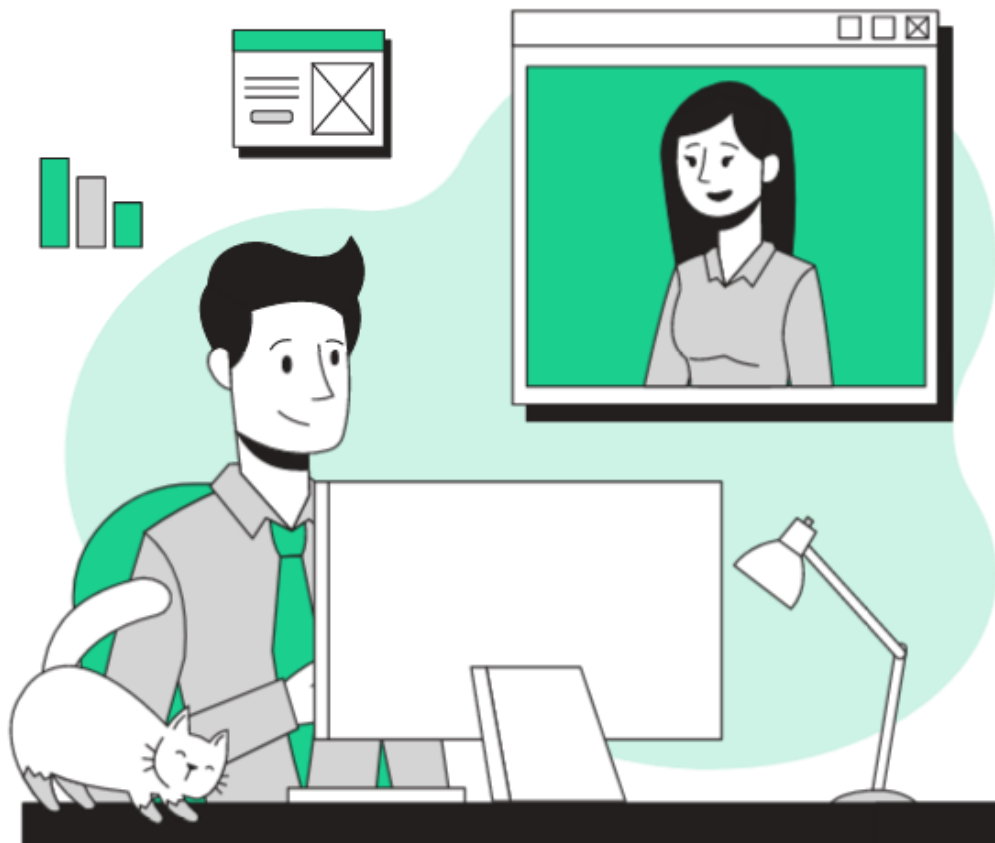




Communication

Part – 4

Mass media and society

PART-1

Communication

MASS MEDIA AND SOCIETY

MASS MEDIA AND SOCIETY

The word media comes from the plural of the Latin word medium and it is used as a collective noun refer to TV, Radio, Newspapers, Magazines, Films, the International Network (Internet) etc. The media can be examined either in terms of broadcast media or print media.

Media and society are closely related to each other. With the advancement in technological area, our society has also observed the expansion in the thoughts and ideas of people. Mass media has become an integral (অবিচ্ছেদ্য) part of our society as we are just a click away from any information that is available on the internet. This could happened due to various media units of the country. Therefore, mass media is also known as the Fourth State or Pillar of a Democratic Nation.

Media has become the most authentic source of information for people. It helps in bringing considerable changes in the existing laws as per the prevailing social conditions, by playing the role of intermediary (মধ্যস্থতাকারী) between the government and the mass.

May journalists and writers gave the following definitions about mass media such as According to Denis McQuail “Media is the mechanism of change of society”.

According to Rashmi Bohra, “Media is the mirror of society”.

According to RK Majumdar, “Media is the medium through which the society is educated”.

Mass Media is a term used to denote, as a class, that section of the media specifically conceived and **designed to reach a very large audience**, it may be typically at least a large group as a whole, or maybe a population of a nation-state.

- Mass media do not have pre-determined functions for everyone and people use them the way they like because **Audiences are active**.
- **Audiences are allowed to get the messages** in their individual condition and limits. They differ in the utilization of their faculties to see and decipher the messages.
- The **audience is large and heterogeneous** e.g Radio and television are assumed to have a larger audience in comparison to the newspaper.
- **The source is an institution or a group of people**, For example, the Ministry of Information and Broadcasting, Government of India, is engaged in broadcasting television and radio programs all over the country.

Media and Society:

- The role of media in a democracy is **to give citizens the information** they need to make decisions on matters, ranging from policy issues to consumer goods.
- The media landscape is **moving from the masses towards the individual**, from depth towards variety, from the general towards the niche.



- There is **an interdependency between people's choices and the market-driven choices** made by the media industry concerning news and the impact these choices may have on media consumption.
- **Earlier the media used to be more tradition-centric in their approach, propagating equality and ethically bound** to present information in its most realistic form. However, with the rise of a global world of commercialisation, the **media has evolved to meet the needs of a more consumerist society.**
- **The consumer is considered as the King** in today's age. All efforts are made by the mass media institutions and the advertisers to amuse this consumer.
- For market participants, data is a valuable commodity. Since most of the users' choices are registered digitally, **media companies can measure behaviour** and reactions in detail and real-time, **personalizing products**, services and marketing.

History of Mass communication:

- The history of mass communication stretches from prehistoric forms of art and writing, through basic printing technology from around 800AD;
- The invention of Gutenberg's printing press in 1455
- The first weekly printed **newspaper in Antwerp in 1605** by **Johann Carolus**
- The invention of the **Telephone by Alexander Graham Bell in 1876**
- The invention of the phonograph by Thomas Alva Edison in 1877
- The world's earliest surviving motion-picture film, showing actual consecutive action is called Roundhay Garden Scene. It's a short film directed by French inventor Louis Le Prince in 1888.
- The invention of the **radio by Marconi in 1895**
- **Television by John Logie Baird in 1925;**
- And finally, to the internet (the World Wide Web) by Tim Berners Lee in 1989/1990.

Transmission of Mass communication:

Transmission	Important information
Narrowcasting	• It comes into existence in 1940 • Advocated by J. C. R. Licklider • A multiplicity of television networks aimed at serving the needs of smaller, specialized audiences. • A good example is TV signals
Telegraph	• It comes into existence in 1832 • Advocated by Pavel Schilling • It is a long-distance transmission of textual messages
Broadcasting	• It comes into existence in 1922 • Advocated by British Broadcasting Company (BBC) • The distribution of audio or video content to a dispersed audience via any electronic mass communications medium, but typically one using the electromagnetic spectrum (radio waves), in a one-to-many model.
Telephone	• It comes into existence in 1876





	• Advocated by Alexander Graham Bell • A communication device permits two or more users to converse at a time.
Podcasting	• It comes into existence in 2003 • Advocated by Matt Schichter • It is an episodic series of digital audio files that a user can download on their personal device and listen easily.

Some Medium related to Mass Media:

Medium	Description
Newspaper	• A newspaper is a periodical publication containing written information about current events and is often typed in black ink with a white or grey background. • Newspapers have traditionally been published in print (usually on cheap, low-grade paper called newsprint). • A broadsheet is the largest newspaper format and is characterized by long vertical pages, typically of 22.5 inches (57 cm). • Other common newspaper formats include the smaller Berliner and tabloid–compact formats. • The printed source of information is the newspaper. • It is among the earliest and least expensive forms of communication. • Since newspapers are the main source for gathering information from all around the world, they are used for communication. • Rubber Rollers are the essential rubber product used in this news paper industry.
Radio and Television	• As an effective means of mass communication, these media provides news to people throughout the country including rural areas. • Radio and television broadcasting, which includes the production and transmission of educational, entertaining, and news-related programming, is a practical application of audio and visual technologies. • Broadcasting is the distribution of audio or video content to a dispersed audience via any electronic mass communications medium, but typically one using the electromagnetic spectrum (radio waves), in a one-to-many model. • Radio ◦ Radio is a form of sound transmission using radio waves that typically involves a single broadcast station broadcasting music, news, and other programs to a large number of individual listeners who have radio receivers. ◦ One example of electromagnetic radiation is radio waves. ◦ Listeners can get the most recent updates from radio broadcasts that are available 24 hours a day and offer real-time information. • Television





	○ The most significant form of communication in our world now is television. ○ It displays informational content for us, including news, documentaries, and sporting events. We have access to movies, audio interviews, and sounds from distant events. ○ A satellite dish is just a special kind of antenna designed to focus on a specific broadcast source.
Social Media	• 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. • Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities.
Multi-media	• Multimedia is a form of communication that combines different content forms such as text, audio, images, animations, or video into a single presentation • Multimedia means that computer information can be represented through audio, video, and animation in addition to traditional media (i.e., text, graphics drawings, etc.)

Type of media

Type of media	Definition and Example
Synchronous Media	• A communications medium that requires that both parties are present at the same time in the same space (for example, face-to-face or telephone). • Synchronous communication happens when messages can only be exchanged in real-time. It requires that the transmitter and receiver are present at the same time and/or space • Examples of synchronous communication are phone calls or video meetings.
Asynchronous Media	• A communications medium that does not requires that both parties are present at the same time in the same space (for example, e-mail). • Asynchronous communication happens when information can be exchanged independently of time. It doesn't require the recipient's immediate attention, allowing them to respond to the message at their convenience. • Examples of asynchronous communication are emails, online forums, and collaborative documents.
Rich Media	• Rich media is a digital advertising term for an ad that includes advanced features like video, audio, or other elements that encourage viewers to interact and engage with the content. • Some popular formats commonly considered rich media include Macromedia Flash & Shockwave, along with various audio and video formats.





Hyper media	- Hypermedia, an extension of the term hypertext, is a nonlinear medium of information that includes graphics, audio, video, plain text, and hyperlinks. - This designation contrasts with the broader term multimedia, which may include non-interactive linear presentations as well as hypermedia. - The World Wide Web is a classic example of hypermedia.
Participatory Communication	Participatory communication is an approach based on dialogue, which allows the sharing of information, perceptions, and opinions among the various stakeholders and thereby facilitates their empowerment. eg board room meeting. - It is not just the exchange of information and experiences: it is also the exploration and generation of new knowledge aimed at addressing situations that need to be improved.
Authoritarian	- The authoritarian theory describes that all forms of communications are under the control of the governing elite or authorities or influential bureaucrats. - eg. communication between head of the organization to employees.

Mode of Communication

A mode is a term used to describe the way something is done or experienced. When we use the phrase mode of communication, we are describing the way communication is expressed. In other words, we are discussing the method of communication.

Modes Of Communication	Description
Publicity	- Publicity is also a way of mass communication. - It is not a paid form of mass communication (non-commercial) that involves getting a favorable response from buyers by placing commercially significant news in mass media. - Publicity is not paid for by the organization. - Publicity comes from reporters, columnists, and journalists. - It can be considered as a part of public relations. - Publicity involves giving public speeches, giving interviews, conducting seminars, offering charitable donations, inaugurating mega-events by film actors, cricketers, politicians, or popular personalities, arranging stage shows, etc., that attract mass media to publish the news about them.
Propaganda	- Propaganda is the spreading of information in support of a cause. - It's not so important whether the information is true or false or if the cause is just or not — it's all propaganda. - Propaganda is communication with motives that is primarily used to influence an audience and further an agenda, which may not be objective and may be selectively presenting facts in order to encourage a particular synthesis or perception, or using loaded language in order to produce an emotional rather than a rational response to the information that is being presented.





Advertising	- Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service, or idea. - Sponsors of advertising are typically businesses wishing to promote their products or services. - Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. - It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual. - Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising, or direct mail; and new media such as search results, blogs, social media, websites, or text messages. - The actual presentation of the message in a medium is referred to as an advertisement, or "ad" or advert for short.
Public Relations	- Public relations (PR) is the practice of deliberately managing the release and spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public in order to affect the public perception. It is a kind of Reputation Management. - An example of good public relations would be generating an article featuring a client, rather than paying for the client to be advertised next to the article. - The aim of public relations is to inform the public, prospective customers, investors, partners, employees, and other stakeholders, and ultimately persuade them to maintain a positive or favorable view about the organization, its leadership, products, or political decisions. - Public relations (PR) and publicity differ in that PR are controlled internally, whereas publicity is not controlled and contributed by external parties. - Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment. This differentiates it from advertising as a form of marketing communications.

Elements in the mass communication process:

1. **Selective exposure:** It is the phenomenon whereby people choose to focus on information in their environment that is congruent with and confirms their current attitudes in order to avoid or reduce cognitive dissonance.
2. **Confirmation of bias:** It is the human tendency to search for, favor, and use information that confirms one's pre-existing views on a certain topic.
3. **Cognitive dissonance:** The theory of Cognitive Dissonance implies that when there is tension we change a belief or an action. Many times selective exposure is used which





focuses one's attention on only certain aspects so that tension will not be created. This selective exposure prevents dissonance.

4. **Selective attention:** It is the process of focusing on a particular object in the environment for a certain period of time.
5. **Congruent information**

Objectives of Mass Media

The main objective of mass media is to provide knowledge, educate and entertain people. The important objectives of mass media are given below

- ✦ To provide information about different aspects of human life. For example, education, government policies, programmes and so on.
- ✦ To convey(জ্ঞাত করা) cultural and educational programmes.
- ✦ To entertain people.
- ✦ To create public awareness.
- ✦ To establish international relation.
- ✦ Establish social contact and linkage.
- ✦ Also help in facing disaster and calamity(বিপর্যয়) and so on.

Characteristics of Mass Media Communication

There are four major distinctive(স্বতন্ত্র) features of mass communication -

♣ Distance

The sender and the receiver are the two major components of a communication system. There is, however, a gap or a break between the sender and the receiver.

The senders in this case is the maker of the media text, do not have a direct access to the feedback of the audience. This means that one of the characteristics of mass communications is that it is a one way process.

For the producers of the information, the audience is imaginary as well as stereotypical. They need to shape their information accordingly. Not just the audience, but they also have to base their ideas on a conceptual of presumed thought.

♣ Technology

The next feature of mass communication is the use of specialised technologies For example, the internet profoundly(গভীরভাবে) affect the one way system of communication. The specialised technologies have also made transfer of messages in their physical forms with the means of photographs, films, tape recordings, etc. Such ways of storing information has also led to historical durability(স্থায়িত্ব).





♣ Scale

The next characteristic is that the mass media messages are capable of extending itself globally. Selling of the syndicated rights to the world media helps the media institutions to gain profit.

♣ Commodity

The above characteristics have led to the emergence of media as a modern commodity(পণ্য) or an industry. Thus, it is highly influenced by the market forces. Media, thus have become the centre of life both socially and culturally.

Characteristics of mass communication:

- Wide and Vast Area
- Heterogeneous Audience
- Distance between Source and Destination
- No Question of Discrimination
- Professional Communication
- Absence of Feedback
- Intermediary Channels
- Use of Specialists
- Self-defined Audience
- Rapid Means of Communication

Functions of Mass Media

Mass media undertakes several functions in a societal set-up. Some of these are given below

♣ Providing Information

The most important and foremost role of mass media is to provide information about different aspect of human life. For example, education, government policies, programmes summits and so on. Its main function in a democratic country is to create awareness among the masses. Thus, mass media plays a great role in this respect.

♣ Providing Entertainment

Mass media plays an important role in providing entertainment on a larger extent. Operas, movies, stories (published), music, videos, photographs, internet, podcasts are used by the media to entertain and enthrall(মোহিত) audience. Mass media is a great source for the audiences, seeking the emotional release.

Media entertainment offers a route to escape and transports us to another world, away from our mundane lives. We have neverending access to all forms of entertainment just at the click of our fingertips, but that doesn't ensure that the quality of the content is any good, it just





offers us an escape from the problems of the real world. It doesn't contribute to society's culture as just consuming content is not a way to contribute.

♣ Socialising People

Mass media connects people in the world. Through mass media, the world has become a 'Global Village'. Now, people can share their thoughts, opinions and views freely on social networking sites. like Twitter, WhatsApp, Facebook and so on.

♣ Work as a Responsible Source

Mass media works as a responsible source in the society. The media keeps watch on the government and others in power. Local news stations often have a segment in which they investigate problems for people. Entire, hour long news shows are devoted to exposes, which are stories designed to expose wrongdoing. Government officials, who engage in bad behaviour knows that, they will be on every news show and newspaper in the country, if they are caught.

♣ Providing Political Forum

The media also provides a forum to the political leaders belonging to different parties and ideologies. This function of the media becomes very active and important at the time of campaigns during elections. In this, candidates belonging to various parties often broadcast advertisements and debates on television. It is only through these mediums that voters learn about the candidates as well as the issues raised by them.

♣ Being the Common Carrier

Mass media plays a great role in exchanging news and information as well. Media acts in a dual manner. On one side, the people learn about the policies and ideologies of the government; while on the other side, media also helps in informing the government about what people really want.

The sequence of mass media functions:

(A) Information:

- Mass communication exists to observe and inform.
- Mass media keeps citizens informed of news and events.
- During periods of crisis, mass media announcements offer warnings and instructions.

(B) Education:

- Information educates people around the globe.
- With the help of mass media, people from diverse locations are able to learn about various aspects that were not in their reach earlier.

(C) Entertainment:





- Long before the advent of mass media people were forced to entertain themselves by participating in activities or live events.
- The advent of mass communication-enabled viewers to see and hear and learn in real time from wherever they are.

(C) Transmission of culture:

- The media serves as transmitters of cultural messages, letting the masses understand that what is considered an acceptable form of behaviour.
- Transmission of culture evolves, as what once was taboo can become the norm when enough people embrace it and when the media report on it.

(D) Social integration:

- Mass media helps people socially integrate using various social media platforms like Twitter, Facebook, etc.
- Users can be fed farfetched stories that look like real news when in fact they are anything.
- Although a company is an important part of mass media, it is not a news site.

Effects of Mass Media

The effects of mass media can be seen through the following points –

♣ Positive Effects

- * Mass Media informs the public about government pol and programmes and how these programmes can be useful to them. This helps the people voice their feelings and helps the government to make necessary changes in their policies or programmes.
- * It can bring in positive social changes.
- * It can entertain people.
- * It can act as an agent of change in development.
- * It can help the political and democratic processes of a country.
- * It has brought people of the world closer to each other.
- * It can educate the public and promotes trade and industry through advertisements.

♣ Negative Effects

- * The traditional culture of country is adversely affected by mass media.
- * Entertainment has become the main component of mass media. This affects the primary objectives of media to inform and educate people.
- * Mass media promotes violence. Studies have proved that violence shown on television and cinema, have negative effects on children.
- * It also promotes the desire in people to buy and own products that are advertised through the media but which may not be essential for them.





An open house is a scheduled period of time in which a house is open for viewing by potential buyers. These houses allow one to promote the potential business idea, introduce a new product or service, mingle with community members, and even turn attendees into new customers. Running a successful open house event takes a lot of preparation much like throwing a great party.

Publicity:

- If a public sector organization aims to communicate with the public by throwing an open house, it will serve the purpose of Publicity.
- It is the process of creating public awareness about the organization to potential stakeholders.

Public Relations:

- Public relations is the practice of deliberately managing the release and spread of information between an individual or an organization and the public.
- the professional maintenance of a favorable public image by a company.

Image Building:

- improving/ Building the brand image or public image of any company by good public relations, advertising, etc.
- A positive image supports the sales and marketing effort.

Media Production Process:

- The production process refers to the stages or phases required to complete a media product, **from the idea to the final master copy**.
- The process can apply to any type of media production including *film, video, television, and audio recording*.
- This incorporates tasks such as setting up scenes, the capture of raw footage, and the use of set designs.
- The stages in every medium fluctuate. However, the same general ideas work for any medium. Production is the moment where the majority of the time and energy spent preparing culminates into something unique.

There are 5 stages in the production process: **Planning, Content Preparation, Production, Transmission, and Feedback Analysis.**

1. Planning:

- The pre-production phase of a project is where all the planning takes place before the camera rolls.
- Whether it measured in minutes, hours or days, this planning phase sets the **overall vision of the project**.

2. Content Preparation:

- As your projects turn out to be more aspiring you can start to **storyboard** the project.
- Storyboards can really smooth out the post-production process when it's time for editing. This will really be useful if there are multiple people working on the project.





- A storyboard is a magnificent planning tool that can be used as a guide when planning out video production. It has a sequence of graphic illustrations that contain illustrations of shots visualizing a video production.
- *Knowing which shots to take and a description of what dialogue takes place can act as an excellent guide in process of media production.*

3. Production:

- Production is the **actual filming of the video**.
- The video production company you're working with bring their crew, equipment, talent (actors), and all necessary props out to the location and capture all the footage necessary.
- Ensuring every division has satisfactory planning time is the most ideal approach to guarantee that your set will run smoothly and you won't end up running around panicking.
- The production process generally involves executing content that is planned and prepared on paper.
- A **strong production depends on strong communication**. Directors must be clear about their visions.
- Filmmaking is a collaborative process, and nowhere is the collaboration more important than during the production phase.

4. Transmission:

- Once the content is produced and edited, the next stage is to transmit it to the audience.
- With so many different mediums, such as movie theaters, television, home video, digital media, and streaming, there are various distribution possibilities.
- What kind of distribution a film gets can depend on its quality and the pull of the filmmaker or studio.

5. Feedback Analysis:

- Once the art is released, viewers are bound to give their opinions and thoughts about it.
- The content maker should carefully analyze the feedback of his audience so as to get an impression about his work and carefully plan the next project.

Gatekeeping in Mass Media:

- The **Gatekeeping model of communication** was designed by **Bruce Westley and Malcolm MacLean**.
- Mass media gathers information from all around and have the **power to decide which news to publish, broadcast or telecast** since every form of media has to define its content.
- The gatekeeping model assumes that messages in **mass communication pass through different checkpoints called 'gatekeepers'** before they are received by the audience/learners.
- It is the process through which **information is filtered for dissemination**, whether for publication, broadcasting, the Internet or some other mode of communication. A news report in a newspaper or on a television channel is filtered or controlled at a different level by a reporter, sub-editor, news editor or the editor.





- Gatekeeping is an **information control** process for **ensuring what audience consume** by selecting, adding, withholding, displaying, channelling, shaping, manipulating, repeating, integrating, disregarding and deleting of information. Mass media institutions hold a **major role in the control of public information**.
- Since the gatekeepers of society are in complete control of all information received by the public, they are therefore also **in control of how the public perceives** the rest of society's reaction to news stories.
- **For example**, the **2016 U.S. Presidential election** is a prime example of how the mass media institutions appeared to have attempted to **control public opinion** by manipulating the coverage of the election campaign.

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