

PREFACE

With its grounding in the “guiding pillars of Access, Equity, Equality, Affordability and Accountability,” the New Education Policy (NEP 2020) envisions flexible curricular structures and creative combinations for studies across disciplines. Accordingly, the UGC has revised the CBCS with a new Curriculum and Credit Framework for Undergraduate Programmes (CCFUP) to further empower the flexible choice based credit system with a multidisciplinary approach and multiple/ lateral entry-exit options. It is held that this entire exercise shall leverage the potential of higher education in three-fold ways – learner’s personal enlightenment; her/his constructive public engagement; productive social contribution. Cumulatively therefore, all academic endeavours taken up under the NEP 2020 framework are aimed at synergising individual attainments towards the enhancement of our national goals.

In this epochal moment of a paradigmatic transformation in the higher education scenario, the role of an Open University is crucial, not just in terms of improving the Gross Enrolment Ratio (GER) but also in upholding the qualitative parameters. It is time to acknowledge that the implementation of the National Higher Education Qualifications Framework (NHEQF) and its syncing with the National Skills Qualification Framework (NSQF) are best optimised in the arena of Open and Distance Learning that is truly seamless in its horizons. As one of the largest Open Universities in Eastern India that has been accredited with ‘A’ grade by NAAC in 2021, has ranked second among Open Universities in the NIRF in 2024, and attained the much required UGC 12B status, Netaji Subhas Open University is committed to both quantity and quality in its mission to spread higher education. It was therefore imperative upon us to embrace NEP 2020, bring in dynamic revisions to our Undergraduate syllabi, and formulate these Self Learning Materials anew. Our new offering is synchronised with the CCFUP in integrating domain specific knowledge with multidisciplinary fields, honing of skills that are relevant to each domain, enhancement of abilities, and of course deep-diving into Indian Knowledge Systems.

Self Learning Materials (SLM’s) are the mainstay of Student Support Services (SSS) of an Open University. It is with a futuristic thought that we now offer our learners the choice of print or e-slm’s. From our mandate of offering quality higher education in the mother tongue, and from the logistic viewpoint of balancing scholastic needs, we strive to bring out learning materials in Bengali and English. All our faculty members are constantly engaged in this academic exercise that combines subject specific academic research with educational pedagogy. We are privileged in that the expertise of academics across institutions on a national level also comes together to augment our own faculty strength in developing these learning materials. We look forward to proactive feedback from all stakeholders whose participatory zeal in the teaching-learning process based on these study materials will enable us to only get better. On the whole it has been a very challenging task, and I congratulate everyone in the preparation of these SLM’s.

I wish the venture all success.

Professor Indrajit Lahiri
Vice-Chancellor

Netaji Subhas Open University
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UG: NMD-EG-02

**Course Title :
Media and Mass Communication
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Syllabus

Module 1: Fundamentals of Mass Communication

Unit 1 □ Communication—Definitions and Concepts—Elements, Nature & Purpose	9
Unit 2 □ Origin of Mass Communication	26
Unit 3 □ Forms of Mass Communication	33
Unit 4 □ Mass Communication and Culture	38

Module 2 : Writing In Mass Communication

Unit 5 □ Writing for Print	45
Unit 6 □ Writing for Television	59
Unit 7 □ Writing for Radio	69
Unit 8 □ Writing for The Web	80

Module 3 : Digital Media Communication

Unit 9 □ Digital Media and Journalism	93
Unit 10 □ Social Media Communication	114
Unit 11 □ Citizen Journalism	131
Unit 12 □ Cyber Laws	140

MODULE 1
FUNDAMENTALS OF
MASS COMMUNICATION

Unit 1 : Communication-Definitions And Concepts-Elements, Nature & Purpose

Structure :

- 1.1 Introduction & Objectives**
- 1.2 Introduction to Communication**
- 1.3 Definition and concepts of Communication**
- 1.4 Elements of Communication**
- 1.5 Models of Communication**
 - 1.5.1 Aristotle's Model of Communication**
 - 1.5.2 Lasswell Model of Communication**
 - 1.5.3 Shannon-Weaver Mathematical Model**
 - 1.5.4 Osgood Schramm Model of Communication**
 - 1.5.5 Berlo's Model of Communication**
 - 1.5.6 Newcomb's Model of Communication**
- 1.6 Nature of Communication**
- 1.7 Purpose of Communication**
- 1.8 Summing Up**
- 1.9 Comprehensive Exercises**
- 1.10 Suggested Readings**

1.1 Introduction & Objectives

The unit introduces the reader to the essential nature of communication in human society and is designed to offer the learners a comprehensive knowledge about the different aspects of communication. Without communication, no society can exist. It is the bond that cements society together. It seeks to clarify the meaning and definitions of communication to stress its importance in the evolution and progress of society. The word Communication has been derived from the Latin word '*Communis*' which means to share. It is a process that involves exchange of perceptions, messages and information through visuals, writings, speeches, symbols

and gestures. There are several levels of communication; mass communication is one of the most important levels of communication. In this unit, we will learn about the various aspects of communication.

1.2 Introduction to Communication

Communication is at the heart of our entire social interface. There is nothing in human society that does not involve communication in some way. It is the mechanism through which human relations exist and develop. It is the sum of everything one does to create understanding and harmony with another. Our need to communicate is as basic as our need to eat, sleep and live a life. Without communication, no society can exist. Communication is the bond that cements society together. It enables us to organize and modify our social environment and pass its forms and meaning from one generation to the other. Yet, it is much more complex than most people think. Poor communication is the most frequently cited source of interpersonal conflict.

Communication is mankind's most important single act. When improperly performed, it turns friends into enemies and plunges nations into wars. John Dewey (1859-1952), the American philosopher and educator, observed that communication is, "*of all affairs the most wonderful.*" In his view, society not only continues to exist by communication. In a sense, it originated in communication. By communication, we maintain our social institutions, each with its values and behavioral pattern, not just from day-to-day but from generation to generation.

The uses and understandings of the term 'communication' have changed a lot from its original meaning. The meaning of the term was first associated with 'means of transport' and later with 'transmission'. The English word 'communication' has derived from the Latin word (noun) 'communis' which means 'sharing' and verb 'communicare' which means 'to make common'.

It is very difficult to define the term in the ambit of media and cultural studies. It encompasses a multitude of experiences as well as variety of happenings and events.

1.3 Definition and concepts of Communication

In simple terms, communication is the process of sending and receiving information—a vehicle through which we develop, maintain and improve relationships. Communication, however, is a participative process. It is more than merely conveying a message. It is the process of democratic social interaction, under conditions of free

and egalitarian access. Communication is closely linked to such words as sharing, understanding, participating, trust, fellowship and the possession of a common goal.

Most definitions suggest that for communication to occur there must be some commonness between the two sides. When we communicate, we are trying to establish “commonness” with someone. That is, we are trying to share information, an idea, a feeling or an attitude. Scholars think that it is for good reason that all the four words *communication*, *communism*, *common*, and *community* share the same Latin root *communis*. From the philological similarity, it may not be entirely unreasonable to assume that communication implies some kind of communion and equality between or among persons, “a community of understanding,” or a sharing of meaning. Commonness in communication is essential to link people together in a harmonious social system. Every form of communication requires simultaneous encoding and decoding by parties involved in communication. Participants who share a common set of codes like language, for instance, can perform these two functions successfully. Indeed, the quality of communication is, generally, much higher among participants who share common values and outlook.

The Encyclopedia Britannica defines ‘Communication’ as the exchange of meaning between individuals or groups through a common system of symbols and language’. Thus, it is the exchange of thoughts, messages or information as by speech, visuals, writing or behavior.

Schramm defines communication as ‘tool that makes societies possible and distinguish human from other societies’.

George Gerbner, Dean of the Annenberg School of Communications at the University of Pennsylvania (USA), defined communication as social interactions through messages. Others have defined communication as the link to common understanding; as the link to common understanding; as the stimulation of common symbols in various minds through symbolic interaction; as the creation of meaning in others through stimulus-response activities. Noel Gist writes : “*When social interaction involves the transmission of meanings through the use of symbols, it is known as communication.*” Gist further defines “*social interaction*” as the reciprocal influencers that human beings exert on each other through inter simulation and response.” The central role played by communication in making sense of the world had encouraged many writers to stress its power. Stuart Sigmans describes communication as the “*means by which social reality is created, lived through, sustained, and or altered.*” Sigmans believes that communication is more than a private exchange between individuals; it is the process of handling information within a social system.

Sigmans goes on to add that communication is : *rather than a process whereby information about an external, “ real” world is shared by individuals, communication is the mechanism whereby information is used to construct reality for individuals.*” In Sigman’s view, communication process is not the sharing of information about external reality. It is the mechanism in which information creates reality itself, a reality that seems to be presented to individuals without requiring their participation.

Berelson and Steiner defines ‘Communication’ as the transmission of information, ideas, emotions, skills through the use of symbols, words, pictures, figures and graphs.

Roger says, ‘Communication is the process of transmitting ideas, information and attitudes from the source to a receiver for the purpose of influencing with intent.’

Communication has been considered as an important topic of study during the late 1920s. According to famous communication scholar Subir Ghosh, a theory is nothing more than the refinement of everyday thinking. ‘They are only rational efforts to explain the world based on available data and knowledge’. Communication is indeed a very complex process. Through models’ scholars tend to simplify the process.

1.4 Elements Communication

Communication involves transmission of a message from a source (the sender) to a receiver through a medium in order to generate a response (feedback) . The message is encoded (converted to symbolic form) and is conveyed through some medium (channel) to the receiver. The receiver, in turn, retranslates the incoming information (message) into symbols that he interprets (decodes) with the help of meanings stored in his memory. He then returns a signal to the sender to indicate if the message has or has not been understood. The result is a transfer of meaning from one person to another. The model is made up of seven parts: (i) Source (ii) Encoding (iii) Message (iv) Channel (v) Decoding (vi) Receiver and (vii) Feedback.

In this process, the sender or source of the message can be an individual or an organization that has some information to share with others. It is the source that begins the process with a set of intended meanings (a thought, for instance) that he desires to pass on to some other person. The relationship between the sender and the receiver is significant. The way messages are accepted and rejected depends to

a considerable extent upon who is talking to whom. Receiver's perception of the source influences how the message is received . The source therefore needs to be knowledgeable and trustworthy.

Communication requires approaching everything from the point of view of the receiver. One may transmit an idea through many means but unless others understand it, one is not necessarily communicating. The competence of the sender is assessed from his ability to tailor the message in harmony with the capacity of the receiver to understand the message.

The process of communication begins when the sender seeks to externalize his internal thoughts . He/she selects appropriate to represent his/her abstract ideas. This process, called encoding, seeks to convert thoughts into a symbolic form. The sender's goal is to encode the message in such a way that the receiver 's understanding of the message is as close as possible to the thoughts in the sender's mind. The sender should choose familiar symbols while encoding a message. This will help the receiver to easily understand the message . Four conditions generally affect the way messages are encoded: skill, attitude, knowledge and the socio-cultural system in which the sender operates.

The story is told of an army inspector, involved in a project to reduce malaria in the Far East. For months, he went from one village to the next , using a one-metre-long model of a female anopheles' mosquito to show how it carried germs of malaria. Each village was given ample supplies of insecticide spray and told : "Whenever you see one of these, spray the area with this." A year later, malaria was still rife and none of the DDT has been used. It turned out that despite extensive search, villagers had been unable to find a mosquito one metre long. It is no good blaming the receiver if he does not understand. The sender must learn what is it makes the person with whom he wishes to communicate. He must take into account the social, educational, economic and cultural background of receiver before he encodes the message.

Communication implies understanding others first. The onus is on the sender to ensure that the receiver understands the message as intended. A communicator makes an effort for the imaginative projection of his own consciousness into the mind of the receiver. He has to explore the world in which receivers live and attempt to see the situation in the way they see it. It involves thinking about what the receivers would like rather than what the sender thinks they should.

In a rural health centre in Kalahandi (Orissa), a medical officer prescribed antibiotic syrup to an ailing baby. He advised the mother to administer one teaspoonful of the liquid every six hours. She accepted the medicine without any queries. The Physician did not realise that the family was too poor to own a watch; also, the

mother had no concept of ‘every six hours.’ The idea of a teaspoonful was quite foreign to her. She possessed no spoon. The boy was brought to the health centre in a state of near-collapse. It had been given much higher dosage and at much shorter intervals. The doctor’s inability to correlate communication to the socio-economic resources of the patient led to the tragedy in spite of good intentions.

The channel is the medium through which the message travels. It is the physical means by which the signal is transmitted. It connects the sender with the receiver and helps them to communicate. In other words, the channel moves physical information over distance or preserves it through time. The main channels of communication are light waves, sound waves, radio waves, telephone cables, human body, nervous systems and the like.

Generally speaking, channels are of two types : personal and nonpersonal. Personal channels are interpersonal (face to face) contact with others. Social channels of communication such as friends, neighbors and relatives are also personal channels. They represent word-of-mouth communication. Nonpersonal channels are those that carry message through technological means without any personal contact between the source and the sender. They are referred to as mass media, since they enable the sender to reach many people at different places at the same time.

Message is the actual physical product, being transmitted by the sender. In fact, everything that a sender says or does has potential message value. It is the content of a communicative act. The message may be oral, written or symbolic. Former head of the Department at Michigan State University (USA) David Berlo writes : “When we speak, the speech is the message. When we Write, the writing is the message. When we paint, the picture is the message. When we gesture, the movements of our arms, the expressions on our face are the message.”

The receiver plays a key role in the communication process. In effect, communication is what the receiver understands, not merely what the sender says. After all, it is the receiver who can turn a monologue into communication by decoding or reconstructing the message in the manner desired. Decoding is the process of reconvertng the senders’ message back into thought. It enables the receiver to derive the eventual meaning out of the message.

Communication does not occur in a void. Context is setting in which communication takes place. It is an important, though frequently unnoticed element in the process of communication. A setting significantly influences what we say and how we say it. Communication is considerably influenced by the psychological elements of the context. How friendly, quiet, casual, or formal the setting is de-

termines the success of the communication. The situation in which communication takes place can alter peoples' reactions to the message.

In the real world, all elements of communication work together and quiet often, it is difficult to separate one element from another. Sources are hardly distinguishable from the receiver and the sender. Feedback is just another message and, the seen but not heard.

Communication is a continuous process of exchange of messages. It is a reciprocal affair that moves back and forth between the sender and the receiver. The response of the receiver is called feedback. Feedback is just as the message itself. Feedback makes communication a two-way process.

1.5 Models of Communication

A model of communication outlines the process of transmitting information from a sender to a receiver. It involves key components such as the sender, message, channel, receiver, and feedback. This framework helps in understanding how messages are constructed, conveyed, and interpreted in various contexts.

1.5.1 Aristotle's Model of Communication

From the beginning of civilization, the power of communication has been recognized. Plato once wrote, "What is there greater than the word which persuades the judges in the courts, or the Senators in the Council, or the citizens in the Assembly, or at any other political meeting? If you have the power of uttering this word, you will have the physician your slave, and the trainer your slave, and the money maker of whom you talk will be found to gather treasures, not for himself, but for you who are able to speak and to persuade the multitude."

Plato's disciple Aristotle contributed to the Communication studies with a model of communication which is still very relevant. He described the oral communicative skill as 'the effective use of all the available means of persuasion.'

He divided the oral communication process into three distinctive parts: a speaker, a message, and a listener. Aristotle emphasized that it is the person addressed, who holds the key to successful communication. According to Aristotle, the goal of communication is to persuade others. He developed a symmetrical model of communication that contained five essential elements :

Speaker > Speech (message) > Audience > Occasion > Effects

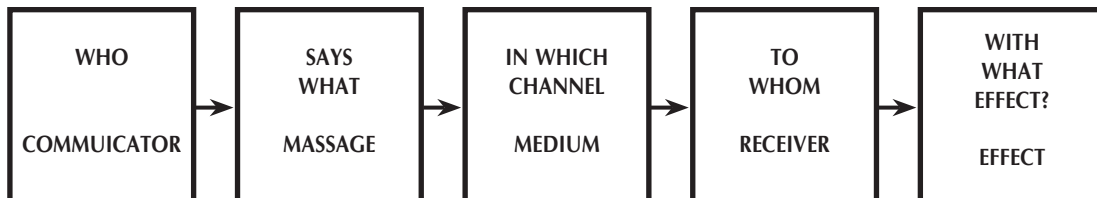
He emphasized that messages are important in terms of human behavior.

His 'rhetoric' model of communication was at the centre of educational system for some 2000 years. Today also, when we attempt to measure the effect of communication we refer to this model of communication.

Other Western models of communication are also influenced by this particular model of communication.

1.5.2 Lasswell Model of Communication

Harold Lasswell, a pioneer in communication research offered a linear, one way model of communication in 1948. This model explains the message flow in a pluralistic society.



His model of communication starts by finding out who the sender is and what he says. In the third stage he emphasized on the medium of transmission. The fourth stage gives attention to the receivers and the last stage is focused on the effect of the communication process on the receivers.

Scholars often criticized the model for being too simplistic. Still it is very relevant in communication studies.

1.5.3 Shannon-Weaver Mathematical Model

The model designed by Claude Shannon and Warren Weaver is a seminal contribution to the Communication research. Shannon and Weaver were not scientists. They were engineers at Bell Telephone Laboratories in the United States. This particular model is not at all interested in the sociological or psychological aspects of communication. It sees communication from the technological aspect only.

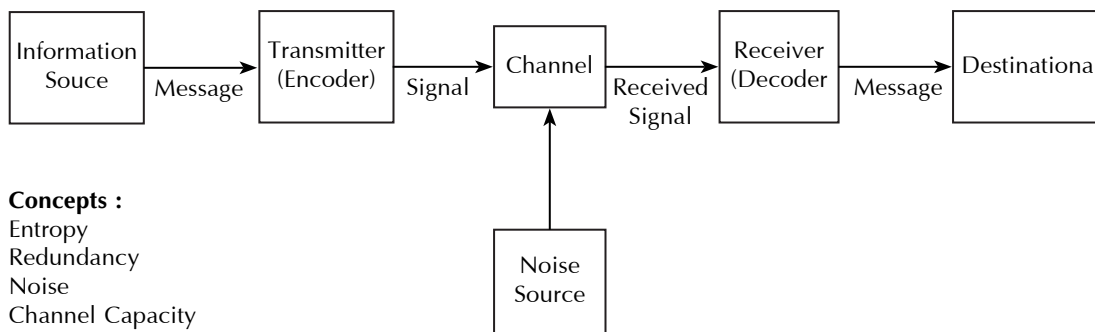
The model depicts that the process of communication consists of five elements. Those are- an information source, a transmitter, a channel of transmission, a receiver and a destination. Here, the message originates at a source, a transmitter sends the message through a channel to the receiver and at the final stage the message is received by the receiver and reaches the destination.

The study also includes the presence of noise in the whole process.

The model inspired the scholars to study communication scientifically. Interestingly, the model does not have a provision of feedback. Critics also argue that they

saw communication from a mere technological aspect. It skips the content part of the process of the communication.

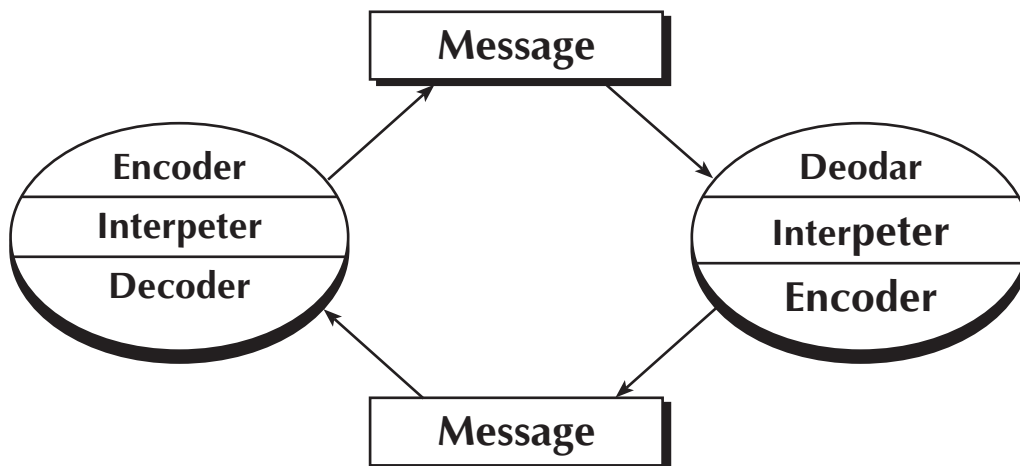
The Shannon-Weaver Mathematical Model, 1949



Later, many scholars contributed to improve many loose ends of the communication model.

1.5.4 Osgood Schramm Model of Communication

Psychologist Charles Osgood stressed on the social nature of communication. Shannon & Weaver primarily focused on the technological improvement of the process. But Osgood focused on the human aspect of the communication. Schramm and Osgood propose a model of communication which shows communication as a circular process.



➤ Osgood and Schramm's circular model of communication

The model emphasized that the communication is a circular process and not a linear process. The role of the encoder and decoder frequently changes their roles

and position in the process. It is an ongoing and reciprocal process which helps the society to function. Here, every participant work together to create meaning of the process.

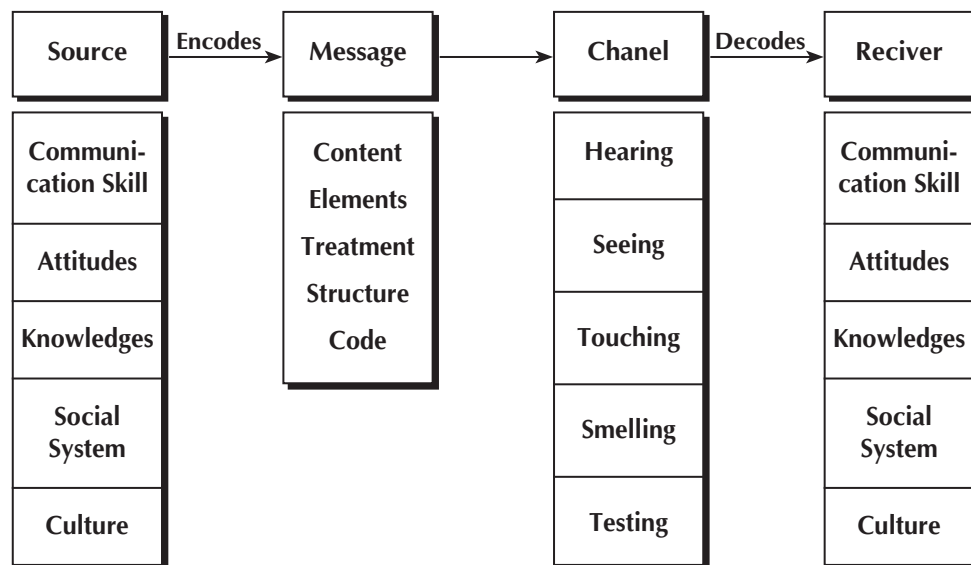
Schramm pointed out that the participants in the communication process are always very sensitive to feedback. Even, without feedback no communication can be effective.

Rather, a sender always modifies his message on the basis of the feedback from the receiver. The model conveys equality between the sender and the receiver.

1.5.5 Berlo's Model of Communication

David Berlo, head of the department of Communication, Michigan University, presented a model content or message centric model in 1960. He stressed on the psychological aspect of communication.

Berlo's Model of Communication



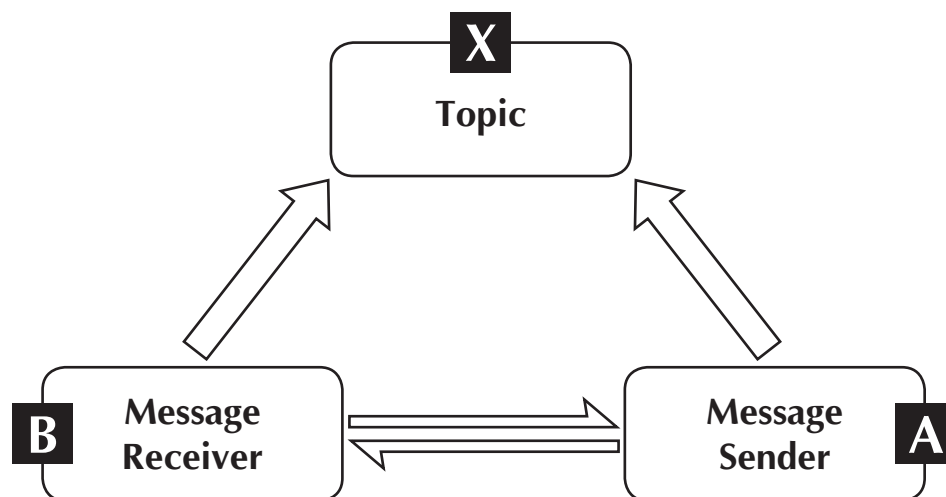
According to the model, four basic components of the process of communication are Source, Message, Channel and receiver. Probably it was the first model which included the effect of communication in itself.

Later in his relational models of 1970s Schramm was concerned with the effects of communication on the receivers and he used the effects and effect analysis components from Berlo's Model. It is the model which shows the process of communication as a process of interpretation, not only as a process of decoding.

1.5.6 Newcomb's Model of Communication

Theodore Newcomb observed the process of communication from a sociological approach. It was not a linear model of communication as suggested by the early communication scholars.

The model has a shape of a triangle. The points A and B represent two individuals and X represents an object or topic known to both A and B. The model depicts that when one person (A) transmits information to another individual (B) regarding 'X' the attitude or orientation of them towards X and towards themselves are interdependent.



The Newcomb's Model

Newcomb assumes that any system is characterized by a balance of forces. Any change in the system will cause imbalance in the system. It proves that we always have social and psychological support for our attitude. It also suggests that balance between two individual can also be restored through communication. Newcomb noted that communication is likely to happen under certain conditions such as— 1) Where there is affinity between persons, 2) when the object X is relevant to both, 3) when X is important to at least one of the individual.

We discussed about different models of Communication. There are different levels of Communication. For example, the four most important levels of communication are- Intra personal Communication, Interpersonal Communication, Group Communication and Mass Communication.

1.6 Nature of Communication

A basic human activity, communication is the sharing of thoughts, feelings, and information between individuals or groups. Its complex nature includes a number of essential elements, including :

- **Process-focused** : The process of communication is continuous and includes several steps, such as message generation, transmission, receipt, and interpretation. It is dynamic and always changing, depending on the situation and the people involved.
- **Transactional** : In two-way communication, parties take on the roles of sender and receiver. It involves more than just information delivery; it also entails providing feedback to make sure the message was comprehended as intended.
- **Symbolic** : The transmission of meanings in communication is based on symbols, including words, gestures, and pictures. Due to the cultural and social constraints placed on these symbols, different people will interpret them differently depending on their experiences and background.
- **Contextual** : A communication's efficiency is greatly influenced by the context in which it takes place. Context encompasses the individuals' psychological moods, social interactions, cultural norms, and physical surroundings. Comprehending the situation facilitates appropriate message customisation.
- **Purposeful** : Whether the goal is to inform, convince, entertain, or forge relationships, communication is usually goal-oriented. The communication strategy and message content selection are driven by the purpose
- **Complex** : There are several components involved in communication, including the sender, message, channel, recipient, and feedback. There are also possible obstacles, such as background noise and miscommunication. To achieve clarity and mutual understanding, effective communication necessitates controlling these factors and overcoming roadblocks.
- **Interactive** : In today's world, communication frequently takes place across a variety of platforms, such as written, digital, and in-person interactions. Because of the rapid feedback and increased engagement brought about by this interaction, communication is more efficient and adaptable.

There are many different types of communication, each with special qualities and uses. The main forms of communication are as follows :

1. Verbal Communication :

- Spoken and heard communication is known as verbal communication.

Face-to-face interactions, phone calls, video conferences, speeches, and presentations are a few examples.

- Written communication requires both writing and reading. Letters, emails, notes, reports, texts, and posts on social media are a few examples.

2. **Nonverbal :**

Nonverbal refers to the gestures and body language that can communicate all by itself. It can also impart additional meaning to the spoken message.

- **Body Language :** Includes gestures, facial expressions, posture, and eye contact.
- **Paralinguistics :** Involves tone, pitch, volume, and speaking pace.
- **Proxemics :** Refers to the use of personal space and physical distance in interactions.
- **Haptics :** Involves the use of touch to convey messages, such as handshakes, hugs, or pats on the back.
- **Appearance :** Includes clothing, accessories, and overall grooming, which can communicate social status, professionalism, and personal style.

3. **Visual Communication :**

- **Images and Graphics :** Includes photographs, illustrations, diagrams, and infographics.
- **Videos and Films :** Use moving images and sound to convey messages and tell stories.
- **Symbols and Signs :** Includes logos, icons, and other graphical representations used to convey information quickly and universally.

4. **Electronic Communication :**

- **Emails and Instant Messaging :** Provide written communication in real-time or with slight delays, often used for professional and personal correspondence.
- **Social Media :** Platforms like Facebook, Twitter, Instagram, and LinkedIn enable sharing of text, images, and videos with a wide audience.
- **Teleconferencing and Video Conferencing :** Tools like Zoom, Microsoft Teams, and Skype facilitate virtual meetings and face-to-face interactions over long distances.
- **Blogs and Websites :** Provide platforms for sharing information, opinions, and multimedia content with a global audience.

5. Formal and Informal Communication :

- **Formal Communication** : Structured and follows specific protocols and channels, often used in professional settings. Examples include official reports, business meetings, and corporate communications.
- **Informal Communication** : Casual and spontaneous, used in personal interactions and less formal settings. Examples include casual conversations, text messages, and social media interactions.

6. Intrapersonal Communication :

Involves communication with oneself, such as self-talk, reflection, and internal dialogues. It helps in self-awareness, decision-making, and emotional regulation.

7. Interpersonal Communication :

Involves direct, face-to-face communication between individuals. It is crucial for building relationships, resolving conflicts, and exchanging personal information. Understanding these forms of communication allows individuals and organizations to choose the most effective method for their message and audience, enhancing clarity and understanding.

1.7 Purpose of Communication

Communication plays an essential role in our day-to-day lives. It is an integral part of the society that we live in. In absence of communication, the existence of human society is not possible. Basic purposes of communication can be divided broadly into following categories.

- **Information** : The most important purpose of communication is the dissemination of information to the masses through various channels. Various media effectively and quickly spread important information with news value to the masses. The gathering, processing and dissemination of news, data, pictures, facts and messages, comments and opinions which human beings require in order to understand and react to his own environment as well as to be in a position to take appropriate decisions.
- **Entertainment** : The most widespread purpose of communication is entertaining the masses. It not only provides a route to escape harsh realities but also promotes mass culture and shapes tastes and preferences.
- **Education** : Another vital purpose of communication is to transfer knowledge for the progress of the society. Education is not merely sharing of

information. It is systematically organized information with predetermined goals. Although schools and colleges are primary source of education in our society, mass media also performs this function effectively in today's time. Media are constant educators for the society. They give us inclusive knowledge of selected topics. Non-news content or news-based content like editorials, articles, columns in newspapers provide us with complete idea of a subject.

- **Persuasion** : Exchange of facts and opinions is needed to clarify different viewpoints for reaching a consensus. The persuasive purpose of communication is described as that of control. They think of persuasion as a tool to influence the action and views of individuals and groups.
- **Cultural Promotion** : Communication plays an essential role in fostering social values by transmitting norms from one generation to the next. It also limits hostile expressions by reinforcing social unity.
- **Socialisation** : Socialisation refers to the process through which human beings acquire values , beliefs, knowledge and social norms . Communication is the carrier of the social process.
- **Motivation** : The stimulation of the goal of each society as well the promotion of personal aspirations through fostering of individual as well as community activities.

Depending on the particular social context, all these purposes may display different and even contradictory characteristics. Information can easily be adulterated by dissemination of half-truths and falsehood . Persuasion can degenerate into propaganda. Similarly, institutionalized communication may serve as much to inform as to control or manipulate the public.

1.8 Summing Up

Communication is at the heart of our entire social interface. There is nothing in human society that does not involve communication in some way. It is the mechanism through which human relations exist and develop. It is the sum of everything one does to create understanding and harmony with another. Our need to communicate is as basic as our need to eat, sleep and live a life. Without communication, no society can exist.

Most definitions suggest that for communication to occur there must be some commonness between the two sides. When we communicate, we are trying to establish “commonness” with someone. That is, we are trying to share information, an idea, a feeling or an attitude. Scholars think that it is for good reason that all the four words communication, communism, common, and community share the same Latin root *communis*.

In simple terms, communication is the process of sending and receiving information- a vehicle through which we develop, maintain and improve relationships. Communication, however, is a participative process. It is more than merely conveying a message. It is the process of democratic social interaction, under conditions of free and egalitarian access. Communication is closely linked to such words as sharing, understanding, participating, trust, fellowship and the possession of a common goal.

Communication involves transmission of a message from a source (the sender) to a receiver through a medium in order to generate a response (feedback). The message is encoded (converted to symbolic form) and is conveyed through some medium (channel) to the receiver. The receiver, in turn, retranslates the incoming information (message) into symbols that he interprets (decodes) with the help of meanings stored in his memory. He then returns a signal to the sender to indicate if the message has or has not been understood. The result is a transfer of meaning from one person to another. The model is made up of seven parts—(i) Source (ii) Encoding (iii) Message (iv) Channel (v) Decoding (vi) Receiver and (vii) Feedback.

1.9 Comprehensive Exercises

Short Answer Type Questions :

1. How do you define the term Communication?
2. Discuss two definitions of communication
3. What is the importance of communication to society?

Long Answer Type Questions

1. State the purposes of communication.
2. What does communication mean to you? Explain with examples
3. What are the different elements of communication?

1.10 Suggested Readings

- Mass Communication in India (4th Edition) by Keval J Kumar
- Mass Communication: An Indian Perspective by Subir Ghosh
- Communication Models by Uma Narula
- Introduction to Communication Studies by John Fiske
- Mass Communication Theories by Denis Mcquail

Unit 2 : Origin Of Mass Communication

Structure

- 2.1 Introduction & Objectives
- 2.2 Origin of Mass Communication
- 2.3 The Theories of Press
- 2.4 Summing Up
- 2.5 Comprehensive Exercises
- 2.6 Suggested Readings

2.1 Introduction & Objectives

Communication is a process through which we send and receive information, exchange our feelings and develop human relationships. The term ‘Communication’ has been drawn from Latin word ‘Communis’ and ‘Communicare’. ‘Communis’ is a noun word which means common or sharing. ‘Communicare’ is a verb which means ‘making something common’. Communication is an age old process. In this unit, we are going to discuss about the origin of mass communication and the theories of the press.

2.2 Origin of Mass Communication

From the beginning of the civilization, every living being communicate in order to live. According to National Communications System, UNESCO, “Communication is part of the very fabric of society. It takes place at all levels between people and between institutions, from government to people, from people back to government, and through many channels both inter-personal and mediated.”

In the previous unit the meaning of Communication has already been discussed.

Our need for communication is as strong and as basic as the other necessities like food, shelter etc. If we go through the history, our ancestors in Pre-historic age had the basic senses of sight, hearing, touch, smell etc. By about 7000 B.C the people gained the ability to communicate with medium called pictographs. With time the requirement of society changed. There was a strong need for a system of communication and social control. Mass Communication helps to fulfill the gap.

The history of mass communication is not very old. Over the years different forms of mass communication have evolved and made a tremendous impression on the technological, political, economic, social and cultural trends of every nation.

Books are the oldest form of media. The first book was published in Egypt around 1400 B.C. But it was not used as mass media until the printing press was established. After book, newspaper came into existence. Comparatively the electronic media like radio and T.V developed more quickly. The newest mass medium is the Internet, which has revolutionized communications. Over the years, each new medium has emerged to supplement and compete with the traditional media.

Social changes have always influenced the development of mass media. During the Industrial Revolution, advances in education and transportation, as well as increases in other factors like leisure time and urbanization, helped to raise the demand and hence the growth of newspapers, books and magazines and other mass media started. As the public interest for information and entertainment grew, technological innovations paved the way for the creation of the electronic mass media of the twentieth century. Satellite communications and the Internet are now among the products of the Information Age. From the simple printing techniques to today's sophisticated digital communications the mass media have continually evolved and adapted to changing demands and technological opportunities of the society. Over the years, a greater variety of mass media has appeared, combining new and old forms of technology and content.

The history of modern mass communication begins in the fifteenth century when Johannes Gutenberg invented movable types.

Though news-sheets appeared as early as 100 B.C., other forms of communication reaching large numbers of people have developed only in the last 500 years. So, the history of mass communication is not at all very old.

Books are the oldest of the media. As far back as 2400 B.C. in Babylonia, tiny clay tablets were inscribed with cuneiform characters to record legal decisions and monetary transactions. By 700 B.C., a library of literary works written on clay tablets existed in Asia Minor. Later, Papyrus was made from the pith of a reed found in Egypt in 4000 B.C. The first known book was "The Book of the Dead", written in Egypt around 1400 B.C. While the book is the oldest medium, credit for the oldest mass medium goes to the newspaper. Newspapers were the first medium to reach a mass audience and served all classes and became a medium of democracy. News-sheets and reports published by various governments are among the first known examples of publications giving rise to the modern newspaper. As early as 100 B.C., the Roman government published a news-sheet known as the

“Acta Diurna”, or “daily actions”. The Tang dynasty of China also block-printed a palace report. Thus we can understand the origin of newspaper.

Newspapers in Europe began as political tracts and pamphlets roughly 400 to 500 years ago. With time the ownership pattern, structure and nature of the newspaper also changed. It has gained a very important place as an opinion building instrument.

After newspaper, radio as a medium of mass communication originated. In 1898 Guglielmo Marconi started the world’s first commercial radio service. Previously radio was used as a means of transmitting information to a large group of people irrespective of their class, caste and other characteristics. Later, radio was used for the need of entertainment also. Edwin Howard Armstrong invented frequency-modulated or FM radio in 1933. Invention of FM improved the audio signal of radio by controlling the noise static caused by electrical equipment and the earth’s atmosphere. After the immense popularity of F.M radio satellite radio also comes into existence. Nowadays, we can listen to radio stations by downloading Application in our electronic device. Geographical location is not at all impediment for listening to radio channels.

Television is another important medium of Mass Communication after radio. NBC started its experimental broadcast in 1932. The technology was invented by John Baird. With time the technology got developed and it has become an inseparable part of our culture. Television as a medium of mass communication has completely changed the cultural trait of people. Being an audio visual medium it started influencing the audience in many ways. The dependency of people on this medium for need of information and entertainment has increased a lot in last decade. With the emergence of Television news we have come across a complete different definition of news. The news room culture and news elements have changed a lot with the development of 24X7 T.V news.

Internet as a concept came in 1960s. With time the application of internet became multi dimensional. Now, we are living in a society where life is incomplete without internet.

ARPANET (Advanced Research Projects Agency Network), funded by the U.S. Department of Defense, used the method of packet switching to allow multiple computers to communicate on a single network. It initiated the concept of internet. On October 29, 1969 it delivered its first message: a “node-to-node” communication from one computer to another. The technology grew in the 1970s after scientists Robert Kahn and Vinton Cerf developed Transmission Control Protocol and Internet Protocol, or TCP/IP, a communications model that set standards for how data could be transmitted between multiple networks.

With time the technology developed and now we cannot imagine single thing without internet.

In the last few years the whole world has changed beyond recognitions for digital revolution. After Industrial revolution digital revolution has been one of the pivotal moments of civilization. Literally, digitalization means the process of converting any piece of information into a digital or computer readable format and those are organized into bits. The integration and adoption of new digital technologies into everyday life is almost inevitable in every area of our lives. So, it can be said with no doubt that it has really revolutionized the world. From the basic things like food habit, transportation, education to sectors like entertainment has changed a lot due to technological advancements. The pattern of living, the pattern of communication to the pattern of development – everything has changed vastly. Nowadays geographical distance just does not matter to be in touch with. We do not need to be physically present to buy a thing or to get a job.

Each and every aspect of our lives has an impact of the changed mass communication system. Our communication pattern has changed a lot with the improvements of mass communication. The system is constantly developing and opening a new horizon for us. If we want to study the human history we have to know about the origin of mass communication. Only then we can relate our changes with the changing need of time.

2.3 The Theories of Press

In the late 1920s Europe saw the use of manipulated Media in certain cases. It even resulted in inclusion of a particular mindset among people of a particular country. Scholars from that time period emphasizes on formulating theories regarding the effect of Mass Communication on people. Normative theories, Social scientific theories, operational theories etc were formulated to explain the cause and effect relationship between mass communication and opinion of people.

Normative theories have a very idealist approach. They attempt to explore the relation between the political system and the functioning of media.

‘Four Theories of the Press’ (1956) by Fredrick Siebert, Theodore Peterson and Wilbur Schramm was the book with the approach to explore the relation between media functioning and political system. It offered four theories to explain the position of the Press in relation to its socio-political ethos and established a concept to analyse the global media system.

Each society controls its mass media in accordance with its policies and needs. It formulates its own particular pattern to control the media.

➤ **Authoritarian Theory**

This theory was developed in the context of political and economic Europe of 16th and 17th Century. The theory in the book 'The Philosopher King' by Plato was the main source of the theory. According to this theory, mass media, though not under direct control of the State or ruling class, must work according to their wish. The theory holds the belief that ruling elites should guide the mass because they are financially and intellectually strong. The mass media, therefore, should avoid offending the majority or dominant political, moral or economic values. In such a social setting the Press functions as an instrument of disseminating the position of state to the public.

In this type of social setting, various devices are used to enforce the co operation of the press.

The main principles are—

- Media should do nothing which could criticize, harm and undermine the authority,
- Media should always work as a sub ordinate to establish the authority of the state
- Censorship can be justified
- Journalists or other media professionals do not enjoy any independence within their work environment.

➤ **Free Press Theory**

The libertarian theories were developed slowly in late sixteenth centuries but came into action in eighteenth century. It arose from the works of men like Milton, Mill, Locke and Jefferson. It stressed that the search for truth is one's own natural rights. In contrast with authoritarian theory this theory believes in the freedom of press. It is founded on the basis of the fundamental right of expression. It assumes that the common citizen must hear all sides of an issue in order to find the ultimate truth. Here, individual is the supreme. And Government can best serve the people by not interfering with the media. According to Free Press Theory,

- Any publication should be free from any prior censorship,
- Attacks on the Government should not be punishable,
- There should be no compulsion to publish or suppress any information.
- Journalists should enjoy autonomy within their organization

➤ **Social Responsibility Theory**

This theory focuses on a 'free and responsible' press. The concept of this theory has been derived from Hutchin's Report, 'A Free and Responsible Press: A

General Report on Mass Communication, Newspaper, Radio.’ The Hutchin’s Commission was basically established to discuss the matter of Freedom of Press. At the end of research the commission found that the American Press was deviating from its social responsibility for prioritizing commercialization. They also found that the Free Market Approach had not met the informational and social needs of the less privileged class.

The theory says that the media has certain obligations towards society. So it needs high professional standards of truth, accuracy, objectivity and balance. Media should give public interest a greater value than commercial interest.

Soviet Communist Theory:

Soviet Communist Theory is a positive expansion of old authoritarian theory. It is derived from the Marxist Ideology on how the press should function. According to them, the ideas of ruling class are ruling ideas only. So, if the ruling class controls the media they will control it for their own benefits. Hence, there is need for the media to be controlled by working class. Then only the media will be able to serve the society.

The primary functions of the media are to—

- Inform,
- Educate,
- Motivate,
- Mobilize the citizens
- And support progressive movements everywhere.

The theory supports the presence of restriction and censorship to control the content of mass media.

Another two theories were added by Denis Mcquail in 1980 to take into the account of the circumstances of newly independent countries in Asia, Africa and South America.

These theories are- Development Communication Theory and Democratic Participant Theory. Both of these theories come out strongly against commercialized and commoditized media functioning. And they emphasized on the developmental role of media.

2.4 Summing Up

- The history of mass communication is not very old. Over the years different forms of mass communication have evolved and made a tremendous impres-

sion on the technological, political, economic, social and cultural trends of every nation.

- Social changes have always influenced the development of mass media.
- Four Theories of the Press' (1956) by Fredrick Siebert, Theodore Peterson and Wilbur Schramm was the book with the approach to explore the relation between media functioning and political system

2.5 Comprehensive Exercises

Short Answer Type Questions

1. Explain the significance of Guglielmo Marconi's contribution to mass communication and the development of radio technology.
2. Discuss television as an important medium of mass communication?

Long Answer Type Questions

1. Discuss the four theories of Press.
2. What do you understand by Authoritarian Theory?
3. What do you understand by Social Responsibility Theory?

2.6 Suggested Readings

- Mass Communication in India (4th Edition) by Keval J Kumar
- Mass Communication: An Indian Perspective by Subir Ghosh
- Communication Models by Uma Narula
- Introduction to Communication Studies by John Fiske
- Mass Communication Theories by Denis Mcquail

Unit 3 : Forms Of Mass Communication

Structure

- 3.1 Introduction & Objectives
- 3.2 Components of Mass Communication
- 3.3 Types of Mass Communication
- 3.4 Summing Up
- 3.5 Comprehensive Exercises
- 3.6 Suggested Readings

3.1 Introduction & Objectives

We studied about communication, understand its elements and classify the process based on the number of persons involved in it. In this unit, our focus is on the types of mass communication. We will learn the different facets of mass communication. For enhanced learning about the nature of mass communication, we should analyze its two basic components: the mass and the communication media.

3.2 Components of Mass Communication

➤ The Mass

The concept “mass” in mass communication is defined as a huge, diverse, assorted, unidentified audience. ‘Huge’ means we can’t exactly count the number of the members of audience. It is relatively large but it doesn’t mean that the audience includes all people. ‘Diverse’ means the audience of mass media includes a wide range of people –the rich, the poor, farmers, bureaucrats the list goes on. ‘Assorted’ means the audience of mass media is not essentially limited to a specific geographical zone. They may be spread everywhere. For example, a newspaper is read by a varied range of people. ‘Unidentified’ means we can’t exclusively point out a reader of a newspaper of newspaper with his certain qualities. Today a person may be read of a particular newspaper but tomorrow, his preference may change.

Everybody consumes mass media at different point of time. The channels of communication create and disseminate news, entertainment content and other visuals products to a large number of people. Mass media can be divided into three major groups on the basis of their physical nature.

They are :

- Print Media which includes newspaper, magazines and periodicals, books etc.
- Electronic Media which includes radio, cinema, television, video and audio records
- Digital Media or New Media

Mass Media manipulate our daily life more than any other cultural and intellectual institution. They remain a great source of news and entertainment to the society. They influence our purchasing behavior, voting patterns, and various other aspects of our lives. It is due to this large-scale impact of mass media, politicians, businessmen and government agencies depend on media to influence people. During elections, the politicians spend a lot of money for effective campaigns through mass media. Corporate houses around the globe spend billions of dollars to promote their products and services by extensively using mass media for advertisements. People depend on mass media in order to express their needs, complaints and wishes to the authorities. The government authorities keep their citizens informed about various the policies through mass media. To sum it up, the role of mass media in our society is ubiquitous. While defining Mass Media Wilbur Schramm said “a mass medium is essentially a working group organized around some device for circulating the same message, at about same time, to a large number of people.” This definition tells us that there is a well planned system behind each mass medium. A newspaper is printed daily with the overall efforts of a lot of people using a range of information ranging from local reporters to international news agencies. The case of distribution of the newspaper is no different. Everyone involved in the process from circulation manager to local newspaper boy is vigorously engaged in smooth circulation of a newspaper. The communication through mass media is distributed to a large number of people. They are identified as the audience. Media cannot survive without an adequate number of audiences. This brings us to the importance of devices circulating messages. These devices are technological means through which messages are reached to the audience. Devices include printed documents, television, radio, DVD, cassettes, the internet etc.

3.3 Types of Mass Communication

Mass media can be categorized based on the physical form, technology involved, nature of the communication process etc. Given below are the major categories of mass media.

➤ **Print Media**

With the invention of the portable metallic type in the fifteenth century by Johannes Gutenberg the way for proliferation of the print media was cemented. The printing press using moveable types initiated the means for mass production of texts. Before the printing press was invented, books were costly and only the rich people could afford them. Printing not only reduced the cost of books but also made them accessible for the commoners. Rapid production of multiple copies of texts led to the innovation of modern newspapers. Print media include newspapers, magazines, books, various textual documents.

➤ **Electronic Media**

The face of electronic mass media changed with the invention of radio by Marconi in the year 1895. The initial radio stations were set up in Pittsburg, New York and Chicago in the 1920s. The European countries too started radio stations for broadcasting news and entertainment. The colonial powers like Britain and France did not stay far behind as they set up radio stations in Asian and African countries in the early 20th century. The major leap in the history of electronic media was the invention of cinema. After cinema, television broadcasting was started in the US on experimental basis during 1920s. But, the spectacular impact of television as a mass medium began in 1950s. At the same time, the recording business was also grown manifold in the western countries. The term electronic media mainly include radio, movies, television and audio and video records.

➤ **New Media**

It involves the use of desktop, portable as well as wireless and handheld devices. The ways of communicating in the digital world include CD-ROMs, DVDs, Internet facilities like World Wide Web, email etc.

The mass media have a crucial function to play in modern egalitarian society as the main means of communication. People depend on the news media as the chief source of information and on the basis of which they form their opinions and decisions. Any message disseminated in the mass media will therefore have an insightful effect on the entire society. Every mass medium engages in competition with each other in order to get the attention of the readers, listeners, and TV-viewers. The functioning of newspaper houses and TV stations are at stake as the revenue from advertisements and sponsorships are proportional to the number of audiences. In order to survive, the mass media are increasingly turning to other schemes which include entertainment, creating scandals, and spreading fear etc. In today's scenario it is about the survival of the fittest in the field of mass media. Mass communication has become an essential part of our society. It is hard to imagine our lives without mass media. They keep us updated and shape our

opinion. The influence of mass media is believed to be constructive when they fulfill our needs of information gathering and entertainment in accordance with the existing customs, beliefs and culture in society. The mass communication messages are generally optimistic; they put across messages for communal harmony, peace, anti-social evils, etc. The mass media impact the minds of the audiences to a great extent by creating awareness. Public service broadcasting is extensively used for the purpose of learning, bringing social change and progress of the society. Films provide a platform to bring forward various important social issues with which our society is battling every day. They promote peace and harmony in the country. Mass media contribute enormously towards the progress of the nation and create social awareness but sometimes media like television and internet bring an evil effect in our society. The viewers of these media are watching everything that is being telecasted in the name of entertainment, which include violence, vulgarity, etc. Moreover, advertising also leaves an impact on young minds. They develop desires for unaffordable things which can lead to jealousy and sometimes crimes. Excessive viewing of television also creates several health issues. In today's world mass communication impact our lives to a great extent and reflect social values and practices, but this influence is often in amalgamation with a lot of other socio-cultural and economic and political factors.

3.4 Summing Up

Communication can be defined as the exchange of meaning between individuals or groups through a common system of symbols and language.

- Mass communication is the spreading of a message to an extended mass audience through rapid means of reproduction and distribution at a relatively inexpensive cost.
- Main forms of mass communication- Print media, Electronic Media and New Media
- Mass media can be categorized based on the physical form, technology involved, nature of the communication process etc.

3.5 Comprehensive Exercises

Short Answer Type Questions:

1. Define : (i) Print Media
(ii) Electronic Media, and
(iii) New Media

2. Define 'mass'.

Long Answer Type Questions :

1. Discuss about different forms of Mass Communication
2. Write about the evolution of New media and its effect on the society.

3.6 Suggested Readings

- Mass Communication in India (4th Edition) by Keval J Kumar
- Mass Communication: An Indian Perspective by Subir Ghosh
- Communication Models by Uma Narula
- Introduction to Communication Studies by John Fiske
- Mass Communication Theories by Denis Mcquail

Unit 4 : Mass Communication And Culture

Structure

- 4.1 Introduction & Objectives**
- 4.2 Mass Communication and Culture**
- 4.3 Mass media as cultural reflector**
- 4.4 News media as cultural reflector**
- 4.5 Non news media as cultural reflector**
- 4.6 Summing Up**
- 4.7 Comprehensive Exercises**
- 4.8 Suggested Readings**

4.1 Introduction & Objectives

Communication and culture are interrelated concepts. Communication is a process through which we transmit our cultural traits to others. Again, culture is something which determines the process of communication. In this unit, we will discuss about the relationship between communication and culture.

4.2 Mass Communication and Culture

Communication and culture are interrelated concepts. Communication is a process through which we transmit our cultural traits to others. Again, culture is something which determines the process of communication. Marshal McLuhan (1964) in his well-crafted book 'Understanding Media' indicates the power of mass media to influence the individual and their cultures and then goes on to explain how print, radio, telephone, cinema, typewriter and television have not only provided the new media of communication but it has also changed the social behavior. Globalization may not have come because of the emergence of television but in today's globalized world the combination of television and satellite along with the broadband Internet and mobile telephones has certainly created a ground for increasing globalization of linguistic and cultural life of the people.

The term 'culture' refers to the complex collection of knowledge, folklore, language, rules, rituals, habits, lifestyles, attitudes, beliefs, and customs that link

and gives a common identity to a particular group of people at a specific point in time. Its relationship with communication is extremely complex. One should understand that cultures are created through communication; that is, communication is the means of human interaction through which cultural characteristics—whether customs, roles, rules, rituals, laws, or other patterns—are created and shared. Without communication, it would be next to impossible to preserve and pass along cultural characteristics from one place and time to another. Thus, it can be said that culture is created, shaped, transmitted, and learned through communication.

Communication and culture are woven together. Communication serves to foster and spread the behavioral pattern of a society for social integration. Culture determines the basic pattern of our communication. The way we eat, we dress, we behave, we address—everything is dependent on our culture. For example, in Bengali families there is a ritual to touch feet of elders in time of greetings. It is a culture which initiates the process of communication. On the basis of the culture the effectiveness of communication depends. If we get a cultural shock while communicating the process will not continue at all. We need to understand the cultural context of the other person before communicating. Thus, culture is an inseparable factor in communication. Both are related with each other.

4.3 Mass media as cultural reflector

Mass media are very important to transmit culture in the society. It shapes the cultural experience for millions of people. The media are closely related to culture. It is through the media that creative people find a way to express.

Reinforcement of hegemonic values and practices through commercial enterprises has created inseparability between communication and culture.

Mass media are involved in our lives institutionally, economically, socially, culturally and historically. Mass media are defined as the technological means of transmitting ideas, opinions and information, through a mass communication device to a large and diversified audience. Mass media are cultural reflectors of the society. Different media genres like films, TV and music, reflect different cultural identities. Mass media reflect the social world around them. We conventionally organize media according to how closely they represent reality. It is important to understand that media images are representations of the social and cultural world. The content of different forms of mass media has its origin in our cultural root. Media representations always draw inspiration from our socio-cultural environment and reflect the culture of an era.

4.4 News media as cultural reflector

The news media, any print or electronic, always represent the happenings of the world in a fair and accurate manner ideally. Newspapers always have played a vital role in our country's cultural life. Before independence also the press was a powerful instrument for opinion building with the limited circulation and primitive technology. Between 1880 and 1900, the role of the newspapers in America changed radically. Prior to this period, the newspapers did not have a direct influence on public opinion. With the advent of massive urbanization in India, the daily press garnered a vast readership. This led significantly to a new section of readers, with changing demographics and psychographics. The emergence of supplements with the daily copy of the main newspaper catered very well to this new reader. These supplements tend to cover different popular areas like – guidance for higher education, career counseling, job opportunities, emerging businesses, lifestyle and health. Contemporary newspapers, therefore, are reflective of the popular culture trends of their readers.

The rise of television news channels has also influenced the images of cultural representations. The nature of television news channels has increased the demand for different content. Subsequently, news is no longer restricted to the domain of only hard and serious news. They design the content on the basis of their need for the advertisers. Hence, the content on television news channels is reflective of popular social and cultural trends. Understanding the cultural signs that are being circulated by the news is considered as a useful tool in charting the social construction of cultural understanding within a society. Infotainment is the new trend in news media. The news media nowadays focus on the entertainment function of the news rather than its informative function.

4.5 Non news media as cultural reflector

Non-news media including books (fiction and non-fiction), magazines and television programmes also represent cultural dynamics of a society. The content of the daily soaps, movies etc always represent the dominant culture of the society. Media tries to inculcate the dominant culture among its audience. The characters in the films, their dressing, behavior, food habit everything reflect the cultural context in which we live.

Mass communication and culture are, thus, interlinked with each other. On one hand, mass media helps to transmit the dominant cultural traits among people of the society.

For example, the content of the earliest Indian films was rooted in history and mythology, as these were key cultural resources of that generation. After India gained independence, the spirit of hard work and development swept the nation. This got reflected in the films of that era which had such themes. The 1970s saw a multitude of films with strong social messages like importance of education and family planning. This was because the country was face with an onslaught of such social problems. Hunger and poverty were also rampant. Hence a series of mainstream films took these themes as their central idea. This era saw the emergence of the hero as a youth rebel who voiced the concern of the underdog with a strong and violent streak. It was an expression of the nation's youth culture of those times.

The rise of Internet has also changed the way we engage with the media. It has not only made this engagement very interactive but has managed to create a strong subculture in terms of creating institutions at the level of an individual. The cultural pattern of our communication has also changed with the growth of different social networking platforms.

Communication technology has increased global connectivity. Consequently, there is huge cultural diffusion and mixing. There has been a rise of global culture with the growth of mass media.

Mass communication and culture are thus much related with each other. Both are woven together. We can never define one without other.

4.6 Summing Up

- Communication is a process through which we transmit our cultural traits to others. Again, culture is something which determines the process of communication.
 - The term 'culture' refers to the complex collection of knowledge, folklore, language, rules, rituals, habits, lifestyles, attitudes, beliefs, and customs.
 - Newspapers always have played a vital role in our country's cultural life.
 - The rise of television news channels has also influenced the images of cultural representations
-

4.7 Comprehensive Exercises

Short Answer Type Questions

1. Define 'culture' .
2. What do you know about Marshall McLuhan ?

Long Answer Type Questions

1. Discuss about the inter relation between Communication & Culture.
2. Discuss the role of Non-News Media as Cultural reflector.
3. 'Communication and culture are woven together.' Discuss.

4.8 Suggested Readings

- Mass Communication in India (4th Edition) by Keval J Kumar
- Mass Communication: An Indian Perspective by Subir Ghosh
- Communication Models by Uma Narula
- Introduction to Communication Studies by John Fiske
- Mass Communication Theories by Denis Mcquail

MODULE 2
WRITING IN MASS
COMMUNICATION

Unit 5 : Writing For Print

Structure

- 5.1 Introduction and objectives**
- 5.2 Principles of good writing**
- 5.3 What is News**
- 5.4 Sources of News**
- 5.5 Various forms of News Writing**
- 5.6 Legal and crime reports**
- 5.7 Types and kinds of Print Media**
- 5.8 Summing Up**
- 5.9 Comprehensive Exercises**
- 5.10 Suggested Readings**

5.1 Introduction and objectives

Writing for print involves crafting content for physical publications such as newspapers, and magazines. It requires a clear, concise, and engaging style to capture readers' attention quickly. Print writing often adheres to specific guidelines and formats, emphasizing accuracy and credibility. Headlines and leads are crucial, as they draw readers into the story. The content should be well-researched and structured logically, with a strong focus on grammar and punctuation. Understanding the target audience and the publication's tone is essential. Despite the digital age, writing for print remains a valuable skill, preserving the impact of tangible, authoritative media.

Newspaper readers are generally in a hurry. They want to acquaint themselves with the stories of the day before they go out for work. Also, the educational and cultural levels of all newspaper readers are not the same. Even more educated and sophisticated readers will like to go straight to the point than wading through verbiage.

As the International Press Institute Manual suggests, while writing or editing for a newspaper, the writer/ editor must ask himself a few questions: Does this story tell the most important news in the simplest way? Is it immediately clear to anybody who has not been reading the newspaper for, say, about a week?

He/she must always assume that the reader is always new to a story. It should not be assumed that the reader will remember even the news of a couple of days ago. So, when following up a story, the reporter must inform the reader in brief what happened earlier.

The rules of brevity and simplicity will especially apply to the introduction- or “intros” of a news report. The first paragraph is commonly known as the “intro”. The sentences should be short and sharp, as should be the paragraph itself. It should try and convey “a maximum fact in a minimum of phrase”. Long intros not only look shabby but are also difficult to read. It should be possible to read the “intro” without much effort.

According to expert, “the A.B.C. of Professional journalism” can be said to be Accuracy, Balance and Clarity. Failing in accuracy means failing the reader. So a journalist must always present his or her facts right. Balance is another important requirement. A reporter should always strive to give two sides to a story, especially when the issue is controversial. If one of the parties is not available for comment, it should be clearly mentioned. And, last but not the least, is clarity. A combination of Accuracy, balance, and Clarity will lead to Credibility which is publications’ greatest asset.

One of the most crucial differences between journalism and other forms of writing is the way reporters obtain the information they write about. Reporters obtain information from variety of sources, which can include news agencies, government documents, researching old articles, and observing events first hand.

5.2 Principles of Good Writing

Any writing, especially those written for the general reader, should be simple, direct, precise and brief. The main aim of the writer should be to comprehend the idea in a few words. But. it is easier said than done. Most of us, when we put pen to paper or sit at our computers to write a piece, tend to get pompous and verbose. Too often, clarity and simplicity are marred by pompous words, long sentences and endless paragraphs. We forget that most readers are in a hurry to get to the point and don’t want to get stuck in a verbal traffic jam. Still, many writers tend to be ponderous instead of being brief, prefer unfamiliar words and phrases. This is especially true of official reports and correspondence and what is known as “business writing”. In such writings, the writer appears to be hiding his thoughts rather than expressing them.

Any writer aspiring to be a journalist should aim at being simple, direct, concise and brief. Never ever use two words when one would do. Avoid jargon

and clichés. Explain abbreviations, if any. Use short sentences wherever possible. Long sentences are not entirely ruled out, but use only when absolutely necessary. Short sentences can have a great impact. The Reuters report on man's first landing on the moon began with a sentences consisting of only six words: **"The man is on the moon."** Use words and phrases about which you are absolutely sure. It is tempting to use vogue and fashionable words and phrases. Avoid them unless they are essential.

5.3 What is News

Though we are always using the word, 'news' is not easy to define. There is hardly a universally agreed response to the question: What's news? What is news to someone may not be the news to somebody else. As has been said, "the criteria of what is news depends according to the needs of different countries and societies. The needs of developing countries are different from those of industrialized societies."

Lord Thomson, the newspaper baron, once defined news as those items in a newspaper which were needed to fill up the gaps between advertisements! He was, of course, speaking with the tongue in his cheek and as newspaper owner. A journalist must look at news from a different angle.

One of the popular definitions is that **NEWS** means information coming from all directions- North, East, West, and South. While this is true in a way, it cannot be a fully adequate definition. Not all information's are news. The most significant question to ask about a news item: is there anything new in it? Other questions will follow. Is it significant and important? If so, how much? Not all news items are of equal value. 'News value' depends upon various factors. The death of a national leader is obviously, more significant than that of a local leader. Similarly, a major railway mishap resulting in heavy casualties will concern more readers than, say, a road accident in which a couple of people are hurt.

News value will also differ from newspaper to newspaper, depending on the place of publication. For Instance, a somewhat major road accident in Kolkata will be displayed prominently in all city newspapers, but may not find a place at all in newspaper published from, say, Indore or Ujjain. the relative news value of an item will determine how prominently it will be displayed. Only about six or seven items will go into the front page and the most important one will be the lead or main news of the day.

Besides being new and significant, a news item will also have to be timely. It is important to remember that readers are more interested in what is happening in their respective neighborhoods/ towns/ cities than in the events in distant lands.

Readers are also interested to read news which affect their daily lives. A small rise in the cost of bread will interest an average reader more than, say, a hefty hike in the price of steel.

Newspapers are often accused of purveying “bad news”, it is generally because such items meet the criteria of “what is news.” For instance, if all the trains in the country run in time that is not news. But if one of them is involved in an accident that becomes news, because it is a change from the routine and hence “new”. The same is true of natural disasters. Studies have found that people like to read more about conflicts and crises than about events. But, continuous “bad news” about a particular area or country or a group of people may not retain the interest of readers.

➤ **Criteria of news**

The criteria by which news is judged are:

- Is it new?
- Is it unusual?
- Is it interesting or significant?
- Is it about people?

These elements make up what we call the “news value” of information. The stronger the elements are, the higher the news value.

➤ **Is it new?**

It should be new otherwise it cannot be news. The World cup victory of India in 2011 is interesting, superb and impactful, but it cannot possibly be reported in tomorrow’s papers, because it is not new.

If some information and facts about the victory became known for the first time, however, that would be news. The victory would not be new, but the information would be. Events surrounding the former players which happened days or even weeks after the victory can still be news, as long as they have not been reported before. If you are reporting a story for the first time, it should be new to your readers or listeners and therefore it can be news.

➤ **Is it unusual?**

Things which are happening all the time cannot be termed as news, even when they are new. A child wakes up, eats breakfast and plays with his/her toy—nobody wants to read about it because it is not uncommon. Ordinary and routine things do not make news. The classic definition of news is this: **“Dog bites man” is not news; “Man bites dog” is news.** This definition, though, is not universal.

➤ **Is it interesting?**

Events which are new and interesting may still not attract the interest of the general readers. For instance, archaeologists may report that a place has just been found and discovered which is significant from the historical point of view. The discovery is new, and the event is unusual, but it is unlikely to attract the interest of common readers other than a specialist or a historian.

➤ **Is it significant?**

If a common public says that the temperature is rising due to the effect of global warming, that is not news. If a minister says it, it is news, because what he says on the subject is significant. The minister's view point will help to form the policy to minimise the impact of global warming. The content of the news may be different, therefore, in different societies, but the way it is identified will be the same.

➤ **Is it about people?**

Our daily newspapers are concentrated with news about the people did to change the world. However, news can also be found on certain non-human stories, such as cyclone, earth quake, drought, volcanic eruption or a fire. While reporting a reporter has to make sure that the story should be centred on people.

All these natural calamities will only qualify for news when they affect people's lives. Every story should be centred in terms of people. Always initiate by asking yourself the question: "How does this affect my listeners, readers or viewers' lives?"

Whenever you have a story to report which tells of how something has occurred which affects both property and people, always put the people first.

5.4 Sources of News

A newspaper gets its supply of news items from a number of sources. It receives hundreds of them every day, besides articles, features, essays, and so on. A newspaper has limited space. For instance, a 12-page newspaper can accommodate on an average more than about 60 news items. The rest of the space is taken up by articles, features, and of course, by advertisements. So, the editors have to choose from this huge chunk of items which are likely to attract the interest of the majority of readers.

The main sources of news are (i) the news agencies and (ii) a newspaper's own staff reporters and network of correspondents.

The main job of a news agency is to gather news from various parts of the world and sell them to newspapers and other media organizations like radio and television. As it is not feasible for any single newspaper to have reporters and correspondents all over the world, it has to depend heavily on the agencies as the primary source of news. It can then follow up some of the stories of its own. For instance, the first information about a major train mishap at any place may come from one of the agencies. A newspaper can then decide to rush one of its reporters to the site of the accident, who then files his own stories. Many newspapers subscribe to more than one agency for better coverage.

Besides political news, the agencies also carry items about sports, entertainment, law, science, business and so on.

The two major news agencies in India are the Press Trust of India (PTI) and the United News of India (UNI). They work in collaboration with and carry the news items from such well-known international agencies as Reuters, Agence France press, Associated press and United Press international. The PTI runs a Hindi service called “Bhasa”.

The main news bureau is located at its center of publication. A newspaper being published from Kolkata will have a large number of reporters and correspondents in and around the city. Similarly, it will need to have a correspondent, if not a staff reporter, at each of the major towns in the state.

There are also ‘stringers’ who are not regular employees of any mainstream media organizations but get paid for the items that have been published supplied by them.

Most Indian newspapers have a strong bureau at New Delhi because of its political importance. Major political parties emanate from the national capital. Major newspapers also have reporters placed for gathering news at important cities all over the country. Today many media outlets can even afford to have correspondents at major cities abroad, such as London and New York.

There are certain standard sources from which news emanate regularly. These include: The Government departments, the Legislatures (Lok Sabha, Rajya Sabha, and Vidhan Sabha), Municipal corporations, political parties, police Stations, Hospitals, Universities and other educational Institutions, Stock Markets, Business centers, VIPs and celebrities, etc.

These sources have to be regularly checked. A good newsman is one who has a wide network of personal contacts at various levels. One can often get a lead from an unsuspected source and then follow it up. Each person can be said to be

a potential source of news.

5.5 Various forms of News Writing

Most of the space of newspaper is taken up by news, whether political, government, sports, business, crime or entertainment. Whatever may be the subject, the basic rules of simplicity, precision and brevity will always be happy.

When a reporter is writing a story or a sub-editor is editing it, he should see to it that the answers to the following questions are found in the copy: Who, What, When, Where, Why and How (five Ws and one H). It is a good formula for working on any news story, because these are the questions a reader is likely to ask when he reads the story.

Before writing a story, a reporter goes to the scene of news, observes, talks to people, collects some additional information from files, reports, etc., if necessary. He/She has to seek the answers to the above-mentioned questions before he/she sits down to write his/her copy.

The technique in news writing is different from that of literary writing. In fact, it is exactly the opposite.

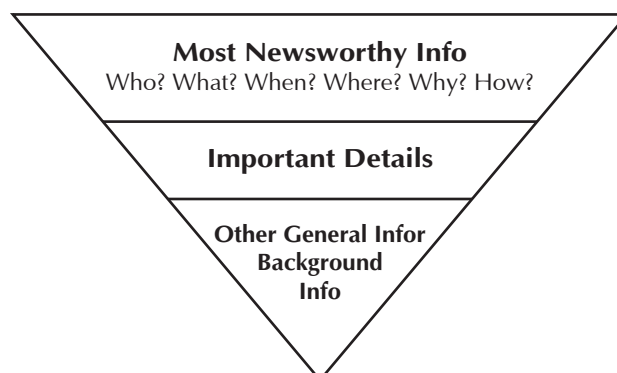
In a short story, for instance, first comes the introduction, then the developments in increasing importance and finally, the climax and the ending. The flow in a news story is just the reverse. Here, the climax comes at the very beginning. The main elements in the story is the climax and that's the news.

For example, an ODI match between India and Australia may begin in the morning, continue through the day and ended with India's victory. The report to be published next morning will not begin from the beginning of the match, but will tell the reader what was the final outcome.

It will lead with a sentence such as this: "India's Thrilling Eight-Run Win Over

Australia In Second ODI." Only then will follow the details.

The form of news writing is popularly known as the "Inverted Pyramid" style of writing, as the most important part goes at the top.



So, the form of news writing can be described as (i) starting with the most important element and (ii) then providing the other elements in a diminishing order of importance. The advantage of this form is two-fold: if the reader is in a hurry and doesn't read the full story, even then he will get the more important points. Again, if there is pressure on space, the editors can easily delete the less important paragraphs towards the end.

In journalism, the beginning sentences of a news story are everything. Called leads or "intros," they must convey essential information, set the tone and entice people to continue reading. If you're interested in becoming an expert journalist, understanding how to write a lead is a key skill for your toolbox.

➤ **Tips for Writing Leads**

Below are some helpful hints to keep in mind.

➤ **The Five W's and H**

News writing strives to answer "The Five W's and H:" that is, Who, What, When, Where, Why and How. Good leads answer as many of these questions as possible in a single sentence. When writing a lead, it helps to think about which of these facts is the most vital for readers to know.

➤ **Keep It Short**

A good lead provides all the information the reader requires in just a few words. Ideally, a lead should be between 25 and 40 words.

➤ **Keep It Simple**

Don't clutter up the lead with unnecessary adjectives or adverbs. Also make sure that your lead only discusses one idea to avoid confusion.

➤ **Write in Active Voice**

Avoid all forms of the verb "to be." Common exceptions including writing about fatalities ("two people were killed Thursday") and when discussing police

activity (“two people were arrested”). Passive voice is often the result of incomplete reporting.

➤ **Structure Your Lead Properly**

Put your most crucial information at the very beginning of the sentence. Important secondary information can go in subsequent sentences. If you need attribution in your lead, make sure it goes toward the end of the sentence because it is less important than the information itself.

➤ **Understand the Context**

Keep in mind what your readers may already know about your story based on previous media coverage. Write in a way that speaks to these realities and adds relevant, useful information.

➤ **Be Honest**

Never mislead the reader. If you promise a certain type of information with your lead, you should be ready to deliver.

Once you understand these cardinal rules, you can begin to experiment with style.

Activity For the Learner

Assignment—Write a lead based on the following set of facts:

Who? Two men

What? robbed a jewelry store

Who? Two men

What? robbed a jewelry store

Where? Royal Gems, at 55 West 47th Street, in the heart of Manhattan’s diamond district

When? Saturday, March 13

Why? No information

How? The men carried pistols, police said, adding that the men bound three employees and a customer and stole gems and money. The police also said that no one was injured in the holdup.

5.6 Legal and crime reports

Legal and crime reports are often marred by the intrusion of unnecessary details and verbiage. While the readers must be provided with the legal points whenever

necessary, a journalist must ensure that the news point is not buried under legal jargon. It is always advisable to give the main news element in the “intro”, and then go to the legal details.

The basic principle of court and crime reporting, as mentioned in manuals of various media organizations, is that there shouldn’t be anything in the report which may prejudice the right of any accused to a completely fair and impartial trial. Strict accuracy, with no fancy dressing, is what called for.

When reporting an arrest, a reporter shouldn’t say anything that would prejudice an accused at the trial. We shouldn’t write:

“Two persons were arrested at Haldia for murdering a boy of five.” Instead, we should write:

“Two persons were arrested at Haldia in connection with the death of a five-year-old boy.”

While reporting a trial, a reporter should report only what is said in the court. The material gathered outside the court should not be incorporated into the trial story.

This brings us to the laws of libel. Everyone writing for a newspaper will have to bear in mind that he shouldn’t write anything that is likely to defame an individual or an organization. Unfounded accusations can attract the provisions of such laws. The editor, publisher, and the concerned writer/ reporter are then dragged into a court to defend defamation charges under the relevant laws.

5.7 Types and kinds of Print Media

In a democratic country like India, the Press plays a crucial role in shaping public opinion. A newspaper not only covers current affairs, but also serves as the public’s eyes and ears and helps set the national agenda. It provides a forum for debates and acts as a medium of creative expression.

The press, as is often said, hold up mirror to the society. While this is essentially true, it does more than that. It fights against all kinds of oppression and injustice and thus plays a very crucial role in purveying information. The Press helps facilitate such changes by explaining their significance to the people.

The press in India has a long history of over two hundred years. The first newspaper as we know it was published in India on January 29, 1780. Its name was “Bengal Gazette or the Calcutta General Advertiser”. It was edited and published by James Augustus Hickey. **Bengal Gazette** is the first Bangla newspaper published by Bengalis. It appeared as a weekly around the same time when the Missionaries

of Serampore brought out the first ever Bangla Weekly Samachar Darpan in May 1818.

When we talk of newspapers, we generally think of what we called mainline newspapers. These are publications which strive to serve the general reader and cover anything from politics to business, sports, entertainment and so on. They have special sections and pages devoted to the various areas or verticals and evolve a mix that will spruce the interest of readers from all walks of life. Their principal area of interest, however, is politics. In some countries, such as Britain, newspapers are divided into two categories: “quality” and “popular”. The Times and The Guardian, for example, belong to the former while The Daily Mirror and The Sun are included in the latter category. The so-called quality newspapers try to cater to the tastes of the more affluent and educated readers.

In India, the English- language newspapers lay claim to be the “quality” ones. Newspapers like

Anandabazaar Patrika and Malayala Manorma have a substantial number of readers belonging to this category.

Magazines as a print media hold a significant place in India’s diverse media landscape. Catering to a vast and varied audience, magazines cover a wide range of topics including politics, fashion, lifestyle, technology, and more. With established names like India Today, Outlook, and Femina, the magazine industry serves as a crucial platform for in-depth reporting, investigative journalism, and cultural expression.

We also refer to magazines as ‘periodicals.’ It is important to note that while newspapers are published daily, providing readers with news from the previous day, magazines are published at regular intervals. Some magazines are weekly, some are fortnightly, and some are published once a month. For example, ‘,’ a popular magazine from the Bengali newspaper ‘বর্তমান সাপ্তাহিক,’ is published weekly. Similarly, readers of ‘Sangbad Pratidin’ receive the ‘রোববার’ magazine every Sunday for free. Additionally, ‘Bartaman’ publishes a monthly magazine called ‘Sukhi Grihokon.’ The entertainment magazine ‘Anandalok,’ literary magazine ‘Desh,’ and lifestyle magazine ‘Sananda’ from ‘Anandabazar Patrika’ are published fortnightly.

Each magazine has its own distinct characteristics. For instance, ‘Anandalok’ features news about Tollywood, Bollywood, and Hollywood entertainment. ‘Bartaman’s ‘Sharir O Shastho’ magazine focuses on health-related articles and doctor’s advice. ‘Sukhi Grihokon’ covers topics like women’s fashion, home decor, and various recipes, similar to ‘Sananda.’ Moreover, there are travel and job-related magazines published in Bengali. Notably, many of these magazines also release special editions during festivals.

Magazines are a means of mass communication that help inform readers about contemporary economic, political, cultural, and social issues in a detailed manner. Readers often seek to learn more about important topics they've encountered briefly in newspapers through magazines. If unknown facts or pictures related to these topics are presented, the periodical is likely to become popular among readers quickly.

Generally, magazines serve as a companion for readers during their leisure time. They provide an escape from the 'hard news' of newspapers, offering new perspectives, analyses, and lighter content like stories. However, like newspapers, the primary goals of magazines are to inform, entertain, and influence readers. Looking back at history, one of the earliest magazines was the 'Gentleman's Magazine,' edited by Edward Cave in London in 1731, which was the first publication to use the term 'magazine.'

The Second Press Commission recommended that all types of news publications be brought under the 1867 British government's Press and Registration of Books Act and categorized into three divisions: newspapers, news magazines or periodicals, and journals.

A key feature of magazines is their writing style. Magazine articles should be easily readable and devoid of exaggeration. The writing should be engaging and colorful. Since magazine articles often cover topics in depth, dividing long articles into various subheadings makes them easier for readers to follow. Editors and journalists must pay careful attention to this aspect. Most magazine articles are 'feature articles.'

When selecting topics for magazines, always focus on 'fresh' and 'interesting' subjects to capture readers' interest. Additionally, the layout of magazine pages should be given special attention. The more attractive the page layout, the more it will draw readers' attention. Therefore, using relevant images alongside articles is crucial. Finally, remember that just as topic selection should be diverse, the cover should also be striking.

However, there are apprehensions in some quarters that the press has an uncertain future as it faces a severe challenge from the New Media. While it is true that the press does face a severe threat. It would be premature to imagine that print journalism will die in the near future. In spite of the challenge from the new media, the press is very much alive. Besides, newspapers are also gearing themselves up by bringing about technological and editorial changes to face the challenge of the digital age.

5.8 Summing Up

- General rules of good writing will apply to writing for newspapers, too. It will have to be simple, direct, brief and precise.
- The rules of brevity and simplicity will especially apply to the introduction- or “intros” of a news report. The first paragraph is commonly known as the “intro”.
- A combination of Accuracy, balance, and Clarity will lead to Credibility which is publications’ greatest asset.
- News value will also differ from newspaper to newspaper, depending on the place of publication
- The main sources of news are (i) the news agencies and (ii) a newspaper’s own staff reporters and network of correspondents.
- In a democratic country like India, the Press plays a crucial role in shaping public opinion. A newspaper not only covers current affairs, but also serves as the public’s eyes and ears and helps set the national agenda.

5.9 Comprehensive Exercises

Short Answer Type Questions

1. Define News Sources
2. What do you understand by PTI?
3. What do you mean by ‘Inverted pyramid style’ of news reporting?
4. What do you know about James Augustus Hickey?

Medium Answer Type Questions

1. What do you mean by Sources of News?
2. What are the things you should keep in mind while writing a lead?
3. Discuss the various forms of News Writing?
4. What are the things you should keep in mind while writing a legal news reports?

Long Answer Type Questions

1. What are the essential qualities of good writing?
2. How is writing for newspapers different from other kinds of writing? Discuss with a few examples.

3. Discuss the different types of print media?
4. Discuss about the sources in Journalism.

5.10 Suggested Readings

- Ghosh, Subir, *Mass Communication Today : In the Indian Context*. Profile Pub. 1996
- Kamath, M.V., *The Journalist's Handbook*, S. Chand, 2018
- Vallins, G.H., *Good English*, Macmillan, 1968

Unit 6 : Writing For Television

Structure

- 6.1 Objectives
- 6.2 Introduction
- 6.3 About the Television Journalism
- 6.4 Writing for Television
- 6.5 Duration of Television Copy
- 6.6 Summing Up
- 6.7 Comprehension Exercises
- 6.8 Suggested Readings

6.1 Objectives

Television is an audiovisual medium. Writing news for this medium differs slightly from writing for newspapers. In television, we primarily write news keeping visuals in mind, meaning visuals are the primary focus. Words are used to complement these visuals. In this unit, we will discuss how to write script for television news. However, we will first start with how to write a copy for television. In this chapter, we will cover:

- a) A few areas on television journalism
- b) What needs to be written for television
- c) The duration of a television copy

6.2 Introduction

The advent of television in the twentieth century revolutionized the media scene. The impact of radio was by no means inconsiderable, but that of television was much greater. In the print medium, we have only words and some images (photographs). In radio, we have only sound. But in TV, there is a combination of sight, sound and motion. When the images started coming in color instead of in black and white, the attraction of the medium increased manifold.

Television has more than its share of critics. It has been criticized as a “shallow” medium, the TV set has been labelled an “idiot box”. It has been accused of

trivializing everything from politics to culture. But no one has been able to deny its profound impact on society. It may be good or bad, but is profound nevertheless.

Television is now present in almost every Indian household. Overcoming economic disparities and educational barriers, television has become the most popular medium. Therefore, when writing news for this medium, it must be comprehensible to the general public. Choices of words and sentence structure should be simple and straightforward so that people of all ages and educational backgrounds can understand.

When reading news in a newspaper or digital medium, if something is unclear, we can re-read it. This option is available in newspapers and digital media, but not in television. Additionally, the visuals in television are so powerful that complex sentences and difficult words can create confusion. Therefore, the use of simple language is essential in television news.

6.3 About the Television Journalism

1. **Use Words, Not Numbers :** We have already discussed why simple and straightforward language is necessary for television. Additionally, there are certain rules to follow when writing a copy for television journalism. Numbers should always be written in words. For example, in the case of an accident, if 5 people died and 50 were injured, we write ‘five’ and ‘fifty’ instead of using the digits 5 and 50.
2. **Avoid Repetition of the Same Word :** When writing a copy for television, ensure that the same word is not used repeatedly. For example: “Survey reports suggest that many students in India have dropped out of school due to lack of a conducive environment during the pandemic. The government is emphasizing infrastructure to bring these students back to school.” Here, the word ‘students’ is used consecutively in two sentences. This creates monotony. Instead, we can write: “Survey reports suggest that many students in India have dropped out of school due to lack of a conducive environment during the pandemic. The government is emphasizing infrastructure to bring these dropouts back into the mainstream.” (Note: The above example is fictional and used to explain the concept.)
3. **No Need to Explain the Visuals** As mentioned earlier, visuals are a powerful element in television. Even though it is an audiovisual medium, the visuals are primary. Therefore, there is no need to describe what is clearly visible in the visuals with words. For instance, if continuous rain for forty-eight hours has

caused knee or waist-deep water in an area, and the visuals show residents wading through knee or waist-deep water, mentioning these details again in words is redundant. Instead, we can write: “Incessant rain for forty-eight hours has created a flood-like situation in the area, causing inconvenience to the residents.” (Note: The above example is fictional and used to explain the concept.)

4. **Rules for Titles or Positions :** The rules here are similar to those for newspapers. When writing for television, the title or designation of a person is mentioned in the first sentence. Later, we can use either the name or the designation. For example: “Prime Minister Narendra Modi reminded the nation to exercise caution while celebrating festivals during the pandemic. On the occasion of Holi, the Prime Minister extended his best wishes to the nation.” Here, the title and name of the Prime Minister are mentioned in the first sentence, and only the title is mentioned in the second sentence. (Note: The above example is fictional and used to explain the concept.)
5. **Important Information is Written First :** A key feature of television journalism is creating a sensation. Especially in the Indian context, the principle of creating a sensation is prioritized. Therefore, when writing a copy for television, the most important information is written first, followed by the background and explanation of the news. The same principle applies to visuals; the most sensational part of the visuals is shown first, followed by the rest.
6. **Sensitive Issues :** When writing about sensitive issues, the same rules as in newspapers must be followed. For example, in the case of religious conflicts or caste-based fights, the names of the religions, groups, or castes involved should never be mentioned. Even if there is a death, the side to which the deceased belonged should never be mentioned. Additionally, in showing visuals, blood or severely injured or deformed bodies should not be shown. If such parts of the visuals are shown, they should be blurred. The same rule applies in cases of physical assault. The name or picture of the rape victim or assaulted person should never be shown, nor should the pictures of their close relatives or their house. If it is necessary to show the victim’s statement for the news, the face must be blurred.
7. **Balance and Credibility of the News :** These two aspects are crucial when writing a copy for any news medium. One is maintaining the balance of the news, and the other is credibility. For any copy, whether it is political, crime-related, or a simple news story, it is important to present both sides.

Otherwise, the copy is considered biased and loses credibility with the audience. Therefore, when writing a copy for television, it is necessary to show the bites (quotes) and visuals of both sides.

6.4 Writing for Television

In this chapter, I have repeatedly mentioned that visuals are a powerful element on television. So, one might wonder if there is any place for writing on television. Absolutely, there is. Let's now discuss how important writing is for television.

When a piece of news first appears on television, it is initially presented as a breaking news or news flash at the bottom of the screen in the form of a scroll.

1. Breaking News or News Flash

These are written in very short sentences (3-4 words). Each sentence provides one piece of information. For example:

- Road accident claims 9 lives, injures 22 (first sentence)
- Bus overturns in Gangarampur (second sentence)
- Bridegroom's bus overturned (third sentence)
- Groom dies in accident (fourth sentence)
- Driver's negligence causes accident (fifth sentence)
- Injured being treated at local hospital (sixth sentence)
- Senior police officers at accident site (seventh sentence)

(The above example is fictional and used to explain the concept to students.)

The above example is about a road accident. After receiving the initial news, it is displayed in small sentences at the very bottom of the television screen (Lower Third). Notice that each sentence conveys a separate piece of information and is structurally very simple, almost like spoken language.

When writing breaking news, conjunctions are generally not used. Another important aspect is that numbers are used only when writing breaking news or news flashes, e.g., 9 dead in road accident.

2. Full Screen Breaking

After the news breaks on the lower third, it might start being discussed based on its importance. If visuals have not yet arrived, the news is displayed as full screen breaking. Meaning, the news moves from the lower third to the main television screen. But as I mentioned earlier, television is an audio-visual medium. So, what happens if there are no visuals for an important piece of news? Do we wait for the visuals to arrive?

The answer is no. In this case, before the visuals arrive, the news is displayed in full screen breaking format, or the discussion begins. This format is called dry news, meaning there are no visuals, but the news is important enough to inform viewers through full screen breaking until the visuals arrive. How is this format presented?

Here, the main screen of the television is filled with small sentences about the news, and the anchor/news caster asks the reporter for more details.

For example :

- Double murder in broad daylight in Kolkata (first graphics plate)
- Bodies of elderly couple found in Behala (second graphics plate)
- Throats slit (third graphics plate)
- Long-time servant missing (fourth graphics plate)

(The above example is fictional and used to explain the concept to students.)

In this way, the news is shown across the screen in short sentences while the voice of the anchor can be heard in the background. The anchor asks the reporter for more details about the news.

However, there is an important rule regarding full screen breaking. Since this is a dry format (no visuals), it is used only for very important news and should not be used repeatedly. It can be used at most once or twice.

3. Anchor Voice Over (AVO)

Anchor Voice Over, or AVO, is a crucial format in television journalism. Once the visuals of an incident arrive, the first task is to quickly show them to the viewers. But it's not enough just to show the visuals; the viewers need information and explanation about them. In this case, the anchor explains the visuals. The viewers see the visuals on the screen while hearing the anchor's voice in the background.

For the Behala incident, if an AVO is done, the news might be written as follows:

AVO : An elderly couple was murdered in broad daylight in Kolkata. This morning, their bodies were found in a renowned housing complex in Behala. It has been learned that Nitish Bagaria and his wife Meena Bagaria had been living there for nearly seven years. Neighbors last saw them during their evening walk yesterday. This morning, their driver, after repeatedly knocking and getting no response, informed the neighbors. The police later broke down the door and recovered the elderly couple's bodies. Nitish Bagaria's body was found in the living room while his wife's bloodied body was found in another room. An old servant

who had been taking care of the couple for a long time is missing. The police are investigating if there is any connection between the servant's disappearance and the double murder.

(The above example is fictional and used to explain the concept to students.)

Suppose the visuals of the above-mentioned incident have arrived. As the visuals are shown, the anchor provides various information about the incident in the background. This format is called AVO or Anchor Voice Over.

4. AVO-Bite (Anchor Voice Over and Sound Bite)

Humans are curious by nature. We have an innate curiosity for new information. After watching the visuals and learning about the incident, viewers might want more details. They might want to know what the police are saying or the neighbors' statements. This format is called AVO-Bite or Anchor Voice Over and Sound Bite.

In this case, after showing the visuals, the statements of a police officer and a neighbor are shown as sound bites. The viewers can see these individuals' statements directly on the screen. This format is called AVO-Bite. The news can be written as follows:

AVO-Bite : An elderly couple was murdered in broad daylight in Kolkata. This morning, their bodies were found in a renowned housing complex in Behala. It has been learned that Nitish Bagaria and his wife Meena Bagaria had been living there for nearly seven years. Neighbors last saw them during their evening walk yesterday. This morning, their driver, after repeatedly knocking and getting no response, informed the neighbors. The police later broke down the door and recovered the bodies. An old servant who had been taking care of the couple for a long time is missing. The police are investigating if there is any connection between the servant's disappearance and the double murder.

Pranab Pal O.C., Behala Police Station (super)

Pulkit Kapoor Neighbor (super)

(The above example is fictional and used to explain the concept to students.)

AVO-Bite creates more credibility about the news among viewers because, in addition to seeing the incident's visuals and learning about it, they also get to see statements from people related to the incident. When showing someone's statement on television, viewers naturally wonder about the speaker's identity. Therefore, when showing someone's statement, it is always advisable to display the speaker's identity through a graphics plate (super or aston).

In the above example, when the police officer and neighbor are giving their statements, it is advisable to display their identities on the screen.

5. Package or Capsule

When an important topic is presented very coherently, it is called a package or capsule in television journalism.

For example, in the case of the above-mentioned incident, there might be statements from not only the police officer and neighbor but also many others. There might be visuals of the incident site, the inside of the flat, old photos of the deceased, etc. With so much information, visuals, and statements, it is necessary to present everything coherently and within a short time. The copy needs to be properly organized. This format is called a package or capsule in television journalism. For example:

Package : Voice Over 1 : An elderly couple was murdered in broad daylight in Kolkata. This morning, their bodies were found in a renowned housing complex in Behala. This morning, their driver repeatedly knocked and got no response, so he informed the neighbors. The police later broke down the door and recovered the bodies.

Pulkit Kapoor Resident (super)

Voice Over 2 : The bodies of Nitish Bagaria were found in the living room with injuries, and his wife's bloodied body was found in another room. The old servant who had been taking care of the couple is missing. The police are investigating if there is any connection between the servant's disappearance and the double murder.

Pranab Pal O.C., Behala Police Station (super)

There is naturally fear among the residents due to such a double murder in a renowned housing complex in Kolkata. Despite CCTV surveillance, questions are being raised about how the attacker managed to escape after the murder.

Sayantani Mukherjee Resident (super)

Final Voice Over : The Bagaria couple's only child lives in the United States. The police have also contacted him.

Bureau Report, NSOU TV

(The above example is fictional and used to explain the concept to students.)

In the above example, I want to emphasize the last line. Bureau Report, NSOU TV—this is a necessary element at the end of any package. In television language, this is called sign off.

What is sign off? It serves a function similar to the dateline in newspapers, indicating the source of the news. Often, it includes the reporter and cameraman's names along with the organization's name. This is called sign off.

For example, a report from Saurav Biswas with cameraman Arko Majumder from Behala, NSOU TV.

(The above example is fictional and used to explain the concept to students.)

Now let's discuss the actual format of the package or capsule. While discussing AVO or Anchor Voice Over, I mentioned that the anchor explains the visuals in the background. In the case of a package or capsule, it's a bit different. Here, all inputs or information about a piece of news are organized coherently and written down first. Then, the voice-over parts are recorded. For example, in the above example, the voice-over parts are read and recorded. In this case, someone with a good voice records the voice-over parts. After that, the recording is sent to the video editors. The video editors create the entire package based on the written script and recorded voice-over.

The example provided above is not the only way to write a package or capsule. The structure of a package or capsule entirely depends on the copy editor. How the copy editor organizes the news is based on their logical reasoning. They might arrange the package with two voice-overs and intervening bites in succession, or they might write a package or capsule without any bites at all. This entirely depends on the relevance of the incident.

These are the various formats in television journalism. Now, let's discuss another important aspect: duration. Just as word count is important in print journalism, duration is crucial in television journalism.

6.5 Duration of Television Copy

The main aspect of television journalism is to convey information to viewers through visuals and audio within a specified time. Every news segment has a set duration; it cannot be shown indefinitely. The essence of television journalism is to present news in an organized manner using specific visuals and audio within a short period. Although there are no strict rules, certain durations have become standard in Indian television journalism for different formats. For instance, the duration for an Anchor Voice Over (AVO) is typically 30-45 seconds. In the case of AVO-Bite, each bite can last up to 30 seconds. Thus, if there are two consecutive bites, their total duration will be one minute. For packages, the duration usually ranges from 1 minute 20 seconds to 1 minute 40 seconds. However, this is not a strict rule, and the duration can be extended depending on the importance of the news.

When writing a copy for television journalism, it is essential to consider the visuals. As mentioned earlier, visuals are paramount in television. Therefore, when

writing a copy, it should complement the visuals. Video editors then integrate the visuals with the copy, using specific editing software. Although video editing is not the focus of this chapter, it is important to understand that a television journalism copy represents a harmonious blend of words and visuals.

6.6 Summing Up

- Journalism is a profession that cannot be fully understood by merely reading books. It requires hands-on experience and practical learning in the field. This is equally true for writing copy for television or news anchoring. Without a strong passion for the work, it is challenging to sustain in this profession. Unlike other jobs, there are no breaks in journalism. One must be up-to-date with the news every day, every moment, even on weekends. Especially for those who are copy editors or news anchors, they must always be prepared for any situation.
- Avoiding or ignoring an issue just because it is not well understood is not an option in this field. Every piece of news happening around us is important, and understanding and reporting it is crucial.

6.7 Comprehension Exercises

Short Answer Type Questions

1. What is the package?
2. What is Super or Aston?
3. What is AVO?
4. What is voice over?
5. What is the function of video editor?
6. How long should television copy be?
7. How important are graphics in television copy? In what field are the graphics done?
8. What precautions should be taken when writing about sensitive topics?

Long Answer Type Questions

1. Discuss in detail what are the qualities of good copywriting on television.
2. A 7.5 Richter scale earthquake struck Kolkata. Heavy damage and 5 dead. Write a television package on it.

4. Migrant workers are returning to the state due to the rapid spread of a virus infection. Write an anchor package with this.
5. What are the different stages of television news writing?

6.8 Suggested Readings

1. Berger, A.A.(1991). Script Writing for Radio and Television. Sage Publications
2. Goldberg, L., & Rabkin, W. (2007). Successful Television Writing. Wiley
3. Hillard, R.L. (2012). Writing for Television, Radio, and New Media. Cengage Learning

Unit 7 : Writing For Radio

Structure

- 7.1 Objectives**
- 7.2 Introduction**
- 7.3 Written Language Form**
- 7.4 Script for Special Programs**
- 7.5 Structuring Radio Copy for Commercial Programs**
- 7.6 Announcer and Presenter**
- 7.7 Desired Qualities of Announcers and Presenters**
- 7.8 Summing Up**
- 7.9 Comprehensive Exercises**
- 7.10 Suggested Readings**

7.1 Objectives

After reading this unit, students will be able to understand the following topics:

- The necessity of writing a script for radio programs
- Suitable language for radio in scripts
- Scripts for various types of programs
- Use of voice modulation
- Desired qualities of announcers and presenters

7.2 Introduction

Radio involves speaking. It's a medium of words, oral language. Therefore, it doesn't come to mind that there's a need for writing for such a medium. But in reality, it's different. Writing a script for radio is extremely important. Simply speaking into a microphone is sufficient, as it can be recorded or broadcasted live. There's no direct need for anything written. However, it's crucial to write a script for radio. The closer the words in the script are to the spoken words, the better for recording or broadcasting. Clear understanding of language suitable for radio scripts is necessary. Rushed or hurried script writing doesn't assist the speaker or presenter.

Experts will read written scripts, and listeners will hear their conveyed information and opinions. Here, the sweetness of voice or style of delivery is not as important. Flow of writing, reliability of information, etc., are primary. When announcers or presenters read someone else's or their own written scripts before or after an event, the vocal delivery becomes important. Voice modulation and control of pronunciation need to be managed for the announcer-presenter. General rules of pronunciation and microphone etiquette must be followed.

7.3 Written Language Form

There's no need to differentiate the necessity of a script for dramas or feature films. If dialogue isn't written, it's impossible for actors to pronounce it. Even in the case of feature films, the same principle applies; spontaneous dialogue isn't produced. Researching and writing are essential to creating a script. Where one speaker will narrate a narrative (talk), it's essential to write a script. The reasons for this are as follows:

1. The speaker's outline of what they will say is created. Confidence is built from knowing what they will say, and they can determine how they will say it based on their own thoughts. This is a form of protection.
2. An appropriate script ensures that nothing related to the subject matter is omitted. The order or sequence of the subject is specified in the script. This sequence is essential for dialogue. If there are some aspects of discipline or writing in newspapers, there is no problem. The reader has the opportunity to obtain the subject and understanding of the subject a second or third time.
3. Ensure the script's length matches the allotted time. By looking at the word count, the producer can determine if the speech will fit within the time limit and advise the speaker to shorten or lengthen the script accordingly.
4. The speaker may not always choose their own words. In that case, the script serves as a guide.
5. The speech is recorded electronically. While it can be listened to again, a written script provides a permanent form to the spoken words.

A radio script will have certain characteristics that are distinctly different from a print medium script. As in any field, the first thing to determine is exactly what the speaker wants to say and what impression they want to leave on the listener. There is no guarantee that the purpose with which the speaker writes will be 100% successful. However, having an outline of the topic in front of them

makes speaking easier. All this writing should be done with the listener in mind. The speaker should mentally visualize the listener – they could be a businessman, a school student, a housewife, an elderly gentleman, etc. Once this is done, the speaker can address the listener from their perspective. The speaker can avoid either imparting knowledge as if to a scholar or presenting information timidly as if to a superior audience. Achieving this ‘visualization’ enables the correct choice of words. Speakers often use unnecessarily difficult words out of fear of not being understood. Words that are appropriate in print media can create problems in radio. Using appropriate colloquial words eliminates any issue in conveying the topic. The aim should be that the listener understands, rather than being dazzled by the speaker’s erudition.

Another crucial aspect to remember when writing a radio script is that, even though it is a mass medium and the broadcast reaches millions, the listener should be considered an individual. This is a characteristic of radio programs. Instead of saying, “Those who are listening to this program...”, saying, “You , who are listening to me...” is much more engaging on the radio. This establishes a direct, intimate connection between the listener and the speaker.

The small radio receiver can easily be switched off by the listener, or they can leave the app if they do not like the speaker’s style. Therefore, it is important to be careful about the presentation from the beginning. There are some unwritten rules about sentence usage in a radio script. One of them states that the first sentence of the script should attract the listener and the second sentence should inform them with facts. But that is not the end of the to-do list! When transitioning from one topic to another, the speaker should leave some signposts. They might say, “Now let’s see how this topic can be made clearer...” or “The next topic is slightly different; it involves economics...” Saying it this way helps the listener understand the progression of the presentation. Otherwise, they might lose track of the speaker’s topic expansion.

Another key to the success of a radio script is to read while writing. When converting the written script into spoken words, the speaker will realize if their speech is in colloquial language. Through this practice, they will identify where sentences can be shortened, which lines offer opportunities to combine two words into one. A broadcaster needs to develop this sense through practice. By reading their own writing, they will discover places where unwanted meanings are hidden within familiar word arrangements. What the speaker does not intend to say can also emerge from their pen. While reading, they can rearrange the words, eliminating complex pronunciation, and punctuate according to their own expression.

7.4 Script for Special Programmes

Keeping these points in mind, the rules for writing scripts for special radio programmes can be discussed.

a) News Bulletin :

Just like any other radio program, listeners cannot go back while listening to the news. They do not have the opportunity to hear the previously broadcasted words a second time. Therefore, it is undesirable to be hesitant or prolong the speech. Sentences should be short and simple. The delivery should be free of hesitation. As much as possible, speak in the present tense. It is also important to have an idea of how many words can be read in one minute. For Bengali, roughly 120 to 125 words can be read per minute. A script for a five-minute or ten-minute news bulletin should be prepared accordingly. The script for news generally goes in the opposite direction of other compositions. In any essay, there is first an introduction, then the expansion of the subject, and finally the conclusion. In the case of news, the lead (the most important part) comes first, equivalent to the conclusion. Then the other parts follow, in decreasing order of importance. After repeatedly reading the news sent by the news agency or own correspondent, the lead should be identified. Once this is done, writing the rest of the parts will not be difficult. Non-essential parts related to the news should be kept at the end so that they can be omitted if time runs short.

b) Documentary/Feature :

Radio documentaries bring out the details of a particular subject. There is more scope for elaboration in features. Music, sound effects, dialogues, etc., can be used to make the presentation more appealing. For this, a good script is essential. The subject will gradually unfold, maintaining a specific order of presentation. Interviews and dialogues will be placed at appropriate spots. Next to the narration in the script, it will be indicated where music or sound effects will be used. For all this work, the writer must become familiar with the subject and, if necessary, visit the relevant place. Once a feel for the subject is developed, the writing becomes fluent and smooth.

c) Radio Drama :

Here too, the essential characteristics of a radio script must be remembered. Dialogues should not be unnecessarily long. Through the dialogues, a scene and the shape of the characters should emerge in the listener's mind. Music and sound effects will be used in the right places as mentioned in the script. Often, the producer

may need to edit the script sent by the playwright, combining suitable elements to create the ideal script.

7.5 Structuring Radio Copy for Commercial Programs

There is scope for commercial programs on the radio. Advertisers may decide to give advertisements for a few seconds or a minute or two. They can purchase that time according to the rate chart provided by the radio station. After submitting the necessary documents and payment, the next step is to create the short radio program (audio capsule). For this, a script (radio copy) is needed first. Only a skilled writer can make proper use of this short time. Typically, professionals associated with an advertising agency do this writing. Then the script is given shape by expert production houses. The program reaches the radio station via CD or email.

However, producers may need to take on the responsibility of creating such a program. In that case, several points need to be remembered:

1. Target Audience – Who is this program for?
2. Relevant Product or Service – What specific features are being highlighted?
3. Written Script – What content and style will be appropriate?
4. Voice Used – What kind of voice will correctly reflect the style?
5. Background – What will be used as background, music or sound effects?

Each radio station has specific rules that must be followed when creating the advertisement script. In the case of Akashvani (All India Radio), there is a code of ethics (AIR Code). Additionally, there are separate rules for advertisements that must be followed. Producers must be aware of these. Prasar Bharati, the statutory body under which Akashvani and Doordarshan operate, has created some rules for commercial advertisements. Advertisers need to be familiar with some essential Acts and Laws of the country. This list includes the Drugs and Cosmetics Act of 1940, the Copyright Act of 1957, the Prevention of Food Adulteration Act of 1954, the Consumer Protection Act of 1986, etc. Additionally, general guidelines for the advertising industry, such as the code of conduct published by the Advertising Agencies Association of India, should be followed. Prasar Bharati has also specified some conditions. Violating these conditions will result in the advertisement not being approved. These prohibitory conditions are:

- Offensive comments against race, religion, caste, national identity, and the directive principles or any section of the Indian Constitution.
- Inciting the public to break the law or glorifying lawlessness and obscenity.
- Presenting crime as desirable.

- Adversely affecting relations with foreign states.
- Misuse of national symbols, any part of the constitution, defamation of national leaders or respected individuals.
- Advertising cigarettes, alcohol, or other intoxicants.

Violating any of the above conditions will result in the advertisement not being approved by Prasar Bharati. The copywriter must shape the script following all these rules and conditions. The first sentence should create interest in the listener's mind, drawing attention to the product or service. As the time for the advertisement is short, unnecessary words that diminish the script's appeal should not be used. Although radio is an audio medium, the script should aim to make the content 'visible' to the listener. Even after the advertisement has been broadcast, an impact should remain in the listener's mind regarding the message of the advertisement. For this, some visual imagery should be created using colloquial language.

7.6 Announcer or Presenter

Announcers or presenters represent the radio station to the listeners. They act as a bridge between the institution and the audience. The institution remains in the background, while the listeners become familiar with the announcer's voice, accepting them as the face of the institution. An announcer or presenter with a pleasant voice quickly becomes popular. It is assumed that the announcer will be knowledgeable about all the programs in their assigned session and introduce them appropriately to the listeners. These listeners are not of a specific age, social, or economic class; there is diversity among them. Due to various socio-economic changes over time, their mentality has changed. Keeping all this in mind, the announcer must prepare their presentation.

It's not easy to cater to everyone's interests, but an announcer who can use their voice appropriately and connect sincerely with the unseen audience, in line with the characteristics of radio, easily succeeds in their work. Their program keeps the listeners engaged for the entire session. A pleasant voice is certainly a desired element of their work, but there are other expectations from them depending on the specific program.

a) News Reader :

News is an extremely important part of the broadcast. The news reader reads the script prepared by the news editor and others under them. In some cases, they may have to prepare the script themselves. The use of the reader's voice can make

the news either appealing or mundane. Their voice should be appealing, not too sharp or broken. They should be able to read the news with proper pronunciation, at the right speed, pausing where necessary, and maintaining the desired sharpness of voice. Confidence should be evident in every sentence they read, which is possible only when they are familiar with every word. This can be achieved by reading the script in advance. A habit of staying informed about national and international affairs helps build this confidence. In case of unexpected news, this knowledge will help maintain the stability of their reading. Another important aspect to mention is that, unlike other program presentations, news reading is done in an objective style, devoid of emotions, with appropriate emphasis and pace according to the subject.

b) Announcer :

During an entire session, an announcer has to present various types of programs to the listeners. If the program is classical music, they have to mention the name of the artist, the composer, and the raga and tala. When announcing light classical music, the announcer can mention the first line of the bhajan to create interest. Their presentation should be lively. Merely a serious or refined tone cannot create this interest; liveliness will come through the proper style. Similarly, when announcing a play, the announcer's primary duty is to mention the name of the play, the playwright, the actors, the music creator, and the director. During this, they can create interest in the listener's mind through voice modulation. Reading in a mundane way will not give a good play its deserved appreciation from the listeners. The announcer can leave a mark of uniqueness in the pronunciation of the play's name. In fact, recorded programs can be presented in such a way that they seem to be live broadcasts.

c) Compere :

The compere's responsibility is different from that of an announcer. There are some divisions in their work— Disk Jockey (DJ) or Radio Jockey (RJ), Compere for Special Audience Programs, and Master of Ceremonies. The term disk jockey is no longer used on the radio. It is now limited to discos, luxurious restaurants, and social events. The term radio jockey or RJ is now more common. With the increase in broadcasts from government and private radio stations on FM waves, everyone is now familiar with the term RJ. Besides playing popular songs, RJs speak in a way that attracts young listeners. Their speech includes interesting anecdotes, punning, playing with song lyrics, etc. An RJ is popular as long as they can speak lively, interact with listeners in phone-in programs, and play all the elements, including songs, within the allotted time. Their speech should not be continuous and monotonous; voice modulation should not stop.

On the other hand, a compere for special audience programs like women, children, laborers, farmers, military members, etc., has to play various recorded programs, mostly spoken word programs. Additionally, they play songs for entertainment. Keeping in mind who the special audience is, the compere needs to change the appeal of their voice.

A Master of Ceremonies is someone who conducts the program in front of invited audiences. This program is broadcast live or recorded and played later. The intelligent presentation and amusing conversation of the Master of Ceremonies entertain the audience.

Besides the above-mentioned situations, there is room for thought regarding the use of voice in other areas of radio programs. One of the most notable is acting in radio plays. Auditions are required to participate in plays on All India Radio. Judges declare candidates successful or unsuccessful based on their voice and delivery style. Later, successful candidates can improve their grade through further auditions. Not everyone will act in the central role or as the hero/heroine in radio plays. Supporting roles are also important. Accordingly, during auditions, the producer selects the appropriate voice. There are bright, smart, or serious voices as well as soft or somewhat nasal voices suitable for specific characters. During the production of a radio play, actors have to use their voices according to the producer's direction. They have to bring out the characteristics described in the script through their voice use.

7.7 Desired Qualities of Announcers and Presenters

Various needs and situations have already been discussed regarding how an announcer or presenter should use their voice and what kind of presentation they should adopt. Now, it would be useful to discuss the general expected qualities of an announcer or presenter. These qualities are related to their voice. An announcer or presenter working in radio should have a radiogenic presentation. It should feel as if a very close person, like a member of the neighboring house, is speaking, yet without any stiffness in the conversation. With fluent pronunciation and lively speech, they captivate the listeners. The announcer should not present themselves as a grand, unapproachable figure. Their speech should be friendly, full of confidence, and free from artificiality. To achieve such characteristics, the following qualities are necessary:

1. Well-Modulated Voice
2. Proper Enunciation and Pronunciation
3. General Knowledge on Various Topics

4. Ability to Handle Any Emergent Situations
5. Adherence to Microphone Etiquette
6. Love for Radio Broadcasting

Let's expand on these aspects—

1. Well-Modulated Voice :

Everyone is born with a certain type of voice. This can be made suitable for radio broadcasting through training and practice. An announcer or presenter needs to master various aspects, including the ability to choose appropriate words or phrases (diction), pleasing pitch, knowledge of where to pause, understanding of where to stress, voice modulation, and sense of rhythm. The pitch of the voice needs to be stable. Using the harmonium scale (Sa, Re, Ga, Ma, Pa, Dha, Ni), one has to determine the comfort level of their voice. The pitch that feels comfortable should be used to read scripts and news articles aloud. This practice will make voice modulation easy and pleasant. To maintain quality, the voice needs rest, and the vocal cords should be protected from unnecessary shouting. A broken or trembling voice is not appreciated by listeners. Gargling with lukewarm water is a common hygiene practice to maintain vocal health, and many people do it regularly. The natural rhythm of breathing should also be maintained while speaking. It is important to ensure that the impact of breathing reaches the diaphragm, located between the lungs and the digestive region. This brings beauty and naturalness to the speed and rhythm of the presentation. With this, there are no flaws in the uttered sentences due to lack of breath. Health experts advise some breathing exercises to master this aspect.

2. Proper Enunciation and Pronunciation :

Correct pronunciation of vowels and consonants, understanding of meter, and careful pronunciation of compound words give an announcer a distinct identity and enhance the standard of the radio station. Pronouncing words too quickly or too slowly prevents the desired message from reaching the listeners. A healthy pace needs to be maintained. The memory and comprehension ability of various classes of listeners should be kept in mind in this regard. It is advisable to stress appropriate places while making announcements or reading a written script. Stressing in the wrong places sends the wrong message to the listeners. It cannot be denied that the announcer's deep knowledge of the language makes these aspects much easier.

3. General Knowledge on Various Topics :

Announcers or presenters need to be familiar with various events in political, social, and cultural spheres. It is essential for them to be informed about new trends

in fine arts, music, and literature. Since music occupies a major part of the broadcast, knowledge of ragas, taals, vocal, and instrumental music's general characteristics is an added advantage. Regularly reading newspapers and magazines, collecting and reading appropriate books, listening to national and international broadcasts, watching television, and getting acquainted with various films and stage plays are essential. The knowledge thus gained will not only be stored in the brain's cells but will also be reflected during voice projection. This is how the announcer's personality, appealing to the listeners and making the broadcast popular, will be formed.

4. Ability to Handle Any Emergent Situations :

Although radio broadcasts generally follow a predetermined schedule, situations sometimes arise where the announcer has to handle them using their intelligence. Suppose news of a famous person's death arrives in the studio, and according to the radio station's decision, the entire schedule needs to be changed. At such times, the announcer must announce in a measured tone so that listeners can understand the seriousness of the situation and mentally agree to the schedule change. Changes can also occur in the music program, such as a change in the artist or raga. In live broadcasts, such changes present a difficult challenge to the announcer. Using their knowledge and experience, they need to make announcements that make the changes seem normal and acceptable.

5. Adherence to Microphone Etiquette :

Microphones used in radio are very sensitive. Any sound emitted from the announcer's voice is captured and amplified by the accompanying equipment, reaching the listeners. Flaws in the voice, breathlessness, etc., are also picked up by the microphone. Therefore, it is necessary to sit straight in front of this equipment, take breaths that reach the diaphragm, and speak directly into the microphone, maintaining an appropriate distance. Many announcers mistakenly speak with their lips almost touching the microphone, causing breathing sounds to enter the microphone and often making the uttered words unclear. Announcers must ensure that unwanted sounds are not created by rubbing papers around the microphone. Paper stacks should be kept separately, as stapling them together can create rustling sounds when turning pages.

6. Love for Radio Broadcasting :

If an announcer considers announcing merely as a job, they will not pass the daily test. Only by accepting announcing as a matter of love can they achieve success. They need to change their presentation according to the format of various programs. For this, it is necessary to love and pay attention to these programs. This love will give birth to their unique style, making them popular.

7.8 Summing Up

- Writing scripts using radio-friendly language aids in creating programs. The format of the script needs to be changed according to the program. Announcers or presenters read such scripts in various programs. In many programs, this is the linking narration. Voice modulation can make the reading lively, and the correct message can be conveyed to the listeners according to the producer's vision. Without proper training, it is impossible to write scripts and read them correctly. Announcers represent the radio station, and their success in voice projection makes the broadcast successful.
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7.9 Comprehensive Exercises

A. Short Answer Type Questions

Write short notes on the following—

1. News bulletin
2. Documentary
3. Radio drama
4. Announcer

B. Long Answer Type Questions

1. What do you mean by radio script? explain
 2. Briefly discuss the characteristics of scripts written for radio documentaries.
 3. What are the desired qualities of an announcer or presenter?
-

7.10 Suggested Readings

1. Chatterjee, P.C (1988). Broadcasting in India. Sage
2. Fleming, C. (2002). The Radio Handbook. Routledge
3. Macleish, R.(1999). Radio Production. Elsevier

Unit 8 : Writing For Web

Structure

- 8.1 Introduction and Objectives
- 8.2 Why it Matters
- 8.3 How to Write User-Friendly Content
- 8.4 Testing Your Document's Readability
- 8.5 Summing Up
- 8.6 Comprehensive Exercises
- 8.7 Suggested Readings

8.1 Introduction and Objectives

To say the Internet is a crowded space is like saying there are a lot of stars in the sky, sand on the beach or atoms in a cell. According to Internet Live Stats, there are more than 1.9 billion websites in existence, more than 3.5 billion Google searches every day and roughly 350,000 tweets sent every minute.

Capturing readers' interests in this exploding digital universe can be immensely challenging. A study from analytics service Chartbeat found that 55 percent of visitors spend 15 seconds or fewer on a webpage.

Good website writing is the key to beating these statistics. Well-written content that's optimized for the web rises to the top of search results and holds readers' attention.

When writing for the web, using plain language allows users to find what they need, understand what they have found and then use it to meet their needs. It should also be actionable, findable and shareable.

It's important to understand how what you are writing fits into the overall content strategy, what the content lifecycle entails and who is involved in the process.

8.2 Why it Matters

People read differently online than they do when they read print materials web users typically scan for information. In a study of online reading behavior, Jakob

Nielsen found that “on the average webpage, users have time to read at most 28% of the words during an average visit; 20% is more likely”.

Identify Your Users’ Top Tasks

People come to your website with a specific task in mind. When developing your site’s content, keep your users’ tasks in mind and write to ensure you are helping them accomplish those tasks. If your website doesn’t help them complete that task, they’ll leave. Conduct market research, perform a task analysis and other types of user research and analyze metrics to better understand what users are looking to accomplish.

Knowing your users’ top tasks can help you identify—

- Content to feature on your homepage or landing pages
- Page headers and sub headers
- A logical structure to each page’s content

8.3 How to Write User-Friendly Content

It’s important to target your audience when writing for the web. By knowing who you are writing for, you can write at a level that will be meaningful for them. Use the personas you created while designing the site to help you visualize who you are writing for.

- Use the words your users use. By using keywords that your users use, you will help them understand the copy and will help optimize it for search engines.
- Chunk your content. Chunking makes your content more scannable by breaking it into manageable sections.
- Front-load the important information. Use the journalism model of the “inverted pyramid.” Start with the content that is most important to your audience and then provide additional details.
- Use pronouns. The user is “you.” The organization or government agency is “we.” This creates cleaner sentence structure and more approachable content.
- Use active voice. “The board proposed the legislation” not “The regulation was proposed by the board.”
- Use short sentences and paragraphs. The ideal standard is no more than 20 words per sentence, five sentences per paragraph. Use dashes instead of semi-colons or, better yet, break the sentence into two. It is ok to start a sentence with “and,” “but,” or “or” if it makes things clear and brief.

- Use bullets and numbered lists. Don't limit yourself to using this for long lists. One sentence and two bullets is easier to read than three sentences.
- Use clear headlines and subheads. Questions, especially those with pronouns, are particularly effective.
- Use images, diagrams, or multimedia to visually represent ideas in the content. Videos and images should reinforce the text on your page.
- Use white space. Using white space allows you to reduce noise by visually separate information.
- It's also important to create an editorial calendar. You can encourage visitors to return to your site by keeping your content fresh and up-to-date, especially when working with blogs, social media or dynamic content websites.

Remember that developing web copy in plain language is the law. Learn more about the plain language standard and find a checklist to help you in your projects.

8.4 Testing Your Document's Readability

Use Microsoft Word's Readability Statistics feature part of the Spelling & Grammar check to measure your progress as you write and edit copy. Try to make your reading ease number go up and your grade level go down. You can improve your readability by using active voice and short words, sentences and paragraphs.

Some writing tips apply regardless of whether your prose appears on screen, in print or carved into a pyramid wall. Other tactics are especially relevant for digital scribes. Follow these principles to make sure your website content gets the attention it deserves.

1. Know your audience

It sounds simple, but so many writers put pen to paper or finger to keyboard before thinking about who it is they're trying to reach. Before drafting content, ask yourself these questions : Who is my primary audience? What about a secondary audience who can influence and inform my primary audience? How will they find my site online?

For example, say you're creating a website for a law firm. Your primary audience might be existing clients. However, your secondary audience is much broader and could include other attorneys, law reporters or anyone who might need your services in the future. You'll need to make sure your content is both accessible and interesting to all of these audiences. What kind of questions might

these groups ask about a particular topic? Where are they most active online? What kind of information do they need?

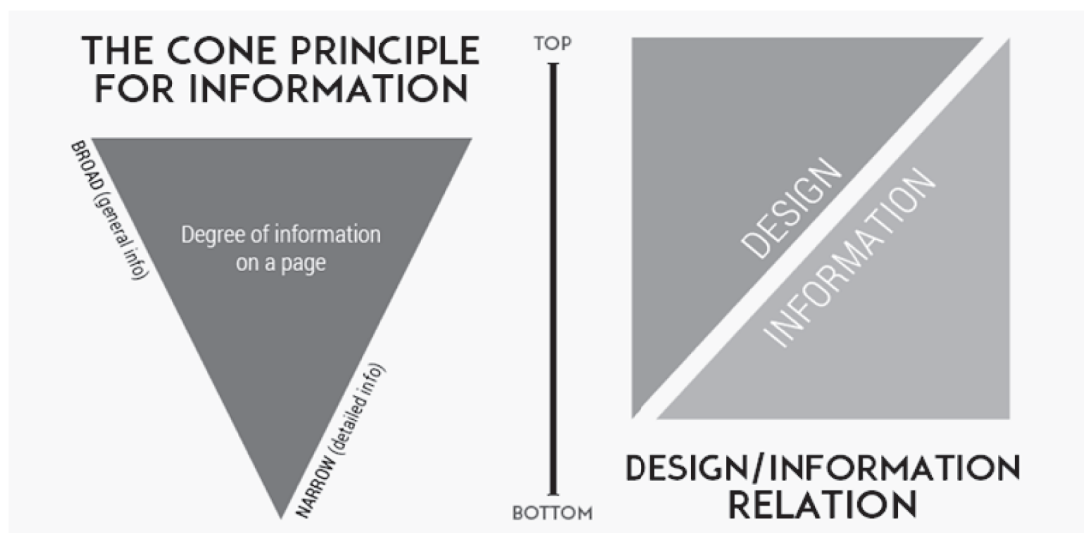
Audiences find web content through many different paths social media sharing, links from other websites, email sharing and search engine results. That last method is especially important when you write for the web. Text could be extremely well-written and informative but if it's not optimized for search engines, chances are few people will find it. Think of your audience again: What search terms would they type into Google? Make sure to include those terms in headlines and sub-headers.

2. Follow the “inverted pyramid” model

Web readers have short attention spans. They'll decide whether your site has the information they need in seconds. Structure your content like an upside-down pyramid or cone. The most important messages go at the top of the page. Then, gradually drill down to the more specific, supporting information. End with tangential details.

For example, say you're creating a webpage about a conference. The most pertinent details i.e. a description of the theme, date, and location would appear at the top of the page. Supporting details like speakers and their lecture topics would follow. The less important information such as conference organizers, the history of the conference series or a list of related resources would appear at the bottom of the page.

These two graphs may help to guide our own website makeover and can help you conceptualize the structure of your site.



3. Write short, simple sentences

Long sentences are for Charles Dickens the short attention span of today's reader demands sentences of 35 words or fewer. According to webpagefx.com, the average American adult reads at a 7th to 9th-grade level. So website content that's accessible and easy to read will naturally reach a wider audience.

Focus on using nouns and verbs; use adverbs and adjectives sparingly. Don't use words like "equanimity" or "obfuscate" when words like "calm" or "confuse" will do.

If you're not sure what grade level you write at (like most of us) then it's useful to check how your texts score on readability models.

Most of the popular models are based on the length of words and sentences in a text. Your text's readability is then scored by a number or an education level. These three tools will scan your text and score its readability—

- The Readability Test Tool
- The Readability Calculator
- Microsoft Word

Can your text be easily understood at a 7th to 9th-grade reading level?

4. Stick to active voice

Use active rather than passive verbs and specify the subject of the sentence. For example, rather than writing "A coffee was ordered," write "The man ordered a coffee." Instead of saying "Products can be ordered on our website," say "You can order products on our website."

Active voice helps create succinct, reader-friendly sentences. It's also more direct; when you speak directly to the audience ("You can do it") it's more engaging than saying "It can be done."

5. Show, don't tell

Don't limit your prose to generalities and high-level statements. Specific, real-world examples help readers better understand and visualize your messages. Consider these two descriptions:

This is the best dog toy money can buy. OR

We made the "Rough Rover" dog toy from durable, 100 percent natural rubber, designed to resist punctures and tears from even the most dedicated of chewers. Which version gives you a clearer picture of the type of toy you're buying? Specific details in the second description show readers the dog bone rather than tell them about it.

As an added bonus, more specific, descriptive product information helps your website's SEO and gives customers the information they need to make those purchases.

We love the product descriptions on Zingerman's website—they explain in mouthwatering detail why their gourmet foods are the best choice.



6. Fix the jargon

The web is for everyone not just technical experts. So make sure information is understandable for the educated non-specialist. Spell out acronyms on first reference. Avoid insider language. Explain complex or niche terms. And provide hyperlinks to other articles where readers can get more background information on a particular topic.

Consider this sentence—

- The journalist grabbed a SOT from the MOS, drove back to the station and put the story in the can.
- Many of these terms are comprehensible only to broadcast journalists. A reader-friendly revision would be:
- The journalist interviewed a bystander about the incident, and recorded her statement to include in the story.

This tip is especially important if you work in a technical industry but want your website to attract non-expert customers. Remember that you need to write for your audience and not for your colleagues. Using accessible language will help you come across as approachable and open just what you want to convey to future customers.

7. Mix up your word choice

Words are like cookies, we all have our favorites. But when it comes to keeping your visitors interested, variety is the key. Word clouds are fun to use and can help you vary your word choice by visualizing which words you use the most. Just copy and paste your text into a free word cloud tool like this one to generate your cloud. The more you use a word, the bigger it will look in your cloud. Have you overused a certain word? Type it into Thesaurus.com to find new synonyms to enhance your text.

Negative words standing out in your cloud? Now you know exactly what to tweak for a more positive tone. Keep an eye out for your website keywords as well: these should appear several times in your text, so it should be easy to recognize them in a word cloud.

Here's the exception : keep key terms consistent across your site to avoid confusing your visitors. For example, if you're a photographer, don't offer "photoshoots" on one page then call them "photography sessions" on the next.

Make a list of terms that describe your company and group together any words you use to mean the same thing. Pick your top choice and stick to it everywhere on your website. Like this—

- Use: invoice
- Not: bill
- Use: photoshoot
- Not: photography session, photo appointment, shoot

Do you call your customers clients, patients or users? Do you refer to services, packages or plans? Once you have this list, you can use it to review any text before you publish it.

8. Make text scan able

In addition to putting the most important information up top, make sure text is easy to skim. Most web readers will scan the page to find the specific piece of information they're looking for. If they don't find it easily, they'll move on.

Don't believe it? Try paying attention the next time you open a webpage you haven't seen before. Are you reading every word beginning to end? Or is your eye jumping around, looking for the information you want?

Instead of text-heavy paragraphs, use bulleted or numerical lists. Instead of one long page of text, organize content into labeled tabs.

Always include "white space." This is the empty space that surrounds paragraphs, images and other elements on your web page. Though it may seem like this

is just wasted space, it's actually a web designer's best friend. Comfortable amounts of white space around text make it more legible and more enjoyable to read.

H1 is for Your Page Title

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H2 is Great for Making a New Section

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H3 is best for finer points

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Here's an example of how to use Headings to break up a page and make it easier to read.

It's also important to divide content into sections with descriptive sub-headers. For example, a webpage about climate change might organize information under the following headings—

- What is Climate Change?
- Drivers of Climate Change
- Current and Projected Impacts of Climate Change
- Solutions to Reduce Emissions
- Learn More

These sub-headers not only help readers navigate the page, they'll help search engines find your content. On your site, just select the text you want to edit, highlight your heading, then hover over the Style options to set your heading size. Use one large (H1) heading at the top of each page, use medium (H2) headings to separate your main content and use small (H3) headings for any minor points.

9. Incorporate multimedia

Sometimes a picture or info-graphic or video really is worth a thousand words. Research shows that 90 percent of the information transmitted to the human brain

is visual and people process visual information 60,000 times faster than text. An easy-to-read chart or graph can also do a better job of explaining a complex topic than text alone. If you're not a graphic designer by trade, there are lots of ways to use visuals on your website and some great services out there to help you make graphics yourself, like Canva and Piktochart.

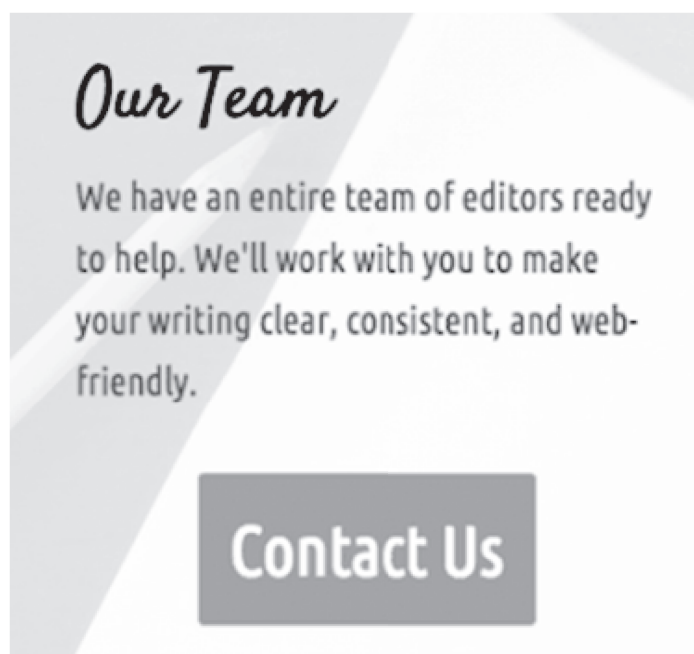
Images also help break up text, making your page easier to read. We recommend having at least one image on each page of your website.

10. Layer website content

The great thing about a website is that it's easy to direct readers from one page to another. Help readers find more great content by hyperlinking certain words or phrases to other relevant resources especially those on your own website. This will help keep people engaged with your content and moving through your site.

For example, say this sentence appeared on your cooking website: Ratatouille is a low-fat dish that consists of seasonal ingredients like eggplant, squash and tomatoes. You could hyperlink "low-fat dish" to a page with other blog posts on healthy eating.

Building these internal links within your own site also helps but keep in mind that links should always be relevant and helpful. Visually, if you overload your text with links, people won't know what to click on. Google recommends keeping the amount of hyperlinks on a page to a "reasonable number."



Here's an example of what a call-to-action button can look like on your website.

11. Leave them wanting more

Good websites end each page with a strong call-to-action (or CTA for short). Is there a person a reader should contact for more information? An interesting video they should watch? How about a related blog post they can read or a report they can download? This strategy helps direct readers to other areas of your website and encourages them to promote your content to their friends and family.

Keep these calls-to-action succinct, and start them with action verbs like "Download," "Share," "Join," "Sign Up," "Learn More" or "Watch." And of course, make sure to include a hyperlink that actually allows readers to fulfill the action you're asking them to take.

Writing, in general, is hard work, writing content for your website, even more so. But remember, you don't need to write perfect texts first time around. Once your content is live, you can do monthly website checks to monitor and optimize its performance. With these tips, you're prepared to create effective content that resonates with even the most flighty and time-pressed of internet readers.

8.5 Summing Up

- Good website writing is the key to beating these statistics. Well-written content that's optimized for the web rises to the top of search results and holds readers' attention. When writing for the web, using plain language allows users to find what they need, understand what they have found and then use it to meet their needs. It should also be actionable, findable and shareable. It's important to understand how what you are writing fits into the overall content strategy, what the content lifecycle entails and who is involved in the process. Some writing tips apply regardless of whether your prose appears on screen, in print or carved into a pyramid wall. Other tactics are especially relevant for digital scribes.
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8.6 Comprehensive Exercises

A. Short Answer Type Questions

Write Short Notes on the following:

- a. Identification of the Users' Top Tasks
- b. Testing of the Reliability of the Document
- c. Knowing the Audience
- d. Application of Inverted Pyramid Model
- e. Avoidance of usage of Jargons
- f. Incorporation of Multimedia

B. Long Answer Type Questions

1. How will you write use friendly contents while writing for the web? -Elaborate.
2. Prescribe some principles to make sure your website content gets the attention it deserves.

8.7 Suggested Readings

- Bentley, Clyde H. 2011. Citizen journalism: Back to the future? Geopolitics, History, and International Relations 3 (1): p. 103ff.
- Deuze, Mark. 2003. The web and its journalism: Considering the consequences of different types of newsmedia online. New Media & Society 5 (2): 203-230.

MODULE 3
DIGITAL MEDIA
COMMUNICATION

Unit 9 : Digital Media And Journalism

Structure

- 9.1 Introduction and Objectives**
- 9.2 Internet**
- 9.3 Impact of Digital Media on Journalism**
- 9.4 Emerging Trends in Digital Media**
- 9.5 Online Journalism**
- 9.6 Digital Journalism: Its Characteristics**
- 9.7 Digital Journalism Vs Traditional Journalism**
- 9.8 Summing Up**
- 9.9 Comprehensive Exercises**
- 9.10 Suggested Readings**

9.1 Introduction and objectives

An Information revolution is now sweeping the world. It has affected almost every aspect of our life, including industry and trade. It is only to be expected that it will have a significant impact on journalism as well.

Technological breakthroughs have always paved the way for better communication, whether it is the invention of the telephone, the telegraph, printing, radio, film or TV. The recent developments in telecommunications and computer technologies are no exception. The successful marriage of these two technologies, as evidenced in the coming of the Internet Age, has changed the face of the world. The world has now shrunk to a truly “global village”. It has provided all professional communicators- media professionals with new and powerful tools and opened up new opportunities for them.

Internet has become part of our life, including business. it has taken over many of the everyday communication functions. Internet can be described as a global communication system of interconnected computer networks. Not just a few computers (as in Local Area Networks or LAN), or even a larger number of computers (as in Wide Area Network or WAN), but millions of them. And not just computers, but networks of them. Hence, Internet is also described a network of networks.

The internet has revolutionized the communication world. It has eventually changed the way people play, learn, create and communicate. Today it has become an integral part of our life. It is not just a technology, but a vehicle of social change, one that has modified work habits, education, social relations and maybe most important, our hopes and dreams.

We are living in an age of rapid technological modifications. Every day we are bombarded with information from everywhere. In the process of news gathering and writing, the arrival of computers along with the phenomenon of the internet has promulgated the concept of new media. Today, Millions of people are pouring out their souls and their minds on personal “blogs” and on social media platforms like Twitter and Face book every day and millions more read their ramblings. Listening to radio, music, playing games and watching TV via the web has become increasingly popular.

In this Unit, we shall discuss the concept and definition of digital Media. We shall also point out the difference between conventional media and digital Media. You’ll also learn about the common vehicles of digital Media and the Impact of DigitalMedia on Journalism.

9.2 Internet

Internet, which owes its origin to a research project of the U.S. Defense Department, gradually grew through 1970s and 1980s and became a real new force to reckon with worldwide in 1990s Videsh Sanchar Nigam limited (VSNL) introduced Internet access in India in 1995.

At the center of the Internet revolution is the World Wide Web (WWW). It is a large system of servers which offers all kinds of information to anyone on the Net. To access a particular website on the WWW, one needs to use a programme called “Browser”. A website can hold information in various forms, text, photographs, movies, sound, music, and graphics. The material is collected in a computer called a server. It is connected to the Internet backbone of high-speed telecom lines. Anyone in any part of the world can access the information on the website by using the browser. The Web is made up of “pages”- hundreds and thousands of pages, all over the Internet. Each page is connected to other pages.

The WWW has become immensely popular because it is very easy to use. It is also easy to create a website to share information with others over the Net.

The Web is being used as a tool of mass communication like newspapers, television, and radio. An increasing number of organizations and individuals are now having their own websites. These contain information about their activities

which can be accessed by anyone who is interested. The website of an organization serves the same purpose as does a corporate profile. Information on the website can be more easily updated than it is possible in the case of a printed profile or a corporate film.

A website can be created or designed by a web designer. On being briefed by the organization, the designer conceptualizes the structure of the site and its pages. He decides on the balanced mix of the various elements- texts, photographs, graphics, animations, and so on. Every site has a home page which indicates the contents. The browser need not go through all the pages if he doesn't wish to; he can select the pages he is interested in and can go through them.

All major newspapers/magazines have their own websites on which the publication is available for viewing. There are also newspapers and magazines which are only available on the web.

9.3 Impact of Digital Media on Journalism

The Internet has turned the world of journalism utterly upside down. It has drastically changed how journalism is now accessed and shared. Well written stories are hard to come by these days and it's largely down to the impact the internet is having on this dying art. You can forget about reporters, readers, features, tabloids and broadsheets because nowadays it's all about online 'dumbed-down' articles, news feeds, timelines, search engines and page/site views.

"Power is moving away from the old elite in our industry—the editors, the chief executives and, let's face it, the proprietors. A new generation of media consumers has risen demanding content delivered when they want it, how they want it, and very much as they want it". —*Rupert Murdoch*

There has been a seismic shift in journalistic methods during this new period, BUT, the main idea of storytelling has remained the same. Journalism has always been and will still always be (hopefully) about informing the reader with matters of interest the journalist has worked hard to source and produce for the reader. The only problem is, just about anyone can be a so called journalist these days.

This wouldn't have been normal if we go back a couple of centuries. The publishers were the only people who could distribute the news. They wrote, edited, printed and sold their papers all by themselves.

This is similar to today's independent bloggers. Unfortunately, the publishers could never scale and grow, as technology was not as advanced as we find today.

Fortunately, as the 20th century came and along with it came a mass market and a larger circulation of newspapers. The publishers put their thinking caps on

and began to attract advertisers. With this came money that they made from advertisement revenues which led to much more jobs in Journalism sector. This resulted in the Printing Press becoming a very decorated job at the time.

Right now, absolutely anyone can publish information and share it with the world. Absolutely anyone can build an army of subscribers, viewers and readers at only a fraction of the time, and the cost, and the effort the original publishers had to deal with.

As technology continues to advance, it continues to change the entire journalism industry. It's true that a journalists' job is still to tell stories but the modern journalist must carry out much more than that. It's no longer the case where a journalist just feeds the reader with information. These days it's all about the journalist and their involvement with their audience. With everything online now it means that journalists must now engage with their readers.

Twitter is where we find breaking news now, not from the newspapers or even the news channels. Twitter has become a great source of stories for journalists and it has massively changed the way the news is given to us. It's immediate and can also be used to share live videos of the events that are occurring for example the videos from phones that were used by the news channels when the Grenfell Fire happened were largely sourced from twitter!

Journalists and News companies have had to think outside the box when publishing their stories online. There are new, more exciting ways in which the news can now be told now and if you're not clued in you will fall far, far behind. Journalists now look to platforms other than just the regular newspaper site with a simple black and white layout.

A good example of this is the New York Times' Medium page. They have created a more interactive, user friendly form of news. As blogging continues to become more and more popular it's vital for these large media organizations to have their own blog-style news sites and I believe the New York Times are doing a great job in mixing the so-called hard news that we're all used to, with a more creative and free flowing form of news which we are becoming more accustomed to!

We all know there is a decline in newspaper sales and with that it has become outrageously difficult for these publishers to generate a profit. It seems the only way newspapers have tackled this problem is with higher advertising rates and more advertising space. Newspapers have gone under the knife and transitioned from a heavy text-based document to one that's now not dissimilar to a magazine in terms of advertisements.

Knowledgeable readers have realized that online news through their social news feeds is untrustworthy and have decided to subscribe to broadsheet brands to ensure that they are getting trusted news. Although this hasn't yet replaced the declining print revenues, it does have the capability to do so! It also helps news and media companies businesses to mend their relationship with their readership.

Journalists have become self-promoters as they now must help spread their news stories across the internet through their Facebook and Twitter accounts. A substantial change to the new journalist's job description is that the printed word is now only a small part of what they must be proficient at. Today, journalists have to create all kinds of content suitable for their internet audience.

Old-School Print journalists are having to learn about broadcast, so they can create their own videos or podcasts whereas the newer breed of journalists will have these skills already from learning it in college.

A notable difference in how journalists now write their stories online is the creation of content specifically designed to attract readers through the use of keywords that are easily found through Search Engine Optimization, this basically means journalists create stories that are easily found on google so they then receive more readers and page views.

Even more fascinating is how journalists can now track their stories and content. They can monitor page views and they can see the most commented, most shared and most emailed content.

The last decade has brought the art of journalism to its knees. The Internet has completely changed the way we source and view information. Journalists have to adapt to this if they're going to survive the next decade.

9.4 Emerging Trends in Digital Media

Here are a few trends that will affect the news and entertainment media—

- **Natural Language Generation (NLG)** : this new trend of digital media is going to rewrite content for all different types of readers. With the aid of the NLG, new organizations can write different versions of the same story for different audiences. The advantage of using NLG is that the data remains the same, but the selection of vocabulary would be modified according to different audiences.

Natural Language Generation, often referred to as NLG, is the usage of Artificial Intelligence Programming to produce spoken or written narratives from a specific data set. It is related to interactions between machines and humans and

includes computational linguistics, natural language understanding and natural language processing (Dale, 2020).

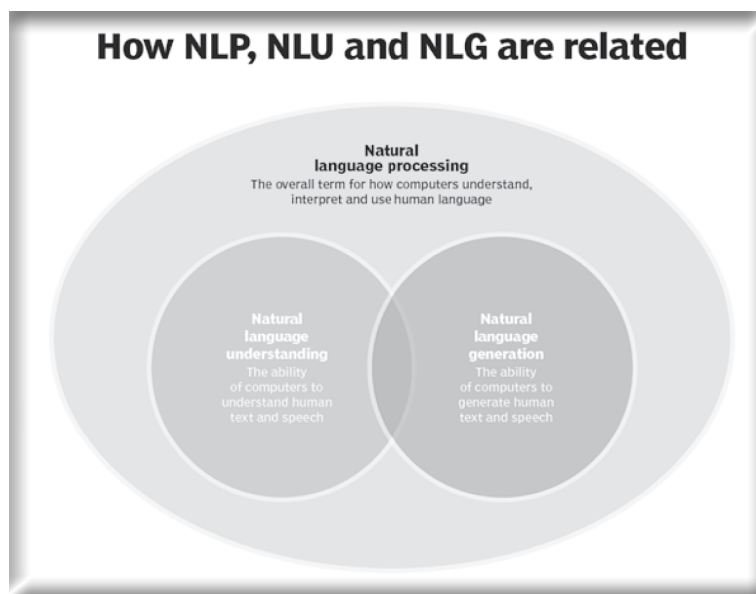


Figure 1 (Source: SearchEnterpriseAI.com)

➤ **How Natural Language Generation Works**

The six levels of NLG are—

- 1. Content Analyses :** The first step includes identifying the primary topics in the source data and their associations.
- 2. Data Assessment :** At this stage, machine learning is often utilised, and data interpretation is conducted, which includes the identification of the patterns and putting them into context.
- 3. Structuring of Document :** A document structure is developed, and a narrative plan is chosen based on the kind of data which undergoes interpretation.
- 4. Aggregation of Sentences :** Relevant parts or whole sentences are put together in manners that effectively summarise the given topics.
- 5. Structuring of Grammar :** Grammar rules for the development of text that sounds natural. The program conducts a deduction exercise of a sentence's syntactical structure. It then utilises this data to write the sentence again in a grammatically correct format (Santhanam and Shaikh, 2019).
- 6. Presentation of Language :** The final result is produced based on a format or a template that the programmer or user chooses.

➤ **Uses of Natural Language Generation**

- Response generation for voice assistants and chat-boxes such as Apple's Siri and Google's Alexa;
- Conversion of financial reports into easily comprehensible content for customers and employees;
- Personalised responses to customer messages and emails;
- Aggregation and summarisation of news reports
- Creation of product descriptions for customer messaging and e-commerce websites;
- Generation and personalisation of scripts utilised by representatives in customer service;

Automation of lead nurturing email, chat responses and messages.

➤ **Computer Assisted Reporting (CAR)**

This new trend is an investigative journalism technique. Using machine learning algorithms can help to analyse the data to help find hidden storylines.

Computer-Assisted Reporting often referred to as CAR, is defined as the use of computers to gather and analyse necessary data to write news articles and stories. The spread of software, computers and the internet changed the world of reporters. They routinely collect information in databases for analysing public records with statistical programs and spreadsheets, study demographic and political changes via geographic information system mapping, the research background for articles on the internet, and conduct interviews via email. Taking all these processes together, today, we are defining this process cohort as CAR. It is often associated with analytics journalism or “precision”, which implies journalists' specific use of methods of the social sciences and several other disciplines (Garrison, 2020).

It is argued that the age of CAR began as far back as 1953 when the UNIVAC I computer was used by CBS television analysing to analyse the returns from the United States Presidential Election (Hall et al., 2022). Since that event, computer-assisted reporting has been continually developing, becoming central to the work of the journalist by the 1980s, and is now being referred to as ‘Data Journalism’.

➤ **Techniques and Tools of Computer-Assisted Reporting**

The methods expanded from surveying and polling to a fresh opportunity for journalists: utilising the computer to analyse exponential volumes of government records. The pioneering example of this might be the American newspaper The Miami Herald's Clarence Jones, who worked to identify patterns in the criminal justice system with a computer back in 1969 (di Ruffano et al., 2018). Other sig-

nificant early practitioners include The New York Times's David Burnham, who used a computer to expose the discrepancies in crime rate reports by the police in 1972.

In the last fifteen years, journalism enterprises such as the NICAR (National Institute for Computer-Assisted Reporting), a programme of Investigative Reporters and Editors, and the DICAR (Danish Institute for Computer-Assisted Reporting) have been established for the sole purpose of promoting the usage of computer-assisted reporting.

➤ **Data Journalism**

Data Journalism is the procedure of reporting facts using structured data as the basis of telling a story and conducting its management objectively. Its three key characteristics are:

1. **Objectivity** : Data Journalism is a kind of a process of Journalism. It is a field of fact reporting. Data Journalism presents facts based on impartiality, i.e., it is a belief that the truth is an established, universal law which exists independently and does not necessarily depend on an external context (Anderson, 2018).
2. **Data as the basis of Storytelling** : When executed based on objectivity, data journalism needs information as the basis, without being tied to feelings, assumptions, or opinions of the sources of the information, who might be people or even the journalists themselves.
3. **A structured method of data management** : The basic information being utilised as the news source might be structured from the beginning, such as in the form of a table, or could also be in unstructured formats, such as video clips, text and photographs. This data is then transformed into a structured data set using Data Science Methodology (Coddington, 2018).

➤ **Types of Data Journalism**

1. **Based on the classification of function :**

- **Investigative Data Journalism** : Investigative news reporting is the primary output of this type of data journalism. The ultimate objective is the exposure of the peculiarities in association with public interests. It is often utilised to look for hidden information and often uses advanced strategies to analyse complex data. The number of hours spent and people involved is more than for general news.

Example : The ICIJ (International Consortium of Investigative Journalists) published the Panama Papers, which exposed 11.5 million secret

documents regarding the camouflage of financial transactions, and property holdings of multiple organisations and individuals from various nations across the globe, which was a result of the cooperated functioning of more than 370 journalists from 80 countries over a year (Hermida & Young, 2019).

- **General Data Journalism** : This kind of journalism uses data journalism to produce general news coverage.

Example : The work of the “Thai Ghosts” in the show called “The Shock” by The Matter, which outlines the attributes of the Thai ghosts in horror tales, reflected the beliefs and thoughts of Thai society.

2. Based on classification on the interpretation of data :

- **Data Journalism which outlines Characteristics** : The objective of this kind of data journalism is to process the basis information characteristics utilising algorithms and statistics which are not too complex.

Example : The Guardian’s “America’s Broken Healthcare System”, which presented a comparison between the population’s average life expectancy and the utilisation of the public health budget. The exercise discovered an irregularity which lies in the fact that the United States has an average life expectancy rate which is comparably lower than their high budget for public health, especially in comparison to other developed countries.

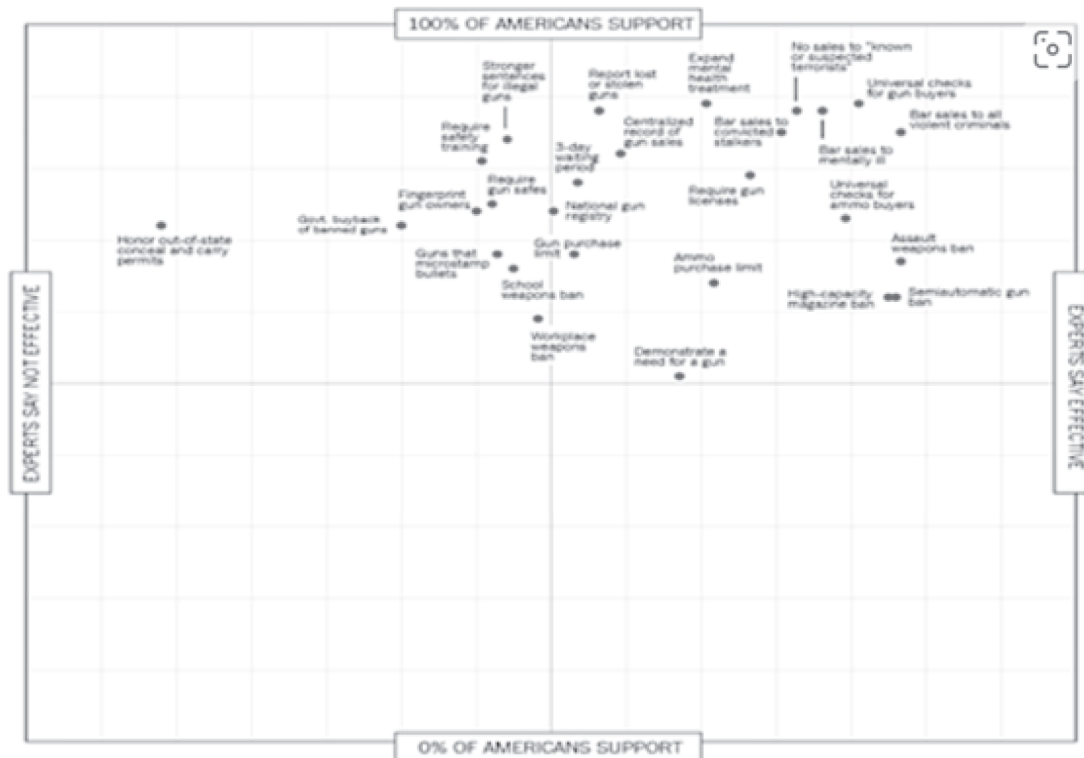
- **Data Journalism which analyses Data Relationships** : The objective of this kind of data journalism is to process the information links and requires the usage of algorithms and statistics related to finding data associations or relationships. This process is much more complex than data journalism which outlines characteristics.

Example : The Wall Street Journal’s “The Rhymes Behind Hamilton” utilised clustering to analyse phonetic structures of complex nature to categorise the association between the lyrics of hip-hop music and the prosody behind melody (Mutsvairo et al., 2020).

3. Based on classification by the format of presentation :

- **Data Journalism in the Traditional Presentation Format** : This kind of data journalism makes the usage of storytelling, written communication and infographics, which comprise animation or still pictures that are not particularly interactive; therefore, there is no requirement for special skills, let’s say of programming, and it takes lesser time to be executed in comparison to data journalism which utilises interactive presentations.

Example : In the New York Times’ “How to Reduce Mass Shooting Deaths?” the data was presented with the help of a matrix graph. Even though the chart did not have the feature of interactivity, it could fully communicate in a simple and straightforward manner.



Matrix Graph in “How to Reduce Mass Shooting Deaths?”

Figure 2 (Source: The New York Times)

- **Data Journalism in the Interactive Format :** This kind of data journalism mainly consist of storytelling and communication via the usage of application with which the interaction by recipients is possible, therefore, the possession of programming skills becomes essential in this type of data journalism, which largely facilitate in the way of creating an interactive structure (Zamith, 2019).

Example : The Boonmee Lab and Thai Publica’s work of “Lottery” who gets rich?” made use of an interactive game which made allowances for recipients to get interactive with the content, that is, pretending to buy a lottery. In addition, interactive charts were present which allowed the recipient to conduct an exploration of information of their interests.



Interactive Game Presentation in the work “Lottery” Who gets rich?

(Source: The Thai Publica)

➤ Data Journalism Examples

- The Times of India’s GDP Growth Presentation: The presentation of The Times of India’s Gross Domestic Product rate of India is an excellent example of modern data journalism.

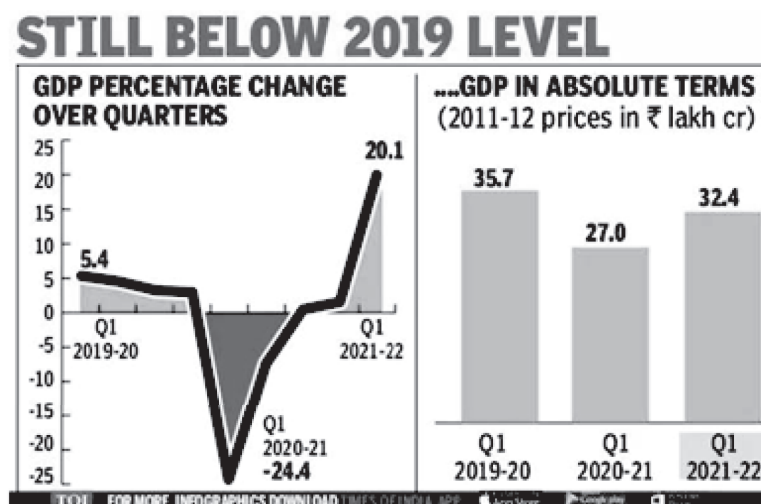


Figure 4 GDP Rates of India over the years (Source: The Times of India)

The following infographic, also published by The Times of India, compares various sectors :

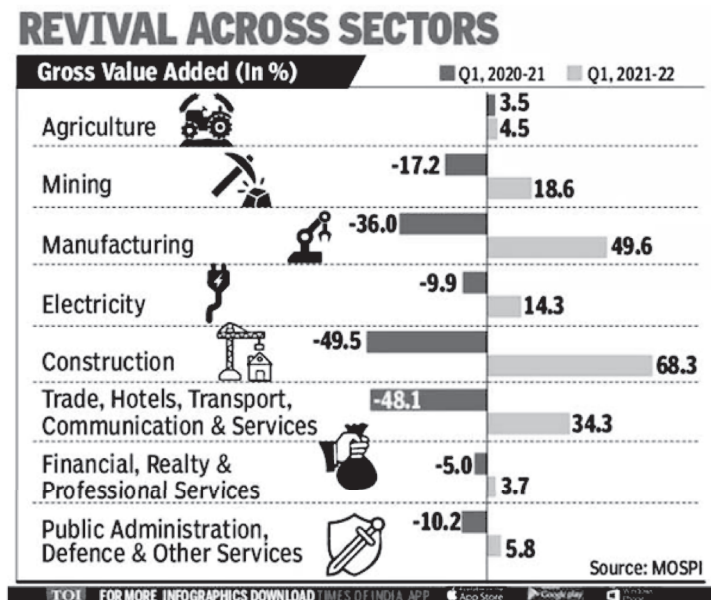


Figure 5 Sector-wise Contributions to GDP (Source: The Times of India)

- **The San Francisco Chronicle's publishing of the "Airbnb effect" :** The article studies the multiple listings of Airbnb in San Francisco, as published by the San Francisco Chronicle. In this interesting work of data journalism, they raise questions pertaining to the housing market, the hotel industry, and so on.

Airbnb growth in San Francisco

Airbnb's local listings increased by 661 properties or 13.8% over the past year. Prices rose across all categories of rentals.

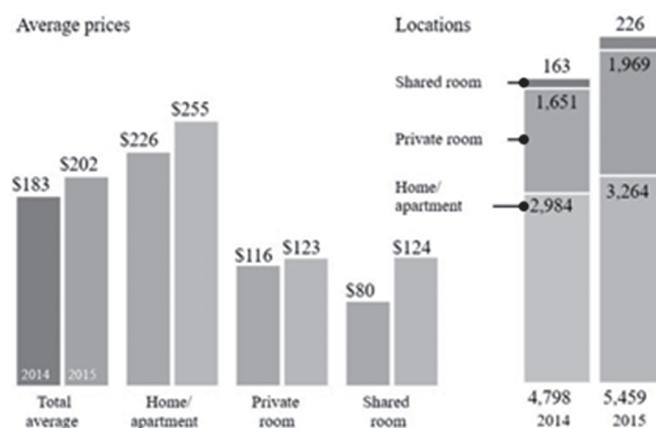


Figure 6 Growth of Airbnb in San Francisco (Source: The San Francisco Chronicle)

- **The British Broadcasting Corporation’s “12 Charts on how Covid changed lives”** : Since the advent of the COVID-19 Pandemic, lives across the globe have been changed drastically. The pandemic has cost us exponentially in financial terms and in human lives, and the consequences have had rippling

There have been more than 79,000 excess deaths

Weekly death registrations in the UK

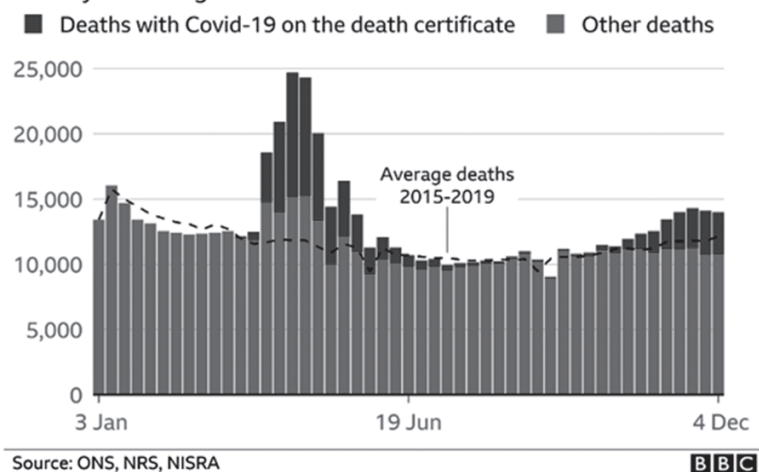


Figure 7 COVID Stats (Source: BBC)

➤ Voice Interfaces

Voice User Interfaces, often referred to as VUIs, allow users to interact with a structured system through speech or voice commands. That is to say, and this technology makes spoken human interaction possible with computers via speech recognition, which helps in answering questions and understanding spoken commands, and also uses text-to-speech technology for playing a reply. A VCD (voice command device) is a kind of machine which is operated through the use of a voice user interface. Virtual assistants, for instance, Google Assistant, Siri, and Alexa are perfect examples of Virtual User Interfaces. The primary benefit of this technology is that it makes allowances for an eyes-free and hands-free manner in which users can interact with a specific product of their interest.

VUIs have been accommodated in computer operating systems, home automation systems, automobiles, home appliances such as microwave ovens and washing machines, and also in remote controls of televisions. Such interfaces are the primary mechanism for interacting with virtual assistants on smart speakers and smartphones. The most modern voice devices are manufactured to be speaker-independent, to be able to respond to more than one voice, irrespective of dialectal influences or accents (Porcheron et al., 2018). They can also respond to more than

one command at once, providing appropriate feedback, separating verbal messages, and accurately imitating a natural conversation.

➤ **Immersive Storytelling**

The concept of immersive storytelling can be described as a method that utilises modern technologies to create an exquisite sense of presence. In essence, it provides an audience with an authentic feeling of “being present there”. It is an impactful and unique way of creating the perfect blend of fiction and reality. Immersive storytelling experiences entirely rely on modern technology to convey a message, educate or entertain a target audience, and increase brand awareness. The technology outlines how the story or the underlying message is narrated or communicated and how the target audience will experience and interact with it.

➤ **Immersive Storytelling in Branding**

What follows is how immersive storytelling can be effectively utilised in marketing and branding—

- **Transforming Products into an Experience :** Through the use of IS, a sense of presence can be given to customers, who can react and also be a part of the whole experience, rather than observing it passively. In addition, AR, 360-degree videos, VR and mixed reality can offer self-directed experiences to the target audience.

Example : National Geographic utilises VR and 360-degree videos for its adventure brand narrative.

- **Boosting Engagement and Building an Emotional Connection :** Extended reality content can shorten the gap between the screen and the in-person experience. It enables one to build a special and meaningful connection between the customer and the brand.

Example : A film by the UN called “Clouds Over Sidra” appropriately utilises VR in helping the audience connect with the protagonist and her experience (Elmezeny et al., 2018).

➤ **Collaborative Publishing Communities**

When social media platforms can connect the publisher with the readers, feedback from the readers benefits the publisher. This comes from the individuals as well as from their formed community. Ultimately, if the publisher finds this constructive, everyone is a winner. The feedback provides the publisher with specific information about the interests of customers. The publisher gathers knowledge regarding the interests of this particular market, and the readers, in turn, can get the books they desire. This is how collaborative publishing communities work and thrive.

By convention, a publisher plays the role of a gatekeeper between a reader and a writer. This concept provides for a model marketplace, is practical, encourages creative participation, allows the development of a community ecosystem and fosters a cooperative relationship between publishers and readers.

However, suppose an active community can develop between readers and publishers. In that case, it should not be too hard to imagine the fostering of a vibrant community between the writers and readers itself, given that it is pretty evident that readers would want to connect with writers. In such a scenario, it is a mystery what would happen to the role of a publisher. The business of publishing could then become no more than a production vehicle or perhaps a financial vehicle (Chou & Frank, 2018). All things being said, the role of a producer, in the end, could also turn out to be an integral one.

➤ **Crowd-funding and Crowd-sourcing in Journalism**

Crowd-funding in Journalism is the kind of journalism which is sourced financially through the accumulation of funds, which are essentially donations from the general public. Journalists typically rely on micro-payments from the public for financing their reports. Crowdfunding is associated primarily with crowdsourcing since the source of such donations or funding often turns out to be a crowd or a larger third-party cohort. The target audience can support projects in journalism through the contributions of monetary funds, or other valuable resources, via popular crowdfunding webpages, for example, Kickstarter and GoFundMe.

Generally, crowdfunding in journalism includes four kinds of donation systems: Unaffiliated individuals or small cohorts, single individuals, media organisations or outlets, and private or public institutions such as universities.

➤ **Crowdfunded Projects in Journalism**

Even though Kickstarter is a website based in the United States, it allows citizens of over 18 different nations to propose projects. Sixty-four per cent of the funded proposals of journalism on Kickstarter were for such projects which were to be conducted within the territory of the US, while 34 per cent of them were to be completed in foreign nations. Just a mere 2 per cent of the proposals were for projects which were to be explicitly conducted in both the United States and in one or more foreign countries.

The projects based in foreign nations touched each of the seven continents, 64 countries in total, from Iraq to Tonga and from South Africa to Cuba. Apart from the United States, the United Kingdom has the most significant number of projects (53 projects), which was followed by Canada, which had 22 projects (Aitamurti, 2019).

Crowdsourcing in Journalism is the specific act of inviting a cohort of individuals to participate in a particular reporting task, for instance, news-gathering, data analysis, or data collection, via an open, targeted call for input, documents, personal experiences or any other contribution. What sets crowdsourcing today apart from crowdsourcing in the past is that modern web technologies drive it.

➤ **Two Forms of Crowdsourcing**

1. **A Structured Call-Out :** This form of crowdsourcing involves engaging in a targeted outreach and asking individuals to respond to a particular request. Such responses can enter newsrooms through various channels, such as emails, websites, SMS or Google forms. They are often captured in a searchable database.
2. **An Unstructured Call-Out :** This form of crowdsourcing involves an open invitation asking for individuals to email, vote, or contact a journalist with data in any other way.

Examples of Publishers who Crowdsourc

- **The Guardian :** The Guardian, in their articles, incorporates ‘Reader Questions’ for crowdsourcing topics on which their audience would prefer to have more details.
- **ProPublica :** ProPublica asked for readers’ input for their article “Lost Mothers”, which explored reasons relating to the US being the country with the most deaths in childbirth and pregnancy among developed countries. Receiving readers’ input was the key to successfully executing the project, and readers submitted more than 5,000 stories in a year (Lamprou et al., 2021). Facebook was the primary source for crowdsourcing.
- **Vox Media :** In their approach, the primary crowdsourcing platform was Twitter. The senior producer, Liz Plank, utilised crowdsourcing to ask for input from female experts on this topic: the state of gender equality in Rwanda post-genocide.

9.5 Online Journalism

Online Journalism or web journalism is a relatively new concept. It engulfs a number of things like websites which are run by established newspapers like The Times of India, The Telegraph, The Hindu etc.; citizen journalism; non- profit news sites and blogs. Empowering the common man, citizen journalism has opened up new possibilities. Anyone can report on any issue as a citizen journalist. This is a significant power shift. Social networking websites like Facebook, Twitter, Myspace

etc. are helping a significant audience to reach a maximum audience to promote their website worldwide. There is also the option for uploading numerous videos on YouTube and other similar sites. The challenge of online Journalism on the web is how to arrest the attention of viewers. David Gauntlett in his book “Web studies” (2000) says that it is the provision of engaging content that gets the attention of the web audience, and where you have content creation, you have journalism. It is the challenge of making journalism work on the web that lies at the heart of the current exercise and is based on defining what this is all about and how it can be practiced best within this new and evolving medium.

The essential characteristics of online journalism include interactivity, customization of content, hypertextuality, and convergence. Today, journalists are spending less time out in the community and more time in front of the monitors. There is greater scope for interactivity and participative communication in online journalism. Scope for instant feedback to blogs and news based websites through comments and emails can heighten the accountability standards. One of the advantages of blogs is that they can be updated anytime. In times of emergency when news break online newspapers can publish information instantaneously, that is not possible in printed formats. Online newspapers are delivering news in context. Newspapers can easily link the present story to a previous one thereby allowing the possibility that was absent previously in printed formats.

9.6 Digital Journalism: Its Characteristics

With the advent of the Internet, a growing number of populations have been reading newspapers and other happenings around the globe online. And this is posing a threat to newspapers and reporters who practice traditional journalism. Online journalism has certain potential distinctive characteristics along with the elements of journalistic activities like researching, story structure, reporting, and publishing. With an increasing amount of information getting digitized and made available online, a consumer can benefit from web’s range of activities. It takes only a few seconds or sometimes less than a second for the search engines to grab millions of pages of related and even remotely related information from computers spread across the globe. The Internet can not only embark on a new avenue information dissemination but also build a more open and dynamic relationship with its readers because of its features likes immediacy, multimedia presentation, interactivity, and hyperlinking writing.

- ❖ **Convergence of Media/Multimedia Approach :** Digital Journalism has the potential to carry a minute-by-minute update of any breaking news on any

page simultaneously and repeatedly. Now the old concept of ‘news cycles’ has given way to 24-hour deadlines. Websites can offer an array of new features like an eyewitness account of an event with text, audio, video, and graphics.

- ❖ **Mobile Journalism** : A single piece of news can also be delivered via a mobile phone or SMS. Only the format of presentation needs to be in tune with various delivery vehicles.
- ❖ **Non-linear** : The reading of the news is driven by the user’s choice. Not by the providers. He/she can choose stories that entice him/her.
- ❖ **Hypertextuality** : The texts in online media which are interconnected through links. Hyperlinks can refer internally to other texts within the text’s domain or externally to texts located elsewhere on the Internet. A media site can hyperlink the story to backgrounders run on specialist’s sites or to related news stories run on other media sites.
- ❖ **Participatory medium** : Digital Journalism is a participatory medium. Its democratic potential needs to be recognized and fully harnessed.
- ❖ **New breed** : More and more online stories can be disseminated via on-line without engaging the services of professional journalists. This is possible through interactive facilities on the web like e-mails, weblogs, message boards, and newsgroup. Some readers may post eyewitness account of an event. Some others may land up posting their emotional outbursts on any sensitive issues. Readers interacting with others through newsgroups may provide alternative perspectives to a story. This new breed of journalists is popularly known as ‘Citizen Journalism’.
- ❖ **Immediate Feedback** : Feedback is immediate. Through online news sites, you can take part in opinion polls or write comments.

9.7 Digital Journalism Vs Traditional Journalism

Traditional Journalism vs. Digital Journalism

S. No	Traditional Journalism	Digital Journalism
1	It is based on the principle of one-to-many.	
2	An editor decides what news is; which news reports should be published in the day’s newspaper. The news consumers have no role to play in the creation or dissemination of content.	An individual can create and share content.

S. No	Traditional Journalism	Digital Journalism
3	The traditional media is primarily a news media. It has traditionally performed the function of gathering and disseminating news.	It need not be news-based. People come to interact with friends, relatives , acquaintances etc.
4	All communication is one-way: from the Gatekeeper to the consumers. The most that a reader can hope is to get a letter published in the Letters to the Editor column.	It allows users to comment on content created. All comments re in real time.
5	The traditional media can work in only one format- either as radio, print or as television. There is no scope for convergence in the Traditional media space	Digital journalism is a truly convergent format. You can publish content as text. Audio, graphics, or photographs.
6	Traditional Journalism takes time to disseminate information.	Digital Journalism is instant. Reports published on online journalism can be accessed instantly.
7	It needs an investment to set up a newspaper, radio or television station	Digital journalism allows free posting of content. Anyone can be publishers.
8	The reach of traditional journalism is limited to the number of readers or viewers that individual newspapers or channels may have.	The reach of Digital journalism is staggering. It has the scope to connect billions of individuals across the globe.

9.8 Summing Up

- The WWW has become immensely popular because it is very easy to use. It is also easy to create a website to share information with others over the Net.
- The advent of digital media has revolutionized the traditional form of journalism. The main focus shifts to online- real-time reportage of happenings.
- The advent of digital media has given rise to a new breed of journalist- ‘the citizen journalist’. who are regularly updating and contributing news as like the mainstream media does.
- Mainstream media outlets are receiving news from other digital media generated platforms like Facebook and Twitter.

- Online Journalism or web journalism is a relatively new concept. It engulfs a number of things like websites which are run by established newspapers like The Times of India, The Telegraph, The Hindu etc.
- The essential characteristics of online journalism include interactivity, customization of content, hypertextuality, and convergence.
- With an increasing amount of information getting digitized and made available online, a consumer can benefit from web's range of activities.

9.9 Comprehensive Exercises

Short Questions

1. Define 'browser'.
2. Define 'fake news'.
3. Define 'Natural language Generation'.
4. Define 'Computer Assisted Reporting'.

Medium Length Answer Type Questions

1. What do you mean by the term 'Convergence'?
2. What do you mean by the term 'Mobile Journalism'?
3. Discuss the difference between digital Journalism and traditional Journalism.
4. What do you understand by the term 'Internet'?

Long Answer Type Questions

1. Discuss the impact of digital media on Journalism.
2. What are the new trends in Digital Media?
3. Discuss the characteristics of Digital Journalism.
4. 'The advent of digital media has given rise to a new breed of journalist'- Discuss.

9.10 Suggested Readings

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2. Deuze, Mark. 2003. The web and its journalism: Considering the consequences of different types of newsmedia online. *New Media & Society* 5 (2): 203-230.

3. Fondevila Gascón, Joan Francesc (2009). El papel decisivo de la banda ancha en el Espacio Iberoamericano del Conocimiento. *Revista Iberoamericana de Ciencia, Tecnología y Sociedad-CTS*, n. 2, pp. 1–15.
4. Fondevila Gascón, Joan Francesc (2010). El cloud journalism: un nuevo concepto de producción para el periodismo del siglo XXI. *Observatorio (OBS*) Journal*, v. 4, n. 1 (2010), pp. 19–35.
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7. Online Journalism Review. 2002. The third wave of online journalism. *Online Journalism Review*.
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Unit 10 : Social Media Communication

Structure

- 10.1 Introduction and objectives**
- 10.2 Definition and Classification**
- 10.3 Mobile Social Media**
- 10.4 Different Types of Social Media Networks**
- 10.5 Using social media for journalists**
- 10.6 Summing Up**
- 10.7 Comprehensive Exercises**
- 10.8 Suggested Readings**

10.1 Introduction and objectives

Social media are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features:

- Social media are interactive Web 2.0 Internet-based applications.
- User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media.
- Users create service-specific profiles and identities for the website or app that are designed and maintained by the social media organization.
- Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.
- Users usually access social media services via web-based technologies on desktops and laptops, or download services that offer social media functionality to their mobile devices (e.g., smartphones and tablets). As users engage with these electronic services, they create highly interactive platforms through which individuals, communities, and organizations can share, co-create, discuss, participate and modify user-generated content or self-curated content posted online.

Networks formed through social media change the way groups of people interact and communicate or stand with the votes. They “introduce substantial and pervasive changes to communication between organizations, communities, and individuals.” These changes are the focus of the emerging fields of technoself studies. Social media differ from paper-based media (e.g., magazines and newspapers) and traditional electronic media such as TV broadcasting, Radio broadcasting in many ways, including quality, reach, frequency, interactivity, usability, immediacy, and performance. Social media outlets operate in a dialogic transmission system (many sources to many receivers). This is in contrast to traditional media which operates under a mono-logic transmission model (one source to many receivers), such as a newspaper which is delivered to many subscribers, or a radio station which broadcasts the same programs to an entire city. Some of the most popular social media websites, with over 100 million registered users, include Facebook (and its associated Facebook Messenger), YouTube, WeChat, Instagram, Weibo, Twitter, Tumblr, Telegram, , LinkedIn, LINE, Snapchat, Pinterest, Viber and VK, reddit, bbn and more.

Observers have noted a range of positive and negative impacts of social media use. Social media can help to improve an individual’s sense of connectedness with real or online communities and can be an effective communication (or marketing) tool for corporations, entrepreneurs, non-profit organizations, advocacy groups, political parties, and governments.

In this unit, we will discuss about the different types of social media and their importance to journalists.

10.2 Definition and Classification

The variety of evolving stand-alone and built-in social media services makes it challenging to define them. However, marketing and social media experts broadly agree that social media includes the following 13 types of social media—

- blogs,
- business networks,
- collaborative projects,
- enterprise social networks,
- forums,
- microblogs,
- photo sharing,
- products/services review,

- social bookmarking,
- social gaming,
- social networks,
- video sharing, and
- virtual worlds.

The idea that social media are defined simply by their ability to bring people together has been seen as too broad, as this would suggest that fundamentally different technologies like the telegraph and telephone are also social media. The terminology is unclear, with some early researchers referring to social media as social networks or social networking services in the mid-2000s. A more recent paper from 2015 reviewed the prominent literature in the area and identified four common features unique to then-current social media services—

- Social media are Web 2.0 Internet-based applications.
- User-generated content (UGC) is the lifeblood of the social media organism.
- Users create service-specific profiles for the site or app that are designed and maintained by the social media organization.
- Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

In 2019, Merriam-Webster defined “social media” as “forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)”

The development of social media started off with simple platforms such as sixdegrees.com. Unlike instant messaging clients, such as ICQ and AOL's AIM, or chat clients like IRC, iChat or Chat Television, sixdegrees.com was the first online business that was created for real people, using their real names. The first social networks were short-lived, however, because their users lost interest. The Social Network Revolution has led to the rise of networking sites. Research shows that the audience spends 22% of their time on social networks, thus proving how popular social media platforms have become. This increase is because of the widespread daily use of smartphones. Social media are used to document memories, learn about and explore things, advertise oneself and form friendships as well as the growth of ideas from the creation of blogs, podcasts, videos, and gaming sites. Networked individuals create, edit, and manage content in collaboration with other networked individuals. This way they contribute to expanding knowledge. Wikis are examples of collaborative content creation.

10.3 Mobile Social Media

Mobile social media refer to the use of social media on mobile devices such as smartphones and tablet computers. Mobile social media are a useful application of mobile marketing because the creation, exchange, and circulation of user-generated content can assist companies with marketing research, communication, and relationship development. Mobile social media differ from others because they incorporate the current location of the user (location-sensitivity) or the time delay between sending and receiving messages (time-sensitivity). According to Andreas Kaplan, mobile social media applications can be differentiated among four types:

- **Space-timers (location and time sensitive)** : Exchange of messages with relevance mostly for one specific location at one specific point in time (e.g. Facebook Places WhatsApp; Foursquare).
- **Space-locators (only location sensitive)** : Exchange of messages, with relevance for one specific location, which is tagged to a certain place and read later by others (e.g. Yelp; Tumblr, Fishbrain).
- **Quick-timers (only time sensitive)** : Transfer of traditional social media mobile apps to increase immediacy (e.g. posting Twitter messages or Facebook status updates).
- **Slow-timers (neither location nor time sensitive)** : Transfer of traditional social media applications to (mobile devices (e.g. watching a YouTube video or reading/editing a Wikipedia article).

Seeing the popularity and power of Social Media Channels, businesses and marketers look for different types of Social Media networks that they can use to target and convert their audiences.

General people are only aware of Facebook, Twitter, Snapchat, and Instagram sorts of social channels.

10.4 Different Types of Social Media Networks

1. Social Networks: Facebook, Twitter, LinkedIn

Such types of social media are used to associate with individuals (and brands) on the web. They are helping many businesses via branding, social awareness, relationship building, customer service, lead generation, and conversion.

You should learn how to channelize different types of Social Media campaigns on these networks. Some of the benefits of these Social Marketing Networks are—

- (i) They encourage individuals and businesses to interact online and share data and thoughts for ensuring mutually productive relationships
- (ii) In case you are searching for the best ways to optimize current marketing campaigns then you will discover a variety of organic and paid ways to do this on Facebook, Twitter, and LinkedIn sorts of social networks.

2. Media Sharing Networks : Instagram, Snapchat, YouTube

Media sharing types of social media are used to find and share photographs, live video, video and other kinds of media on the web.

They are also going to help you in brand building, lead generation, targeting and so on. They give individuals and brands a place to discover and share media so the target audiences can be targeted and converted into a convincing and result-driven way possible.

Social networks nowadays also offer these features, however, for Media Sharing Networks, sharing of media is their basic role.

- (i) Starting with image or video on Instagram, YouTube and Snapchat types of media sharing networks would be more beneficial for you.
- (ii) To decide whether you should use these networks for your business or not, you should consider your resources and target audiences. These channels will help you run well-planned campaigns to generate leads and widen your audience base.

3. Discussion Forums : Reddit, Quora, Digg

Such types of Social Media channels are used for finding, sharing and discussing different kinds of information, opinions, and news.

They help businesses by being a top-notch resource for doing immaculate market research. These forums are the oldest ways of running Social Media Marketing campaigns.

Before the entry of popular Social Media players like Facebook, these forums were the places where professionals, experts and enthusiasts used to do different kinds of discussions concerning a variety of fields.

- (i) These discussion forums have a massive number of users and it ensures unprecedented reach for your business. These are the places that provide the answers to different queries of any domain.
- (ii) In case your business needs deep customer research then these places would be the most befitting one for your business.
- (iii) Along with sharing information and knowing answers, these places are very impactful in advertising as well.

4. Bookmarking & Content Curation Networks : Pinterest, Flipboard

Opting for such types of social media will help you find out, share, discuss and save a variety of latest content and media that are trending as well.

They are very helpful in channelizing brand awareness for your business, plus, choosing this one to run different types of Social Media Marketing campaigns will help you generate website traffic and customer engagement.

In case you want to run some out of the box highly creative campaigns that can not only inform your audience and but also attract them then this one is the best fit.

- (i) To run a Social Media campaign on Pinterest, you need to have a site that is bookmark-friendly. You should optimize headlines and images for the feeds that Bookmarking and Content Curation Networks use for accessing and sharing your content.
- (ii) Flipboard lets you create your own Flipboard magazine by using most engaging content and then you can showcase that to your audiences.

5. Consumer Review Networks: Yelp, Zomato, TripAdvisor

Using Customer Review networks will help you find out, share and review different information about a variety of products, services or brands.

When a business has positive reviews on these networks, their claims turn more credible because reviews on these networks act as Social Proof.

For running a successful Social Media Marketing Campaigns, it is very important for today's businesses to have positive reviews on these sites.

In addition, resolving all the issues that your customers are posting on these Review platforms is another thing that is going to be very important for the positive and productive outcomes for your business.

- (i) These networks offer a place to users for reviewing different kinds of products and services that they have used.
- (ii) Review content adds great value to any brand because it will influence more and the number of new buyers to attempt your services.
- (iii) Yelp and Zomato are the types of social media platforms that offer location-based review services that will help you run location-based social campaigns.

6. Blogging & Publishing Networks : WordPress, Tumblr, Medium

You should choose these types of Social Media networks for publishing, discovering and commenting on articles, social media blogs and other content on the web.

Content marketing is one of the most powerful ways to target, attract, engage and convert a target audience. It is going to be the base of successful online marketing campaigns that play the most important role in conversion funnels of Digital Marketing campaigns.

WordPress and Blogger are the traditional blogging platforms while Tumblr (micro-blogging service) and Medium (Social Publishing Platform) is the latest blogging and publishing networks.

- (i) These networks are must for the businesses that want to effectively use Content Marketing, plus, you can share this content on a variety of Social Networks like Facebook, Twitter, LinkedIn, etc.
- (ii) Content that you use on these networks will also help you create a niche for your business and audiences who are in search of information concerning that niche will for sure visit your blog or site.

7. Social Shopping Networks: Polyvore, Etsy, Fancy

Want to find out all the latest trends in the marketing or crave to know the shopping tips then such types of Social Media channels are for you.

In addition, they help you follow different brands, share interesting things and make a purchase on these Social Shopping networks.

Businesses can use such types of Social Media Platforms for creating brand awareness, boosting engagement and selling products on some new and effective platforms. These channels transform e-commerce by making them more engaging via some interesting social elements.

- (i) To use these networks effectively you should create a site that integrates shopping experience with social experience.
- (ii) These networks are very result-driven for small businesses and startups as they can sell their products without any land-based office or store.

8. Interest-Based Networks: Goodreads, Houzz, Last.fm

You can use such types of Social Media networks for connecting with other people who have the same sorts of hobbies or interests.

You can easily find the audiences who are interested in knowing more and more about the kinds of products and services that you offer.

This makes it one of the best networks for engaging with your audience and creating exclusive brand awareness online. Compared to big social networks, using Interest-based networks would help you run a more targeted campaign.

- (i) Choosing these networks will help you focus solely on a single product or service related to any particular subject, for instance, home décor, Digital Marketing Training, Music, Books, etc.
- (ii) These networks are the best places to engage with the audiences of a particular niche.

10.5 Using Social Media for Journalists

Social media is so prevalent today that journalists can't exist off of it, mainly when over 6,000 tweets are circulated every second (Molyneux and McGregor, 2021). It is safe to say that social media has changed the face of journalism forever.

➤ The Role of Twitter

The most prolific social media giant in the journalism world is Twitter. It has been declared the best social site for breaking any news, with countless big stories breaking on its sphere before reaching the major cable stations.

A few reasons have made Twitter today's platform for following stories and breaking news. First of all, it is instant. Secondly, it enables people every day to enhance local levels with their videos, images and first-person accounts, which would not have gotten any coverage perhaps even a decade ago. The platform enables journalists to develop reports in real-time, unfolding them in up to 280 characters; monitoring social media also allows them to fetch sources and vital information as it goes live.

Even though social media comes with some significant cons, it is undeniable that it has tremendous potential to grow one's audience. It places the power of reach in an individual's hand, and when utilized correctly, one's stories could have no limits (Molyneux and McGregor, 2021). Social media also facilitates SEO for a journalist effectively.

➤ Best Social Media Practices in Journalism

As with any medium of story-telling, a journalist needs to study their audience and hone their style, and ensure that they are producing the content that the people desire. There are billions of users of Twitter, and reaching out to the right audience not only takes skill and authenticity but is also dependent on the creation of the right content. Besides all that, social media is not just about following stories and finding sources; it is not only Twitter that a journalist needs to sign up for. Below is a breakdown of the best practices to level up a journalist's social media game, whether she or he represents a significant news firm or is a freelance writer:

- **Putting Together a Professional Profile :** So much journalism and social

media comes down to looking the part. For people to look at a journalist's profile and identify them as professional, keen attention has to be paid to social bios and other seemingly negligible profile details. Besides a professional headshot, some other elements of the typical Twitter bio of a journalist should include—

- i. Tags of the organizations the journalist were formerly or are currently reporting for;
- ii. Tags of other accounts or projects related to the journalist's professional life, for instance, podcasts (Molyneux and McGregor, 2021).
- iii. A form of contact detail such as an email address so that people can send tips;
- iv. Relevant hashtags are associated with what the journalist is covering.

Below is an example of what a professional journalist's Twitter profile should look like—



Figure 1 (Source: Twitter)

Such small details can provide a profile with the much-required sense of authenticity and credibility. In addition, reaching the “blue check” and getting verified on Twitter can make an immense difference (McGregor, 2019).

- **Giving shout-outs to Colleagues :** Supporting fellow journalists and organisations is vital since they represent a community. Genuine support can be provided by reposting or sharing their content. One must make sure to tag them, and upon doing so, one is introduced to new organisations and encourages fellow journalists to return the favour. In addition, it is healthy for a journalist to give shout out to every organisation where their content has been published or they have made an appearance. Any kind of exposure is considered good when a journalist begins on his or her

career path. This further paves the way to healthy relationship amongst the colleagues (McGregor, 2019).

Retweeting and reposting others allow a journalist to build relationships, keep their feed fresh, and avoid making their profile look unnecessarily self-centred. Also, it is essential to follow fellow journalists and publications in a group to have a persistent pulse on fresh news stories.

- **Mindful and Ethical Interactions** : social media allows journalists to interact with other organisations and the general public. Every journalist must be respectful and mindful of such activities. For instance, the ‘guide-lines for journalists of the New York Times puts tremendous emphasis on objective and respectful reporting (Dubois, Gruzd, and Jacobson, 2020).

Bickering, controversies and name-calling on social media can result in clicks and buzz, but such activities generally bring more harm than benefits.

- **Utilising Stories and Threads to Avoid Cluttering** : To avoid cluttering followers with frequent posts, since journalists are expected to make post after post on social media, the consideration of utilising threads to arrange all posts in one compact space is a good idea. This makes it easier for followers to follow a journalist’s stories and prevents the information from overloading the followers’ feeds. The thread is often denoted by ‘1/#no. of posts) or by “Thread:” at the tweet’s end. The following image is an example of a thread post on Twitter—



Figure 2 (Source: Twitter)

The format is also applicable concerning Facebook or Instagram stories. Stories enable journalists to quickly and easily publish updates promptly without spamming their followers. The fact that stories vanish after 24 hours is an excellent tool for a journalist who is often likely to be moving from covering one story to another.

- **Fact-checking of Sources and Stories :** In contemporary times, media mistrust has become the order of the day and has gradually stemmed from constant misinformation and misleading stories (Carlson, 2020). This puts more pressure on journalists to scrutinize the sources and report news objectively before posting anything on social media. The most important thing to remember in this regard is constantly verifying the sources independently and not taking tips from folks at face value. When a journalist needs to issue an apology or a correction, it is never a thing to panic over. It is important to remember that all humans will make mistakes, which happens all the time. In such times, it is essential to be straightforward, humble and eventually move on. The following illustration is an example of Bloomberg Opinion correcting a mistake.

A benefit of the fast movement of the news cycle for journalists is that users do not have the attention span or time to be obsessed about such corrections.

- **Going Beyond Text-based Posts and News Articles :** Journalism and social media can go beyond simply dropping links to articles. The addition

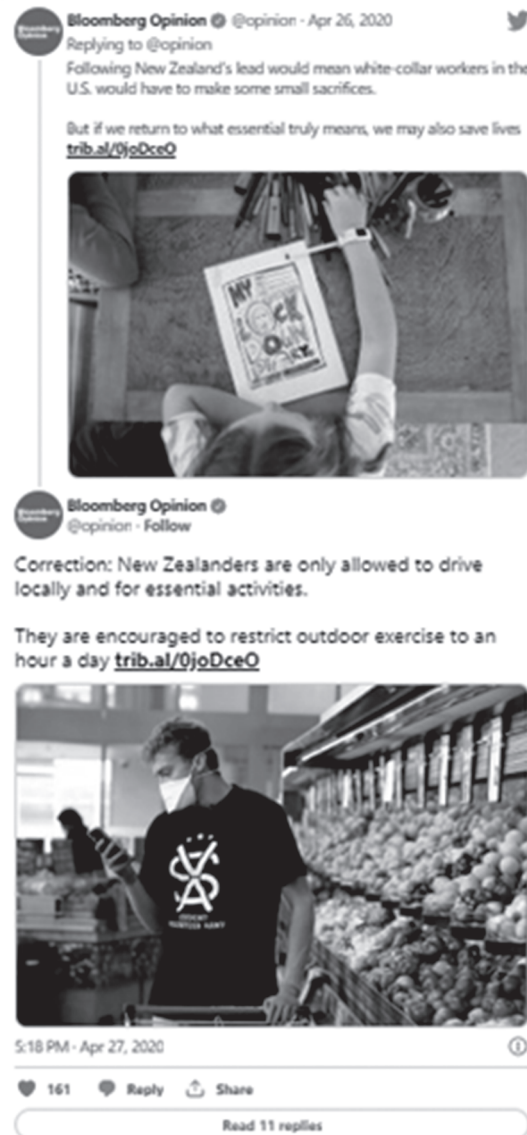


Figure 3 (Source: Twitter)

of some creativity within a journalist's content strategy can help them be unique. Besides, adding creativity allows one to increase public engagement.

For instance, a journalist could consider taking her or his followers behind the scenes of their beat. Such content is both relatable and entertaining to users, and often becomes critical for a journalist to establish themselves as a personal brand.



Figure 4 (Source: Instagram)

Utilizing platforms of live video such as the platform of Periscope hosted by Twitter, one can reproduce, through just a smartphone, network news coverage. Ranging from on-site reporting to interviews, one can put together from scratch their own live broadcast, and doing so is easier than ever now.

- **Boosting and Discovering Fresh Stories :** It is an established fact by now that the posts which contain hashtags attain more reach in comparison to the ones which do not use hashtags. That is why adding hashtags to posts and article is a smart yet subtle move for getting one's stories in front of a wider audience. If one is confused as to what hashtags would be the best fit, one can search the trending tags on Twitter for suggestions. Global popular tags or local popular tags on the basis of the field of coverage or industry can both help a lot. If a journalist can successfully get in on a specific tag early in its spreading.



Figure 5 (Source: Twitter)

- **Getting Personal :** Journalists must never be afraid to get personal and must remember that we live in a time when the public is simply tired of the news. Two-thirds of Americans have reported that they are burned out when they have to hear about politics. On the other hand, news pieces like the ones associated with the pandemic often take their toll on the individuals searching for any kind of good news (Benham, 2020).

Even though journalists are responsible for reporting all such news, personal anecdotes and stories are a brilliant way to break up the news coverage. Not just that, but personal updates provide the followers with the opportunity to be more invested in the journalist itself, beyond their professional duties. It is always a good idea to share something related to news or perhaps a personal milestone now and then (Benham, 2020), just like this—



Figure 6 (Source: Twitter)

- **Monitoring the Highest Times of Engagement :** The news cycle moves exponentially fast, and anything that a journalist does to make sure that their posts receive as much attention as possible is always beneficial. One brilliant way to do so is through comprehensively understanding the best times in a day of the week to make posts on sites of social media (Katz and Mays, 2019).

Even though journalists keep posting all through the day, preparing ahead the articles and stories which are of utmost importance and must reach the public is an intelligent move in order to maximise engagement. Working on the audience interaction can result into an increased engagement and it also ensures their retention. Here is what Twitter’s global engagement looks like throughout a week—

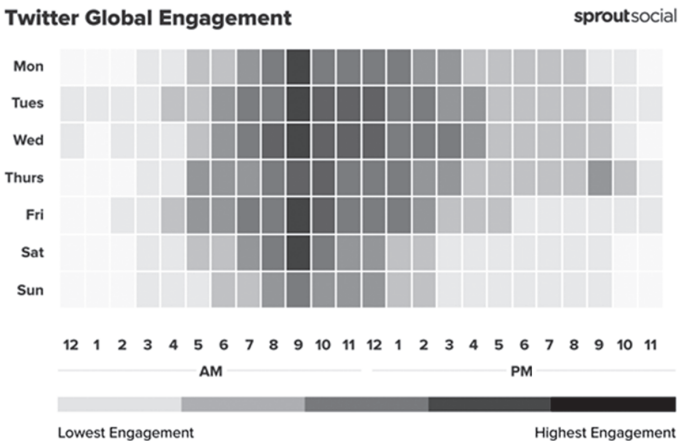


Figure 7 (Source: Sprout Social)

It is unnecessary for journalists to blindly adhere to such guidelines in real-time reporting, though. Instead, there are various other publishing tools one could consider, for instance, Sprout Social, which allows one to line up their content and hone in on posting times which are automated and customizable by the user, which is often based on when one's followers are more active in a day of the week.

- **The tone of Voice :** Last but not least, establishing a tone of voice that is authentic is crucial, and a journalist needs to stick to that tone across all social media platforms she or he uses and all of their activities in them. This tone must be based on the tone of one's peers, their existing content and the audience they want to reach. It is advised to develop a brand DNA which defines the voice of a journalist, and he or she must speak with this distinct voice at all times. A great tip regarding researching the right voices which are responded to well by one's intended audience is using social listening tools like Hootsuite, which helps one to create a persona that shall resonate well with one's audience and help them reap all the rewards (Lewis and Molyneux, 2018).

10.5 Summing Up

Social media differ from paper-based media (e.g., magazines and newspapers) and traditional electronic media such as TV broadcasting, Radio broadcasting in many ways, including quality, reach, frequency, interactivity, usability, immediacy, and performance. Social media outlets operate in a dialogic transmission system (many sources to many receivers). This is in contrast to traditional media which operates under a mono-logic transmission model (one source to many receivers), such as a newspaper which is delivered to many subscribers, or a radio station which broadcasts the same programs to an entire city. Some of the most popular social media websites, with over 100 million registered users, include Facebook (and its associated Facebook Messenger), YouTube, WeChat, Instagram, Weibo, Twitter, Tumblr, Telegram, , LinkedIn, LINE, Snapchat, Pinterest, Viber and VK, reddit, BBM and more.

Observers have noted a range of positive and negative impacts of social media use. Social media can help to improve an individual's sense of connectedness with real or online communities and can be an effective communication (or marketing) tool for corporations, entrepreneurs, non-profit organizations, advocacy groups, political parties, and governments.

In this unit, we have discussed the different types of social media and their usage for journalists.

10.6 Comprehensive Exercises

A. Short Answer Type Questions

1. Write Short Notes on the following :

- a. Mobile Social Media
- b. Media Sharing Networks
- c. Discussion Forums
- d. Blogging & Publishing Networks
- e. Social Shopping Networks

B. Long Answer Type Questions

2. What is Social Media? – Explain.
3. Define and Classify Social Media with examples.
4. Describe in brief about the different types of social media networks.

10.7 Suggested Readings

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Unit 11 : Citizen Journalism

Structure

11.1 Objectives

11.2 Introduction

11.3 Theory of Reasoned Action and Citizen Journalism

11.4 Citizen Journalists as Agents of Change & Democracy

11.5 Citizen Journalism Case Studies:

11.6 Summing Up

11.7 Comprehensive Exercises

11.8 Suggested Readings

11.1 Learning Objectives

1. **Understand the Concept :** Define citizen journalism
 2. **Explore the Role :** Examine the role and impact of citizen journalists in contemporary media landscapes.
 3. **Evaluate Contributions :** Analyze case studies to understand the contributions and challenges of citizen journalism.
 4. **Critical Thinking :** Assess the reliability and credibility of information from citizen journalism sources.
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11.2 Introduction

The phrase citizen journalism originates from two key distinct words ‘citizen’ and ‘journalist’. As the name clearly suggests, citizen journalists are individuals who produce content and disseminate them over the internet. They are not trained professionals and the content they generate and distribute might range from current affairs, politics to topics of general interest. This participatory nature of the entire act where a non-trained individual contributes to the generation of content raises one simple question. Why would there be any need at all for a citizen journalist? Why isn’t the purpose served by a trained professional itself who works for the prominent news sources or platforms in a given society. The answer is simple and dual ended.

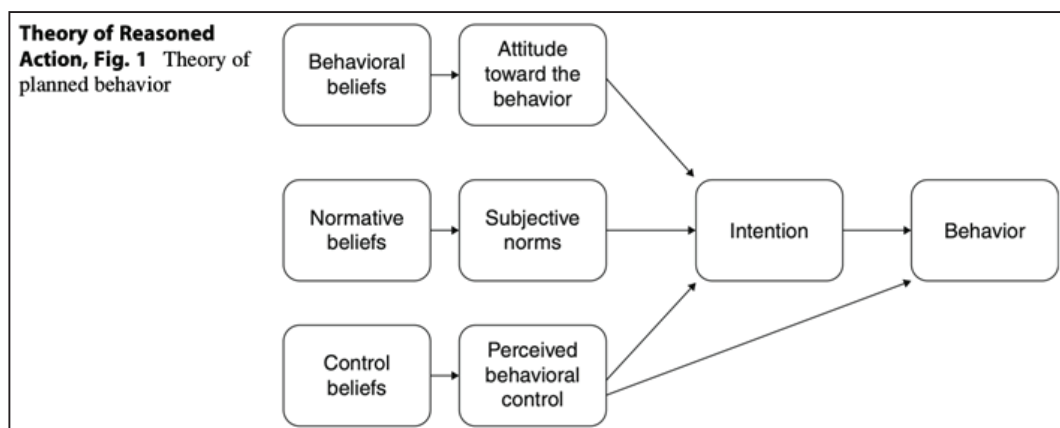
Firstly, the citizen journalist might be actually reporting from a place at a given time where it is impossible for a news organization to send a reporter immediately. Eg. The location of a train disaster resulting from a crash in the middle of a remote village. It is more likely that a individual who is present at the spot and has access to basic technology will be the fastest and closest source to report the incident and send images or videos of the event to the more known platform or simply share them online.

Secondly, the reason for the requirement of a citizen journalist might be arising from the policy parameters of the news agency or corporate. If the agenda doesn't permit a certain opinion or story to be fully portrayed in public due to editorial policies, it often gets ignored by mainstream media. Here more often the role of the citizen journalists is that of a whistle blower who brings forth these stories to public account and creates a public awakening about the matter. The need to bring out local issues that are often ignored by mainstream media also triggers the need for citizen journalists.

But this is not everything. A citizen journalist may actually be able to gauge the situation and unite opinion and people across online platforms for a campaign or a cause. For example during Nirbhaya incident or the JNU crackdown, multiple sources of news in the form of videos, stills, audio recordings were circulating in the social media platform and some were even taken up by mainstream news channels. This civic participation perspective gives this form of journalism an extra edge and makes it come across as an educational tool that influences perceptions and attitudes.

11.3 Theory of Reasoned Action and Citizen Journalism

The theory of Reasoned Action was formulated in the year 1980 by Ajzein and Fishbein. The model seems to assume that all acts and actions that have any social relevance are fueled by the individual's intent to act and perform a certain task. The intention for the task is in turn governed by one's attitude and perceived expectations out of it. To explain in details, it generally means that an individual will intend to engage in a task if he has an attitude to perform it and more importantly if he feels that the people around him in the ecosystem would consider it important and worthwhile in a positive manner. The theory almost describes the situation to be one that is less about rational decision making but more about situations that facilitate such an act.



So, the question is, why does a normal citizen engage in this act of disseminating information despite not being a trained professional or as one linked directly with the job. The answer lies somewhat in this theory and the model explains it in detail. The primary motivation of an individual engaging in this task can be derived from an immediate incident that he or she feels the need to share with the world. Or it may be driven out of a long-term desire to share information, opinion and perspectives of incidents and events with the world outside on a regular basis. Which essentially means that a citizen journalist might be a one event wonder or may be a more regular contributor at creating User Generated Content. There are voluntary organizations that make an effort to cater to the people today with the belief and intent that eventually shapes their attitude.

With the advent of social media this has become easier. There are innumerable pages on facebook and twitter handles that cater to this. Today even news organizations seek such user generated content on a daily basis and also during special crisis situations. Eg. During the cyclone Amphan News18 Bangla kept asking viewers to send in footage of their locality and footage of the ongoing storm to a whatsapp number. The appeal was kept flashing at regular intervals on the television screen. We even saw those photographs on the aftermath of Amphan, published on social media by individuals were taken up by news organizations in framing out their stories on TV.

➤ From Consumers to Producers of News

The biggest change and empowerment the audience has had, has been the transition from being the consumers of news to producers of content. Internet, social media and the availability of affordable and reliable technology has helped a citizen achieve this without trying too hard. It cannot be argued that without the

input and participation of these amateur journalists, many world events of great significance would be lost. Eg the footage of the 9/11 attack was shot by documentary film makers Jules Naudet and his brother accidentally while they were out on the street to film an ongoing documentary on firefighters. Naudet's timely filming is the first video footage showing the plane crash into the twin towers on the day of the catastrophic event.

11.4 Citizen Journalists as Agents of Change & Democracy

Citizen journalism has been successful in bringing in changes to the society and 'Arab Spring' has been a testimony to that. In Tunisia and Egypt, the pressures were immense on the mainstream media regarding the coverage policies of the outrage. The accessibility to social media, the ease and access of technology available to people, the activism done by bloggers, intellectuals orchestrated a change at the administrative level.

According to Wall (2015), 'Citizen journalism has become the touchstone term for the last decade precisely because it reflects an ongoing normative belief that news is connected to a potentially positive form of civic behaviour, which in turn harkens toward the long-standing idea that journalism is intimately tied to democracy.'

The terms, 'user generated content', 'participatory journalism', 'citizen media' and citizen journalism are used with each other. The reality is that citizen journalism has always involved active participation of ordinary non journalist people in this entire news gathering, news dissemination and news making process. The motivation to produce this constant online content as a citizen journalist also roots to the ideas of users and gratification. The citizen journalists are actually producers of content and it's important to understand the driving force behind such a content creator.

➤ Motivation to Use Social Media

Five factors can be attributed to why a citizen journalist shares content on social media or on the internet.

1. The person is constantly seeking information that might or might not be there on the mainstream news media platform or public domain.
2. The person has a tendency or motivation to socialise over the information he is sharing and the content he generates as a citizen journalist helps him to gratify this need.

3. The individual finds the entire activity entertaining to engage in dissemination of information in public domain, thereby initiating a conversation or discussion or by sharing footage that might not be available to most people. This may be coupled with the idea that the entire thought of being able to create content that is not present on mainstream media may be entertaining, intriguing and engaging.
4. The person might have a prior experience of sharing content online which might trigger a constant urge to make content to share with the netizens across the world.
5. The experience of citizen journalism might confer a certain sense of status in the society to the creator of the content. He finds himself in a position of hierarchy.

➤ **Gatekeeping & Credibility as an Issue**

The argument has always been about the credibility of these million faces in the crowd that work on self-regulation instead of an institutionalized editorial policy. There is no gatekeeping whatsoever, which is both a good thing and also a slightly reckless one because now anyone can post almost anything and there is no set of cross checking or cross-referencing teams that can verify or check the source of the information. To add to this, the trouble is half-truth on social media platforms have the potential to cause havoc and disaster. The advent of technology has ensured that there is a mobile phone equipped with a very good video camera. Almost everything occurring around us is potentially at a risk of being captured. With anonymous creators across the world relying heavily on likes and shares, it is difficult to correctly verify a given piece of information. In such a situation a given piece of news or information may knowingly or unknowingly cause unrest in a society sparking sentiments of unrest.

With little or almost no training of reporting the citizen journalist might not be fully equipped with the skills or ethics of reporting an incident. They may not be aware or sensitized to respect embargo or privacy often failing to hide sensitive data which may not always be good. The two important factors of credibility – trustworthiness and expertise are often found missing in citizen journalism. While news ideally should be objective and without bias, the same cannot be always ensured about citizen journalism. Accuracy is also thus questionable as a given piece of information shared online may or may not convey the full story. The checks and balances that a mainstream news report goes through are missing in such reports of a citizen journalist. Thus the transparency of such a report is questionable.

According to the Nieman Foundation (2005): ‘With the arrival of the Internet, the ability of non-journalists to publish their words and link them with those of other like-minded scribes has forever altered the balance of power between those who control the means to publish and those who believe they have something they believe is important to say.’

The power that the internet has given to spread information across boundaries within minutes is awe inspiring. With small handy cameras or mobile phones now, citizens sitting across any part of the world with an active internet service can make news and cater that information openly to millions without any editorial gatekeeping or fact verification. But it also means that the spread of information is no longer in elite controls. People can decide whom they wish to consume information from. Thus, it is also true that the monopoly of the traditional medium is coming to an end. Journalists today are being forced to focus cross platform and cater to a wider audience within a fraction of time.

To end the thought on citizen journalism I would like to use two quotations by researchers that capture the mood of the issue at hand. According to Leigh (2008), “in the rush to embrace new media we risk destroying the soul of traditional reporting” In contrast, King (2008) suggests that citizen journalism is in fact enhancing the process of news generation: “The reality is that there are bloggers with passion and expertise on topics that exceeds anything that even the best reporter coming in on assignment could match”

Former CEO of Thomson Reuters, Tom Glocer, mentioned in a speech in 2006 which can be read in his blog online, “Amateur content provides something else – they often bring immediacy that we cannot deliver just like the tourist photographs of the immediate aftermath of the Asian Tsunami or the London bombings on 7/7. But in the excitement and enthusiasm of this new collaboration we mustn’t forget the value of trust. We mustn’t forget that our actions and ideas must remain guided by impartial accurate information.

The real opportunity – besides more voices – is that in a world of multiple choices brands become billboards guaranteeing an experience. If your brand stands for accuracy for truthfulness for trust you become a beacon – a trusted source – a hub in a plural media universe.”

11.5 Citizen Journalism Case Studies

1. **OCCUPY WALL STREET :** The Occupy Wall Street was a protest movement that gathered force in New York City in September 2011. The protest was against the economic inequality between the 1% of the wealthiest and

99% of the rest of population. Even the proposal for such a protest originated on the internet, on the Adbusters website. This one event is a landmark event in the rise of Live Videos from the spot and the experimentations of the use of videos to showcase activism happening on the streets using digital video technology. Tim Pool and James Ferry started their collaboration recording footage with a Samsung Galaxy II and streamed it via 3G network. This system worked better than a reporter with a proper video production set up as Tim Pool could be at any corner of the area of protest and be LIVE at given point of time to capture the footage of the scene and let the audience across the world see it.

2. **ARAB SPRING & TAHRIR SQUARE PROTEST :** A series of anti-government protests started in 2010 in the Arab world with protests in Tunisia even leading to the ousting of longtime President Zine El Abidine Ben Ali. In January 2011, a protest started on the streets of Cairo against president Hosni Mubarak's ways of governance and autocratic regime and he was unseated. Cairo's Tahrir square became the center of protests and also attracted a lot of media coverage. As the government tried to curb the spread of information in the mainstream media, the number of user generated content in the form of photographs and videos increased all over the internet. While the content out in public domain might have lacked the expertise of production and interpretation, it was instrumental in giving fresh perspectives from ground zero.
3. **NIRBHAYA INCIDENT :** The brutal gangrape and subsequent death of a 23-year-old lady in the national capital gained momentum, uniting an entire country to come out in protest of the heinous crime. The abundance of user generated content in the social media platforms peaked and the mainstream media was also seen using this user generated content. The protest grew momentum across the country and people started filming and photographing every small development happening across the nation. The most important being the protests that were carried out in Delhi.
4. **HAITI EARTHQUAKE :** When a 7.3 Richter scale earthquake hit the small island of Haiti creating massive disruptions, the mainstream media of the world relied mostly on the incidents and photographs that were being shared by the local people from across the region. Tweets, photographs became the source of information available to the rest of the world. YouTube footage was being used by TV Channels to cover the incident. Even skype calls were used to get valuable information out to the world.

11.6 Summing Up

- The phrase citizen journalism originates from two key distinct words ‘citizen’ and ‘journalist’. As the name clearly suggests, citizen journalists are individuals who produce content and disseminate them over the internet. They are not trained professionals and the content they generate and distribute might range from current affairs, politics to topics of general interest.
- The theory of Reasoned Action was formulated in the year 1980 by Ajzein and Fishbein. The model seems to assume that all acts and actions that have any social relevance are fueled by the individual’s intent to act and perform a certain task.
- According to Wall (2015), ‘Citizen journalism has become the touchstone term for the last decade precisely because it reflects an ongoing normative belief that news is connected to a potentially positive form of civic behaviour, which in turn harkens toward the long-standing idea that journalism is intimately tied to democracy.’
- With little or almost no training of reporting the citizen journalist might not be fully equipped with the skills or ethics of reporting an incident.

11.7 Comprehensive Exercises

A. Short Answer Type Questions

1. What is citizen journalism?
2. What is the need for citizen journalism?
3. Do you think citizen journalism is credible?
4. Why do people share information on the internet?
5. Who is Tom Glocer?

B Long Answer Type Questions

1. Select a few cases where citizen journalism played a crucial role in breaking a major news story.
2. How has citizen journalism supported social movements and activism?
3. Provide examples of movements that gained momentum through citizen journalism.
4. In light of the rise of citizen journalism, what is the future of traditional journalism?

11.8 Suggested Readings

Books

1. We the Media: Grassroots Journalism by the People, for the People” by Dan Gillmor:
2. The New Censorship: Inside the Global Battle for Media Freedom” by Joel Simon
3. Citizen Journalism: Global Perspectives” edited by Stuart Allan and Einar Thorsen

Academic papers

1. The Rise of Citizen Journalism” by Tom Rosenstiel and Bill Kovach (Pew Research Center):
2. Citizen Journalism: A Primer” by Media Helping Media:
3. The Impact of Citizen Journalism on the Public Sphere” by Axel Bruns (First Monday):

Unit 12 : Cyber Laws

Structure

- 12.1 Introduction
- 12.2 Different types of computer crimes
- 12.3 Cyber Crimes : An Introduction
- 12.4 Importance of Cyber Law in India
- 12.5 Need for Cyber Law
- 12.6 Cyber Laws in India
- 12.7 Importance of Cyber Laws
- 12.8 Summing Up
- 12.9 Comprehensive Exercises
- 12.10 Suggested Readings

12.1 Introduction

Life is about a mixture of good and evil. So is the Internet. For all the benefit it provides to us, cyberspace has its worse sides too. Unlike conventional communities' though, there are no policemen patrolling the information superhighway, leaving it susceptible to everything from Trojan horses to cyber stalking, trademark, and cyber terrorism.

Our lives increasingly depend on the Internet and digital networks, but these create new vulnerabilities and new ways for criminals to exploit the digital environment. In this unit we will learn about different cyber laws pertaining to different cyber crimes.

12.2 Different types of computer crimes

- Cyber Crime
- Malware
- Denial-of-service Attack
- Hacking
- Computer Virus

- Information Warfare
- Cyber Stalking
- Fraud
- Phishing
- Virtual Crime

12.3 Cyber Crimes : An Introduction

➤ Distributed DOS

A distributed denial of service (DoS) attack is accomplished by using the Internet to break into computers and using them to attack a network.

Hundreds or thousands of computer systems across the Internet can be turned into “zombies” and used to attack another system or website.

➤ Types of DOS

There are three basic types of attack—

- a. **Consumption of scarce, limited, or non-renewable resources** like NW bandwidth, RAM, CPU time. Even power, cool air, or water can affect.
- b. **Destruction or Alteration of Configuration Information**
- c. **Physical Destruction or Alteration of Network Components**

➤ Pornography

The literal meaning of the term ‘Pornography’ is “describing or showing sexual acts in order to cause sexual excitement through books, films, etc.” This would include pornographic websites; pornographic material produced using computers and use of internet to download and transmit pornographic videos, pictures, photos, writings etc. Adult entertainment is largest industry on internet. There are more than 420 million individual pornographic web pages today. Research shows that 50% of the web-sites containing potentially illegal contents relating to child abuse were ‘Pay-Per-View’. This indicates that abusive images of children over Internet have been highly commercialized. Pornography delivered over mobile phones is now a burgeoning business, “driven by the increase in sophisticated services that deliver video clips and streaming video, in addition to text and images.”

➤ Effects of Pornography

Research has shown that pornography and its messages are involved in shaping attitudes and encouraging behavior that can harm individual users and their families. Pornography is often viewed in secret, which creates deception within marriages

that can lead to divorce in some cases. In addition, pornography promotes the allure of adultery, prostitution and unreal expectations that can result in dangerous promiscuous behavior

➤ **Pornography Addiction**

Dr. Victor Cline, an expert on Sexual Addiction, found that there is a four-step progression among many who consume pornography.

1. **Addiction** : Pornography provides a powerful sexual stimulant or aphrodisiac effect, followed by sexual release.
2. **Escalation** : Over time addicts require more explicit and deviant material to meet their sexual “needs.”
3. **Desensitization** : What was first perceived as gross, shocking and disturbing, in time becomes common and acceptable.
4. **Acting out sexually** : There is an increasing tendency to act out behaviors viewed in pornography.

➤ **Forgery**

Counterfeit currency notes, postage and revenue stamps, mark sheets etc can be forged using sophisticated computers, printers and scanners.

Also impersonate another person is considered forgery.

➤ **IPR Violations**

These include software piracy, copyright infringement, trademarks violations, theft of computer source code, patent violations. etc.

- **Cyber Squatting** : Domain names are also trademarks and protected by ICANN’s domain dispute resolution policy and also under trademark laws. Cyber Squatters registers domain name identical to popular service provider’s domain so as to attract their users and get benefit from it.

➤ **Cyber Terrorism**

Targeted attacks on military installations, power plants, air traffic control, banks, rail traffic control, telecommunication networks are the most likely targets. Others like police, medical, fire and rescue systems etc.

Cyber terrorism is an attractive option for modern terrorists for several reasons.

1. It is cheaper than traditional terrorist methods.
2. Cyber terrorism is more anonymous than traditional terrorist methods.
3. The variety and number of targets are enormous.

4. Cyber terrorism can be conducted remotely, a feature that is especially appealing to terrorists.
5. Cyber terrorism has the potential to affect directly a larger number of people.

➤ **Banking/Credit card Related crimes**

In the corporate world, Internet hackers are continually looking for opportunities to compromise a company's security in order to gain access to confidential banking and financial information. Use of stolen card information or fake credit/debit cards are common. Bank employee can grab money using programs to deduce small amount of money from all customer accounts and adding it to own account also called as salami.

➤ **E-commerce/ Investment Frauds**

Sales and Investment frauds. An offering that uses false or fraudulent claims to solicit investments or loans, or that provides for the purchase, use, or trade of forged or counterfeit securities. Merchandise or services that were purchased or contracted by individuals online are never delivered. The fraud attributable to the misrepresentation of a product advertised for sale through an Internet auction site or the non-delivery of products purchased through an Internet auction site. Investors are enticed to invest in this fraudulent scheme by the promises of abnormally high profits.

➤ **Sale of illegal articles**

This would include trade of narcotics, weapons and wildlife etc., by posting information on websites, auction websites, and bulletin boards or simply by using email communication. Research shows that number of people employed in this criminal area. Daily peoples receiving so many emails with offer of banned or illegal products for sale.

➤ **Online gambling**

There are millions of websites hosted on servers abroad, that offer online gambling. In fact, it is believed that many of these websites are actually fronts for money laundering.

➤ **Defamation**

Defamation can be understood as the intentional infringement of another person's right to his good name. Cyber Defamation occurs when defamation takes place with the help of computers and / or the Internet. E.g. someone publishes defamatory matter about someone on a website or sends e-mails containing defamatory information to all of that person's friends. Information posted to a bulletin board

can be accessed by anyone. This means that anyone can place Cyber defamation is also called as Cyber smearing.

➤ **Cyber Stacking**

Cyber stalking involves following a person's movements across the Internet by posting messages (sometimes threatening) on the bulletin boards frequented by the victim, entering the chat-rooms frequented by the victim, constantly bombarding the victim with emails etc. In general, the harasser intends to cause emotional distress and has no legitimate purpose to his communications.

➤ **Pedophiles**

Also, there are persons who intentionally prey upon children. Especially with a teen they will let the teen know that fully understand the feelings towards adult and in particular teen parents. They earn teens' trust and gradually seduce them into sexual or indecent acts. Pedophiles lure the children by distributing pornographic material, then they try to meet them for sex or to take their nude photographs including their engagement in sexual positions.

➤ **Identity Theft**

Identity theft is the fastest growing crime in countries like America. Identity theft occurs when someone appropriates another's personal information without their knowledge to commit theft or fraud. Identity theft is a vehicle for perpetrating other types of fraud schemes.

➤ **Data diddling**

Data diddling involves changing data prior or during input into a computer. In other words, information is changed from the way it should be entered by a person typing in the data, a virus that changes data, the programmer of the database or application, or anyone else involved in the process of having information stored in a computer file. It also includes automatic changing the financial information for some time before processing and then restoring original information.

➤ **Theft of Internet Hours**

Unauthorized use of Internet hours paid for by another person. By gaining access to an organization's telephone switchboard (PBX) individuals or criminal organizations can obtain access to dial-in/dial-out circuits and then make their own calls or sell call time to third parties. Additional forms of service theft include capturing 'calling card' details and on-selling calls charged to the calling card account, and counterfeiting or illicit reprogramming of stored value telephone cards.

➤ **Theft of computer system (Hardware)**

This type of offence involves the theft of a computer, some part(s) of a computer or a peripheral attached to the computer.

➤ **Physically damaging a computer system**

Physically damaging a computer or its peripherals either by shock, fire or excess electric supply etc.

➤ **Breach of Privacy and Confidentiality**

■ **Privacy** : Privacy refers to the right of an individual/s to determine when, how and to what extent his or her personal data will be shared with others. Breach of privacy means unauthorized use or distribution or disclosure of personal information like medical records, sexual preferences, financial status etc.

■ **Confidentiality** : It means non-disclosure of information to unauthorized or unwanted persons. In addition to Personal information some other type of information which useful for business and leakage of such information to other persons may cause damage to business or person, such information should be protected. Generally, for protecting secrecy of such information, parties while sharing information forms an agreement about the procedure of handling of information and to not to disclose such information to third parties or use it in such a way that it will be disclosed to third parties. Many times, party or their employees leak such valuable information for monetary gains and causes breach of contract of confidentiality. Special techniques such as Social Engineering are commonly used to obtain confidential information.

12.4 Importance of Cyber Law in India

The computer-generated world of internet is known as cyberspace and the laws prevailing this area are known as Cyber laws and all the users of this space come under the ambit of these laws as it carries a kind of worldwide jurisdiction. Cyber law can also be described as that branch of law that deals with legal issues related to use of inter-networked information technology. In short, cyber law is the law governing computers and the internet.

The growth of Electronic Commerce has propelled the need for vibrant and effective regulatory mechanisms which would further strengthen the legal infrastructure, so crucial to the success of Electronic Commerce. All these governing mechanisms and legal structures come within the domain of Cyber law.

Cyber law is important because it touches almost all aspects of transactions and activities and on involving the internet, World Wide Web and cyberspace. Every action and reaction in cyberspace has some legal and cyber legal angles.

Cyber Crime is not defined in Information Technology Act 2000 nor in the National Cyber Security Policy 2013 nor in any other regulation in India. Hence, to define cyber-crime, one can say, it is just a combination of crime and computer. In other words ‘any offence or crime in which a computer is used is a cyber-crime’. Even a petty offence like stealing or pick pocket can be brought within the broader purview of cybercrime if the basic data or aid to such an offence is a computer or an information stored in a computer used (or misused) by the fraudster.

The I.T. Act defines a computer, computer network, data, information and all other necessary ingredients that form part of a cybercrime.

Cyber law encompasses laws relating to

Cyber crimes

Electronic and digital signatures

Intellectual property

Data protection and privacy

Cyber space includes computers, networks, software, data storage devices(-such as hard disks, USB disks etc), the internet, websites, emails and even electronic devices such as cell phones, ATM machines etc.

➤ **What is Cyber Crime?**

Any crime with the help of computer and telecommunication technology.

Any crime where either the computer is used as an object or subject.

➤ **Categories of Cyber Crime**

1. Cybercrimes against persons
2. Cybercrime against property
3. Cybercrime against government

1. Against a Person

- # Cyber stalking
- # Impersonation
- # Loss of Privacy
- # Transmission of Obscene Material
- # Harassment with the use of computer

2. Against Property

- # Unauthorized Computer Trespassing
- # Computer vandalism
- # Transmission of harmful programmes
- # Siphoning of funds from financial institutions
- # Stealing secret information & data
- # Copyright

3. Against Government

- # Hacking of Government websites
- # Cyber Extortion
- # Cyber Terrorism
- # Computer Viruses[2]

■ Some Other Crimes

- # Logic Bombs
- # Spamming
- # Virus, worms, Trojan Horse
- # E-Mail Bombing
- # E-Mail abuse etc.

12.5 Need for Cyber Law

In today's techno-savvy environment, the world is becoming more and more digitally sophisticated and so are the crimes. Internet was initially developed as a research and information sharing tool and was in an unregulated manner. As the time passed by it became more transactional with e-business, e-commerce, e-governance and e-procurement etc. All legal issues related to internet crime are dealt with through cyber laws. As the number of internet users is on the rise, the need for cyber laws and their application has also gathered great momentum.

In today's highly digitalized world, almost everyone is affected by cyber law.

12.6 Cyber Laws In India

In India, cyber laws are contained in the Information Technology Act, 2000 ("IT Act") which came into force on October 17, 2000. The main purpose of the Act

is to provide legal recognition to electronic commerce and to facilitate filing of electronic records with the Government.

The existing laws of India, even with the most compassionate and liberal interpretation could not be interpreted in the light of the emergency cyberspace, to include all aspects relating to different activities in cyberspace. In fact, the practical experience and the wisdom of judgement found that it shall not be without major threats and pitfalls, if the existing laws were to be interpreted in the scenario of emerging cyberspace, without enacting new cyber laws. Hence, the need for enactment of relevant cyber laws.

None of the existing laws gave any legal validity or sanction to the activities in Cyberspace. For example, the Net is used by a large majority of users for email. Yet till today, email is not “legal” in our country. There is no law in the country, which gives legal validity, and sanction to email. Courts and judiciary in our country have been reluctant to grant judicial recognition to the legality of email in the absence of any specific law having been enacted by the Parliament. As such the need has arisen for Cyber law.

➤ **Key Updates and Regulations**

1. **IT Act and Amendments :** The IT Act, along with its amendments, serves as the foundational legal framework for addressing electronic records and cybercrime. The amendments have expanded the scope to include penalties for data breaches, identity theft, and online harassment (ICLG Business Reports) (Craw Security).
2. **Digital Personal Data Protection Act, 2023 (DPDPA) :** This act focuses on the processing of personal data, recognizing individuals’ rights to protect their data and setting out obligations for lawful data processing (MeitY).
3. **National Cyber Security Policy 2023 :** Aims to protect information and infrastructure in cyberspace through a combination of advanced technology, skilled personnel, and collaborative efforts to prevent and respond to cyber threats (ICLG Business Reports)
4. **Digital India Act, 2023 :** Aims to create a future-ready legal framework for India’s digital ecosystem, addressing issues like online safety, trust, open internet, and adjudication of online offenses. This act seeks to adapt to technological changes and ensure compliance with evolving digital infrastructure needs.
5. **CERT-In Guidelines :** The Indian Computer Emergency Response Team (CERT-In) issues guidelines for monitoring, detecting, preventing, and managing cybersecurity incidents. These guidelines apply to service providers,

intermediaries, data centers, and government organizations (ICLG Business Reports) (Craw Security).

- 6. Intermediary Guidelines and Digital Media Ethics Code, 2021 :** These guidelines regulate social media platforms, OTT platforms, and digital news providers, focusing on data protection and complaint resolution (MeitY).

India continues to strengthen its cyber legal framework to address the dynamic challenges of the digital world, aiming for robust cybersecurity measures and promoting digital trust and confidence among its citizens and businesses.

12.7 Importance of Cyber Laws

We are living in highly digitalized world. All companies depend upon their computer networks and keep their valuable data in electronic form. Government forms including income tax returns, company law forms etc. are now filled in electronic form. Consumers are increasingly using credit cards for shopping. Most people are using email, cell phones and SMS messages for communication. Even in “non-cyber-crime” cases, important evidence is found in computers/ cell phones e.g. in cases of divorce, murder, kidnapping, organized crime, terrorist operations, counterfeit currency etc. Since it touches all the aspects of transactions and activities on and concerning the Internet, the World Wide Web and Cyberspace. Therefore, Cyber law is extremely important.

12.8 Summing Up

To sum up, though a crime free society is perfect and exists only in illusion, it should be constant attempt of rules to keep the criminalities lowest. Especially in a society that is dependent more and more on technology, crime based on electronic law-breaking are bound to increase and the law makers have to go the extra mile compared to the impostors, to keep them at bay.

Technology is always a double-edged sword and can be used for both the purposes – good or bad. Steganography, Trojan Horse, Scavenging (and even Dos or DDos) are all technologies and per se not crimes, but falling into the wrong hands with an illicit intent who are out to exploit them or misuse them, they come into the array of cyber-crime and become punishable offences.

Hence, it should be the tenacious efforts of rulers and law makers to ensure that technology grows in a healthy manner and is used for legal and ethical business growth and not for committing crimes. It should be the duty of the three stake holders viz. i) the rulers, regulators, law makers and agents ii) Internet or Network

Service Suppliers or banks and other intercessors and iii) the users to take care of information security playing their respective role within the permitted limitations and ensuring obedience with the law of the land.

12.9 Comprehensive Exercises

1. What is Cyber Crime? – Explain.
2. Describe in brief the Importance of Cyber Law in India.
3. Write Short Notes on the following :
 - a. Hacking
 - b. Trojan Attack
 - c. E-mail & IRC related Crimes
 - d. Pornography
 - e. Cyber Terrorism
 - f. Data diddling
 - g. Defamation
 - h. Theft of Internet Hours
 - i. Breach of Privacy and Confidentiality
 - j. Categories of Cyber Crime
 - k. Need for Cyber Law
 - l. Cyber Laws in India and Its Importance

12.10 Suggested Readings

1. <http://www.legalserviceindia.com/legal/article-1019-importance-of-cyber-law-in-india.html>.
<https://www.cyberlawsindia.net/>

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