Lavani, Nakata, Koli, Gafa
18. Nagaland : War Dance, Hornbill Festival
19. Odisha : Odissi, Savari, Ghumara, Paiki
20. Pondicherry : Garadi
21. Punjab : Bhangra, Giddha, Dhaman, Dandass, Ludi
22. Rajasthan : Ghumar, Chakri, Jhulan, Leela
23. Sikkim : Singhi, Chham
24. Tamil Nadu : Bharat Natyam, Kolattam, Therukothu, Natupura, Paatu
25. Tripura : Hojagiri
26. Uttar Pradesh : Nautanki, Raslila, Jhora, Chhapeli
27. Uttaranchal : Garhwali, Kumayuni, Kajari, Jhora, Raslila
28. West Bengal : Kirtan, Kathi, Gambhira, Jatra, Baul

Print media:

Print media is one of the oldest and basic forms of mass communication. Print media generally refers to newspapers. Newspapers collect, edit and print news report and articles. We need newspapers for news, information and entertainment.

Starting from woodblock printing in 200 CE to digital printing that is currently in use, printing has definitely come a long way. It is a process of using ink on paper to show us images and text by using a printing press. The primary use of print media is to spread information about daily events and news as it is the fastest way to reach the public. Apart from that, it provides a lot of entertainment to the readers. It may be magazines or newspapers that cover all the stories and articles that generate a lot of interest in the minds

of the public. Another important use is that of advertisements, as print media is quite inexpensive and can target a huge population at once.

Newspapers are the most popular form of print media. They are generally delivered at home, or are available at newsstands, and it is the most inexpensive way to reach a huge mass of people quickly.

Different types of newspapers cater to various audiences, and one can select the particular category A newspaper is divided into various segments containing current events, sports, food, entertainment, fashion, finances, politics, advertisements, informative articles, and so on. The advertiser, in this case, can choose from a daily newspaper to a weekly tabloid. Advertisers design press advertisements, wherein the size is decided as per the budget of the client.

A newsletter is a publication that mostly covers one main topic. Sometimes, people have to subscribe for the newsletters, or many a time, they are even free. Newsletters are generally used as information sources for neighborhood, communities, and groups having an interest about that particular topic, or event. They are also used for promotional purpose, political campaigns, or for causes.

Newsletters are also used in many schools as a communication tool for parents, which give them information about what is new in the school. Many companies make use of newsletters as a marketing strategy to provide all the information to customers and employees.

Magazines provide detailed articles on various topics, like food, fashion, sports, finance, lifestyle, and so on. Magazines are published weekly, monthly, quarterly, or annually, and many of them are sold all over the world.

Advertising in magazines costs a bit more, but it is a great way to target some market segments. The ads in the magazines need to be eye-catching, yet simple and elegant. Make sure you do not put too much information to herd the page; in that case, you can provide web details for more information. The advertisements and magazine subscription fees are the fund providers for the magazines.

Banners at many places are made of cloth, or paper and are used to show slogans, logos, or some messages. It is also used for advertising brands in exhibitions, giving out the names of products, or services that are being provided. Like banners, posters also come under the same category for the same purpose.

Communication details are also an important part of these banners. Posters are mostly hung at a height and are made attractive so as to catch the attention of the passersby. The primary use of posters can be seen in political campaigns. Both banners and posters are customized and include text as well as graphics—that too in a huge size so that the message is seen from far. It is a self-made form of advertising.

Billboards have mostly become digital, but they qualify under the category of print media—after all, the advertisements are printed on the billboard. These include text and graphics—mostly as a combination—so as to make it more appealing.

Billboards have fixed locations and are huge in size so that it can be seen and read from a long distance. Billboard advertisements are the most costliest in the print media category. The price depends on the size, location of the billboard, and mostly on the duration of the advertisement. Apart from advertisements, a lot of promotional activities are also done by making use of billboards. Even though it costs a lot, it helps in targeting all the market segments.

Books are the oldest form of print media that are used as a way of communication and information piece. They give an opportunity to writers to spread their knowledge about a particular subject to the whole world. They are a diverse platform comprising varied topics that include literature, history, fiction stories, and many more, that not only increase our knowledge but also entertain us.

A book is actually a collection of many printed pages, which are later bound together. After printing was invented, books were printed giving knowledge of various sectors to the world.

A brochure, also known as pamphlet, is a kind of booklet that contains the details of the company, or organization. Generally, brochures are for takeaway, so as to keep the brand in the mind of the audience. They are distributed in exhibitions, or shops in which particulars of the product, or service of the company are provided along with communication details. It is very necessary that the brochure contains all the required details of the product or service with terms and conditions along with the charges. Brochures generally consist of two or three folds of glossy and colorful sheets with some nice presentation. They are mostly distributed by hand, sent by mails, or you may find them at brochure racks as well.

A normal flyer is also a part of print media. Some of the big companies may not use this type for advertising of targeting the market, but for small organizations, it can be very useful and can help in generating business. A flyer should always be crisp and eye-catching so that it attracts people's attention. Flyers can be distributed in exhibitions, or can be put on walls of colleges and schools, depending on what kind of audience an organization is looking for. Printing of flyers is also inexpensive, and so, a stack can be distributed in the neighborhood, or at signals. They are commonly used for advertisements, or at local events and parties.

Impact on society:
Positive impact:
1. Media provides news and information required by the people.
2. Media can educate people.
3. Media helps in democracy function effectively. They inform the public about government policies and programs and how these programs can be useful to them.
4. Media can entertain people.
5. Media can act as an agent of change in development.
6. Media has bought people of the world closer to each other.
7. Media promote trade and industry through advertisements.
8. Media can help political and democratic process of country.
9. Media can bring in positive social change.

Negative impact:
1. The traditional culture of a country is adversely affected by mass media.
2. Entertainment has become the main component of mass media. This affects the primary objectives of media to inform and educate people.
3. Media promote violence. Studies have proved that violence shown on television and cinemas have negative effects on children.
4. Mass media promote the desire in people to buy and own products that are advertised through the media but which may not be essential for them.

Advantages of print media:
1. In print media readers have the choice to go back and recheck, what they read.
2. Gives scope for in-depth analysis.
3. Language is more literary, flowery and reader friendly.

Disadvantages of print media:
1. Literacy is a basic requirement for the print media. Only a literate person can read it.
2. Print media works according to deadline.
3. Print media does not provide scope for a live discussion.
4. Frequent update of news is not possible.

Thus print media is a powerful tool and it is one of the mass media. The use of this depend on the mindset of the readers.

Electronic media:
Electronic media helps in easy communication to connect people from far end to other end. Learn how electronic media help us in Mass communication to communicate the desired message to vast number of audience.
Electronic media definition – Electronic media is the media that one can share on any electronic device for the audiences viewing, unlike static media (Printing) electronic media is broadcasted to the wider community. Examples of Electronic media are things such as the television the radio, or the wide internet.

The purpose of using electronic media can be for many reasons; one of the reasons is that you can use it to market yourself and anything else from businesses to products and so on. Electronic media is an efficient way to communicate to one another, either by the use of media devices and networks or social media sources such as Television or the Internet these are a few of the many ways you can use Electronic media to your advantage.

There is a wide range of Electronic media that broadcast a variety of different things like advertisements and promotions. Different Electronic media types are below:

• Television
• Radio
• Internet
• Shops

Television is one of the most used Electronic media devices because franchises can pay for advertisements to show millions of people, thus bringing in more business for the franchise owner.

The Radio is similar but does not give the audience visuals, just sound. This method of Electronic media can be effective and much more affordable than Television but does not engage the listeners as much as visual ads.

The Internet is one of the most profitable Electronic media devices, with a single click of a button ads will fill the webpage and is definite to catch a few glimpses for fellow web surfers. This not only spreads through Electronic media but can profit the creator of the web page throughout time.

Shops have Electronic media in most places, whether it be on an electric billboard or ATM screen Electronic media is sure to be in almost everywhere you go.

Well this depends on what type of business you have and whether you wish to use Electronic media or not, most or almost all business use Electronic media in some way to attract new or more customers, just say you choose to advertise using Facebook which is a basic Electronic media module which you can use to your advantage, businesses usually use the "check-in" method where if you check into their store they will give you something in return, either a discount or some points on a membership card, this generates more customer flow to the store and in turn allows more profit to be made.

Electronic media is the basis of e-commerce marketing, firstly you will need a method of approach whether you would like to use online marketplaces or social/mail like places to promote your business, then soon after obtaining online contacts you will be seeing customers showing up to your business or buying from your online market.

Electronic media is a way for your business to be heard but not only heard, seen too. As your Business becomes its own entity online, you have a brand and your brand has a face, if managed well it is sure to increase revenue. If not then your business may struggle to get back up from the floor with many other competitors.

Broardcasting: To transmit or sent information through the use of various Electronic media devices.

Media: The wide world of mass communication through Electronic media. Here are some of the Advantages of Electronic Media in brevity for you

Education : In many areas people get educated through the media where they get to learn many things from media about the politics, outside environment, etc. There are MOOC courses, that can give you a better resume along with classes from around the world. You can also self-learn in whichever field you wish to.

Information: People are not blinded now. They have more than the information they need. Media like television is a good source for the people to get information regarding anything that would otherwise be very difficult to attain.

Exposure :Electronic media makes people aware of world-wide things. Through this electronic media, you can get to see many cultural events going in the world. Sitting at your home you can peek-a-boo around the world.

Opportunities :Greater opportunities lay on your way through electronic media sitting at your place.

Digital means of communication:

Digital communication is a mode of communication. It occurs when the information or the thought is encoded digitally as discreet signals and then is electronically transferred to the recipients.

In our increasingly connected world, one can hardly imagine his/her life without digital communication. It allows modern people to connect with each other more easily than ever before.

People are living active digital lives. They're spending more time on digital devices, such as applications. Digital means of communication like messaging apps are surging in popularity all over the world.
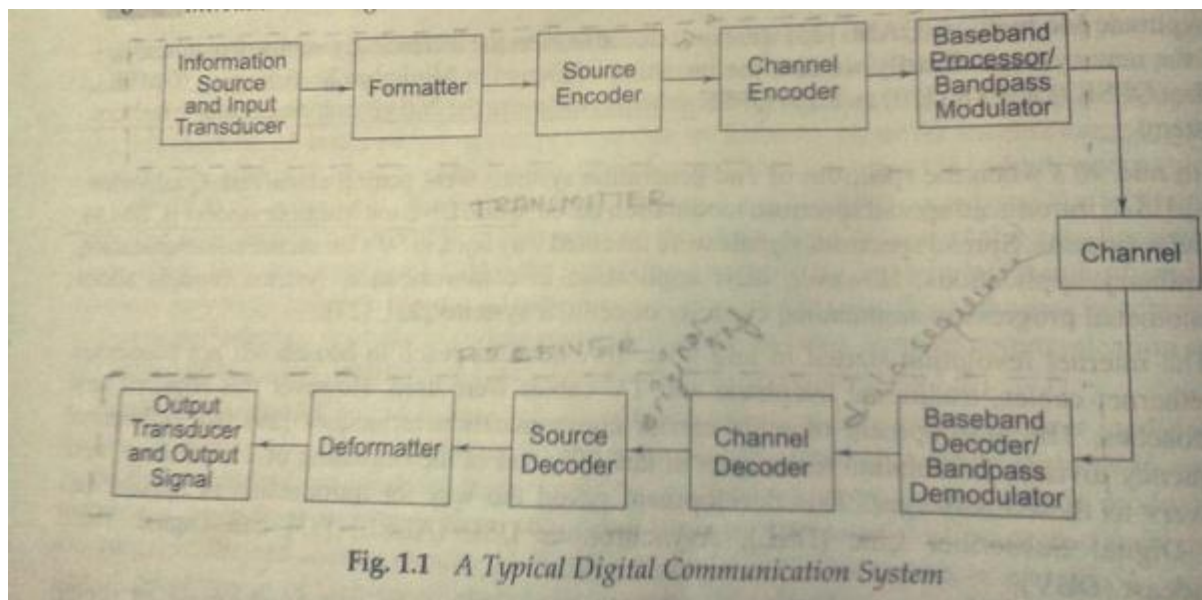
Chat apps help users connect with family and friends more easily, effectively, and even for free. This is also true of businesses: they use digital communication to connect with partners and clients all over the world. Just read this article Digital Communication: The Impact of Messaging Apps to get to the importance of digital communication.

Digital communication means communication through 1 and 0 (as in electric currents being on or off). For example the number 22 becomes 10110. Words are translated into binary by giving each letter a number in a defined format (e.g. ASCII code). The word "hat" becomes 01101000 01100001 01110100.

It basically is nothing but communication by decoding information into a binary code and transmitting it between devices that are able to encode information from and decode it back into a format the sender and receiver can process, e.g. words, images, sound.

Digital communication systems are communication systems that use a digital sequence as an interface between the source and the channel input (and similarly between the channel output and final destination).

In digital communication, Signal should be in digital form like 0 &1. For digital formation ,there are some techniques sampling ,quantization, Encoding , modulation ,Noise ,filter, detection and about error.

Fig. 1.1 *A Typical Digital Communication System*

Data transmission (also **data communication** or **digital communications**) is the transfer of data(a digital bit stream or a digitized analog signal) over a point-to-point or point to multipoint communication channel. Examples of such channels are copper wires, optical fibers, wireless communication channels, storage media and computer buses. The data are represented as an electromagnetic signal, such as an electrical voltage, radio wave, microwave, or infrared signal.

Chapter 3
Unit 3: Mass Media in India : Brief history and current status of each of the media – viz. newspaper, radio, television and cinema.

The Newspaper:

Those who do not read the newspaper are uninformed and those who do read the newspaper are misinformed'--Mark Twain.

It is the printed means of conveying current information.The modern newspaper is a combination of elements from many societies and many periods of time. Even before the birth of Christ the Romans posted newssheets called 'actadiurna' in public places. The Chinese and Koreans were using wood-carved type and paper for printing several centuries before these appeared in Europe. In the sixteenth century, well after printing had come to Europe, the Venetian government printed a small newssheet, which could be purchased for a gazeta (a small coin). The use of the word 'gazette' to refer to newspapers has survived to this day. Scholars of the history of journalism suggest that many features of the

modern newspaper such as the editorial, sport articles, illustrations, political columns, and even comics, were used in one place or another long before the true mass press came into being.

Brief History of Newspaper

Although printing was introduced to England in the late 1400, it was not until1621, nearly a century and a half later that early forerunners of the newspaper began to appear. These were called 'corantos'. Their content focused on
foreignintelligence, and they were not published regularly. From the beginning the publication of corantos was strongly regulated by the government. One of the interesting patterns discernible in the history of press was that the greater the
extentto which a form of government is actually dependent upon favorable publicopinion, the more likely it is to support a free press. When the common people play significant roles in the determination of their own political destiny, the distribution of news and political opinions is an important process. The American and the French revolutions began germinating and the whole fabric of western society was changing. Old pattern was slowly being replaced by a new social structure within which a strong middle class would be prominent. This commercialism was dependent upon improvement in the availability of various kinds of communication media. England had many skilled writers and
journalistslike Addison, Steele, and Daniel Defoe. The colonial press was edited and published by people who were not great literary figures. They were still using the same printing technology used by Guttenberg, the first person to discover printing procedure three centuries ago. Before a true mass press could develop, a series of sweeping social changes was necessary in the society. A number of printers and publishers had experimented with the idea of a cheap newspaper that could be sold to urban population.

Papers continued to gain in popularity. In 1850 there were about two copies of a daily newspaper purchased in the United States for every ten families. This rapid growth actually continued until about the time of World War I. The last decade of the 19th century is one of special significance in the growth of the press because it was the beginning of new kind of journalism. 'Yellow journalism' was one of the most dramatic episodes in the development of press.

Newspapers today contain many of the devices that were actually products of the rivalries of the 1890s (one of these was color comics; an early comic character was called the 'Yellow Kidd' from which 'Yellow journalism' is said to derive its name.) Yellow journalism is a pejorative reference to journalism that features scandal-mongering, sensationalism, jingoism or other unethical or unprofessional practices by news media organizations or individual journalists.

Leaders in religion, education, law and government increasingly voiced strong protests. The press lords were faced with the threat of losing public confidence. These considerations led a number of major publishers to begin to put their own houses in order. Resolution of the conflicts brought new social arrangements. Gradually, the press became less sensational and more responsible. A set of codes and norms defining its limits and responsibilities gradually became increasingly clear. While the mass press today varies in its degree of such strict codes, the excesses of the yellow journalism is a thing of the past. Today, the newspaper is regularly published printed unbounded newsprint in broadsheet or tabloid size and servesgeneral interests of specific communities with news, comments, features, photographs and advertisements.

Future of Newspaper

Newspaper will undoubtedly survive with some further reduction of market share. Few changes in literacy or other factors related to potential increases in readership are probably in the

immediate future. Newspaper publication houses today have features all modern features like Internet; four color offset printing, electronic newsrooms and many such gadgets. The future newspaper could be a tablet newspaper having liquid crystal (LCD) screen in which the contents could be collected through telephone lines or cables. Everything could be displayed on the screen at the click of a button. Another major development could be that newspaper could be customized, and people will get to read only the things, which interests them. This way the readers will exercise a lot of control on the contents of the newspaper. But only few people will get access to such electronic newspaper.

Radio

Brief history of radio broadcasting in India

Radio Broadcasting was pioneered in India by the Madras Presidency Club Radio in 1924. The Club worked a broadcasting service for three years, but owing to financial difficulties gave it up in 1927.

In the same year (1927) some enterprising businessmen in Bombay started the Indian Broadcasting Company with stations at Bombay and Calcutta. This company failed in 1930, in 1932 the Government of India took over broadcasting. A separate department known as Indian Broadcasting Service was opened.

The Service was later designated 'All India Radio' (AIR) and was placed under a separate Ministry-the Ministry of Information and Broadcasting. The AIR is controlled by a Director General, who is assisted by several Deputy Directors and a Chief Engineer.

Broadcasting, in its significance, reach and impact, constitutes the most powerful medium of mass communication in India. Its importance, as a medium of information and education is particularly great in a vast and developing country like India where the reach of the printed word is not very wide or deep. While the total circulation of all the newspapers in India, including both English and Indian language papers, is around 8 million, there are, according to a recent estimate, nearly 400 million (out of a total population of 625 million) potential listeners to All India Radio.

Broadcasting in India is a national service, developed and operated by the Government of India. All India Radio (also known as Akashvani) operates this service, over a network of broadcasting stations located ail over the country.

As a national service, catering to the complex needs of a vast country. All India Radio seeks to represent in its national and regional programmes, the attitudes, aspirations and attainments of all Indian people and attempts to reflect, as fully and faithfully as possible, the richness of the Indian scene and the reach of the Indian mind.

AIR Network:

Starting with 6 broadcasting stations in 1947, the AIR today has a network of 82 broadcasting stations. The 82 radio stations, grouped into five zones, are the following: North Zone: Ajmer, Allahabad, Aligarh, Bikancr, Delhi, Gorakhpur, Jaipur, Jodhpur, Jullundur, Lucknow, Mathura, Rampur, Simla, Udaipur and Varanasi: East Zone: Agartala, Aizawl, Bhagalpur, Calcutta, Cuttack, Dibrugarh. Gauhati, Imphal, Jeypore, Kohima, Kurseong, Ranchi, Pasighat, Patna, Sambalpur, Shillong, Silchar, Siliguri, Tawang and Tezu ; West Zone : Ahmedabad, Bhopal, Bhuj, Bombay, Gwalior, Indore. Jabalpur, Nagpur, Panaji, Parbani, Pune, Raipur, Rajkot and Sangli; South Zone: Alleppey, Bangalore, Bhadravati, Calicut, Coimbatore, Cuddapah, Dharwar; Gulbarga, Hyderabad, Madras, Mysore, Pondicherry, Port Blair, Tiruchirappalli, Tirunelveli, Trichur, Trivandrum. Vijayawada and Vishakhapatnam; and Kashmir Zone: Jammu, Leh and Srinagar.

In addition, there are three auxiliary studio centers at Vado- dara, Darbhanga and Shantiniketan and two Vividh Bharati/commercial centers, one at Chandigarh and the other at Kanpur. These cover all the important cultural and linguistic regions of the country.

The expansion of the broadcasting facility remained limited till independence. In 1947 there were only six radio stations in the country. Today there are as many as 82 AIR stations. With two

more stations that will start working soon, India's broadcasting network would cover 89 per cent of the population.

Till the end of 1976 radio licenses had reached a colossal figure of nearly 1.74 crores, which fetched revenue of Rs. 23.51 crores. Today the radio network has spread to the remote corners of India. It is now possible to bring sense of unity not only political but also cultural among the diverse traditions that enrich our land.

AIR's programme pattern combines three main elements: a national channel providing programmes of countrywide interest and significance, a zonal service from each of the four metropolitan centers (Delhi, Bombay, Calcutta and Madras); and regional services from individual stations each catering to the needs and interests of its respective area.

The principal ingredients of AIR's programme output are Music, Spoken Word, Dramas, Features. News and Current Affairs, Commentaries and Discussion, Vividh Bharati and its Commercial Service, Farm and Home Broadcasts, Programmes for Special Audiences (like Youth, Women, Children, Industrial Workers and Tribal Population), and Programmes for Overseas Listeners broadcast in the External Services.

To enable AIR to reach all sections of the Indian people, its programmes in the Home Service are broadcast in 20 principal languages. In addition, the External Services of AIR beam their programmes to listeners all over the world in 24 languages.

New Services:

The News Services Division of AIR through its central and regional news bulletins and its current affairs, commentaries and discussions, provides accurate, objective, speedy and comprehensive coverage of news to listeners at home and abroad.

AIR now broadcasts a total of 239 news bulletins a day, with duration of 32 hours 17 minutes. Of these, 67 are Central bulletins broadcast from Delhi in 19 languages, with a daily duration of 10 hours 3 minutes; 57 external bulletins (from Delhi) broadcast in 24 languages for a duration of 7 hours 14 minutes and 15 regional bulletins from 34 regional centers (including the Prade- shik desk in Delhi) broadcast in 22 languages and 34 tribal dialects with a total duration of 15 hours every day.

The major sources of news for AIR are its correspondents at home and abroad, the news agencies and the monitoring services, AIR has a total of 206 correspondents. Of these, 111 are part-time.

External Services:

AIR made its first broadcast to listeners outside India on October I, 1939. Today the External Services of AIR broadcast in 25 languages for about 50 hours daily round-the-clock, reaching listeners in widely scattered areas of the world.

Vividh Bharati:

A self-contained service of popular entertainment, known as Vividh Bharati was started in October 1957 to meet the growing demand for popular music and light features.

Commercial advertising was introduced on AIR in November, 1967, from the Bombay-Nagpur channel of Vividh-Bharati on an experimental basis. It was gradually extended to Calcutta (1968); Delhi and Madras-Tiruchirapalli (1969); Chandigarh-Jullundur- Bangalore, Dharwar, Ahmedabad-Rajkot, Kanpur-Lucknow-Allahabad (1970), Hyderabad-Vijayawada (1971) and Bhopal, Indore, Cuttack, Jaipur, Jodhpur, Patna, Ranchi and Trivandrum (1975). Advertisements are accepted in any language as tape-recorded 'spots' of 15 seconds or 30 seconds duration.

Vividh Bharati, an alternative national service of All India Radio, now forms a part of the Central Sales Unit of the Commercial Broadcasting Service. It has also started originating pro-grammes.

The total duration of broadcasts of the Vividh Bharati service is now 12 hours 45 minutes, on week days and 13 hours 20 minutes on Sundays and holidays. The network covers 29 full-fledged centers and seven partial centers. Vividh Bharati is also radiated through two powerful short-wave transmitters from Delhi, Bombay and Madras.

There has been a steady rise in the gross revenue earned by the commercial services. It went up from Rs. 2.96 crores in 1970-71 to Rs.6.25 crores in 1975-76 and Rs. 6.50 crores approximately

in 1976-77. Since inception and till March 1977 AIR had earned total gross revenue of about Rs. 38.21 crores from its commercial services.

National Programme:

Started in July 1952, the weekly National Programme of Music provides an opportunity to listeners to hear well-known exponents of Hindustani and Karnataka music. It has helped in a better understanding of the two systems prevalent in the North and the South. At suitable intervals, programmes based on recordings of old masters are also featured in this programme. The medium of the drama is utilised for popularising the Economic Programme. A special series of short plays on various themes including the Economic Programme, Family Planning, Dowry and anti-Casteism are regularly broadcast.

Nearly 4,000 plays are broadcast from the different stations of AIR annually on an average. The most significant achievement of AIR in the field of Radio drama is its National Programme of Plays. Once a month an outstanding play from one of the main Indian languages is selected and translated into all the other regional languages of the country r id broadcast simultaneously by all stations in their respective regional languages. In the interest of improvement of radio pro-grammes, All India Radio instituted in 1975 the annual Akashvani Awards for plays, features, music, youth programmes etc. This competition was held during the year and prizes were awarded.

The National Programme of Features attempts to mirror the progress made in different spheres of development in the country and to project various aspects of its social and cultural life. The .original broadcast of this feature might be in Hindi or English, but these are invariably translated into all regional languages and presented from the regional stations.

The Special Programmes include programmes for women (once a week) for children (two or three times a week), for the armed forces (daily), for Industrial Workers (4 days in a week), for hill tribes in their own dialects which number around 135 for rural audiences and consist of plays, skits, agriculture and other matters (twice a week) and programmes on Family Planning in all the National languages and in important dialects, as often as possible.

Programmes for the youth in Yuva Vani are broadcast from Calcutta, Delhi, Hyderabad, Jammu, Patna and Srinagar stations. This service provides a forum to the youth between the ages of l5 and 25 years, who present their viewpoint by participating in a wide range of programmes-talks, discussions interviews, plays, features and music. A youth news bulletin is also broadcast by the youth themselves.

Growth and development of radio:

Broadcasting in India actually began about 13 years before AIR came into existence. In June 1923 the Radio Club of Bombay made the first ever broadcast in the country. This was followed by the setting up of the Calcutta Radio Club five months later. The Indian Broadcasting Company (IBC) came into being on July 23, 1927, only to face liquidation in less than three years.

In April 1930, the Indian Broadcasting Service, under the Department of Industries and Labour, commenced its operations on an experimental basis. Lionel Fielden was appointed the first Controller of Broadcasting in August 1935. In the following month Akashvani Mysore, a private radio station was set up. On June 8, 1936, the Indian State Broadcasting Service became All India Radio.

The Central News Organisation (CNO) came into existence in August, 1937. In the same year, AIR came under the Department of Communications and four years later came under the Department of Information and Broadcasting. When India attained independence, there were six radio stations in India, at Delhi, Bombay, Calcutta, Madras, Tiruchirapalli and Lucknow. There were three in Pakistan (Peshawar, Lahore and Dacca). AIR then had a coverage of just 2.5 % of the area and 11% of the population. The following year, CNO was split up into two divisions, the News Services Division (NSD) and the External Services Division (ESD). In 1956 the name AKASHVANI was adopted for the National Broadcaster. The Vividh Bharati Service was launched in 1957 with popular film music as its main component.

The phenomenal growth achieved by All India Radio has made it one of the largest media organisations in the world. With a network of 262 radio stations, AIR today is accessible to almost the entire population of the country and nearly 92% of the total area. A broadcasting giant, AIR today broadcasts in 23 languages and 146 dialects catering to a vast spectrum of socio-economically and culturally diverse populace.

Programmes of the External Services Division are broadcast in 11 Indian and 16 foreign languages reaching out to more than 100 countries. These external broadcasts aim to keep the overseas listeners informed about developments in the country and provide a rich fare of entertainment as well.

The News Services Division, of All India Radio broadcasts 647 bulletins daily for a total duration of nearly 56 hours in about 90 Languages/Dialects in Home, Regional, External and DTH Services. 314 news headlines on hourly basis are also being mounted on FM mode from 41 AIR Stations. 44 Regional News Units originate 469 daily news bulletins in 75 languages. In addition to the daily news bulletins, the News Services Division also mounts number of news-based programmes on topical subjects from Delhi and its Regional News Units

AIR operates at present 18 FM stereo channels, called AIR FM Rainbow, targeting the urban audience in a refreshing style of presentation. Four more FM channels called, AIR FM Gold, broadcast composite news and entertainment programmes from Delhi, Kolkata, Chennai and Mumbai. With the FM wave sweeping the country, AIR is augmenting its Medium Wave transmission with additional FM transmitters at Regional stations.

In keeping with the Government decision for transition to the digital mode of transmission, AIR is switching from analog to digital in a phased manner. The technology adopted is the Digital Radio Mondiale or DRM. With the target of complete digitization by 2017, the listeners can look forward to highly enhanced transmission quality in the near future.

Cinema

Documentary Films strictly speaking, are non-fictional, "slice of life" factual works of art - and sometimes known as cinema verite. For many years, as films became more narrative-based, documentaries branched out and took many forms since their early beginnings - some of which have been termed propagandistic or non-objective.

Films refer to all documentary, educational, feature, informational andadvertisement cinemas. A film is considered a mass medium because it reaches to a very large audience. It is not as immediate as newspaper, television or radio, but reaches a large number of people over a long period of time. Film does not have a well-defined audience like other major mass media. It also lacks the overwhelming presence as enjoyed by radio, TV and newspapers, etc. but still it has one very big advantage that is it commands attention. Once inside the darkened theatres, audience members forget the outside world and become captive to the charm of the film. The larger than life format of film (from 16mm, 35mm, 70mm, cinema scope to the most recent I-max format) provides the film producer absolute control over emphasis, order of presentation, continuity, dramatic effect and timing.

Thus film has become a superb medium of entertainment, instruction and persuasion.

When individual photographs or visuals are shown one after the other at a very fastrate, then we get an illusion of motion or movement. Cinema works on the principles of 'persistence of vision', which means that the eye retains an image for fleeting seconds after it is gone. Efforts had started very early to create illusion of motion. Many devices were invented for this purpose. Long back Leonardo daVinci developed the camera obscura. In 1671, Kircher developed the 'magiclanterns'.Photography and projections were united when Stanford developed the'Zoopraxinoscope'. Soon Thomas Alva Edison invented the electric bulb and many other such developments took place. Then came the Lumiere brothers who produced and started having commercial shows of short shoot and show films. Soon others followed and by the beginning of the 20th century, film became the second mass medium after newspapers. Very soon films became a form of family entertainment. Movie theaters opened everywhere and people wanted to see more

interesting contents. So feature films came into existence. The combination of all these factors made cinema a booming industry. Film has had an enormous impact on the audiences. One reason is it is not imposed. It does not come to us and instead we go to theatres to watch films. Usually the films deal with universal themes so language barrier is minimal and we can thoroughly enjoy film of another language if we like the theme. India is in fact the largest producer of feature films in the world. Commercial cinema is all glamour and fantasy. The usual ingredients are sex, songs, dances, crime, fights, melodrama, and comedy, all bordering on unreality. Then also, these films set trends in styles and tastes, dominate the popular radio and television entertainment programmes, provide spicy reading material for film magazines, which are published in large numbers.

Strength and weakness

Cinemas are replica of dramas in natural settings and so influence audience. Even myths are depicted as if they are real. Cinema is an audio -visual medium and is rich in live effect and demonstrates as well as suggests. Details are extensive through sound, music, visual effects, and skillful production, editing and role- playing. Dramatization of the presentation sets tempo and mood of the audience. And most significant attribute of film is that it reaches messages to illiterates, neo literates, and moderately educated and highly educated people having basic visual literacy. Selection of sets and props in films sometimes confuse the audience, makes thecommunication abstract and creates misunderstanding. Crime and obsceneadversely affect the society and so realistic censorship is required for the welfare of the society. Cost of exposure is moderately high especially in case of commercial cinema.

Future of films

In its century old existence cinema has faced few shakes ups. First it was television. Skeptics thought no one would watch films in theatres, as so much was available on television within the comforts of one's home. But soon it was found that TV depends too heavily on films and films form a considerable part of TV programming. Then came videocassettes. Now it is videodiscs. These eliminate the necessity of "going out" to the theatres to be entertained. But the fact that cinema is

thriving proves that mass media share a symbiotic relationship and are not mutuallydestructive. Of course, cinema is not sitting idle. It is facing the threat posed by other media head-on.Highly decorated theatre halls complete with shopping complexes, are nowattracting more audience. Multiplexes, like PVR Delhi are another way of filmfighting back. Then there are 70 mm and cinemascope. Faster frame rate is another novelty. Hollywood has started delivering films to theatre halls over satellite. Another recent innovation is the
 I-max screens, which are ten times larger than the traditional 35 mm screen. Dolby stereo system, 16-track recording, etc. also have added more allure to films. Interactive films, where audience member can have a say about how a film should end, is another novel way of attracting more
audience.So it can be safely concluded that film, as a medium of entertainment andcommunication and as an industry, would continue to grow and hold an important part in our social system.

Documentary films have comprised a very broad and diverse category of films. Examples of documentary forms include the following:

Types of Documentaries	Examples or Types
'Biographical' films about a living or dead person	Stephen Hawking - A Brief History of Time (1992) Robert Crumb - Crumb (1994) Muhammad Ali - When We Were Kings (1996) Glenn Gould - Genius Within: The Inner Life of Glenn Gould (2009) John Lennon - Nowhere Boy (2009)

A well-known historical event	Night and Fog (1955, Fr.) - The Holocaust Shoah (1985) - The Holocaust WACO: A New Revelation (1999) The Endurance (2000, UK) - Shackleton's expedition to the Antarctic
A concert or rock festival (aka Rockumentary)	Don't Look Back (1967) - Bob Dylan Monterey Pop (1968) - Monterey Gimme Shelter (1970) - Rolling Stones, Altamont Woodstock (1970) Ziggy Stardust and the Spiders from Mars (1973) - David Bowie The Song Remains the Same (1976) - Led Zeppelin The Last Waltz (1978) - The Band Stop Making Sense (1984) - Talking Heads Madonna: Truth or Dare (1991) - Madonna
A comedy show	Richard Pryor or Eddie Murphy shows
A live performance	Buena Vista Social Club (1998) - Cuban musicians Cirque du Soleil-Journey of Man (2000)
A sociological or ethnographic examination following the lives of individuals over a period of time	Michael Apted's series of films: 28 Up (1984), 35 Up (1992) and42 Up (1999) Steve James' Hoop Dreams (1994)
An expose including interviews	Minamata: The Victims and Their World (1971, Jp.) An Inconvenient Truth (2006) All of Michael Moore's social concerns films: Roger & Me (1989) Bowling for Columbine (2002) Fahrenheit 9/11 (2004) Sicko (2007) Where to Invade Next (2015)
A sports documentary	The Endless Summer (1966) - Surfing Hank Aaron: Chasing the Dream (1995) To the Limit (1989), Extreme (1999) - Extreme Sports
A compilation film of collected footage from government sources	**Why We Fight (1943)**, Frank Capra's WWII series
An examination of a specific subject area	Historical Surveys (e.g., Ken Burns): The Civil War, Jazz, Baseball, or World War II
Nature- or Science-related themes (Ethnographic, Natural History or Wildlife Films)	Nanook of the North (1922) Walt Disney's The Living Desert (1953), The Vanishing Prairie (1954) Microcosmos (1996) Winged Migration (2001, Fr.) March of the Penguins (2005)
A 'Making of' Film (or "Behind	**Burden of Dreams (1982)** - about the

the Scenes")	making of *Fitzcarraldo (1982)* **Hearts of Darkness: A Filmmaker's Apocalypse (1991)** - about the making of *Apocalypse Now (1979)*
A 'Shock' Travelogue	Mondo Cane (1962)
Mockumentary (or Docu-Comedy)	Zelig (1983) This is Spinal Tap (1984) Man Bites Dog (1992, Belg.) Best in Show (2000) Borat: Cultural Learnings of America for Make Benefit Glorious Nation of Kazakhstan (2006)
Pseudo-Documentary	**Citizen Kane (1941)** - The "newsreel" on Kane **JFK (1991)** - Mixing fact and fiction

Television

Unlike other forms of mass media, television has become one of the most powerful media of Mass communication. With a modest beginning in the1930s, it has grown into a massive network of mass information and mass entertainment in today's world. The attraction of the 'visual ness ' of themedium makes people remain glued to the TV set for hours. Televisioncaptures our imagination and is the most complete and dramatic of all mass media. In addition to providing news and events, television also packages fiction, drama, culture, economy and many other things. Thus, this idiot box (because it provides everything on a platter and we need not do any thinking) has been increasing its hold on us.

History of Television
The inventions and discoveries in the late 1990s and early twentieth century, which gave us radio, films and the telephone, also lead to the invention of the television.
Vladimir Zworykin , an American scientist, who developed an all-electronictelevision system in 1923 and perfected it by 1928, took the first big step in the development of TV. However, only experimental TV broadcasts were conducted in the early days. In 1938, TV sets became widely available and since then there is no looking back. In India, television arrived with small scale experimental telecasting from Delhi in 1959. Slowly the half hour programme experiment grew. While Doordarshan was the only channel available through 1980, the TV in India has completely changed with the arrival of private TV channels.

Strength and weakness of Television
It has all the strength of radio except that it needs captive audience, has notattained portability and miniaturization and needs power line for inexpensiveworking. TV viewing is essentially a family affair and so helps family unity. It is far from slow and availability is constant. Repetition of message does not incur expense except nominal fees for cable connections. Television like radio, is in all sense a 'now' medium. Television gives cursory overview of the events and is never capable of providingin-depth analysis and reporting. It is severely time limited and presents tinyfragments of topics. Television programmes skip and jumps demands constant change of mental gears from programmes to commercial, from documentary to cartoon and news. Also contents are high in entertainment and low in information. Power line is needed for its inexpensive operation and battery operated television sets are most expensive.

Chapter 4
Unit 4: Media types and presentation formats: their nature, function and target audience.

Major types of newspapers and magazines:

Newspaper formats:
Newspapers can be found across a variety of formats. The three most common formats are print, microfilm and electronic, which are usually accessible online. Another format is newspapers in CD-ROM or DVD format. These are usually only available on computers in the Library Reading Rooms.
Runs of newspapers may be partially in one format and partially in another. Understanding the format of a newspaper is important. The format will determine what type of access there is and what type of copies can be obtained. The Locations section on a newspaper catalogue record will indicate the various locations where different formats of the newspaper are kept in the Library.

Print format
The Library keeps print copies of all Victorian newspapers. Print copies of a wide range of Australian and international newspapers are also held. Historical print collections of major

Australian newspapers, mostly before the 1980s are held. However since the 1980s print copies of major Australian newspapers have only been kept for a short time, usually three months, after this they are replaced by microfilm copies.

Print copies of selected international newspapers are retained on a permanent basis.

Older print copies, pre-1991, are in bound volumes. All newspapers since 1991 have been kept as loose issues in archival boxes. The use of older print copies of newspapers is in accordance with the Newspaper Access Policy.

Microfilm format

Newspapers in microfilm format have been copied from the original print copies to a miniaturized micro version. They are normally copied to reels of 35mm film, and sometimes to microfiche. The newspapers are reduced in size by about 25 times from the original page size. Microfilm copies are made as safe to use duplicate copies to preserve the original copies which are vulnerable to damage. Paper print outs and digital files saved to USB drives can be obtained from microfilm newspapers. Microfilm newspapers are listed in Library catalogue records with a NM prefix.

All Victorian and Australian newspapers in microfilm are available for use in the Newspapers and Family History Rooms.

Electronic format:

Newspapers in electronic or digital format are usually in one of four forms:

1. Virtual replicas : These are fully digitized virtual replicas of original printed editions; see for example Historic Australian Newspapers.
2. Online text file databases : These contain all the main news reports in text or html style documents. They do not contain the original page layout, columns, pictures or any advertisements or notices.
3. Newspapers in CD-ROM or DVD: These are very similar to text file databases except they are not usually accessible online through the Internet. They are normally available on computers in Library Reading Rooms. See for example the Age Multi-Year CD-ROM.
4. Newspapers in PDF format on CD-ROM or DVD : Newspapers in this format are replicas of original print editions of newspapers. They usually do not have Optical Character Recognition (OCR) software. This means they cannot be searched by keywords.

Newspapers and magazines are print publications issued at regular intervals over time. Historically, newspapers were usually issued daily or weekly, but sometimes semi-weekly (ie. twice a week), bi-weekly (ie. every two weeks), or monthly. Magazines, in contrast, were usually issued weekly, bi-weekly, monthly, or quarterly (ie. 4 times a year). Both newspapers and magazines could be purchased by subscription (an arrangement in which the reader pays in advance a year of issues), or individually, often at news-stands, grocery stores, book stores, trains, or other places.

There is no absolute way of distinguishing between newspapers and magazines, since they share many features. The main reason for understanding the distinctions is that in a library you will find newspapers and magazines--even digitized newspapers and magazines--in different places. In general, the purpose of a newspaper is to convey, as efficiently as possible, current information, or "news", to a particular audience. What constitutes "news" depends in part on the intended audience. Newspapers aimed at a general audience will carry news about politics, crime, wars, economics--just about anything that could interest a general reader. A farm newspaper, on the other hand, might carry news about developments in farming techniques, information about the progress of farm-related legislation through Congress, crop prices, information about county and state fairs, and so forth.

| Type | Definition | Examples |

National	Contain some nationals and international news, but focus on news relating to a specific area of the country.	The Indian Express The Times of India
Regional	Contain some national and international news, but focus on fairly local news topics in detail. Usually based around towns, cities or groups of villages.	Maharashtra Times Loksatta
Local	A local newspaper which covers news across the whole country, together with international news.	Mid day Mahanagar
Tabloid	The largest type of a newspaper! Cover all national and international news, often in a serious or formal way.	The Times The Telegraph The Guardian The Independent
Broadsheet	Cover all national and international news. Often contain a certain amount of more 'gossipy' or scandalous news items, or more personal stories.	The Sun The Daily Mirror

Magazines In India

Magazine:
A magazine or periodical will, in general, be written in a more elevated prose style, and will usually offer more in-depth coverage of news, if it carries news at all. If a newspaper attempts to inform, a magazine in contrast attempts to enlighten and entertain.

Magazines and periodicals usually have covers, often bearing an illustration or photograph. A newspaper, in contrast, typically does not have a cover, but a nameplate running across the top of its front page, the rest of the page being filled with news-stories. Magazines are more likely than newspapers to have detailed tables of contents, whereas newspapers, if they include any table of contents at all, will simply identify the principal sections (ie. national news, local news, sports, society news, classifieds, business news, etc.).

India Today
Weekly news magazine published by Living Media India Limited. The magazine based in Mumbai, India and featuring economy, politics, lifestyles, health, arts, entertainment, travel, science, and technology.

Women's Era
Popular women's magazine published in India.

Elle Now Magazine
Leading Indian magazine covering women's fashion, style, beauty, health, entertainment, lifestyles, and more. ellenow.com maintains by Ogaan Publications Pvt Ltd (Ogaan).

Frontline Magazine
One of the top news magazines in India. The magazine published by the Hindu.

Outlook Magazine
One of the most popular weekly news magazines in India. The magazine printed and published by Maheshwer Peri on behalf of Outlook Publishing (India) Pvt. Ltd.

Major types of films:

Indian Cinema

India has one of the oldest and largest film industries in the world. It was in early 1913 that an Indian film received a public screening. The film was Raja Harischandra. Its director, Dadasaheb Phalke is now remembered through a life-time achievement award bestowed by the film industry in his name. At that point of time it was really hard to arrange somebody to portray the role of females. Among the middle classes, that association of acting with the loss of virtue, female modesty, and respectability has only recently been put into question.

While a number of other film-makers, working in several Indian languages, pioneered the growth and development of Indian cinema, the studio system began to emerge in the early 1930s. Its most successful early film was Devdas (1935), whose director, P.C. Barua also appeared in the lead role. The Prabhat Film Company, established by V. G. Damle, Shantaram, S. Fatehlal, and two other men in 1929, also achieved its first success around this time. Damle and Fatehlal's Sant Tukaram (1936), made in Marathi was the first Indian film to gain international recognition.

The social films of V. Shantaram, more than anything else, paved the way for an entire set of directors who took it upon themselves to interrogate not only the institutions of marriage, dowry, and widowhood, but the grave inequities created by caste and class distinctions. Some of the social problems received their most unequivocal expression in Achhut Kanya ("Untouchable Girl", 1936), a film directed by Himanshu Rai of Bombay Talkies. The film portrays the travails of a Harijan girl, played by Devika Rani, and a Brahmin boy, played by Ashok Kumar.

The next noteworthy phase of Hindi cinema is associated with personalities such as Raj Kapoor, Bimal Roy, and Guru Dutt. The son of Prithviraj Kapoor, Raj Kapoor created some of the most admired and memorable films in Hindi cinema.

Awaara (The Vagabond, 1951), Shri 420 (1955), and Jagte Raho (1957) were both commercial and critical successes. Bimal Roy's Do Bigha Zamin, which shows the influence of Italian neo-realism, explored the hard life of the rural peasantry under the harshest conditions. In the meantime, the Hindi cinema had seen the rise of its first acknowledged genius, Guru Dutt, whose films critiqued the conventions of society and deplored the conditions which induce artists to relinquish their inspiration. From Barua's Devdas (1935) to Guru Dutt's Sahib, Bibi aur Gulam,the motif of "predestined love" looms large: to many opponents, a mawkish sentimentality characterizes even the best of the Hindi cinema before the arrival of the new or alternative Indian cinema in the 1970s.

It is without doubt that under the influence of the Bengali film-makers like Satyajit Ray, Ritwik Ghatak, and Mrinal Sen, the Indian cinema, not only in Hindi, also began to take a somewhat different turn in the 1970s against the tide of commercial cinema, characterized by song-and-dance routines, insignificant plots, and family dramas. Ghatak went on to serve as Director of the Film and Television School at Pune, from where the first generation of a new breed of Indian film-makers and actors - Naseeruddin Shah, Shabana Azmi, Smita Patil, and Om Puri among the

latter was to emerge.

These film-makers, such as Shyam Benegal, Ketan Mehta, Govind Nihalani, and Saeed Mirza, exhibited a different aesthetic and political sensibility and were inclined to explore the caste and class contradictions of Indian society, the nature of oppression suffered by women, the dislocations created by industrialism and the migration from rural to urban areas, the problem of landlessness, the impotency of ordinary democratic and constitutional procedures of redress, and so on.

The well-liked Hindi cinema is characterized by important changes too numerous to receive more than the slightest mention. The song-and-dance routine is now more systematized, more regular in its patterns; the 'other', whether in the shape of the terrorist or the unalterable villain, has a more gloomy presence; the nation-state is more fixated in its demands on our loyalties and curtsy; the Indian Diaspora is a larger presence in the Indian imagination and so on. These are only some considerations: anyone wishing to discover the world of Indian cinema should also replicate on its presence in Indian spaces, its relation to vernacular art forms and mass art.

The Indian film industry, famously known as Bollywood, is the largest in the world, and has major film studios in **Mumbai** (Bombay), Calcutta, Chennai, Bangalore and **Hyderabad**. Between them, they turn out more than 1000 films a year to hugely appreciative audiences around the world. For nearly 50 years, the Indian cinema has been the central form of entertainment in India, and with its increased visibility and success abroad, it won't be long until the Indian film industry will be well thought-out to be its western counterpart- Hollywood. Mainstream commercial releases, however, continue to dominate the market, and not only in India, but wherever Indian cinema has a large following, whether in much of the British Caribbean, Fiji, East and South Africa, the U.K., United States, Canada, or the Middle East.

Indian Art Cinema

India is well known for its commercial cinema, better known as Bollywood. In addition to commercial cinema, there is also Indian art cinema, known to film critics as "New Indian Cinema" or sometimes "the Indian New Wave" (see the Encyclopedia of Indian Cinema). Many people in India plainly call such films as "art films" as opposed to mainstream commercial cinema. From the 1960s through the 1980s, the art film or the parallel cinema was usually government-aided cinema.

Indian Commercial Cinema

Commercial cinema is the most popular form of cinema in India. Ever since its inception the commercial Indian movies have seen huge following. Commercial or popular cinema is made not only in Hindi but also in many other regional languages of East and South India. Let's look at some of the general conventions of commercial films in India. Commercial films, in whatever languages they are made, tend to be quite long (approx three hours), with an interval. Another important feature of commercial cinema in India is music.

Regional Cinema India

India is home to one of the largest film industries in the world. Every year thousands of movies are produced in India. Indian film industry comprises of Hindi films, regional movies and art cinema. The Indian film industry is supported mainly by a vast film-going Indian public, though Indian films have been gaining increasing popularity in the rest of the world, especially in countries with large numbers of emigrant Indians.

Major web based social media / networking sites

Facebook - This is easily the largest social networking site in the world and one of the most widely used. And, Facebook was perhaps the first that surpassed the landmark of 1 billion user accounts.

Apart from the ability to network with friends and relatives, you can also access different Facebook apps to sell online and you can even market or promote your business, brand and products by using paid Facebook ads.
Number of active users per month: 1.59 billion approximately

Whatsapp
Despite having been acquired by Facebook in 2014, this instant messaging platform exists as an independent entity.
It arrived on the scene much later than Facebook, but has been able to capture the imagination of millions of people across the world by giving them the ability to communicate and share instantly with individuals and groups. The WhatsApp call feature is just the icing on the cake!
Number of active users per month: 1 billion approximately

QQ

Tencent QQ (more popularly known as QQ) is an instant messaging (chat-based) social media platform. It became international (with more than 80 countries using it), after it was launched in China.

It can be used to stay in touch with friends through texts, video calls and voice chats. It even has a built-in translator to translate your chats. Number of active users per month: 853 million approximately

WECHAT

This is an all-in-one communications app for messaging and calling (similar to WhatsApp) that enables you to connect with the people of your choice. It was also developed by Tencent in China and can easily work alongside QQ. As per the BI intelligence report, the number of WeChat users are fast catching up with the number of WhatsApp users.

Number of active users per month: 697 million approximately

QZONE
Like QQ and WeChat, QZone is yet another social networking service developed by Tencent. It enables you to share photos, watch videos, listen to songs, write blogs, maintain diaries and so on. It also empowers you to choose the accessories and customize the look and feel of your QZone webpages.
Number of active users per month: 640 million approximately.

TUMBLR

Having been owned by Yahoo since 2013, Tumblr serves as a social media cum micro blogging platform that can be used to find and follow things that you like. You can also use it to post anything, including multimedia, to a short-form blog. Moreover, it gives you the flexibility to customize almost everything.

Number of active users per month: 555 million approximately

INSTGRAM

Instagram was launched as a unique social networking platform that was completely based on sharing photos and videos. This photo sharing social networking app thus enables you to capture the best moments of your life, with your phone's camera or any other camera, and convert them into works of art.

This is possible because Instagram allows you to apply multiple filters to your photos and you can easily post them to other popular social networking sites, such as Facebook and Twitter. It is now part of the Facebook empire.

Number of active users per month: 400 million approximately

TWITTER

This social networking site enables you to post short text messages (called tweets), containing a limited number of characters (up to 140), to convey your message to the world. With the growing craze for online shopping, Twitter also makes it possible to promote your businesses and even shop directly through tweets.

Number of active users per month: 320 million approximately

GOOGLE +

Owned by the tech giant Alphabet (Google), this interest-based social networking platform enables you to stay in touch with people by sharing messages, photos, videos, useful links to sites and so on. It also extends support for video conferencing through Hangouts and allows businesses to promote their brands and products through Google+ business pages.
Number of active users: 300 million approximately

SKYPE

Skype, owned by Microsoft, is one of the most popular communication-based social networking platforms. It allows you to connect with people through voice calls, video calls (using a webcam) and text messaging. You can even conduct group conference calls. And, the best part is that Skype-to-Skype calls are free and can be used to communicate with anyone, located in any part of the world, over the internet.
Number of active users per month: 300 million approximately

VIBER

This multi-lingual social platform, which is available in more than 30 languages, is known for its instant text messaging and voice messaging capabilities. You can also share photos and videos and audio messages, using Viber. It offers you the ability to call non-Viber users through a feature named Viber Out.
Number of active users per month: 249 million approximately

SNAPCHAT

This is an image messaging social platform that enables you to chat with friends by using pictures. It allows you to explore news and even check out live stories that are happening around the world.
Number of active users per month: 200 million approximately

PINTEREST

This is a photo sharing and visual bookmarking social media site or app that enables you to find new ideas for your projects and save them. So, you can do DIY tasks or home improvement projects, plan your travel agenda and so on by using Pinterest.
Number of active users per month: 100 million approximately

LINKEDIN

LinkedIn is easily one of the most popular professional social networking sites or apps and is available in over 20 languages. It is used across the globe by all types of professionals and serves as an ideal platform to connect with different businesses, locate and hire ideal candidates, and more. It boasts over 400 million members.
Number of active users per month: 100 million approximately

TELEGRAM

This instant messaging network is similar to WhatsApp and is available across platforms in more than eight languages. However, Telegram has always focused more on the privacy and security of the messages you send over the internet by using its platform. So, it empowers you to send messages that are encrypted and self-destructive. This encryption feature has only just been made available for WhatsApp, whereas Telegram has always provided it.
Number of active users per month: 100 million approximately

YOUTUBE

YouTube is the world's largest video-sharing social networking site that enables users to upload and share videos, view them, comment on them and like them. This social network is accessible across the globe and even enables users to create a YouTube channel where they can upload all their personally recorded videos to showcase to their friends and followers.