

Guglielmo Marconi of Italy invented a way to transmit sound without using wires. By 1901, Marconi succeeded in creating a wireless communication link between Europe and North America. In 1906, Lee Forest with John Fleming perfected the 'audion' or the vacuum tube, which made clear transmission of voice and music possible. These developments paved the way for the first ever broadcast that took place on Christmas Eve, in 1906 in USA. Later it took ten years of hard work to perfect the radio.

Radio established its place very fast in the minds of listeners. Heavy doses of infotainment including music, drama, talk shows, etc supplemented with news made radio popular overnight. Soon radio industry developed wide spreading networks and by the 1930's radio became prime mass medium. Radio broadcasting was introduced in India by amateur radio clubs in Calcutta, Bombay, Madras and Lahore, though even before the clubs launched their ventures, several experimental broadcasts were conducted in Bombay.

Radio programmes may be classified into two broad groups:

1. **Spoken word programmes**, which include news bulletins, talks, discussions, interviews, educational programmes for schools and colleges, specific audience programmes directed at women, children, rural and urban listeners, drama, radio features and documentaries.
2. **Music programmes**, which include disc jockey programmes, musical performances of all types and variety programmes.

### Strength of the Radio

1. Radio reaches messages to illiterates, neo-literates and highly educated receivers simultaneously.

2. It is a fairly affordable to be owed by everyone.
3. The want of visual effect is compensated by sound effects, both natural and mechanical and so live effect is moderately high. The quality of voice and sound makes the communication fairly enjoyable.
4. Musical sound effect enlivens the communication and often breaks monotony.
5. It has the capacity to deliver instantaneous messages.
6. Radio does not require captivity. Listeners can receive messages even when they are working. Farmer may listen to farm programmes while working in fields, a busy executive may listen to news bulletin even while driving or a housewife may listen to her favorite programme even while working in the kitchen.
7. Radio does not require power line for operation and so people in remote villages devoid of power lines can also receive messages from this medium.
8. Once a transistor radio is purchased, messages flow constantly and no cost is involved for reception of messages.

### Weakness of the Radio

1. Communication through radio lacks visual component and so does not demonstrate but suggests.
2. Spoken messages are subject to interpretation of listeners according to their imagination, experience and predisposition; hence possibility of misinterpretation is very high.



## TELEVISION

Unlike other forms of mass media, television has become one of the most powerful media of Mass communication. With a modest beginning in the 1930s, it has grown into a massive network of mass information and mass entertainment in today's world. The attraction of the 'visualness' of the medium makes people remain glued to the TV set for hours. Television captures our imagination and is the most complete and dramatic of all mass media. In addition to providing news and events, television also packages fiction, drama, culture, economy and many other things. Thus, this idiot box (because it provides everything on a platter and we need not do any thinking) has been increasing its hold on us.

### Strength and weakness of Television

It has all the strength of radio except that it needs captive audience, has not attained portability and miniaturization and needs power line for inexpensive working. TV viewing is essentially a family affair and so helps family unity. It is far from slow and availability is constant. Repetition of message does not incur expense except nominal fees for cable connections. Television like radio, is in all sense a 'now' medium.

Television gives cursory overview of the events and is never capable of providing in-depth analysis and reporting. It is severely time limited and presents tiny fragments of topics. Television programmes skip and jumps demands constant change of mental gears from programmes to commercial, from documentary to cartoon and news. Also contents are high in entertainment and low in information. Power line is needed for its inexpensive operation and battery operated television sets are most expensive.



## Chomsky's Propaganda Model: The Five Filters

Noam Chomsky is well known for his illustration of the "Propaganda Model." Chomsky's model includes five filters that expose how the media is controlled and completely infiltrated by corporations, governments, and the elite. The first filter is ***Size, Ownership, and Profit Orientation of the Mass Media***. Mainstream media is essentially owned by corporations and the government, because those are the very agents who fund them. Any favourable studies, studies or information that the government or corporations want the public to know (or don't want them to know) either ends up being aired or buried as a result.

The second filter is ***Advertising License to do Business***. Mass media isn't interested in attracting viewers to educate them, but rather to *sell* them on something. They're more interested in engaging an audience with higher buying power than actually making a difference through education and information. Chomsky provides an excellent example, explaining:

"CBS proudly tells its shareholders that while it "continuously seeks to maximize audience delivery," it has developed a new "sales tool" with which it approaches advertisers: "Client Audience Profile, or CAP, will help advertisers optimize the effectiveness of their network television schedules by evaluating audience segments in proportion to usage levels of advertisers' products and services." In short, the mass media are interested in attracting audiences with buying power, not audiences per se."

The third filter is ***Sourcing Mass-Media News***. Whatever is aired on mass media needs to be 100% credible, meaning it's viewers need to completely trust what's being aired, without the need of them using their critical thinking skills. Since the majority of the public trusts the government and mass corporations, AKA the propaganda machines, most of the "news worthy" content comes from them. Plus, whatever's aired needs to be approved by corporations or the government and/or mass media must avoid airing anything that would offend their contributors and funders.

The fourth filter is ***Flak and the Enforcers***. "Flak" refers to negative responses to a media statement or program aired on the network. Perhaps the most influential producers of flak are corporations and the government. Corporations have created large scale organizations whose sole purpose is to produce flak. The government is also a large producer of flak, as it constantly corrects or threatens the media based on their interests.

The final filter is ***Anticommunism as a Control Mechanism***. Everything at home seems to be a lesser evil if there's something on the news that seems much worse (fake terrorist attacks, false enemies, and/or "radical" states). Anything that sounds too left can also be dismissed if it sounds too much like "communism." By creating an extremely anti-communist state, the elite will never have to worry about losing control over society because their wealth and power remains safe and sound.



**BLOG**

- Blog is also known as digital column or online persona
- Blog is a website that contains online personal reflections, comments, and often hyperlinks, videos and photographs provided by writer.
- A regular feature appearing as part of an online publication that typically relates to a particular topic and consists of articles and personal commentary by one or more authors

**Types of Blogs**

There are many different types of blogs on blogging sites, and they span over 100 languages. These are examples of popular blog categories:

- **Personal:** This is the broadest category and includes blogs about personal topics like politics, music, family, travel, health, you name it.
- **Business:** Professionals ranging from realtors to lawyers and stock brokers are creating business blogs to share their expertise, and companies have discovered the power of blogs to personally engage with their customers.
- **Education:** Blogs are the great way for teachers and students to collaborate on classroom projects. As well as in education blog category bloggers discussed the education problems and the way of betterment in education system.
- **Politics:** People who have interest in politics as well as the members of parliament, political parties, government agencies, and activists creating political persona to share political activities and development to connect with their constituencies.
- **Military:** People who have interest in war, conflict or in military activities as well as the members of the military create blog to report what they see happening in various parts of the world regarding peace, conflict or war and to stay in touch with their public.
- **Social Blogs:** Foundations, charities, and human rights groups create blogs to raise awareness and money for their causes or gaining sympathy.
- **Health Blogs:** This type of blogs are created to raise the health problems
- **Sports:** People who are interested in sports and sports activities are creating sports blogs to express and share their passion for various sports and athletes.
- **Entertainment Blogs/ Cultural Blogs:** This type of blogs are created by the people to share the cultural activities of a society, entertainment content like dramas or films reviews and the life of celebrities.
- There are lots of blogs that share tips and reviews about cooking, games, music, books, movies, and so on.

**Here are the five things which every online journalist must be aware of:**

- Get your facts straight
- Trust has to be earned
- Give credit to your sources
- The inverted pyramid works (basic overview in first paragraph and then delve into more details in subsequent paragraphs)
- Editing, correct grammar and proofreading are essential