



# Types of communication

- On the basis of means of communication: verbal and non-verbal
- On the basis of participation: intrapersonal, interpersonal, organizational, group and mass communication

# Verbal and non verbal communication

- Verbal communication: communication using language, both speech and writing
- Non-verbal communication: communication using signs and symbols; pictures, drawings, signs, signals, gestures, facial expressions, body postures

# Interpersonal and intrapersonal

- Interpersonal Communication: between individuals, two way communication
- Intra-personal Communication: an individual communicates to himself or herself; monologue, imagination, thought

# Group Communication and Public Communication

- Group Communication: an individual communicates within a group, or team. A teacher teaches a class.
- Public Communication: It involves larger audience or bigger group. A political leader delivers a speech to a large audience.

# Organizational Communication

- This type of communication takes places within or among organizations.
- Horizontal: among the staffs of the same level
- Vertical: upward and downward (senior and junior) hierarchical organizational set up

# Mass communication

- This type of communication involves transmission of message to a large mass of people.
- Channels: radio, television, books, newspapers, internet
- Audiences are heterogeneous
- Function: information, education, awareness, entertainment

# Forms of Conversation as communication

- Face to face
- Telephone
- Online (chat, e-mail, facebook, SMS)
- Group Discussion
- Meetings
- Seminars and conferences
- Notices
- Agenda and minutes



# Face to face conversation

- Oral and usually informal or friendly exchange of views, ideas
- Participants play the role of speaker and listener interchangeably.
- Every professional is required to participate in conversation

# The questions that help us to improve our conversation

- Do I find it difficult to start conversation?
- Am I unable pick a topic?
- Am I unable to keep the conversation flowing smoothly?
- Do I always agree with what others say or disagree with them all the time?
- Do I frequently talk about myself, my family and my interests?

- Have I a tendency to dominate every conversation situation?
- Do I give the other participants a chance to speak?
- Have I any mannerism likely to annoy people?
- Do I respect other people's time and interests?

- Am I self conscious about the language I use-grammar, pronunciation, articulation etc.?

# Helpful hints

- Interesting topic for the participants
- Adjust yourself to the comments and new points of view
- Generate new ideas during the spells of silence
- Accept different ideas and attitudes
- Call the addressee by name and maintain eye contact

- Take care of your language
- Be courteous and cheerful. Feel interested in what is being said.
- Don't be dogmatic and argumentative, but have a point of view.
- Avoid pet and superfluous words and phrases
- Over use of such words as very lovely, wonderful, excellent may mar conversation atmosphere.

# Additional Hints

- Control your emotions
- Concentrate on the issue not the person
- Make conversation collaborative
- Repair the damage rather than lament the loss if any

# Barriers to Communication

## 1. Linguistic barriers

- Use of technical words and unfamiliar accents
- Illegible writing, speech or pronunciation
- Use of complex vocabulary and structures
- Use of slangs, figures of speech, jargon words
- Poor grammar and ambiguous expressions
- Selection of wrong variety of language



## 2. Physical barriers

- Physical distance between the communicators
- Technological problems with telephone and internet
- Noise from other sources such as crowd, traffic
- Disturbance in the channel such as radio television
- Acoustic system of a hall or room

### 3. Psychological barriers

- Mental stress, anger and negative attitude
- Lack of motivation and hope
- Lack of attention, favour and interest
- Difference in perception and viewpoint
- Poor retention
- Anxiety, distrust, ego, and bad mood
- Fear and feeling of reluctance

## 4. Physiological barriers ( body condition)

- Ill health
- Poor eyesight
- Poor hearing
- Speech difficulty

## 5. Cultural barriers

- Lack of common frame of reference
- Different perception of a reality (egg, kiss)
- Different social background
- Different cultures- dress, gestures language
- Lack of common understanding about time and space

# Elements of Communication

- Source
- Sender
- Encoding
- Message
- Channel
- Decoding
- Receiver
- Feedback
- Context
- Noise

# Telephone conversation

- Father of telephone- Alexander Graham Bell
- Invention -1876
- Interaction between two persons on the telephone
- No body language no eye contact

# Advantages

- Commonest, fastest way of contacting people
- Simple, handy, economical
- Priceless means of communication

# Guidelines for telephone conversation

- Cultivate a cheerful and friendly tone
- Modulate your voice (vary the strength, volume, or pitch of voice)
- Never sound hurried, flustered (nervous, confused) or impatient
- Enunciate ( pronounce, express) your words clearly



- Do not use slang
- Speak distinctly. If you use a word which is likely to be misunderstood, spell it out.
- Listen attentively to the caller.
- If message is long, keep assuring that you are listening by speaking words such as “yes” “ok”.
- Be courteous in all circumstances
- Don't engage your phone more than necessary

# Receiving calls

- Lift the receiver or press the call button promptly
- Reveal your identity –name position
- Hold the mouthpiece properly
- If you do not know who the caller is, obtain his name and designation
- Even if the caller is annoyed, keep yourself cool

- Give the required information accurately. If it is not readily available promise to ring back and keep your promise
- If a wrong number call comes to you, do not abuse the caller or slam down the receiver.
- Keep a jot pad and a pencil handy to note down the message
- Keep the telephone on your left hand so that the right hand is free to write

# Making calls

- Have a personal telephone directory listing the telephone numbers which you often use
- If you are making a call for somebody else, follow his instructions
- Have all the materials ready you dial the number
- If you have to say a number of things, alert the listener by saying “I want your opinion on two points” .... One.... Two...

- If you wish to leave a message say so and give a few seconds to the receiver to get ready.

# Online Conversation

- The online world began in 1969 in the USA
- Online conversation is electronic communication using the internet
- The internet is the network of networks which has turned the world into a global village
- It allows the transfer of data and information between remote computer users

# Email(electronic mail)

- It is a system that allows its users to send messages in the form of electronic mail.
- Messages are typed into the computer and sent to other email users
- Far more convenient than postal system
- Very popular in business, industry and other NGOs and INGOs.

# Advantages

- Quick
- Cheap
- convenient



# Disadvantages

- Privacy intercepted
- Virus
- Emotionally charged
- Lack of context
- Junk emails lead to information overload

# Principles and guidelines

- Choice of email
- Short sentence
- Organization
- Reference
- Short paragraphs
- Confidential and personal
- Emotional state of mind

- Friendly and courteous language
- Accuracy in language use
- Short message/text
- Correct address
- Structure of the header
- Attachment
- Safeguard of email address
- Uppercase and lowercase letters
- antivirus

# Group Discussion

- Group : a small number of people meeting face to face (5-10)
- Discussion : free oral interaction, exchange of information
- To reach a consensus or solution to a problem or issue

# Group dynamics

- Members participate, react and contribute to the discussion
- Diversity of role, ideas, responses and reactions
- Construction of knowledge by combining ideas
- Leadership emerges from the group in course of discussion

# Purpose of group discussion

- For employment: a representative of the employer observes the group performance
- He judges each individual's intellectual ability, creativity, approach to solving problems, quality of leadership, tolerance, group behavior, clarity of thought and felicity of expression

- For education or training
- To develop the qualities above
- To develop professional skills
- Effective communication skill
- Problem solving skill
- Decision making skill
- Organization skill





# Organization of Group Discussion

## Two ways of organizing

- Topic is announced beforehand and participants have done homework
- Topic is announced after the members have assembled, they are given five to ten minutes time to collect their thoughts

# Room or Hall

- Room with good ventilation and sufficient light
- Chairs should be arranged in a circle so that each member can all the others

# Hints for self-improvement

- Performance analysis after every participation for continuous improvement keeping the following points in mind
- Whether you articulated your words clearly and distinctly and put the required stress on appropriate syllables
- Whether you regulated the speed of your speech and paused wherever necessary

# Continued...

- Whether in your judgment, what you said was grasped by other participants and reflected in their responses
- Whether your intervention ,if any, annoyed the concerned speaker
- Whether you could keep your mind focused all the time on what was being said

# Continued...

If you find yourself deficient in any of the areas mentioned above, you should try to attain the require levels of these skills

# Meetings

A group may be assigned a specific time-bound task or meet at periodic intervals when there is a need, or may share common experience, concern or interests.

This coming together of persons is labeled by different names on the basis of purpose, types of participants and communication pattern: meeting, seminar, conference, symposium, panel discussion and convention

# Meeting in two senses

- To refer to a small group meeting, committee meeting, meeting of Board of Directors, cabinet meeting, meeting of sectional heads
- To refer to any coming together of two or more people

# Purpose of meeting

- To save time on communication
- To convey information to a group at one time
- To instruct a group
- To brief members on plans already made or work already done
- To give and get new ideas
- To get immediate reactions to new ideas, proposals and plans



# Continued...

- To exchange ideas and experiences
- To discuss and solve problems
- To resolve conflicts, confusions and disagreements
- To arrive at widely acceptable decisions or to advise persons in power to take decisions
- To generate enthusiasm and a positive attitude

# Meeting procedure

A meeting is generally called by the chairman or the secretary or a member authorised by the chairman.

The following points should be kept in mind while calling a meeting

- Meeting announcement in writing at least one week before the meeting date
- Notice should be sent to all members

# Continued...

- The notice should clearly state the agenda-the business to be transacted

# Chairmanship

- Tact, patience, sense of humour
- Technique of making people discuss
- Go through the agenda carefully
- Prepare a discussion plan: guideline reflecting your thinking on the subject to be discussed, ideas expected to be presented and questions to be raised and conclusions that might be reached

# Chairmanship conti..

If you start on time, you would end on time.

Though the agenda is circulated beforehand, a restatement of the objective of the meeting is essential. Initial statement of the chairman should be short, crisp, and vivid and it should reflect positive attitude.

After you have set the discussion in motion, invite responses

# Continue..

- Give a fair chance to everyone to speak
- Do not take sides and remain cool and impartial in all the circumstances
- Be alert about problem participants: the commentator, the monopoliser, the reticent.
- Bring about silence in such a situation by abrupt interruption

# Continue..

- At the end take a position of authority and state clearly and firmly the results of the discussion: the decisions reached and the future course of action.

# Functions of the chairman

- Draws preliminary plans and makes arrangements for the meeting
- Initiates, directs and controls the discussion
- Formulates the plan of action for implementing the conclusions



# Participation

- The role of a participant is important for their quality of contribution
- They need to acquaint themselves with the agenda to be discussed.
- Other participants' points of view also deserve your consideration and respect
- Be a good listener and try to read the thoughts behind the expression

# Continue...

- Do not miss anything
- Do not hesitate to volunteer any relevant information you may have on the topic
- Help the chairman maintain order
- Do not engage in side talk
- Do not shuffle papers in too obtrusive manner
- Raise your hand when you want to speak

# Continue...

- Express your views clearly and with confidence
- Do not belittle or ridicule anyone or anyone's ideas
- Do not get disappointed or excited even if you are criticized or your ideas are rejected
- Wisdom always emerges when there a clash of opinions

# Continue...

- Jot down important points and file them for future reference
- Note taking serves two purposes: to keep your attention focused and to fix important point in your mind

# Points to keep in mind while taking notes

- Write rapidly and legibly
- Make the entries like newspaper headline
- Do not falter over terms
- Do not record any irrelevant information
- Be tactful in selecting pertinent material, exercise your editorial judgement

# Physical arrangements

- The most favourable seating arrangement for a meeting is around a large table. Every member should be able to look directly at other without turning his chair.
- If the round table is not available, at least the chairman should seat himself at a position from where he can see everyone directly

# Continue...

- Sitting sufficiently close together develops the necessary feeling of camaraderie and the interaction becomes easy.
- The room should have privacy. It should be protected from prying eyes. It should also be free from distractions and noise.
- It should be well ventilated and have arrangements of lights and other facilities.

# Rules for successful meeting

- Convene a meeting when it is essential to consult others for taking action/decision
- Hold a meeting when consultations on telephone would not yield the desired result
- Invite only those who are essential to the meeting
- Insist on punctuality
- Be clear about the objective of the meeting



# Continue...

- Prepare an agenda, breaking the issue into its smallest components
- Circulate the agenda, giving adequate time for members to prepare for the meeting
- Set time limit for the discussion of each item of the agenda
- Summarize the conclusions briefly
- Close the meeting on a pleasant note
- , indicating the future course of action

# Seminars



# Questions

1. For communication to take place both sender and receiver must understand ...
  - a. Spoken language
  - b. Sign language
  - c. Written language
  - d. The code

The code

2. When an individual communicates with himself or herself, it is an example of...

- a. Mass communication
- b. Inerersonal communication
- c. Intrapersonal communication
- d. Private communication

## c. Intrapersonal communication

3. Which of the following is the least important component of communication process?

- a. Channel
- b. Message
- c. Feedback
- d. Sender



- Define the term communication and discuss the elements of communication
- Discuss different types of communication
- What is meeting. Discuss different aspects of conducting a meeting.

# Seminars and conferences

## Seminar

A seminar is the discussion in a small group in which the result of an original research or advanced study is presented through oral or written report.

One person presents a paper with his or her findings and then other members participate actively in discussion. They raise questions for clarification and provide feedback for the consolidation of newly built knowledge.

# Conducting seminars

- Each seminar has an objective, a lead speaker and a number of participants
- The venue, date and time are fixed
- The participants are identified and invited
- Opening session: the coordinator introduces the topic, lead speaker and the chairperson
- The first session: the coordinator hands over the floor to the chairperson.

- The chairperson makes introductory remarks highlighting the topic and invites the lead speaker to begin his/her presentation
- The presentation session: the lead speaker presents his/her paper with background of the study, objectives, methods and results.
- The discussion session: the chairperson invites discussion. Feedbacks are provided.

- Sum up: the coordinator sums up the conclusion and highlights its significance. He also thanks all for their contributions.

# Conferences

- A conference is usually a large gathering of people who meet to confer on a particular theme or to exchange experience or information.
- The purpose of the conference is, as the name indicates, to confer- to confer with people having similar interests and also to pool their experiences and opinions.

- The discussion usually results in a set of suggestions or recommendations on the central theme of the conference.
- Formal lectures, audiovisual presentations and exhibitions are also generally organized on the occasion. Thus a wide range of activities take place under the omnibus label-conference.

# Stages of conference

- Preparation : the organizer has to fix the date, time, venue and the theme of the conference. Participants and speakers are invited.
- Presentation : the head of the organization chairs the conference. The secretary welcomes the guests and introduces the events. The keynote speakers address the conference, other presenters present their papers in different halls.



# Continue...

- Conclusion: after all the presentations are over, the chair thanks all the presenters and the participants and closes the program.

# Notices, agenda and minutes

## Notices

Usually every organization devises rules of procedure for the conduct of meeting. The rules indicate the frequency of meetings of different units and prescribe the notice period for calling a meeting besides indicating the person who has a right to call it and the persons who have a right to attend it.

# Continue...

- written notice within the specified time to every member of the organization.
- Name and address of the organization
- Date of issue
- Date, time and venue of the meeting.
- Business to be transacted

# Agenda

- Agenda is an official list of items of business to be transacted at a specific meeting.
- It helps in conducting the meeting in proper order, minimizes irrelevant discussion and preserves continuity in the proceedings. Since it is circulated along with the notice, every member knows beforehand the items of discussion and can make up his mind what he wishes to say on a particular issue.

# Continue...

- The agenda also helps the chairman to control members from going off the track and to organize the time to be devoted to individual items.
- The items of the agenda are arranged in increasing order of importance and each item bears a number. However, almost every agenda has the conformation of the minutes of the previous meeting as the first item and any other matter with the permission of the chairman as the last item.

# Continued...

- If there is any matter left over from the preceding meeting for enquiry and report, it usually appears as the second item of the agenda. If the meeting is one of the series, each item indicates the number of the meeting as follows:
  - 4.01
  - 4.02
  - 4.03
  - 4.04 and so on

# Minutes

- Minutes are official records of the business transacted at a meeting. Keeping minutes of meetings of certain organs of public limited companies is a legal requirement but even voluntary organizations find it helpful to record minutes of every meeting. The reason is obvious; minutes act as an aid to memory and provide a basis for decision and action.

# Continue...

- In fact a run-through of the minutes of a unit or organization can give a fairly good idea to the reader as to how it has been conducting itself. As the minute of every meeting is approved by the members at the next meeting and signed by both the secretary and the chairman, they are considered very important records and preserved carefully.



# **1.2 Introduction to Mass Communication**

## **Concept of mass and mass communication**

The term mass communication was coined, along with that of mass media early in the twentieth century.

It was used to describe what was then a new social phenomena and a key feature of the emerging modern world that was being built on the foundation of industrialism and popular democracy.

# Continue...

- It was an age of migration into cities and across frontiers
- It was also the age of struggle between the forces of change and repression and conflict between empires and the nation states
- The mass media ( a plural form) refer to the organized means of communicating openly, at a distance and to many in a short time.

# Continue...

- Mass media were born into the context and conflicts of this age of transition and have continued to be deeply implicated in the trends and changes in society and culture.
- They are experienced at the personal level as well as that of society and the world system.

# Meanings of media

Ruth Finnegan:

- Humans have developed and used technologies and material forms in their processes of interconnecting.
- The phrase 'the media' often means the mass media usually press, radio and television, sometimes the cinema, recording of popular music and some computer mediated forms.

# The mass concept and the mass audience

Mass: aggregation of heterogeneous, scattered detached individuals

- Associated with ideas like mass behavior, mass opinion, mass consumption, mass culture and mass communication
- Reflective of mass society: strength and solidarity of ordinary people
- Not guided and controlled by organization

# The concept of audience

- The people reached by media content or media channels
- Are not fixed entities: readers, viewers, listeners, audiences

Four contrasting terms:

Group:

- members know each other
- Aware of their membership

# Group cont...

- Share the same values
- Certain structure of relationship
- Interaction
- Stable over time

# Crowd

- Within observable boundaries
- Temporary rarely reforms with the same composition
- Same identity and mood
- No structure, no order
- Actions are often guided by emotional and irrational character



# Public

- Relatively larger
- Widely dispersed
- Long lasting
- Forms around some public issue
- Purpose : to advance an interest or opinion and to achieve some political change
- Comprises some better informed population

# Mass audience

- Large number
- Widely dispersed
- Non-interactive and anonymous
- Heterogeneous
- Not organized
- An object of management or manipulation

# Mass Communication Process

- Mass communication is the process in which mass communicators use mass media to send mass messages to mass audience.

# Key features of mass communication process

- Large scale distribution
- One directional flow
- Asymmetrical relation
- Impersonal and anonymous
- Calculative or market relationship
- Standardized content

# Components of mass communication process

- Mass communicators
- Mass messages
- Mass audiences
- Mass media

# Mass media institution

- Mass media communication persists within the whole frame of the mass media institution
- Framework of mass media institution means the set of media organizations and activities, together with their own formal or informal rules of operation and legal policy requirements set by the society.

# Mass media institution cont...

- These reflect the expectations of the public as a whole and other social institutions (such as politics, governments, law, religion, and economy).
- Media institutions have gradually developed around the key activities of publication and dissemination.
- The press is a good example of this.

# Media institution cont...

- Press typically describes all newspapers and magazines, journalists, editors and media owners
- The press accepts some public responsibilities and receives rights and privileges, especially a guarantee of freedom.
- Other media such as broadcasting develop their own institutional identity.
- All media are referred to as mass media institution



# Main theoretical features

- The core activity is the production and distribution of information and culture
- Media acquire functions and responsibilities in the public sphere that are overseen by the institution
- Control is mainly by self regulation, with limits set by society
- Boundaries of membership are uncertain
- Media are free and in principle free from political and economic power

# Four Models of Communication

- A transmission Model
- A ritual or expressive model
- Communication as display and attention: a publicity model
- Encoding and decoding of media discourse: a reception model

# A Transmission Model

- Communication is a process of transmission of a fixed quantity of information; the message determined by the sender or source.
- Simple definitions of mass communication often follow Lasswell's observation that the study of mass communication is an attempt to answer the question 'who says what to whom, through what channel and with what effect?' Some attempts have been made to improve this simple concept of linear sequence.

- According to Westley and MacLean (1957), the sequence is thus not simply (1) sender, (2) message, (3) channel,(4) many potential receivers but rather (1) events and voices in society, (2) channel/ communicator role, (3) messages, (4) receiver.
- This revised version takes account of the fact that mass communicators do not usually originate 'messages' or communication. Rather they relay to potential audience their own account (news) of a selection of events occurring in the environment, or they give access to the views and voices of some of those ( such as advocates of opinions, advertisers, performers and writers) who want to reach a wider public.

# A ritual or expressive model

- Carey pointed to the alternative view of communication as 'ritual', according to which communication is linked to such term as sharing, participation, association, fellowship and the possession of a common faith... A ritual view is not directed towards the extension of messages in space, but the maintenance of society in time; not the act of imparting information but the representation of shared beliefs.

- This alternative can equally be called an 'expressive' model of communication, since its emphasis is also on the intrinsic satisfaction of the sender (or receiver) rather than on some instrumental purpose.
- Ritual or expressive communication depends on shared understandings and emotions. It is celebratory, consummatory (an end in itself) and decorative rather than utilitarian in aim and it often requires some element of 'performance' for communication to be realized.
- Examples of the model can be found in the spheres of art, religion and public ceremonials and festivals.

# **Communication as display and attention: a publicity model:**

- The primary aim of mass media is neither to transmit particular information nor to unite a public in some expression of culture, beliefs and values, but simply to catch and hold visual or aural attention. In doing so, the media attain one direct economic goal, which is to gain audience revenue, and an indirect one, which is to sell audience attention to advertisers.

- It is more likely to be 'spectatorship' and the media audience is more often a set of spectators rather than participants or information receivers. The fact of attention often matters more than the quality of attention.
- Gaining the audience attention is the immediate goal of mass media and it is often treated as the measure of success or failure. The publicity strategies of multi-media conglomerate are typically directed at getting maximum attention for their current products in as many media as possible and in multiple forms (interviews, news events, photos, guest appearances social media sites etc.).



# Encoding and decoding of media discourse: a reception model:

- This model has its origin in critical theory, semiology and discourse analysis. It is located more in the domain of cultural rather than social sciences. It is strongly linked to the rise of reception analysis.
- The essence of reception approach is to locate the attribution and construction of meaning (derived from media) with the receiver. Media messages are always open and polysemic (having multiple meanings) and are interpreted according to the context and the culture of receivers.

# Media society and culture

- Mass communication can be considered as both societal and cultural phenomenon. The mass media institution is part of the structure of society while the ideas, images and information disseminated by the media are important aspects of our culture. Rosenberg offers a simple typology which cross tabulates two opposed propositions.

Social structure influences culture

Interdependence

Idealism

Two way influence

strong media influence

Materialism

Autonomy

Media are dependent

No casual connection

# Relation between culture and society

- **Materialism** : culture is dependent on the economic and power structure of society. Media are controlled by those who are in power. This is the essence of the Marxist position.
- **Idealism**: media have significant influence on society. They are the primary cause of social change.

**Interdependence:** mass media and society influence each other. Media respond to the demand from society for information and entertainment and at the same time stimulate innovation and social and cultural change.

**Autonomy:** society and media are independent of each other. Media culture is superficial and need not significantly touch the local culture.

# Early perspectives on media and society

Twentieth century is the first age of mass media

- The power of mass media
- Communication and social integration
- Mass communication as mass educator
- The media as problem or scapegoat

# The power of mass media

- Great reach and impact of press
- Popular press mainly funded by commercial advertising
- Its content is sensational news stories
- Its control is in the hands of powerful press baron (owners)
- Press and film were mobilized in First World War for national aims in Europe and America

- Media have great influence on the masses when effectively managed and directed
- They are used in the service of political parties
- They have effects on international relations



# Communication and social integration

- Media are a potential force for new kind of cohesion, able to connect scattered individuals in a shared national, city and local experience
- They are supportive of democratic and social reform movements

# Mass communication as mass educator

- Media could be a potent force for public enlightenment, supplementing and continuing new institutions of universal schooling, public libraries and popular education
- They make contribution to progress by spreading information and ideas
- They expose corruption
- They promote national identity and unity

# Media as problem or scapegoat

- There is a tendency of public opinion both to blame the media and to demand that they do more to solve society's ills.
- There is a negative perception of the media
- Media portrayal of crime, sex and violence
- Violent political protest and demonstration
- Xenophobia, decline of democracy, and rise of political apathy and cynicism

# Mass communication and culture

- James Carey (1975) proposed an alternative to the dominant view of communication as transmission in the form of ritual model
- He advocated an approach to communication and society in which culture is allotted a more central place
- Social life includes the sharing of aesthetic experience, religious ideas, personal values and sentiments and intellectual notions.

- He also defined communication as a symbolic process whereby reality is produced, maintained and transformed.
- Culture is a process which refers to shared attribute of human group(their physical environment, tools, religion, customs and practices or their whole way of life) and texts and symbolic artefacts (works of art and architecture).

- It has some pattern , order or regularity and therefore some evaluative dimensions. There is a dynamic continuity over time (culture lives and changes, has a history and potentially a future).
- The most general and essential attribute of culture is communication. Cultures could not develop, survive, extend and succeed without communication

- Cultures can be recognized and located in three places: in people, in things (texts, artefacts) and human practices (socially patterned behaviors)
- There are some obvious implications for the study of mass communication since every aspect of the production and use of media has a cultural dimension

We can focus on:

- People as producers of culturally meaningful media texts
- People as readers of texts from which they take cultural meanings
- The texts and artefacts themselves(films, books, newspapers, articles)
- Their symbolic forms and possible meanings



# Main properties of culture

- Collectively formed and held
- Open to symbolic expression
- Ordered and differently valued
- Systematically patterned
- Dynamic and changing
- Spatially located
- Communicable over time and space

# Interpersonal communication and mass communication

## **Mass communication**

- Transmission of message through media
- Professionally trained people
- Mass audience
- Formal message of public interest
- Wide use of technology

## **Interpersonal communication**

- Without such media
- Ordinary people
- Small number of people
- Message of personal interest
- Face to face and less technology

## **Mass ...**

- No immediate feedback
- Unidirectional flow of message

## **Interpersonal ...**

- Immediate feedback
- Bidirectional flow of message

# The Rise of Mass Media

- We focus on the approximate sequence of development of the present-day set of mass media
- We look at major turning points and circumstances of time and place in which different media acquired their public definitions in the sense of their perceived utility for audiences and their role in society.

# From the beginning to mass media

- Mass communication is possible with the help of mass media
- The occurrence of human communication over time and at a distance is much older than the mass media now in use
- The large scale (mass) dissemination of ideas present at an early point in time in the propagation of political and religious awareness and obligations

- In the middle age the church in Europe had effective means of transmission of ideas. It was largely independent of any media in the contemporary sense
- Printing came as an independent media. Authorities of church and state reacted with alarm at the potential loss of their control. Opportunities opened up for disseminating new and deviant ideas.

# Four Significant elements in the history of media

- Certain communicative purposes, needs and users
- Technologies for communicating publicly to many at a distance
- Forms of social organization that provide the skills and frameworks for organizing production and distribution
- Forms of regulation and control

- These elements are dependent on material factors and social and cultural factors
- A certain degree of freedom of thought, expression and action is a necessary condition for the development of print and other media
- The more open the society, the more inclination there has been to develop communication technology



- The more closed or repressive the regimes, the more limitation or more restriction to the media technology

# The print media

## The Book

- The history of modern media begins with the printed book and it is a kind of revolution. Initially it was a technical device for reproducing a range of texts what was already being extensively copied by hand.

- Printing gradually led to change in content- more secular, practical and popular works which played important role in transformation of medieval world.
- The antecedents of the book lie in classical times where there were numerous classical authors. Books were copied and circulated for reading or verbal transmission.

- In early medieval period book was a store or repository of wisdom and sacred writing and religious text that had to be kept uncorrupted. Books were meant both to last and to be disseminated within limited circles.
- Library is an important element for store or collection of books. It remained similar in concept and physical arrangement until the advent of digital libraries.

- It reflected and confirmed the idea of a book as a record or permanent work of reference. It is an important tool for mass enlightenment.
- The successful application of print technology to the reproduction of texts (mid fifteenth century) was the first step in the emergence of media institution.

- Media institution is an organized set of interrelated activities and roles, directed towards certain goals and governed by a set of rules and procedures.
- The role of professional author in the late sixteenth century is a further development.
- Each of these developments reflects the emergence of a market and transformation of the book into commodity.

- The late history of book is expansion in volume and range of content and also struggle for freedom of press and the rights of authors. Freedom of press went hand in hand with democratic political freedom.
- The most famous early claim for freedom from government licensing was made by the English poet John Milton in his famous work *Areopagitica* 1644.

# Book as medium and institution

Key features

Medium aspects

- Technology of movable type
- Bound pages
- Multiple copies
- For personal reading
- Individual authorship



## Institutional aspects

- Commodity form
- Market distribution
- Diversity of content and form
- Claim to freedom of publication
- Subject to some legal limits

# The Newspaper

- The prototypical newspaper appeared almost two hundred years after the invention of printing. Its precursors were handbills, pamphlets and newsletters of the late sixteenth and early seventeenth centuries.
- The chief precursor was newsletter circulating via the postal service, concerned with transmitting news of events relevant to international trade and commerce.

- It was an extension into the public domain of an activity for governmental, diplomatic, or commercial as well as private purposes.
- Early newspaper was marked by its regular appearance, commercial basis and public character. It was used for information, record, advertising, diversion and gossip.

- Its development is a major turning point in the communication history offering service to its anonymous readers rather than an instrument to propagandists or authorities. It was a new literary, social and cultural form.

Its distinctiveness lies in its:

- Orientation to the individual reader and to reality
- Utility and disposability
- Secularity and suitability for the needs of town based business and professional people

- Its history shows a series of struggles, advances and reverses, economic and technological progress
- The newspaper has been an adversary of established power
- Now press has been institutionalized with a market system
- The newspaper became a true mass medium only in the twentieth century, directly reaching a majority of population on a regular basis

- There has been a regular world wide decline in newspaper reading over the last decade with the rise of internet

# Key features :medium aspects

- Regular and frequent appearance
- Print technology
- Topicality of content and reference
- Individual or group reading



# Institutional aspects

- Urban secular audience
- Relative freedom but self censored
- In public domain
- Commodity form
- Commercial basis

# Broadcast media ( Radio& Television)

- 90+ and 60+year history as mass media
- Both grew out of pre-existing technologies-telephone, telegraph, moving and still photography and sound recording
- The content and form of both are derivative from film, music, stories, theatre, news and sport

# Television

- Invention – John Logic Baird, 1926, Britain
- Window on the world
- Capacity to transmit pictures and sound live
- Plays a role as public informer and educator
- Channel of advertising
- Mass entertainment
- Initially pictures and sounds were live
- Studio programs were live broadcast before efficient video recording

- This capacity of simultaneity has been retained for some kind of content including sporting events, some news casting, entertainment show, media events, state visits, Olympic Games, coronation, large political demonstrations.
- Most TV content is not live, it often aims to create the illusion of ongoing reality

## Key features

### Medium aspects:

- Very diverse types of content
- Audiovisual channels
- Close personal and domestic association
- Low intensity and involvement experience

## Institutional aspects :

- Complex technology and organization
- Subject to legal and social control
- National and international character
- High public visibility

# Radio

- Invention-1895, by Italian Marconi
- Radio refused to die in the face of the rise of the television. Radio ceased to be highly regulated national voice and became more free to experiment and to express new, minority, deviant sounds in voice and music.
- It has more channel capacity, and greater and more diverse access

- Cheaper and more flexible than TV
- No place and time limitation of its reception-combined with other routined activities
- Interaction with audience by phone
- Can accommodate many different genres
- In fact radio has flourished since the coming of television, even if it can no longer claim the mass audience of its glory days of 1940s



# Key features of radio

Medium aspects:

- Sound appeal only
- Portable and flexible in use
- Multiple types of content more music
- Participative (two way) potential
- Individual and intimate in use

## Institutional aspects:

- Relative freedom
- Local and decentralized
- Economical to produce

# Film as a mass medium

- Film began at the end of nineteenth century as a technology of novelty. Content and function was not new.
- New means of presentation and distribution of an old tradition of entertainment
- True mass medium-quickly reached large population
- Offered cultural benefit to working class

The film met some needs of individuals:

- Escape from humdrum reality
- Wish for strong narratives
- Search for role models
- The need to fill leisure time in safe, affordable and sociable ways

- It is a show business in a new form for an expanded market

There have been three other strands in film history:

- Use of film for propaganda
- The emergence of several schools of film art
- The rise of the documentary film movement

The main turning points in film history have been:

- The Americanization of the film industry, and film culture in the years after the First World War
- The coming of television and the separation of film from the cinema

- Television took away a large part of film viewing public, especially the general family audience, leaving a much smaller and younger film audience.

The separation of film and cinema refers to many ways in which film can be seen:

- Television broadcasting
- Cable transmission

- Video or DVD sale or hire
- Satellite TV
- Internet mobile phone reception
- Film less share more private
- New patterns of repeat and viewing and collection



# Key features

Medium aspects:

- Audiovisual channels of reception
- Private experience of public content
- Extensive(universal) appeal
- Predominantly narrative fiction
- International in genre and format

## Institutional aspects:

- Subjection to social control
- Complex organization and distribution
- High cost of production
- Multiple platforms of distribution

# Recorded Music as a Mass Medium

- Recorded and replayed music began around 1880. The term 'phonogram' is used to cover music accessed via recorded players, compact disc players, VCR (Video cassette Recording) broadcasting and cable.
- Phonogram makes music of all kinds more accessible at all times in more places to more people than personal and enjoyment of music performance on the stage.

There have been big changes in the character of phonogram:

- The addition of radio broadcast music to phonogram records
- The transition of radio from a family to an individual medium in the post war transistor revolution

- Portable tape players, the sonny walkman, the compact disc, music video and iPod
- Music downloading and sharing via internet

# Key features

Medium aspects:

- Sound experience only
- Personal and emotional satisfaction
- Main appeal to youth
- Mobile, flexible, individual in use

## Institutional aspects:

- Low degree of regulation
- High degree of internationalization
- Multiple technologies and platforms
- Links to major media industry
- Organizational fragmentation
- Central to youth culture

# The Internet

- The internet began primarily as a non-commercial means of intercommunication and data exchange between professionals
- Recently it has been a purveyor of goods and many profitable services and as an alternative to other means of personal and interpersonal communication.



It has its distinctive technology in terms of :

- Manner of use
- Range of content and services
- Distinct image

- It has no clear institutional status and is not owned and controlled or organized by any single body. It is a network of internationally interconnected computers operating according to agreed protocols.
- Service provider organizations and telecommunication bodies contribute to its operation.

- It is not subject to any single set of national laws or regulations. However, internet users are accountable to the laws and regulations of their own countries as well as to international law.

## Essential features as medium:

- Computer based technologies
- Hybrid, non-dedicated, flexible character
- Interactive potential
- Private and public functions
- Low degree of regulation
- interconnectedness

- Ubiquity and delocatedness
- Accessible to individuals as communicators
- A medium of both mass and personal communication

# News Agencies of the World

- News agencies are organizations that distribute news to a range of media clients on a local, regional, national and international scale.
- AFP (1835) Agence France Presse, France
- AP (1848) Associated Press, America
- Reuters (1851) UK

- News agencies do not sell newspapers but they collect and sell news to newspapers.
- Some important news agencies in the world
- AAP -Australian Associated Press
- APA- Associated Press of America
- AP – Associated Press
- Reuters

# Commercialization of Media

- The notion of commercialism (the condition) or commercialization (the process) is embedded in the discussion on media content. The critique of commercialization is relevant to current media dynamics and to media cultural change. It is closely related to the critique of commodification.



- The term commercialization refers to particular free-market arrangements. It has also come to imply consequences for the type of media content which is mass produced and marketed as a commodity, and for the relations between the suppliers and consumers of media.

- The term 'commercial' identifies correlates of competitive pursuit of large markets. There is abundance of advertising matter (commercial propaganda). Commercial content is likely to be more oriented to amusement and entertainment (escapism), more superficial, undemanding and conformist, more derivative and standardised.

- There has been much comment on tabloidization of newspaper as they compete for readers. The equivalent process in television has led to many new forms of reality television which deal in all kinds of human interest and dramatic topics in a variety of formats.

- Bird (1998) concludes that there has been a real trend towards personalization and dramatization which does make news more accessible to the many, but also has led to trivialization of what people actually learn from news. The term 'infotainment' has been widely used in this connection.

- Commercial relationships in communication are intrinsically distancing and potentially exploitative. It is calculative and utilitarian reflecting essential features of transmission or publicity rather than the ritual model of communication in society. The fundamental problem is that profit becomes the overwhelming motive.

# Critique of commercialization: propositions

- Leads to trivialization and tabloidization
- Causes content decisions to be market driven
- Involves exploitation of weaker consumers
- Promotes consumerist attitude to culture and life
- Commodifies culture and relation with the audience
- Reduces cultural integrity of media content

- Leads to overreliance on advertising and loss of independence