

Chapter – 6: Understanding Media

- Radio, TV, newspapers, internet – together – media
- Media – plural of medium – ways through which we communicate
- TV, radio, newspaper – reach the masses (lots of people) – mass media

Media and technology

- Cable TV, internet – recent technology – keeps changing
- TV, radio – reach millions of people – use of technologies
- Newspaper, magazine – print media – TV, radio – electronic media
- Technology of mass media – changing over years
- Changing technology – making more modern – reach more people – improves quality
- Now a days – TV – part of our lives – TV images – travel huge distances – satellites and cables
- News and entertainment – from all over the world
- TV – brought the world closer

Media and money

- Different technologies – mass media use – expensive
- TV studio – lights, cameras, sound recorders, transmission satellites – costs huge amounts of money
- Newsreader, cameraman, etc – lots of people – work together – broadcast news and other things
- Technology – keeps changing – lots of money required – change to latest technology
- TV channels, newspapers – part of business groups
- Mass media – earns money – different ways
- Most common – advertising – different brands – cars, chocolates, clothes, etc

Media and democracy

- Democracy – media – imp. role – provides news and events – all over the world
- Information from these news – citizens – learn working of government and other things
- Citizens – take actions – various ways –
 - Writing letters, public protest, signature campaigns, etc
- Information from media – must be balanced
- Example –
 - News of India –
 - Owners and workers of some factories – protested
 - Government decision – shut down polluting factory units
 - Government decision – taken in haste (*jaldbaazi*) – protestors knew – factories are not legal
 - Statement of Mr. Jain – pollution level will decrease on shutting the factories and the protestors should accept the relocation of the factories
 - India Daily –
 - Closure of 1 lakh factories – serious issue
 - Lots of protestors – came to streets
 - Protestors said – fault of Municipal corporation – continued issuing license
 - Statement of Mr. Sharma – factory owner – government claims efforts of relocation, BUT, places provided to them have no facilities and no development

- News of India report – suggests – protestors are a nuisance (bad thing)
- India Daily report – suggests – closing of factories – lots of livelihoods will be lost
- None of the stories are balanced
- Balanced report – discuss all points of view – readers decide what is it telling?
- Balanced report – written by independent media – no control and no influence – no one should tell them – what to print or what to show on news
- Independent media – imp. in democracy
- Citizens take actions – based on media – information must be correct
- In reality – media – not independent
- 2 main reasons –
 - Control of government –
 - Censorship – prevents some news, parts of movie, lyrics from sharing
 - Many times – government – censored media
 - Worst – Emergency period – 1975-1977
 - Government controls the movies – BUT – does not controls the news
 - Control of business groups –
 - News groups (channels) – connected to business groups
 - Business groups – focus on only one side of the story
 - Media earns through advertisements – cannot report against them
- Media – focuses on a single side – makes the story more interesting – gain public support on the issue

Setting agendas

- Media – imp. role – deciding what stories to focus on
- Example –
 - School's annual function – not newsworthy – BUT – famous actor – invited as Chief Guest – it becomes newsworthy
- Focusing on particular issues – media – influences our thoughts, actions, etc
- Due to this – it's said – media – sets the agenda
- Recently – media drew our attention – alarming levels of pesticides in cola drinks
- Published reports – made us aware – need to monitor colas – according to international quality and standards
- This story – media worked positively
- Other story – drinking water – major problem in the country
- Every year – 1000s of people – suffer and die – do not get safe drinking water
- But – media – rarely shows this story
- Well-known Indian journalist – wrote a story –
 - Fashion week – formed the headlines of newspapers
 - Same time – several slums in Mumbai were demolished (broken)
 - No one paid attention to these slums